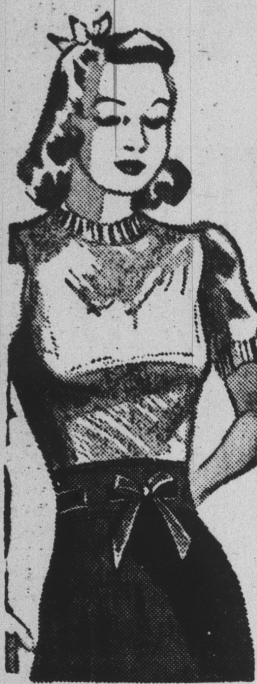


Annual NOVEMBER Sale

AYRES DOWNSTAIRS STORE

SMASHING VALUES for the LAST 3 DAYS



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 flared, pleated styles with zipper placket. Black, grey, brown, green, red, powder, rose in the group. Sizes 24 to 30. November Sale Priced at \$1.79 each.

Downstairs at Ayres.

"Fruit of the Loom" BLOUSES

Short sleeves in several styles in Rayon Crepes and Rayon Satins. Dusty white, powder in the group. Sizes 34 to 40. November Sale Priced 99c each.

99c

November Sale of Women's and Misses'

COTTON Housecoats 99c

SIZES 14 to 50

Gad-about and stay-at-homes love these beautiful, practical housecoats for leisure hours! Full sweeping, ankle length skirts—zipper and wraparound styles. Gay stripes, prints and florals. Sizes 14 to 50 in the group.

"FRUIT of the LOOM" DRESSES

Sizes 15 to 52..... \$1.00

—Downstairs at Ayres.



Rayon Alpaca. Blue, Moss, Green, Black. Sizes 14 to 20.

For TWO DAYS Only! Special DRESS Selling

TYPES:

Shirtwaist Dresses

Coat Dresses

Afternoon Dresses

Sports Dresses

DETAILS:

Long and Short Sleeves

Bracelet Sleeves

Pleated Skirts

Swing Skirts

Trapunto Trims

Novelty Pockets

Jewel Trims

MATERIALS:

Rayon and Wool

Rayon Matelasse

Rayon Alpaca

Rayon Bunny Suede

COLORS:

Black Rose

Blue Red

Green Wine

Brown Plum

2 for \$7
\$3.98 Each

—Downstairs at Ayres.



Rayon Alpaca in Rose, Blue and Gold. Sizes 9 to 15.

Matelasse. Black Only. Sizes 18½ to 24½.

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Save When You Buy These

New Fall Felts 88c

We have added a thrilling new shipment to this lovely group of hats in this sale. Select your's tomorrow and save. Headsizes 22 to 23.

Kettle Brims

Turbans

Cushion Brims

Off-Face Hats

Black

Brown

Wine

Green

Soldier Blue

—Downstairs at Ayres.

FAMOUS NAME Personal-Fit-Top STOCKINGS

Chiffon or Service Weight

SALE PRICE

69c Irregulars

Popular "Famous Name" "Personal Fit" Stretch Top full-fashioned 4-thread chiffon or 7-thread service stockings—priced to SAVE you money! The stockings you'll like to wear if ordinary stockings bind above the knee. Reinforced with lisle at points of wear to insure longer service. Sorry, we can't mention the maker's name, because these stockings are "irregulars." Choose in the popular fall hosiery colors. Sizes 8½ to 10½. Need we urge you to "stock up" on your hosiery supply and profit by the SAVINGS?

—Downstairs at Ayres.

When Winter Blows Its Coldest Gales You'll Be Warm as Toast!

SALE! PERSIAN or CARACUL Fur Fabric COATS \$15.00

Sizes for Juniors, Misses and Women in the Group!

The coldest weather won't bother you when you wear a warm fur fabric coat. Beautiful Persian and Caracul fur fabrics that are woven deep and durable. They simulate the exquisite beauty of genuine fur, yet give the warmth and wear of durable fabric. Colors in Black only.

Other Fabric Coats \$19.95 and \$28.00

—Downstairs at Ayres.



Don't Miss This SALE!

FASHION STARS SHOES FOR WOMEN

2 PAIR \$3.00
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 suedes, 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 \$3.00.

—Downstairs at Ayres.

Values Reach a New High in These Seconds of

Regular \$1.39 to \$2.00 Quality

Men's Sanforized SHIRTS

SALE PRICED

79c

Buy Several of These Shirts, They Make Perfect Christmas Gifts!



Fully sanforized shirts for men that will mean great savings to everyone that takes advantage of this great November Sale! Smart tailored features, pleated backs, quality broadcloths in three different counts also shantung fabrics. Most of these shirts are plain white, some colors and fancy patterns. Sizes 13½ to 17 collars.

Substandards of Lisle Reinforced "Real Silk" MEN'S SOCKS

5 Pairs \$1

Black silk socks in fine quality substandards. Hem top, full lengths, lisle reinforced. Some colors. Sizes 9½ to 12.

Hand-Tailored RAYON TIES

4 For \$1

Hand-tailored rayon ties in fall colors. Nice colors and popular patterns. Resilient construction and full size. Stripes, checks and plaids, in Reds, Greens, Blues, Browns and novelties.

Substandards of "Real Silk" Wool, Short SOCKS

6 Pairs \$1

These popular short socks for men in substandards of "Real Silk." Whites only in this group. Sizes 9½ to 12. A real November saving.