

Christmas Shopping Begins in Our

Complete Budget-Wise Gift Center!

AYRES' DOWNSTAIRS STORE

A Popular-Price Gift Store

for the Whole Family

OPEN MONDAYS
FROM NOW UNTIL CHRISTMAS
SHOP 9:00 to 5:25
DAILY

Smart Santas Know It's Ayres' Downstairs for Quality . . . Latest Styling . . . Budget-Priced Gifts!

Sparkling Gifts for Women!

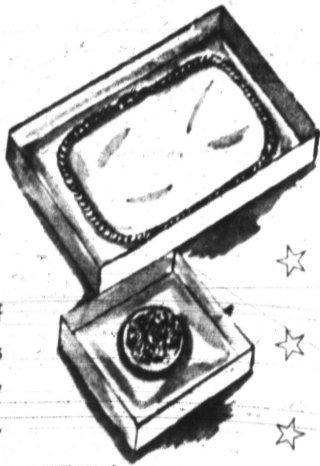
GAY GIFT BOXED "Coro" Jewelry

- ★ Sparkling Simulated Stones and Pearls!
- ★ Simulated Gold and Silver Finishes!

\$1 Plus Tax

Giftable, Christmas assortment of fine quality pins, earrings, necklaces and bracelets . . . ALL individually packaged in a satin lined gift box.

SECTION 2, Downstairs at AYRES'



A Perfect Present for Mother, Sister, Auntie!

Women's Multifilament RAYON CREPE SLIPS

Snow-Flake Soft!
Beautifully Tailored!

198

Pastel Shades!
Adjustable Straps!
Sizes 32 to 40!

Lace Trimmed
SLIPS

Beneath it all, it's the slip that counts . . . You'll find this magnificent lace trimmed multifilament rayon crepe slip just "right" for the women on your list. Non-binding, long-wearing, fine quality! PINK, WHITE, BLUE.

Tailored Style
SLIPS

Pretty and practical tailored slip with contrasting embroidery trim on the bodice and piping edged bra section! Easy to wash . . . irons in a jiffy. Gift-wise . . . budget-wise. PINK, WHITE.

Mail and Phone (FR. 4411) Orders Filled While Quantities Last!

SECTIONS 5, 6, Downstairs at AYRES'



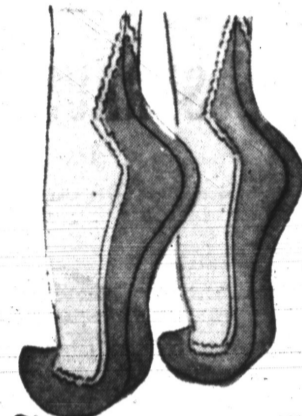
Picture Frame Heel Irregular Full-Fashioned NYLON STOCKINGS

- ★ 51-gauge, 15 denier
- ★ Sizes 8 1/2 to 10 1/2

125 pr. 3 prs. 350

New, ankle-flattering Picture Frame heel irregular nylon hose so sheer, so beautiful! Smart hosiery colors for Christmas giving!

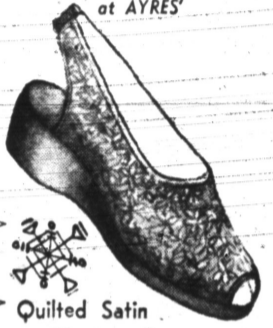
SECTIONS 5, 6, Downstairs at AYRES'



Women's
Holiday Slippers
2 99

Toeless strap rayon satin slipper with leather sole. RED, ROYAL, BLACK, WHITE. Sizes 4 to 9. Narrow and medium widths.

SECTION 2, Downstairs at AYRES'



Quilted Satin
Houseslippers
1 99

Robe-matching colors in this elastic sling, open toe house slipper with leather sole. RED, ROYAL, BLACK. Sizes 4 to 9.

