

ANNUAL

NOVEMBER SALE

AYRES DOWNSTAIRS STORE

The SALE Is On!

AYRES DOWNSTAIRS STORE'S November Sale is a well-planned, annual event timed to occur just at the season when our customers are more likely to appreciate the unusual savings we offer. It comes at the beginning of COLD WEATHER. It comes just before Thanksgiving festivities. It comes when folks are beginning to think about CHRISTMAS! This sale is designed to meet ALL these needs... with Ayres' QUALITY merchandise... in full assortments... in good fashion... at prices much lower than you expect!

NOVEMBER SALE NEW DRESSES

Spectacular Selling of
Wanted Fashions -- Very LOW PRICED!

- Rayon Alpaca Crepes!
- Rayon Woolens!
- Bracelet Sleeves!
- Taffetas!
- Moires!
- Afternoon Dresses!
- Long Sleeves!
- Street Dresses!
- Sports Dresses!

Sizes 9 to 17; 12 to 20; 16½ to 24½;
38 to 44; and 46 to 52

This glorious collection of smart, new dresses features styles you can wear day-into-evening. Styles for sports, for street, for office; for campus, for formal wear, for informal evenings, for dinner... for a price that makes it possible to own a dress for EVERY occasion. If you don't desire TWO of these lovely dresses, then, bring a friend, and profit by this LOW price. Or you may buy one dress, inexpensively priced at \$6.45, and still gloat over the money saved. Every dress is a NEW style, fashioned of highly-favored fabrics and flattering colors. Styles and sizes for Juniors, Misses, Women, and those who wear Half or Larger Sizes. Don't overlook these Dress Values!

—Downstairs at Ayres



2 for \$11
1 Dress \$6.45



Rayon alpaca dress, lace and velvet trim. Color: Green. Size 11 to 17.

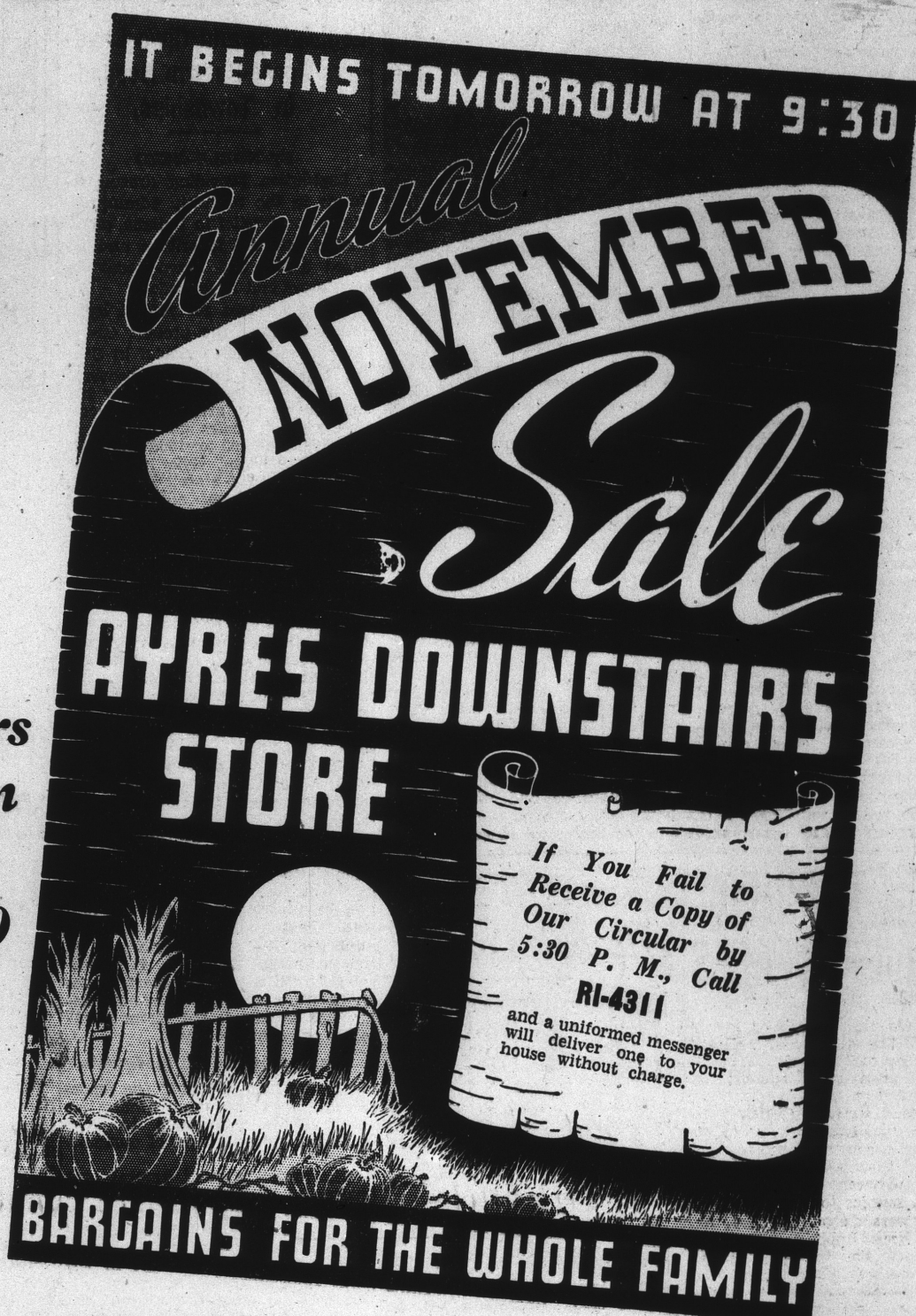
Soft wool, long-sleeved dress, satin trim. Black only. Size 12½ to 24½.

