

# AYRE'S DOWNSTAIRS STORE



To treat yourself or give as gifts . . . figure-perfect slips. Of sleek rayon, our tailored slips come in bias cut and gored styles, some with midriff insert. Tearose and white. Sizes 32 to 40.

**\$2.25**

We Don't Mind Showing  
Our SLIPS



Figure moulding lace-trimmed slip of rayon crepe. Choose from midriff, bias cut and gored styles. In tearose and white. Sizes 32 to 40.

**\$2.25**

Sheer Beauty for You!  
With Sheermode



Now you can say goodby to wrinkles at the ankles, twisting seams, and incorrect lengths . . . wear Sheermode's proportioned fit rayon stockings. Irregulars in smart new fall shades.

**SHEERMODE  
IRREGULARS**

**85¢ and 95¢**



For comfort and style, brown suede spectator with printed alligator calf trim with the new extension toe.

**\$5**

**Tomorrow! An Important Special Event that Brings You**

- Brilliant Fashions!
- Ayres Quality!
- Low Prices!

**After Thanksgiving**

**SELLING**

**of 3,000**

**Holiday Dresses**

**Select YOURS From Scores of New Styles!  
Colors, Designs and Trims Are of the Finest!**

**2 for \$15**

**1 DRESS**

**\$7.50**

**Sizes 9 to 15, 10 to 20, 38 to 52, 18½ to 24½**

- Casual Dresses
- Tailored Dresses
- Street Dresses
- 1 or 2-Piece Dresses
- Wool Combinations
- Print Combinations
- Date Dresses
- Glitter Dresses
- Evening Dresses
- Suit Dresses

**Wool Combinations, Crepes, Prints, Spun Rayons and Print Combinations!**

Be sure to come in tomorrow . . . just glance about at the loaded racks . . . you'll see nothing but charming styles and adorable colors, you would think possible only on more expensive dresses . . . you can select a dress or dresses for the many occasions during the coming year . . . this is just about the grandest thing ever offered in these kind of dresses . . . Think of it . . . 3000 dresses to pick from.

**COLORS: Black, Blue, Green, Purple, Beige, Brown, Aqua, Gold, Fuchsia, Pastels**



## California Casual COATS

**Close-outs from a famous manufacturer . . . Coats of soft all-wool suede cloth . . . warmly interlined . . . and made to sell at a much higher price. These coats are noted for their California colors.**

**\$18**

**JUNIORS' and MISSES' SIZES**

**E—All-Wool Suede Reefer—  
Kick pleat in back.  
2-Button Front. Flange  
front—Velvet Collar!**

**COLORS:  
American Beauty, Blue,  
Luggage, Green and Tide!**

**F—All-Wool Suede  
Chesterfield. Velvet  
collar, large day pockets.  
Deep armholes. Open  
vent back!**

**COLORS:  
American Beauty, Blue,  
Tide, Green, Plum,  
Luggage and Grey!**

**3 WAYS  
TO BUY**

Budget Payment Plan.  
1/2 down, 1/2 on Charge Account.



**Colorful Chill Chasers**

**Right:  
To drape under  
your chin or let flow  
dramatically down  
the back . . . our  
brushed rayon  
Windjammers, the  
new calot and scarf  
combined. Of  
brushed rayon, in  
olive, fuchsia,  
copen, aqua, royal.**

**\$2**

**To wrap you in warmth and beauty . . . our colorful scarfs! Choose from soft lacy scarfs in beautiful pastels, white rayon sheers with hand-painted designs, plain rayon crepes and rayon and wool combinations.**

**\$1.00**

**\$1.25**

**\$1.50**

Scarf  
Sketch \$2.00



**So Very Smart . . .  
Our "Modern Ayres"**

**Below: Dressy high-heel  
Baby Doll sandal of perforated  
brown suede with the  
new side toe opening.**

**\$5**



**For comfort and style,  
brown suede spectator  
with printed alligator  
calf trim with the new  
extension toe.**

**\$5**