SECTION 2, Downstairs at AYRES'

Exclusively With Ayres'
"Betty Shaw" First Quality

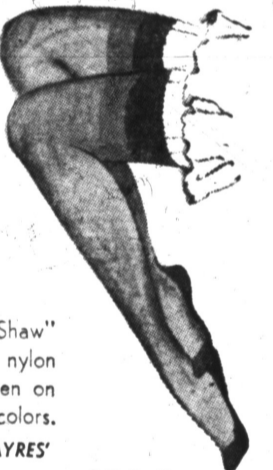
NYLON
STOCKINGS

- ★ 51-Gauge, 15 denier
- ★ Sizes 8 1/2-11

115 Pr.

Gift-wise ultra sheer "Betty Shaw" first quality, full fashioned nylon stockings to delight the women on your list. Smart new hosiery colors.

SECTIONS 5, 6, Downstairs at AYRES'



Women's Gift
SLIPPERS
2.99

Toeless ballet type house slipper of rayon velvet with smart jewel trim. ROYAL, CHINA RED, BLACK. Sizes 4 to 9. Medium widths.

SECTION 2, Downstairs at AYRES'



Women's Holiday
SLIPPERS
1.99

Toeless wedgie heel slipper with soft sole. ROYAL and BLACK with printed floral design. Sizes 4 to 9.

SECTION 2, Downstairs at AYRES'



Women's Rayon Crepe GIFT BLOUSES

- ★ Sizes 32 to 38
- ★ WHITE, CREAM, AQUA, PINK

2 98

Tailored with long sleeves and little round ruffled collar, this eye-catching button-down-the-front blouse features pearl-like buttons! Wide cuff with ruffle trim. Gift-priced for Christmas giving!

SECTIONS 2, 3, Downstairs at AYRES'



Simulated Leather
HANDBAGS
\$3 Plus Tax

It's in the bag! Santa's bag, that is! Tailored style with top handle sketched from a selection of many styles in plastic and fabric. BLACK, BROWN, RED, GREEN.

SECTION 2, Downstairs at AYRES'



Gay Gift
HANDKERCHIEFS
19c to 59c

Prints, Swiss sheers, linens to suit every pocketbook . . . every fancy! Sketched: sheer cotton print with scalloped hand rolled hem at 29c

SECTION 2, Downstairs at AYRES'

All-Wool Slipover "Scotch Classic" SWEATERS

3 98

- ★ Double Loop Neckline for Perfect Fit!

Give her velvety soft short sleeve slipover sweaters in gay tinsel bright colors and ice pastels. Finely knit, high quality, budget-priced. SIZES 34 to 40.

SECTIONS 2, 3, Downstairs at AYRES'



Her Gayest
"CHECKMATE"

"FRUIT OF THE LOOM" DRESSES

2 98

Full Cut! Washable!
Guaranteed Quality!

"Bonnie," the ideal present for the "queen of the kitchen." Perky, fresh, button-back checked ruffled trim pinafore dress. Tie sash. RED, GREEN, BLUE. Sizes 14 to 42.

Mail and Phone (FR. 4411) Orders Filled!

SECTION 3, Downstairs at AYRES'



Tots'
Rayon Pajamas
\$2

Lace trim with epaulet shoulders. Soft shades of blue, pink and buttercup yellow. Sizes 2, 4, 6, 8.

SECTION 12, Downstairs at AYRES'



Infant's Hand-Made
DRESS SETS
\$3 set

Dainty little dresses with hand embroidery top and bottom, matching petticoat. Scalloped skirt. Soft, fine quality cotton.

SECTION 12, Downstairs at AYRES'

"Lovable" Week-End Diary With Three Bras

★ Individually cellophaned packaged in book

\$3

Leather-like bound diary containing 3 "Lovable" uplift bras, each embroidered with heart and name of the day it is to be worn. Perfect for gifts, lasting for the folder may be used for hosiery, gloves or hankies after the holidays. PINK, WHITE, BLACK, A and B cup.

SECTION 3, Downstairs at AYRES'

