

Christmas Shopping Begins in Our

Complete Budget-Wise Gift Center!

# AYRES' DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family

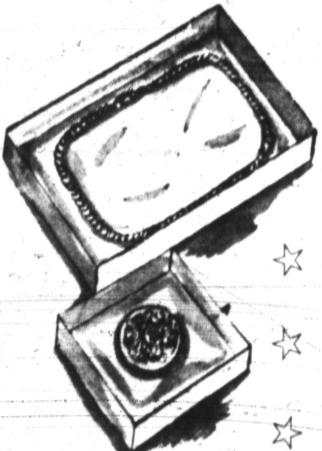
OPEN MONDAYS  
FROM NOW UNTIL CHRISTMAS  
SHOP 9:00 to 5:25  
DAILY

## GAY GIFT BOXED "Coro" Jewelry

- ★ Sparkling Simulated Stones and Pearls! \$1 Plus Tax
- ★ Simulated Gold and Silver Finishes!

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

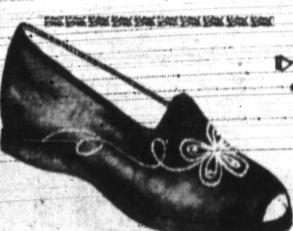
SECTION 2, Downstairs at AYRES



## 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 wedge 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 2.98

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!

SECTION 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.

SECTION 2, 3, 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!

SECTION 5, 6, 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!

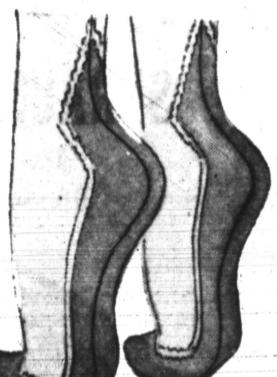
SECTION 3, Downstairs at AYRES

## Picture Frame Heel Irregular Full-Fashioned NYLON STOCKINGS

★ 51-gauge, 15 denier  
★ Sizes 8 1/2 to 10 1/2  
125 pr. 3 pr. 3.50

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

SECTION 5, 6, Downstairs at AYRES



## Women's Holiday Slippers 2.99

1.99

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

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 1.15

1.15 Pr.

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

SECTION 5, 6, 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

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

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

SECTION 12, Downstairs at AYRES

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## "Lovable" Week-End Diary With Three Bras \$3

Individually cellophane packaged in book



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

Wonderful new  
selection of sleeve, strip  
Variety of colors  
SECTION  
Downstairs

Tots' P  
Mi

Sketches from  
Mittens in all  
colors and  
Purses in sat  
ent and calf  
SECTION  
Downstairs

Tots' P  
Mi

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

SECTION 2, Downstairs at AYRES

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"Betty Shaw" First Quality

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