

AYRES' DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family

A TOUCH OF BRILLIANCE! For the Larger Woman!

Youthfully Styled to Fit and Flatter!

For the holiday season . . . for business . . . for afternoon wear—here is a beautiful variety of dresses styled to become the woman's figure! Rayon crepes! Spun rayons! Sparkling print combinations! Crush-resistant velvets! Wool combinations! Sizes 46 to 52.

\$8.95 to \$22.95



A. Youthful lines assure flat-
ter in this softly styled dress
of spun rayon. Grey, fuchsia,
green or luggage in 46 to 52.

\$10.95

B. The ever-popular one-piece
dress in rayon crepe. Navy or
black in sizes 46 to 52.

\$10.95

WOMEN'S DRESSES—Downstairs at AYRES



A
\$2.00



B
\$3.00



C
\$1.69

★ COTTONS For Tots and Teens

A. Cinderella Wash Frocks—spark-
ling fresh and new! Striped
chambrays, solid color chambrays,
Dan River ginghams, printed per-
cales! Gay embroidery accents.
Sizes 7 to 12 \$2.00

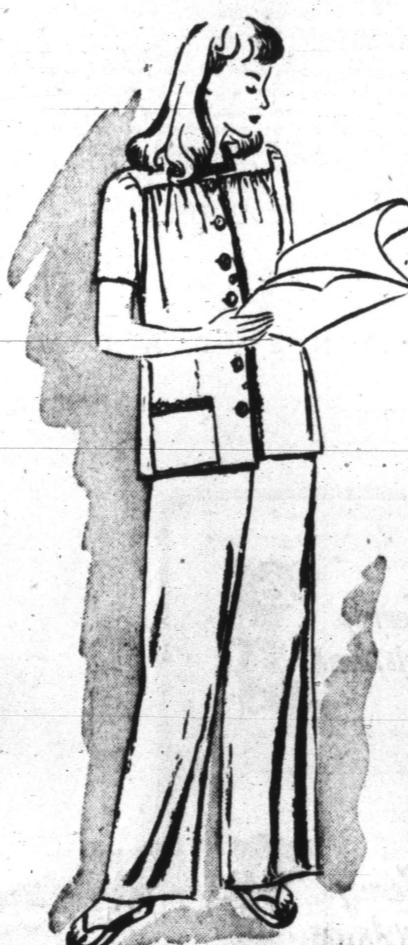
B. Kate Greenaway Frocks of glazed
chintz, pastel ginghams, fine
chambrays and spun rayons! Jumper
types, princess and long-torsos styles!
Sizes 7 to 14 \$3.00

F. Little Boys' Suits—with striped
cotton knit polo shirts, solid col-
or suspender top trousers. Pastels,
deep-tones. Sizes 3 to 8 \$1.19

G. Little Boys' Wash Suits—belted
and button-on styles. Trig little
nauticals—some with man-tailored
shirt tops with ties—just like Dad's.
Solid and contrasting blouse and
trousers. Sizes 3 to 6x \$2.00

MAMA'S PAJAMAS

Always A Good Gift!



Rayon Crepes!
Rayon Satins!
Spun Rayons!
Durable Cottons!

Sketched—Beautifully tailored rayon
crepes with dainty lace accents. Tea-
rose in sizes 34 to 40. For that "extra
special" gift!

Other Pajamas in
Splendid Variety, in Ex-
tra Sizes.

\$5.98

LINGERIE—Downstairs
at AYRES

REPEAT OF A SELL OUT!

New Winter Coats

Misses—Juniors—Women

All the fashion-favored styles of the
winter season brought to you at this
unexpected low price! Every coat is all-
wool! Every coat is warmly inter-
lined! Every coat looks worth much
more! Just look at your choice of out-
standing styles, colors and materials!

\$18.00



• Styles

Chesterfields! Reefs! Boy Coats!
Flange Coats! Bobby Coats!

• Materials

All Wool Suedes! All Wool Shetlands!
All Wool Fleece! Wool and Camel's Hair
Fine Meltons! Serviceable Tweeds!

• Colors

Black! Brown! Green! Grey! Red!
Plum! Fuchsia! Camel! Blue!

COATS—Downstairs at AYRES

HANDBAGS

From a Famous Maker

Beautiful handbags—to make Christmas
a fashion treat for her—a budget treat
for you! Simulated leathers! Rayon
fabrics! Underarm styles! Envelopes and
top handles! Metal frames! Lucite trims!
Zippers!

Colors of Black, Brown,
Navy, Tan, Red and
Kelly.

\$3.00
plus Tax

ACCESSORIES—
Downstairs at AYRES