Rabbit's Hair and wool, short-sleeved dress, convertible style. Color: Jaded Apple. Size 14 to 18.

Rayon Magic Hour Crepe, Princess Dress. Sewed, embroidered trim. Black. Size 14 to 20.

Big Wool, long-sleeved dress, T-py-front style. Size 9 to 16.

Doors
Open
at
9:30



Stock Up NOW—On These Irregulars of

La Sayre

SHEER CHIFFON STOCKINGS

Women like to wear these smart La Sayre stockings because their beauty not only glorifies their legs but their money savings LOW price glorifies their budget! These stockings, which are our own brand of fine irregulars from a famous maker, are the popular, desired 4-thread weight, with the famous picot runstop and dainty picot top. You'll want not one but several pairs of these sheer, well-wearing stockings at this November Sale price. Choose the smart new fall shades in sizes 8½ to 10½.

—Downstairs at Ayres.

49c
PAIR

Women's Sportswear

Misses' and Women's Plaid Jackets

Smart, all-wool plaid sports packets for wear now and all winter long! Full-cut, well made. Classic and Cardigan styles. Sizes 12 to 18. \$3.69

Misses' All-Wool Skirts

Flared skirts, gored skirts, pleated skirts for your choosing, sale-price well within your budget! All wool, well made, nicely tailored. Navy, wine, brown, black, green. 24-32. \$1.79

Classic Slip-on Sweaters

Angora - and - wool classic slip-on sweaters with the flattering Brooks and Crew necklines. Short sleeve styles. All new pastel shades. Sizes 34 to 40. \$1.49

Rayon Crepe Blouses

Attractive prints and desired plain colors in rayon crepe blouses. Beautiful tailored styles. Sizes 34 to 40. 88c

Wool-and-Rayon Shoulderettes

Ideal for wear on "chilly days" in the house or under-the-coat outdoors. Pleasing pastel shades. (Irregulars.) 74c

"Sloppy Jo" Cardigans

These "Sloppy Jo" cotton fleece Cardigans are "all the rage"! Button-front, 2-pocket, box styles in Moss Green, Royal Blue, Red, White, Maise and Wine. Small, medium and large sizes. 99c

—Downstairs at Ayres.

Fine All-Wool

BLANKETS

In 3 Special Groups

\$3.98
EACH

ALL-WOOL BLANKETS, SIZE 70x80—Gorgeous, soft, fleecy, all-wool blankets in a choice of lovely colors. Beautifully bound edges. Single blankets, size 70x80 (seconds). —A limited quantity, so early selection is advisable.

EXTRA HEAVY WOOL BLANKETS—Sizes 60x84 and 72x84; these warm, extra-heavy wool blankets weigh from 4 to 5½ lbs. Choose from lovely deep-tone colors. Seconds. EXCEPTIONAL VALUES—Limited Quantity—Shop Early!

80% WOOL BLANKETS, SIZE 72x84—FIRST QUALITY! Soft, warm single blankets, 80% wool. Attractive, plain colors. We have a limited quantity of these blanket VALUES—so avoid disappointment—shop early!

—Downstairs at Ayres.

CHENILLE BEDSPREADS

Full Bedsize only. An unusually beautiful Chenille spread with closely spaced chenille design in solid color with clever new scroll center design. November Sale Price \$3.69

—Downstairs at Ayres.