

For the Happy Days ... The Holidays!



Holi-Date Dresses for JUNIOR SIZES \$6.98

SIZES 9 to 15!

You'll get an extra thrill out of every holiday occasion when you wear one of these very grand Holi-Date dresses. Fashioned of rich rayon alpaca crepe with smart jewel trims, pleated skirts and other marks of more expensive fashions. Colors come in Navy, Black, Aqua, and Gold. Sizes 9 to 15.

—Downstairs at Ayres.

A—2-Pc. dress with bracelet sleeves, jewel button and pleated trim. Colors Black and Navy. Sizes 9 to 15.

B. Pleated Surplice front with bracelet sleeves. Colors Black, Navy, and Gold. Sizes 9 to 15.

—Downstairs at Ayres.



For the Holiday Dance You'll Need New

Formal Dresses \$7.98

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

Those dances you're planning to attend will demand a new formal. You can buy one here and save money. Smart new creations that will catch every eye and flatter you beyond dreams. Many soft pastels, whites and black colors to choose from.

Evening Wraps \$7.98 to \$16.95

—Downstairs at Ayres.

Sketch of Rayon satin in Powder Blue or White. Sizes 9 to 15.

A December Double on Your Christmas List!

For the Girls' Who Like to Bowl and Skate for Fun!

Rayon Panne Satin BLOUSE

Rich panne rayon satin blouses with full long sleeves, convertible neckline. Come in white only. Sizes 32 to 38. Plenty of freedom for active sports.

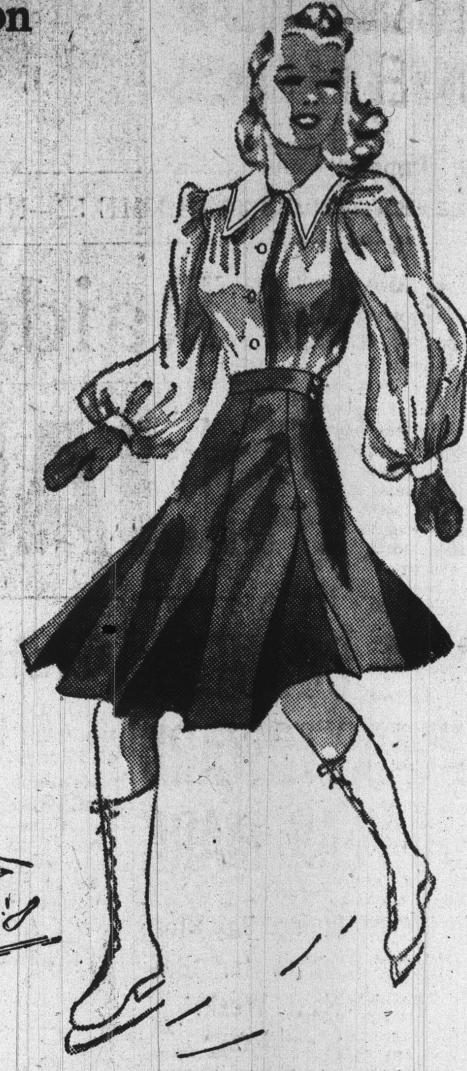
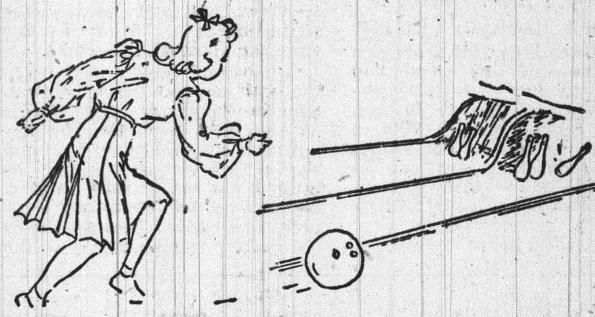
\$2

"SHORTEE" Flannel SKIRT

To match the blouse, an all-wool flannel skirt with zipper side placket. Colors in Men's wear grey, Beige, Black, Jockey Red, Blossom Blue and Royal Blue. Sizes 24 to 30.

\$2

—Downstairs at Ayres.



A Popular-Price Gift Store for the Whole Family

AYRES DOWNSTAIRS STORE

For the First Time
You Can Give

NYLON STOCKINGS for Christmas



6000
Pairs to
Choose From

"Real Silk" NYLON (Irregulars) \$1.35 Pr.
"Sheermode" NYLON (Irregulars) \$1.15 Pr.
Other NYLON (Irregulars) \$1.25 Pr.

(No Mail or Phone Orders, Limit of 2 Pair to Each Customer)

—Downstairs at Ayres.

Every Woman Recognizes the
Superlative Value of Fine
"FRUIT OF THE LOOM"
Rayon Satin and Rayon Crepe

SLIPS \$1.00

The practical and ideal gift—no woman ever has too many slips. Lovely rayon crepe and rayon satin slips in V-lace and tailored tops, 4-gore and bias models. Tea Rose and White. Sizes 32 to 44. Specially Gift Sale-Priced at \$1.00 each.

—Downstairs at Ayres.

Other SLIPS
\$1.69 and \$2

A Gift She'll Use on Christmas Morning!

COTTON Housecoats

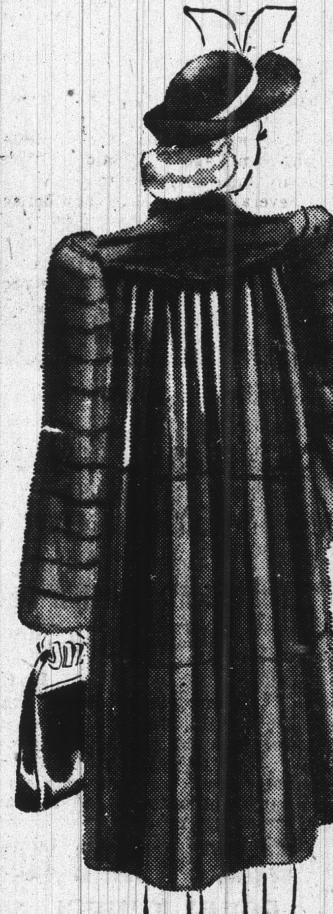
\$2.00

Sizes 14 to 52!

As soon as she opens her gift and discovers its a new cotton housecoat, she's sure to slip it on. It will flatter her as well as provide plenty of warmth on chilly mornings. They're styled in wraparound or zipper fronts in floral prints, dots or stripes.

We sketch a seersucker ankle-length style with zipper front. Floral patterns on grounds of Blue or Wine. Sizes 14 to 20.

—Downstairs at Ayres.

Give Her a Fur Coat, It Will Remain
Her Most Cherished Possession for Years!

Fur Coats \$38.00

SIZES FOR MISSES!

The most cherished gift to lay at her feet on Christmas morning ... a fur coat. A token of your warmest love to offer her at Christmas time. She'll wear it ... love it ... and be flattered with the luxury in these Seal dyed coney and Mink dyed coney. Choice skins correctly matched to give a beautiful and lasting piece of matched fur. And to think ... the price is only \$38.

Other FUR COATS... \$58 and \$65

—Downstairs at Ayres.

You Choose the
Right
Gift When You Select

Simulated Leather HANDBAGS

She's sure to like a smart new handbag. Choose Pouch, underarm and tophandle styles in simulated leathers of Calf, Alligator, crushed kid or patent. Colors in Black, Brown, Navy, Wine, Red or Saddle.

—Downstairs at Ayres.

\$1.00