

L. S. Ayres & Co. FR anklin 4411

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



For Glittering Holidays

Tiny Veiled Calot

2.00

Formal or informal, this festive little cap with glamorous black veil tops your list of accessories. Sequin-trimmed felt with bordered veil.

Ayres' Meridian Shop Hat Bar,
Second Floor

A Bit of Luxury Under Her Tree

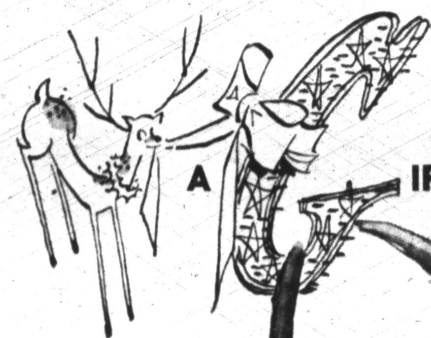
Cashmere Sweater Sets

Slipover 10.95

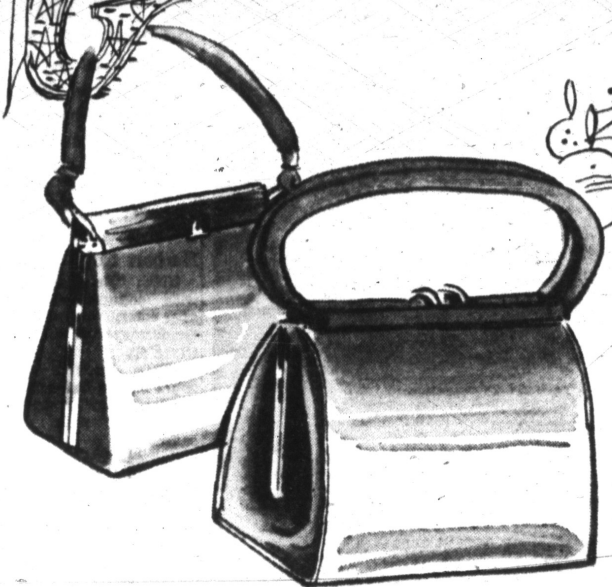
Cardigan 14.95

Proudly bearing the Ayres' label, these kitten-soft cashmeres were made in the U. S., especially for us, from the finest imported cashmere yarn, each carefully hand-fashioned to the last detail.
Sizes 34 to 40 included — toast, beige, grey, light blue, cherry, dark green, maize.

Ayres' Sweaters, Third Floor



A GIFT FROM AYRES' MEANS MORE



Gift Bags Galore

3.00*

Handsomely fashioned plastic calf, with the soft, supple look of leather! The box bag, with plastic shell trim, in black, brown or red; the satchel in black or brown.

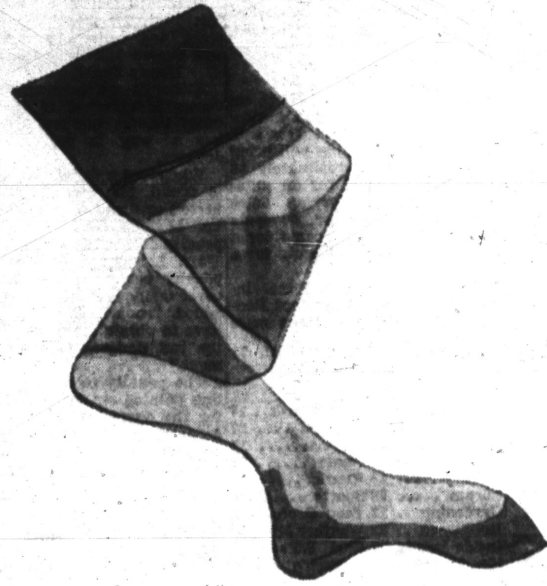
From a selection of gift handbags at 3.00*

*Plus 20% Tax

Ayres' Handbags, Street Floor



A GIFT FROM AYRES' MEANS MORE



Let her be festive and fashionable

Felice 30 Denier 45 Gauge Nylons

1.00 pr. 3 prs. for 2.85

Beautiful full-fashioned nylons with as much wear as flattery...
In a full range of shades for the winter season.
Plan to give several pairs...
remember them for last-minute gifts.

