

# AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store

for the Whole Family

for Christmas Giving

## Lovely Lingerie!

Slips, Gowns, Pajamas  
and Bed Jackets

Prices Range From

**\$2 to \$10.75**

Give her picture-pretty personals this Christmas! Included in our gift assortment are gowns in solid colors, prints and sheers. . . . Pajamas of rayon crepe, rayon print satin, spun rayon and cotton. . . . Robe and gown sets with lovely lace trimming. Robe and gown sets are seconds. Slips in lace trim and tailored styles. Beautiful bed jackets of smooth rayon crepe and satin. All sizes in this group . . . but not in all styles.

**SHOP EARLY!**

The Assortments Are More Complete!

## Holiday Glamour Dresses

Select your holiday dresses NOW from scores of new styles! Casuals, date dresses, evening dresses, suit dresses, street dresses, two-piece dresses — in wool combinations, crepes, prints, spun rayons and print combinations. All in high fashion colors!

**2 for \$15**  
\$7.98 each

SIZES:

9 to 15  
10 to 20  
38 to 52  
18½ to 24½

A. The sculptured look with the new side drape effect. Of rayon crepe, in fuchsia, blue or black, sizes 14 to 20.

B. In delicious colors of gold, blue and aqua, this side buttoned frock of rayon and wool, comes in sizes 9 to 15.

C. The new broad shoulder effect in a two-piece rayon crepe dress with military braid. In brown with gold, black with fuchsia, sizes 14-20.



For Every Day!

**"Windsor Krinkle"  
Cottons**

**\$3**

Practical but pretty for gift-giving . . . our new "Windsor Krinkle" cottons, a different seersucker that needs little or no ironing. All fast color prints tailored to fit and wear.



Genuine  
**TALON ZIPPERS**

(Above)—Zipper plackets are back in cottons! Bar plaid in red and white or blue and white in button-to-the-waist style. In sizes 14 to 20.

(Right)—Floral coat dress with self-ruffle trimming to the hem. Tie-back sash. In small print of red and white or blue and white. Sizes 38 to 44.