

AYRES 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

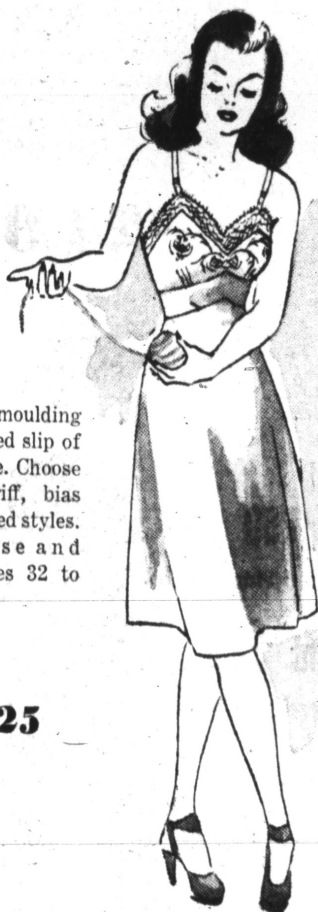


Figure moulding lace-trimmed slip of rayon crepe. Choose from midriff, bias cut and gored styles. In tearose and white. Sizes 32 to 40.

\$2.25

Sheer Beauty for You! With Sheermode



COLORS:
Fuchsia, Blue, Black
SIZES 14 to 20

COLORS:
Gold, Blue, Aqua
SIZES 9 to 15

COLORS:
Purple, Blue, Grey, Black
SIZES 38 to 44

COLORS:
Brown with Gold, Black with Fuchsia

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, 18 1/2 to 24 1/2

- 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 Reeler—
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 flap pockets!
Deep armholes. Open
vent back!

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



3 WAYS TO BUY
1. Budget Payment Plan.
2. Regular Layaway.
3. First Charge Account.



SHEERMODE IRREGULARS

85¢ and 95¢

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

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



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, open, 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

\$1.98

