

Annual NOVEMBER Sale

AYRES DOWNSTAIRS STORE

Winter Needs for Your Family—at Bargain Prices



It's a Lot of Fun to Look Smart in Rayon Bunny Suede

"Sport Time" DRESSES

\$3.00

Sizes 9 to 15; 12 to 18!

Firedrill Red
Moss Green
Rhapsody Blue
Natural Tone

Pagan Rose
Aqua
Convertible Neckline
Swing Skirts

It's fun to wear these "Sport-Time" rayon bunny suedes when they cause so much excitement with their superior and youthful styling. Long and short sleeve styles, simulated leather belts, gold button trims. Wear one of these dresses for work or play and get a pick-up in fashion appeal.

—Downstairs at Ayres.

SALE! 3 Select Groups of FUR COATS

*A Special Purchase of Quality Coats
In Sizes for Misses and Women in the Group!*

\$28.00

(4) 22-Inch Skunk-Dyed Opossum
Jackets \$28
(4) 24-Inch Manchurian Wolf
Jackets \$28
(4) 22-Inch Norwegian Blue-Dyed
Fox Jackets \$28
(10) Seal-Dyed Coney Boxy Coats \$28

\$38.00

(2) 22-Inch Skunk-Dyed Opossum
Jackets, Hat and Muff \$38
(1) 22-Inch Norwegian Blue-Dyed
Fox Jackets, Hat and Muff \$38
(2) 24-Inch Sable-Dyed Opossum
Jackets \$38
(15) Seal-Dyed Coney Swagger
Coats \$38
(8) Mink-Dyed Coney Swagger
Coats \$38

\$58.00

(12) Seal-Dyed Coney Box Coats.
(4) Skunk-Dyed Opossum Great Coats.
(1) Krimmer-Dyed Lamb Swagger Coat.
(6) Mink-Dyed Coney Swagger Coats.
(2) Sable-Dyed Opossum Jackets, Hat and Muff.
(1) 32-Inch Leopard Processed Lamb, Hat and Muff.
(2) 32-Inch Grey-Dyed Caracul Paw Jacket, Hat and Muff.
(2) Grey-Dyed Caracul Paw Swagger Coats.
(1) Mendoza-Dyed Coney Swagger Coat.

—Downstairs at Ayres.



"Rain 'r Shine" ★ Reversible

COATS

SALE PRICED \$8.88

Sport Coats for Misses, Juniors and Women!

Reversible Coats

Wrap-around Styles

Fitted Styles

Tweeds

Boxy Styles

Plaids

In any kind of weather a reversible coat is better. Wear the luxurious tweed or plaid on the outside in the better weather and when it rains... presto... you reverse it to the waterproof gabardine side and it's a raincoat. Many styles have hoods.

—Registered

—Downstairs at Ayres.

SALE! Regular \$2

FASHION STARS

SHOES

for WOMEN

2 Pair \$3

1 Pair, \$1.59

Now is the time to stock up on your shoe supply at these savings! Choice of our entire stock of Fashion Stars Shoes at this November Sale Price! Pumps, straps, ties and oxfords in suades, gabardine and patents. Black, navy, brown. Sizes 4 to 9. AA and B widths in the group. Low, medium and high heels. \$1.59 Pair or 2 Pairs \$3.

—Downstairs at Ayres.

*A Thrilling November Sale
of Sportswear!*

New Fall SWEATERS

99c

You'll love these new sweaters—they're smart and comfortable—all-wool in plain or fancy weaves, short sleeve styles. In natural, blue, jockey, maize, white and brown in the group. Sizes 34 to 40. November Sale Priced at only 99c each.

ALL-WOOL SKIRTS

\$1.79

All-wool flannel skirts in flare, pleated styles with zipper placket. Black, brown, green, red, powder, rose in the group. Sizes 24 to 30. November Sale Priced at \$1.79 each.



"FRUIT" BLOUSES

Short sleeves. Dusty white, powder, red, powder, rose in the group. Sizes 32 to 40. November Sale Priced at 99c Each.

There Are Great Savings in This

**November SALE of
Better Daytime
DRESSES**

\$1.79

Sizes 14 to 44 in the Group!

Brighten up your entire day at home with several of these smart looking better daytime dresses. The group includes spun rayons, cotton challis and cotton voile. Stripes, polka dots and small figures in new fall styles. Colors include Black, Teal, Wine, Blue and Green.

Washable Rayon Dresses

A selected group of higher priced washable spun rayon dresses that offer the newest in styling, patterns and colors. Choose yours tomorrow in this great November sale!

—Downstairs at Ayres.



Reduced to One Low Price!

**GIRDLES
and
Combinations**

\$2.00

This group includes side hooks, stepins, back lace, innerbelts and talon zippers. Brocades, rayon satins and lastex in the group. Girdles sizes 26 to 38, combination sizes 34 to 48.

Lastex Combinations

Two-way stretch garments with lace and rayon satin brassiere. 4 hose supporters. Small, medium and large sizes.

\$1.00

—Downstairs at Ayres.

FIRST QUALITY

Betty Shaw

Genuine Crepe STOCKINGS

59c

It isn't very often that we can offer sales like this one, but when we do it's fun to watch all the budget-minded ladies rushing in to buy them at such substantial savings. You can save too... Tomorrow at the stroke of 9:30. Buy two pairs, buy 3 pairs, buy several pairs... you save one every one! Picot top and runstop, reinforced with lisle for longer wear. Sizes 8 1/2 to 10 1/2. Fall colors.

—Downstairs at Ayres.

Discontinued Styles of

Rayon SLIPS

88c

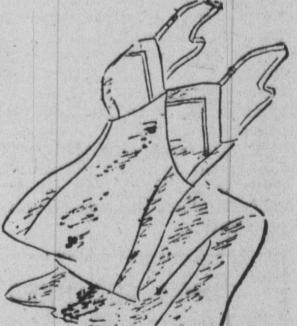
Plain rayon diener, rayon satin and rayon satin stripe. V-Tailored and lace trimmed tops. Bias and 4-gore. Sizes 32 to 44 in Tea Rose.

Cotton Gowns 50c

Printed batiste or cotton crepe. Hand-embroidered or ruffled. Sizes 15 to 17.

Rayon Gowns \$1

Rayon crepe or rayon satin gowns or 2-Pc. pajamas with collars. Sizes 15 to 17 in Tea Rose or Blue.



Better Pajamas \$1.39

Seconds of better gowns and 2-Pc. pajamas in rayon crepe or rayon satin. Sizes 15 to 17.

Flannelette PJ's \$1.25

2-Pc. pajamas. Solid colors and Rosebud print combinations, long sleeve and collarless. Sizes 15 to 17.

—Downstairs at Ayres.