

A Popular-Price Gift Store for the Whole Family

AYRES DOWNSTAIRS STORE

A Great Special Purchase!



Rich Persian Type Fur Fabric Coats

\$19.75
Each

- Black Persian Fur Fabrics!
- Grey Persian Fur Fabrics!
- Box Swagger Styles!
- Smart Fitted Styles!

Sizes 12 to 20 and 11 to 17!

This coat maker wanted to clear his racks... he offered us a group of these coats at tremendous savings... here's the result! Coats that look like real Persian Fur, that give you the looks of a fur coat... the warmth and service of a fur coat... yet costs less than a cloth coat.

—Downstairs at Ayres.

Fur-Trimmed Coats

With Gorgeous Fur Collars—Some Have Muffs!

- FITTED STYLES! • BOX SWAGGER STYLES!

A money-saving price on these dress coats trimmed with wolf, dyed squirrel, pieced Persian, kit fox, American Fox, Dyed Fitch, manchurian wolf collars. Sizes 12 to 20.

\$25

Buy a New Formal and a New Daytime Dress

In the Annual December Sale!

Both for

\$12

(1 Dress, \$6.98)
and Save \$1.96!



FORMALS: Glamorous ankle-length rayon taffetas, and rayon satins, darling hoop-skirt formals, sleek sophisticated rayon alpaca dinner dresses, or sequin-trimmed formals. Sizes 9 to 17, 12 to 20 and 38 to 44.

DAYTIME DRESSES—for juniors, women, misses and half sizes. Street, afternoon, tailored and dressy informal styles in the newest styles and colors. Plenty of blacks and bright colors. Sizes 11 to 19, 12 to 52 and 18½ to 24½.

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A Gift for Your Mother—for Your Daughter or for Yourself That Combines Luxury With Practicality!

Fur Coats

At a Special Gift Price!

\$38

- BOX SWAGGER STYLES!
- PENCIL SILHOUETTE STYLES!
- SEAL DYED RABBITS!
- BEAVER DYED RABBITS!
- Sizes 12 to 20!

Here's a timely gift suggestion, and it saves you money, too! Just think, a luxuriously beautiful fur coat, a surprise gift for yourself, mother or daughter. Choose from box swaggers and pencil silhouette styles in black seal dyed rabbit or brown beaver dyed rabbit. Smart, small collars. Linings guaranteed for 2 years. Sizes 12 to 20.

—Downstairs at Ayres.



A Gift of Beauty and Warmth! 'Split-Pruf' Fur Coats

Swagger Styles in Black, Brown or Grey Dyed Rabbit!

"Split-Pruf" is a process that gives extra strength, wear and lasting beauty to this fur coat! Made of carefully selected pelts. Lining guaranteed 2 years. Sizes 12 to 40.

\$58



100 Styles in New Gift Bags

\$1.00
Each

- Grains • Piques • Patent
- Crepes • Suede Cloths
- Rough Textures • Tailored Styles
- Dressy Styles

Any style you want in simulated leathers or fabrics. Overarm, underarm, top-handle, streamline styles. Blacks, browns, teal blue, dahlia colors.

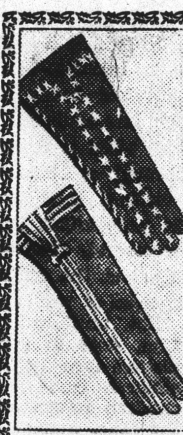


Gift Jewelry

\$1.00
Each

- Clips • Bracelets
- Pins • Necklaces

Colorful stone jewelry in simulated gold settings. Ruby, sapphire, emeralds, topaz, pearls and rhinestone stones.



Gift Gloves

\$1.00
Pair

- Slipons • Shorties
- 4-Button Slipons

Dozens of styles in hand-sewn fabrics, suede cloths, half-n-half leather combinations, leather trims. Black, brown, chambray, teal colors. Sizes 6 to 7½.



Initialed Scarfs

For Men
and for
Women

\$1.00
Each

With 3 initials on white or colored rayon crepe, satin stripes or rayon satin. Fringed ends. Tubular shaped.

Say "Merry Christmas"
By Giving Her

REAL SILK De Luxe Chiffon Hose

(Substandards) **69c** No Mail or Phone Orders!

Give them to the woman who wears them and she'll say "thank you"! EVERY woman loves REAL SILK de luxe chiffon hose because they're exquisitely sheer, they WEAR and WEAR, and they FIT PERFECTLY! SILK to top. All the new gift colors! Sizes 8½ to 10½.



Special Purchase and Gift Selling of

Girls' Dress Coats

Bought off price, because the weather has been so unseasonable! Novelty fleeces and double service coats with lined matching leggings. In wine, brown, green, and teal. Sizes 7 to 10 and 7 to 16.

