

THOUSANDS OF *Christmas Gifts.. LOW PRICED!*

# AYRES DOWNSTAIRS STORE

A POPULAR PRICED GIFT STORE—COMPLETE ON ONE FLOOR

Within the bounds of this vast store on one floor you'll find multitudes of choice items for your Christmas giving and for your own needs. You can shop in these vast stocks of complete needs with the confidence built by years of service to you... the public. Values as fine as can be offered at prices to fit every purse. Whether your need be for any member of the family or for the home choose it from AYRES DOWNSTAIRS STORE. Styles, patterns and color selections are the latest offered by manufacturers. You'll be better satisfied with your gift from Ayres Downstairs Store, because... A GIFT FROM AYRES MEANS MORE!



## "Bulkie Joe Jr." Goes TYROLEAN

For a Gay and Merry Christmas!

**\$2.00**

Festive and Gay... and all dressed up! Tyrolean embroidered in two styles of our own "Bulkie Joe Juniors." One we have called "Forget Me Not"—with clever yard embroidered motif, and smart leather buttons—the other—"Little Men"—which is uniquely embroidered with two colorful yarn men! Sturdy leather buttons march down the front! Choose in White, Black, Red, Maize. Sizes 34 to 40! —Downstairs at Ayres.

Step Lightly and Sprightly in

## "CORLISS"

Style SHOES for Women

**\$3.00**



"Corliss" Style Shoes have an unmistakable air of fashion rightness and individuality. Yet, for all their style and appropriateness for dress occasions, they are priced well within your budget! Here are featured two of our most popular styles in black elasticized Gabardine step-in pumps—with neat black patent trim. Medium and high heels. Size 4½ to 9. Widths AAA to B. —Downstairs at Ayres.

A Sparkling New Purchase of "Smarter Than Ever"

## Fur-Trimmed DRESS COATS

**\$15.00**



- Cross Fox
- American Gray Fox
- Squirrel
- Fox Pau
- Needle Point Fabrics
- Nub Boucles
- Kidskin
- Dyed Coney
- Kit Fox
- Fur Border Trims
- Caracul
- Shawl and Ripple Collars
- Pieced Persian Skunk-Dyed Opossum
- Marmot
- Some Quilted Linings
- Some Lamb's Wool Linings
- Side and Center Closings

Gorgeous fur trims lavishly applied to enhance the beauty of every coat. Fur-trimmed cuffs and pockets. Finger border collars, muff and hood sets. Only ONE or FEW-OF-A-KIND models. Colors: Black and Red. Sizes for Women, Misses and Juniors in the group! —Downstairs at Ayres.



Style Sensations for the 1940 and '41 Season!

Mink Dyed Coney!  
Sable Dyed Coney!

## FUR COATS

**\$38.00**

Sizes for Misses!

You need not worry any more about having to spend over a hundred dollars to get a good-looking fur coat. That may have been true several years ago, but today scientific dyeing methods, new treatment of furs and skillful manipulation of every skin provides you with a luxurious fur coat that you can be proud of at a price every woman can afford. Yes, ladies, it's the 1941 season... but a truly beautiful fur coat for only \$38.

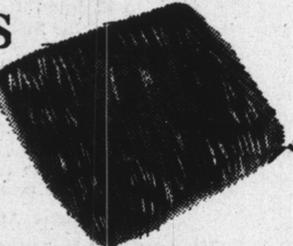
Other Fur Coats... \$28, \$58 and \$65  
—Downstairs at Ayres.

A Perfect Christmas Gift for HER!

## FUR MUFFS

**\$5.00**

Choose these luxurious fur muffs in Sable dyed Opossum, Sable Dyed Coney, Beaver Dyed Coney, Beaver Dyed Kidskin or Skunk Dyed Opossum. All have leather backs. —Downstairs at Ayres.



A Favorite Gift with Women! Simulated Leather

## HANDBAGS

**\$1.00**

Every woman will smile with joy when she receives one of these smart simulated leather handbags. Styled in pouches, swaggers, envelopes and top handles. Simulated leathers in Calf, Alligator and Goat grains. Blacks, Browns, Wines, Navies, Reds, and California Tans. They're roomy and very practical. —Downstairs at Ayres.



To Match Her New Handbag, She'll Need

## Rayon Fabric GLOVES

**\$1.00**

Double woven and rayon fabric gloves that are smart looking as well as warm, and practical. Choose either 4 or 6-button lengths in classic slip-on styles. Also leather trims. Colors in black or brown. Sizes 6 to 7½. —Downstairs at Ayres.



If You Want to Give "Her" Something "Just a Little Nicer" Give Her Substandards

## REAL SILK DeLuxe Chiffon STOCKINGS

**79c** Pr.

—Downstairs at Ayres.



## Black Dresses With Frosty White Touches

**\$6.98**

Size 9 to 15!

You'll glory in the slimming silhouette created by this chic little black dress. Just enough touches of crisp white lace at the pockets to make it feminine like yourself, yet not too frilly. Bell sleeves and zipper closing. This dress will be just the dress to wear for those afternoon holiday parties.

Other Junior dresses in High colors and Pastels of Browns and Greens.

You'll Look So Lovely at the Christmas Dance!

## Formal DRESSES

**\$7.98**

Sizes 9 to 15, 12 to 20, 38 to 44!

We sketch a sculptured white formal of Rayon jersey with shirred lastex at waist, pleated skirt and fetching hood. A dress to carry you through your most supreme moment. You may also have it in Red, Black or Blue. Sizes 9 and 11. Others come in Rayon Taffeta, Rayon Alpaca and Net and Rayon Taffeta.

Evening Wraps of Rayon velvet and Rayon and wool, some with hoods and bunny trim, \$7.98 to \$16.95.

—Downstairs at Ayres.



Intimate Gifts That Warm Her Heart on Christmas Morn!

## Gift Lingerie

**\$2.00**

★ GOWNS!

★ SLIPS!

★ PAJAMAS!

"Seamprufe"

SLIPS... \$2

The perfection slip that features meticulous details in every point. Made of rayon crepe and rayon satin, they come in tailored or lace trimmed styles. Colors are Tea Rose, Black and White. Sizes 32 to 44. Choose several of these as gifts for your most particular friends.

## Rayon GOWNS and PAJAMAS

**\$2**

Lovely Christmas gowns and two-piece pajamas fashioned of rayon crepe and rayon satin in delicate prints and stripes. Pajamas have jacket tops with or without collars. Gowns are tailored with V and square neckline, lace and tailored trims, ties at waist. Sizes 32 to 40 in Pastel Shades.

—Downstairs at Ayres.