

L. S. Ayres & Co.

FRanklin 4411

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

First On Every Girl's Wishing List

Lace-Lovely Lingerie
5.95

She wants something pretty for Christmas . . . something practical, too. Here, lingerie fashioned in fabrics for a long, active life . . . frosted with lace for a pretty one.

A. Alida gown of Bur Mil rayon . . . the skirt softly full. Bodice of pretty lace, elasticized at scoop neckline to wear on or off shoulder. Melon, turquoise, maize and white included. Sizes 32-38.

B. Dainty Gracetts bed jacket of soft rayon crepe . . . the yoke and sleeves of lace. Pink or blue. Sizes Small, Medium, Large.

C. Luxuriously bodiced and hemmed with lace . . . Corette slip of fine rayon satin . . . fashioned to fit and wear wonderfully. White or blush. Sizes 32-38 average.

D. Aristocraft slip of rayon and nylon, heavily trimmed with lace. With cocktail hem . . . slashed for ease in walking. White, pink, sand, and seafoam included. Sizes 32-40.

Ayres' Robes, Second Floor
Ayres' Lingerie, Second Floor



**For Boys
Colorful
Cold Fire
Apparel**

Here's something truly different under the sun. Handsome apparel that glows and glitters with brilliance of a campfire. In colors so rare and different they'll make an instant hit with every lad.

Cold Fire Sport Shirts of smooth-finish rayon with long sleeves and convertible collar in raspberry only. Size 8 to 16 . . . 3.98

Cold Fire 100% Spun Nylon Socks. They're wear resistant, shrink proof, quick drying, mildew and moth proof. Raspberry, orange, lemon, and lime.

Sizes 7 1/2 to 9 1/2 . . . 75c pr.
Sizes 10 to 13 . . . 1.00 pr.

Ayres' Boy's Shop, Fourth Floor

**Holiday
Sweaters
for the
Littlest Angels**

If you have no children of your own, you'd better borrow one to dress up for Christmas in one of our special holiday sweaters from our wonderful Christmas collection on Ayres' Young 4th Floor.

You never saw such light, soft wool, downy nylon, colors and styles . . . all especially designed for the tiniest "new arrival" to the sturdiest 6-year-old.

Ayres' Infants' and Children's Shop,
Fourth Floor



Infants' Sweaters

Wool layette cardigans	1.98 to 5.98
Wool		
cardigans	1.98 to 5.98
3-Pc. wool sacque	sets 3.98 to 6.98

Little Boys'

Wool V sweater	2.50
Wool cardigan	3.98
Wool plaid sweater		
and cap set	5.98

Little Girls'

Nylon cardigan	4.98
Wool cardigan	3.98

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