\$7.99
EACH

Girls' Snow Suits

Girls' snow suits with zipper style or double breasted jacket styles with warmly lined zipper leggings. Solid color or plaid trim. Sizes 7 to 16.

Girls' Rayon Taffeta Dresses

Girls' new rayon taffeta street dresses in holiday colors. In wanted street shades. Sizes 10 to 16.

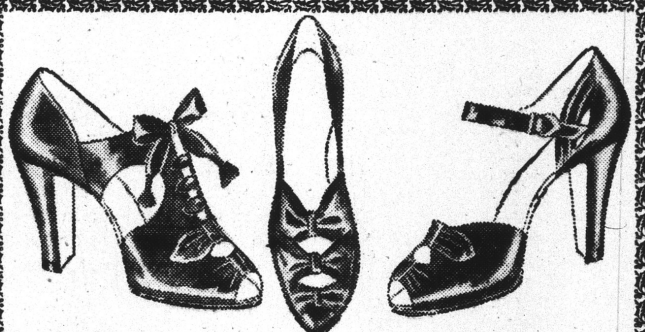
Girls' Flannel Skirts

Girls' wool flannel skirts in novelty and tailored styles. Wine, green, brown, teal and navy colors. Sizes 10 to 16.

Girls' "Tomboy" Sport Shirts

Cotton shirt-style sport shirts with convertible collars. Yoke back. Deep tone or pastel colors. Sizes 8 to 16.

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Three New Styles That Hint of Spring!

"CORLISS" BLACK PATENTS

With the New Draped Effect!

\$2.99 Pair

To make your holiday costume a success wear a pair of these shiny black patent leathers! They're brand new styles, and hint of what's to come this spring. The draped effect on the vamp makes your feet look slim and small. Sizes 4½ to 9, AAA to E widths.

—Downstairs at Ayres.



Charming New Little FELT HATS

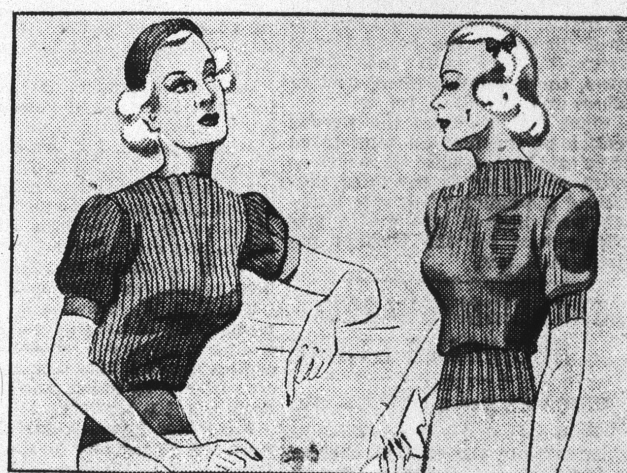
To Wear With Winter Ensembles!

\$2.00 Ea.

Little felts are especially in demand right now, because they snuggle into your coat collar without musing up your hair. Two new styles—the little black muffin brim with peak crown and galyak trim. The little black high turban with embroidered chenille trim and veil.

Other Styles in Smart Felts and Bright Colored Fabrics.....\$2.00

—Downstairs at Ayres.



SWEATERS

For Her Christmas Stocking
From a Collection That Includes the
Best Styles and the Best Colors!

\$1.00
EACH

The best gift you can think of to give any woman... always practical, always enjoyed! All-wool short-sleeve slipons and short-sleeve jersey slipons with brooks neck or button fronts. In 9 different colors... white, black, rust, green, aqua, maize, rose, brown or pink. Sizes 34 to 40 in the group.

★

Wool Skirts "to Go With"

\$1.98

To go with the sweaters, completing a smart sports outfit! New styles with flares, pleats and zipper plackets! All-wool crepe and flannels in plain colors, checks, plaids and mixtures. Well tailored and cut with smart fashion details. Sizes 24 to 32 waists.

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Boys' Brown LEATHERETTE GIFT JACKETS

\$1.98
EACH

Boys' brown leatherette full-lined, full-zipper front jackets. Just the style he wants to find in his Christmas stocking. Fancy back, side tabs, 2 front pockets. Sizes 8 to 16 years.

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Dozens and Dozens of Gift
Styles—One Low Price!

Gift SLIPS

\$1.00
EACH

Rayon crepes, rayon satins, rayon denier slips and "Fruit of the Loom" rayon satins in Cal. V lace or tailored tops. Bias and 4-gore types with tailored or cocktail hems. Sizes 32 to 44 in the group. Tealrose.

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