

A Popular Price Gift Store for the Whole Family

AYRES DOWNSTAIRS STORE

Only 14 Shopping Days! Shop NOW for a Merry Christmas!



Classic Warmers in PASTEL WOOLS *

SIZES
9 to 11
12 to 20
38 to 44
\$5.00

* 35% Wool
45% Rayon
20% Cotton

Young and delightfully fresh looking new dresses for holiday wear . . . in tailored, casual and classic styles that are at home in the office, on the campus or any place where a smart looking warmer is in order. In these winter tonic colors: Blue, beige, aqua, green and winter white.

—Dress Department, Downstairs at AYRES.



REALTEX (Irregulars) RAYON STOCKINGS

By "REALSILK" Mills
85c Pair

These are the gifts she'll love . . . fine rayon stockings, made by "RealSilk" and prepared and finished with the famous Realtex process. They are more elastic, with a permanent clinging fit, a dull lustre, a soft feel, and they're more snag resistant! Full-fashioned, reinforced toe and heel of fine Duracotton. Sizes 8 1/2 to 10 1/2. LAUNDERING PRECAUTION: All rayon stockings should be allowed to dry 24 to 48 hours.

—Hosiery Department, Downstairs at AYRES.

Here's COMFORT Starred with Elegance!
FOR LONG WINTER EVENINGS AT HOME!

\$1.49
Cross strap slipper dashed with exquisite embroidery. It has an open toe, a platform sole, a wedge heel. Blue or burgundy rayon crepe.

\$1.35
Quilting design embroidered on rayon crepe. With open toe, a wedge heel, and a platform sole. Pink, royal or light blue, burgundy.

\$1.49
Fur-warm and cream-rich rayon velvetine slipper with large plush cuffs, and a low leather heel. Royal blue or red.

Gift Slippers, Downstairs at AYRES.

She'll Remember
Your Gift in
Stormy Weather!

Utility COATS for Stormy Weather

\$3.98

Sizes 9 to 17!

Every Junior-Miss will appreciate this stunning and practical gift! An all-purpose coat of fine quality cotton gabardine that sheds water as easily as an umbrella. Fly front, open vent back, two large pockets and a small change pocket. In natural color only.

—Coat Department,
Downstairs at AYRES.



Give Quality and Satisfaction

FRUIT OF THE LOOM MEN'S SHIRTS

\$1.75

Fine quality, Fruit of the Loom shirts, fully cut and sanforized to prevent excess shrinkage. Plain white and fancy patterns in attractive stripes and checks of blue, green or tan. The collars are fused for longer wear. Sizes 14 to 17. Sleeve lengths, 32 to 35.

Other Gift SHIRTS

\$1.49

Handsome tailored, full cut shirts in frosty white or attractive fancy patterns, neatly striped in good looking color combinations of blue, gray, green or tan. Sizes 14 to 17. Sleeve lengths 32 to 35.

—Downstairs at AYRES.



Rayon Crepe or Rayon Satin



FRUIT OF THE LOOM Gift SLIPS

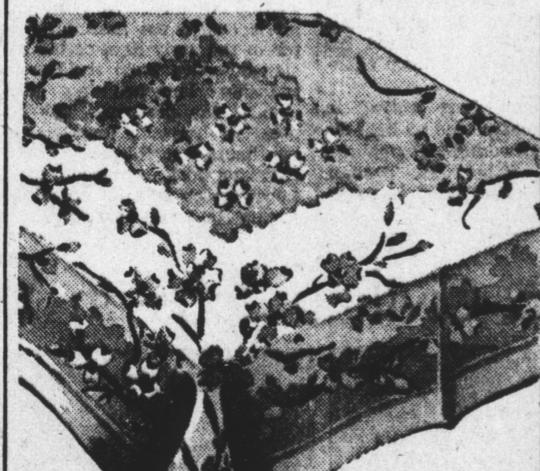
\$1.39

Lovely lingerie for a lovely lady . . . Fruit of the Loom slips, beautifully styled in gleaming rayon satin or petal-soft rayon crepe. Tailored, embroidered or lovely lace trimmed styled, with four-gore skirts. Adjustable shoulder straps. Teasore or white. Sizes 32 to 44.

