

# A Popular Price Gift Store for the Whole Family

# AYRES DOWNSTAIRS STORE

**ONE-DAY SALE!**

*For Tomorrow Only—We Give You a Lot of Style for a Little Price!*

## New Holiday Dress Styles

### 2 for \$7

(1 Dress \$3.98)

- Pleated Skirts! • Shirtwaists! • Metallic Trims!
- Lace Trims! • Sequin Trims! • 2-Pc. Styles!
- Rayons! • Rib-Rolls! • Aphrodite!
- Black! • Suez! • Rust!
- Sheba! • Flake Wools!

Sizes 9 to 17, 14 to 52 and 18½ to 24½!

Here's a grand extra savings for you tomorrow! Buy a dressy dress and a tailored type dress . . . buy them both and save around a dollar! This group is new . . . with new styles for the holiday season . . . with new colors to wear under your dark fur coats! Dresses to wear for all occasions for daytime, afternoon and informal evenings.

—Downstairs at Ayres.

*Manufacturer's Close-Out Purchase—Bought Way Off Price!*

## Winter Hats

### 88c EACH

- Turbans • Cuff Hats • Pill Boxes
- Black • Brown • Colors

Special purchase of new winter hats, at a price far below regular! Rayon bagheera, suede cloths and rayon velvet fabrics in close-fitting styles. Headsizes 22 and 23.

—Downstairs at Ayres.

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*Special Gift Selling! First Quality*

## "Dull Mode" Chiffons

### 55c PAIR

(Or 2 Pair for \$1.00)

A first quality sheer, 4-thread chiffon stocking for street or business wear. They have picot hems, runstop and are full reinforced at points of wear. In Charm Beige, Mist-Beige, Praline Beige colors. Sizes 8½ to 10½. Limit of 6 pairs to a customer.

—Downstairs at Ayres.

**ONE-DAY SALE!**

*Women's Higher Priced*

## Fur-Trimmed Winter Coats

### Reduced for Friday Only—\$15

- Fitted Styles! • Box Swaggers! • Black!
- Dahlia! • Teal! • Green! • Beaver Dyed Rabbit!
- Manchurian Wolf! • Pieced Persian! • Fox Paw!
- Dyed Wolf! • Dyed Squirrel!
- Mink Dyed Marmot! • Dyed Fox!

You're in luck tomorrow . . . and especially so, if you are needing a new winter coat! For these coats are marvels of beauty, styling and value! Fitted or box swagger styles in fleeces and nub boucles. Trimmed with collars of quality fur. Black, green, dahlia, teal colors.

Sizes 11 to 17 and 12 to 20!

—Downstairs at Ayres.

## Tomorrow! A Christmas Gift SALE of WOOL-FILLED

# CELANESE\* RAYON TAFFETA COMFORTS



- Green and Sahara
- Brown and Eggshell
- Rose and Green
- Wood Rose
- Royal Blue
- Green
- Deep Wine
- Rose

This extraordinary sale is possible only because the order was placed months ago, when costs were at their lowest point. Comforters covered with luxurious, shimmering, long-wearing Celanese rayon-taffeta at a price you'd ordinarily pay for cotton sateen comforters. And every inch of the covering is laboratory tested and moth-repellent.

Each comforter is filled out plumply with fluffy pure wool—evenly distributed so it won't bunch up and anchored in place by quilting in lovely hand-guided stitchery. In beautiful colors and color combinations—pastels and DEEPTONES. Comforters for your own home and for inspired gifts.

—Downstairs at Ayres.

**Perma-Fluff Comforts**  
With Rayon Taffeta Cover

### \$5.95

Two styles in our famous "Perma-Fluff" comforts. Size 78x88-inch in 3 reversible colors or size 72x84 with "Tuck-in" feature.

**Down-Filled Comforts**  
Covered With Celanese Rayon Taffeta! In the Beautiful New "TRUPUNTO" Design!

Brown Green	Wine Rose	Rust Cedar	Royal Winter Rose	Sale Price—
				<b>\$8.95</b>

Comforters of regal beauty with "Trupunto" raised padded motif. All-goose down filled . . . light as a cloud—drift—warm as though you were encoiled in fur. 8 handsome colors.

**Twin Blankets**

2 Pair for **\$3.98**

Double blankets for twin size beds. 5% wool in 66x80-inch sizes. Warm, serviceable, gift! In smart "Fieldcrest" plaid colors.

*Special Selling! Girls'*

## Cotton Wash Frocks

### 59c

Girls' and little girls' novelty print gift dresses in swing or straight line styles. Well tailored and nicely finished with good-looking details. Sizes 3 to 14 years.

**Girls' 3-Piece Snow Suits**

### \$3.98

Girls' 3-Pc. snow suits with warmly lined jacket and ski pants with zipper on bottom. Hat to match. In green, brown or navy with novelty plaid trim. Sizes 7 to 16.

**Tots' 3-Piece Snow Suits**

### \$2.99

Tots' 3-Pc. wool mixed and corduroy snow suits with warmly lined jackets and ski pants and hat. Navy, wine and brown with plaid trim. Sizes 3 to 6 years.

**Boys' Broadcloth Suits . . . 59c**

Little boys' broadcloth wash suits with button-on or belted style top. In pretty deeptone colors. Sizes 1 to 6 years.

**Tots' Wool Slipon Sweaters 59c**

Tots' all-wool slipover style sweaters in red, blue, brown with contrasting color trim. Sizes 3 to 6 years.

—Downstairs at Ayres.



*Discover How Smart Your Feet Can Look and How Comfortable a Shoe Can Be—Slip on a Pair of*

## CORLISS Tarsal-Arch Shoes

### \$2.99 PAIR

It's time to discover the comfort of these style shoes that are a comfort shoe! So come in tomorrow and slip on a pair of these Tarsal-Arch shoes in soft black kid with built-in metatarsal features that give you comfort in walking. A whole new collection of new winter styles await your selection in sizes 4½ to 9 in the group, width AAA to E.

—Downstairs at Ayres.

*Inspired Gift Ideas for the Home! Handsome*

## Jacquard Bedroom Rugs

**\$1.39** (24x36) **\$1.79** (24x48)

**\$3.50** (3x5) **\$4.99** (4x6)

If you're looking for an unusual gift idea for the home . . . then here's an inspired idea! Handsome, heavy quality, Jacquard Bedroom rugs with colors woven thru to the back. Heavy fringe all around in a smart, all-over 2-tone leaf pattern. Brown, blue, green and rose colors. In 4 groups at 4 popular low gift prices!

## Plain Color "Romac" BATHROOM RUGS

### \$1.49 to \$2.98

Size 18x30 . . . \$1.49; 20x40 . . . \$2.49; 24x48 . . . \$2.98

A luxuriously beautiful rug in 12 different colors with fringed ends.

Lid Cover to Match . . . . .89c

—Downstairs at Ayres.