

A Popular-Price Gift Store for the Whole Family

AYRES DOWNSTAIRS STORE

ONLY
16Shopping Days
Till ChristmasFRIDAY Is the LAST DAY
Of Our Annual GIFT
DOLLAR DAYS

A sure proof of sound values, is the crowds that have greeted the first two days of this tremendous DOLLAR Day sale. These people have come in search of bargains and value for their money and have gone away with arms loaded with just that! You'll enjoy doing your Christmas shopping in this "Complete Store on One Floor" where gifts for every member of the family are available. So why kill two birds with one stone... GET YOUR CHRISTMAS SHOPPING DONE EARLY... AND SAVE MONEY BY DOING IT IN THIS BIG DOLLAR DAY SALE!

A Quick Way to Her Heart, Give Her...

First Quality!

Full-Fashioned!

"Betty Shaw"

CHIFFON
STOCKINGS

2 PAIRS \$1



Here's a favorite gift for every woman on your gift list! Beautiful, Sheer, Exquisite "Betty Shaw" stockings at an UNUSUALLY Low Price! Genuine crepe, 4-thread weight chiffon stockings with dainty picot top and picot runstop. Lisle reinforced foot insures longer wear. Choose in Coco, Samoa, Beige, Tropicana and Dawnmist! Be thrifty and buy your gift hose, and your own NOW at this special money-saving price! 2 Pairs for \$1.

—Downstairs at Ayres.

Give Her a Dress This Christmas!

Midseason Fashions
at a Budget Price

\$3.98

**SIZES 9 to 17; 12 to 20;
18½ to 24½; 38 to 44; 46 to 52!**

Coat Dresses!
Afternoon Dresses!
Sports Dresses!
Shirtwaist Dresses!
Long or Short Sleeves!
Bracelet Sleeves!
Pleated Skirts!
Jewel Trims!

For a gift that will appeal to her practical sense, choose a charming dress that will flatter her and give her smart fashion. Styles, colors and trims that reflect much more expensive fashions can be found in this great selection. Colors come in Black, Aqua, Rose, Gold, Moss Green and Powder Blue. We sketch three popular styles in Black.

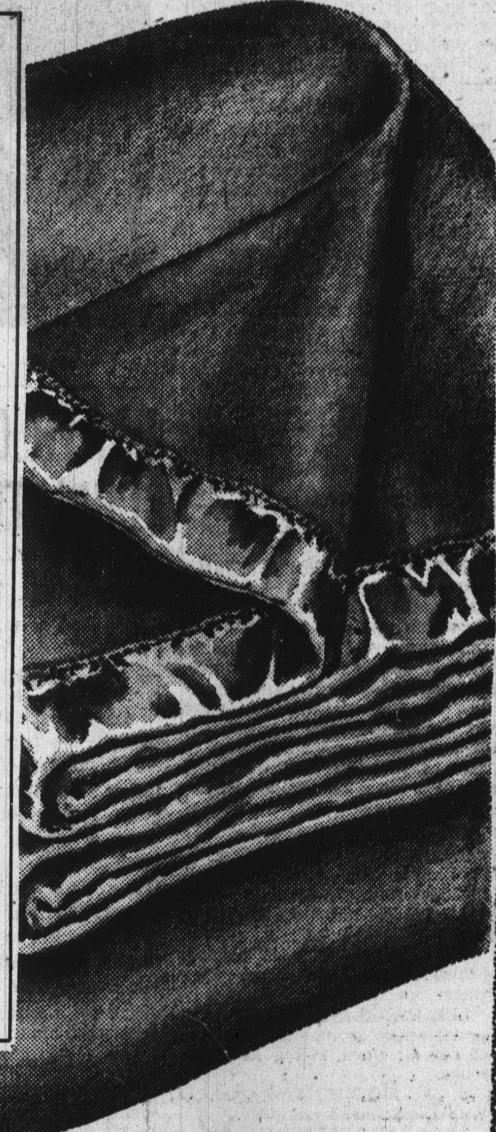
A. Rayon alpaca with lace collar and pocket. Colors Black, Powder Blue and Rose. Sizes 9 to 15.
B. Rayon alpaca with ¾ sleeves, full skirt, lace collar and pockets. Sizes 12 to 18 in Black only.
C. Rayon alpaca with V neck, net yoke, Black, Powder Blue, Green and Wine. Sizes 18½ to 24½.

—Downstairs at Ayres.

Big! Warm! Fluffy!

"Dixieland"

BLANKETS

Made
by
Cannon **\$3** Each

A Famous Maker makes a famous blanket that comfort lovers everywhere endorse as a blanket of superb warmth and quality. 34. Pounds in weight and made of 5% wool. 3-Inch Rayon Satin border. 72x84 Inches in colors of Peach, Pink, Green, Copper Clay, White, Canary, Orchid and Dusty Rose.

Other Blanket Buys

50% Wool Double Blankets in 72x84-Inch size doubles. Plaid designs in mill cutouts that will save you important money. **\$5.50**

5% Wool Double Blankets in 72x84-Inch sizes. Plaid double blankets in 4½ pound weight that will keep you warm. Choose in every color. **\$2.98**

"Envoy" All-Wool Blankets with wide 4-Inch rayon satin border. 2½ pounds. Colors in Peach, Green, Dusty Rose, Wine, Royal and Monte Blue. **\$5.95**

"Beacon" Blankets that will make warm friends. Reversible warm cotton blankets in Indian designs and colors. 70x80-Inch. **\$1.98**

—Downstairs at Ayres.

Gift Comforts
\$3.98 to \$8.95

If You Ask Her, She'll Say, "Give Me
FRUIT of the LOOM"

Rayon Crepe Blouses **\$1**

She knows the quality of these famous "Radium Rayon" crepe blouses. She knows the very smart up-to-the-minute styling that "Fruit of the Loom" demands in these blouses. Buy her the shirt style with convertible neckline. Choose long or short sleeves in colors of White, Rose, Red, Blue or Maize in the group. Sizes 32 to 40.

Wool Coat Sweaters **\$1**
All-wool coat sweaters with smart button fronts, V necklines and two pockets. Colors to choose from in Navy, Royal, Natural, Green, Wine and Brown. Sizes 34 to 46 in the group.

Slipover Sweaters **\$1**
Slipover and button front sweaters in the newest "Bulky" and plain weave styles. Some have smart tyrolean trims. Pink, Red, White, Black, Beige, Blue, Brown and Green. Sizes 34 to 40 in the group.

—Downstairs at Ayres.

A Gift That Will Last Through the Years!
Big Comfortable Chair

Complete With Ottoman

This chair is large, deep-seated and extremely comfortable. "T" type reversible loose cushions with "No-Sag" springs in back and double heavy coil springs in base; colors in blue, burgundy, rust and brown. Ottoman-to-match covers of jacquard velour, remnant pieces, that's why the price is so LOW on this outfit!

\$29.75

—Downstairs at Ayres.

No Down Payment
on Ayres' "Few Pennies A Day" Plan—This includes small carrying charge.