"Seamprufe" and
"Romantic" Slips—\$2.25
—Lingerie Department,
Downstairs at AYRES.



Practical Gifts for the Home Lovers On Your List



GAY! Colorful! HAND-BLOCKED

52x52 and 54x54-Inch

Lunch Cloths

\$1.00 to \$1.98

Cotton crashed, sail cloth, sateen and sheeting are the materials in these beautiful luncheon cloths. In many fast color, hand-blocked designs that make colorful gifts. Pre-laundered; some slight irregularities in the group.

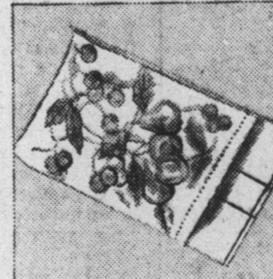
—Downstairs at AYRES.



NOVELTY Bath Towels

49c

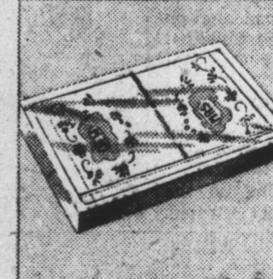
Plain white Cannon towels with "Mr." and "Mrs." or "His" and "Hers" embroidered in contrasting colors. Size 22x44 inches.



PRINTED Tea Towels

29c to 49c

17x32-Inch tea towels of fine printed cotton — in lovely printed designs; all are fast color and washable. Make beautiful gifts.



EMBROIDERED Sheet Sets

\$2.98 - \$3.49

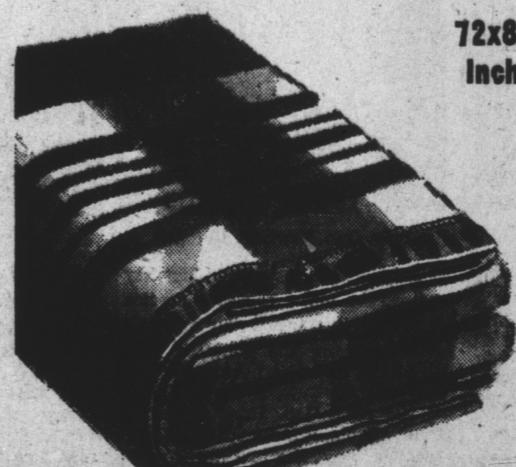
Set consists of one 81x99-inch sheet and two matching pillows; embroidered with "His," "Hers," etc. Lovely hemstitched border.

"Fieldcrest" 25% Wool Blankets

72x84
Inch

**\$2.79
EACH**

And a gift warmly appreciated. These soft blankets, with 25% wool, 75% cotton content of fine quality, with slight irregularities. In beautiful blocked plaid with a 4-inch matching rayon satin border. Blue, green, rose, cedar, peach and burgundy.



50% Wool Blankets
Soft and fluffy Pepperell quality blankets of 50% rayon and 50% cotton. 72x84, bordered with 4-inch wide rayon satin in matching colors. In solid and striped of blue, peach, rose, green and cedar.

**\$5.95
Each**

—Downstairs at AYRES.



"PERMA-FLUFF" Reversible Rayon Satin Comforts

72x84
Inch **\$8.95**

Beautiful, reversible comforts covered with shimmering rayon satin with a lovely stitched design and cord finished edge. The Perma-Fluff filling is extra warm and will not pad down or break apart. In a big selection of beautiful reversible colors.

Wool-Filled Comforts
Size 72x84, with a 50% reprocessed wool, 50% cotton filling. Covered with a quality broadcloth that has a printed center design. Blue, green and rose.

\$3.98

—Downstairs at AYRES.