Ayres' Hosiery, Street Floor



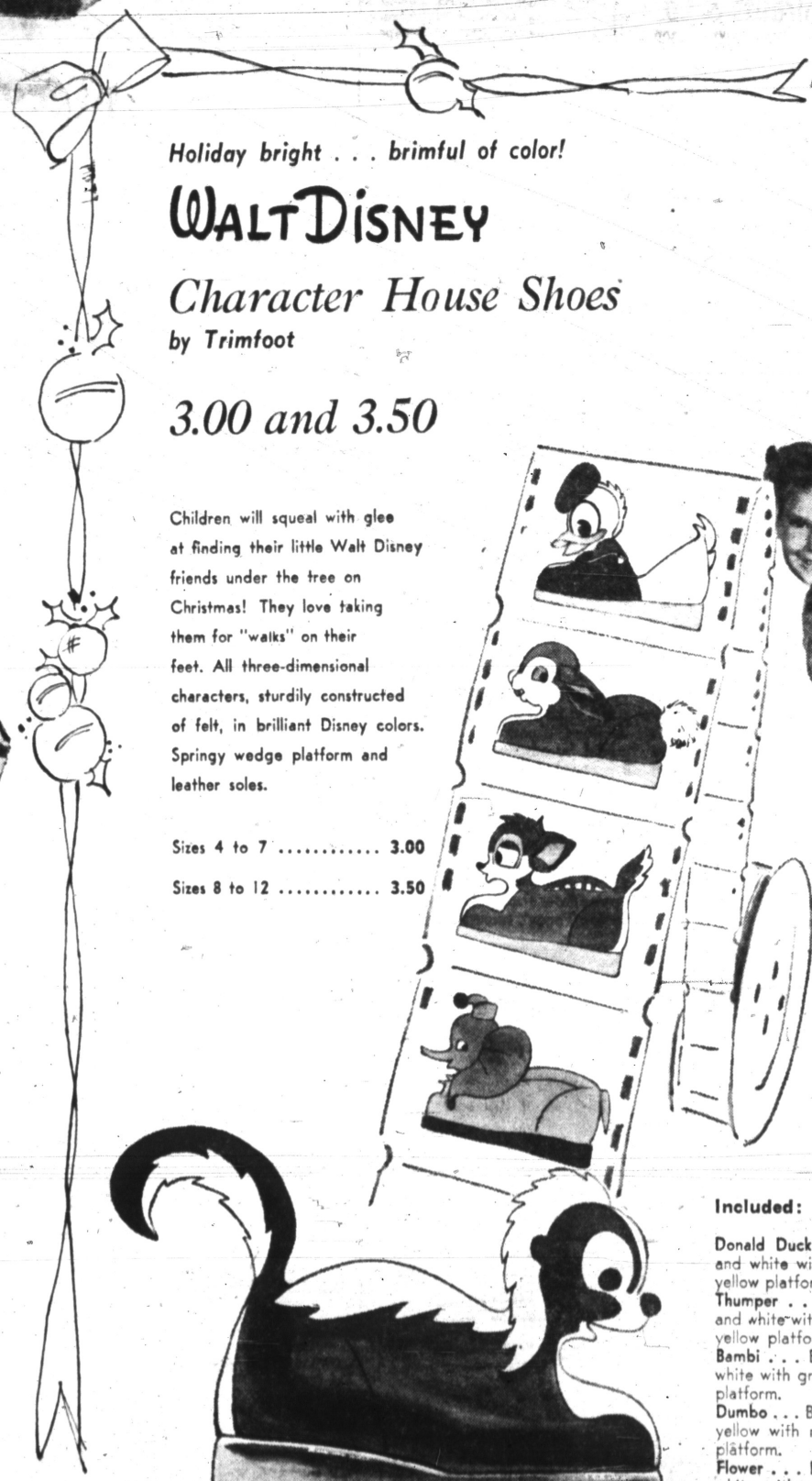
Chuck Full of Christmas Spirit

Our Ship 'N Shore Plaids

3.98

Ship 'N Shore's famous rayon Aristamoor fabric in the brightest, gayest plaids of the holiday season... with all the extras the name implies; longer tails, action back, convertible neck, full sleeves.
Assorted plaids in sizes 32 to 40.

Ayres' Shirt Shop, Third Floor



Holiday bright . . . brimful of color!

WALT DISNEY

Character House Shoes

by Trimfoot

3.00 and 3.50

Children will squeal with glee at finding their little Walt Disney friends under the tree on Christmas! They love taking them for "walks" on their feet. All three-dimensional characters, sturdily constructed of felt, in brilliant Disney colors. Springy wedge platform and leather soles.

Sizes 4 to 7 3.00

Sizes 8 to 12 3.50

Included:

Donald Duck . . . Navy and white with yellow platform.
Thumper . . . Blue, pink and white with yellow platform.
Bambi . . . Brown and white with green platform.
Dumbo . . . Blue-grey and yellow with red platform.
Flower . . . Black and white with red platform.

Ayres' Children's Shoes, Fourth Floor