

8th Annual Birthday Sale ... Downstairs at Ayres'

We Celebrate Our Birthday
With a Great Offering of

New Fall Frocks

At This
Saving Price **\$8.95**

Your opportunity to purchase a new up-to-the-minute styled dress of excellent material at a very low price. The manufacturers gave us a birthday present in the concession they made on the price, so that you are the ones who benefit. Be sure to select yours Saturday—you will be more than pleased with the values offered.

Style Features Include

Bertha Collars Pleated Skirts Fitted Hiplines

Tailored Styles Straight Lines

Materials

Canton Crepe
Flat Crepe
Crepe Satin
Georgette

Colors

Brown
Black
Tan
Wine
Navy

Sizes 14 to 48—For Misses or Women
—Downstairs at Ayres.



Eight Years of Service and Growth . . .

Year after year the Downstairs Store has grown and progressed along with its well-respected parent organization—just as any healthy youngster should. And now as we close our eighth year of public service we invite all our friends and patrons to participate in this annual celebration—a festival of remarkably fine values for every member of the family.

For Your Convenience

We are constructing a new, wide stairway with landing and double approach at the Washington street entrance. Until it is completed it will be necessary to use the center stairway or the elevators.



Very Special for This Great
Birthday Sale

New Fall Coats

\$25 — \$39.50

Our buyer made special arrangements with manufacturers, then personally selected a great collection of coats that represent special values.

Suede, tweed or broadcloth is used, and every coat fully lined with good, serviceable linings, some guaranteed for two seasons' wear. Mostly interlined for greater warmth. Trimmed in mandel marmot, Manchurian wolf (dog), French coney (rabbit), opossum, cocotte (rabbit) and caracul (lamb).

New style features—Paquin collars, spiral cuffs, full animal fur sets and beautiful designs of self contrast.

Sizes 14 to 48 for
Misses and Women



Special Purchase and Sale of

1,000 Pairs New Shoes

Narrow Widths for Women and Growing Girls

Offered **\$2.95**
at—

High grade footwear with junior, medium and high heels. Made by Simplex, Hamilton & Brown, American Lady and other well known manufacturers. Also included are some of our regular stock reduced for the sale. Purchase now for school, dress or business.

Materials Are

Patent Black Calf Gummet Patent
and Suede Combinations

AA-A-B and C Widths Are Featured
—Downstairs at Ayres.



Birthday Sale of Women's

Princess Slips

In 4 Groups **\$1.95**
Each Lot



Group 1—Bodice top princess slips of lovely rayon crepe; made with $4\frac{1}{2}$ inch hem. Choice of these colors: Peach, tan, pink, black, and a few in white. Sizes 34 to 44.
Group 2—Crepe de chine slips, attractively hemmed at the top, and with $4\frac{1}{2}$ inch hem. In light and dark colors. Regular sizes.
Group 3—New wrap-around slips of serviceable Bettina. In assorted sizes and colors. Splendid value.
Group 4—Extra size princess slips, well made of rayon satin; made with self-straps and narrow hem; full cut and roomy; in a good choice of colors. Sizes 46 to 52.
—Downstairs at Ayres.

Birthday Sale of Women's

Rayon Bloomers

Special
Value at
79c

Here are well made, tailored bloomers of exceptionally fine quality rayon—strong and beautifully lustrous. They have elastic at waist and knee, and are well reinforced at all points of strain. Choice of pink, honeydew, Nile, or coral. Sizes 36 to 40. A very special Birthday Sale value.

Women's Union Suits,

35c—3 for \$1

Serviceable, soft cotton knit union suits with built-up shoulders; cuff or shell knee; band finished at neck and armholes. Sizes 36 to 44.
—Downstairs at Ayres.

Women's New Hats of Felt or Velvet

A Birthday
Sale Feature **\$1.59** Each

New hats, specially purchased from manufacturers as an extra special feature for our Birthday Sale. Smartest styles and trimmings in newest and most popular shades. Hats for matron, miss and high school girl.

300 New Fall Handbags

An offering of exceptional values. Pouch and underarm styles in popular fall colors. Smart handles. Also new brief cases for school.
—Downstairs at Ayres.

100 Women's New All-Wool

Jersey Dresses

Wonderful
Values at

\$5



Several attractive styles, well made of French spun jersey. One and two-piece effects. Front pleats, ties, pockets, belts, buttons, etc. finish them. Rich fall shades of blue, brown, tan, green, navy and wine. Sizes 16 to 46.

New Fall Sweaters

A very attractive collection of rich fall shades. Made with V or round necks; long sleeves. Plain colors, heather weaves, stripes, etc.—blue, green, brown, tan, red, orchid, tan.
Sizes 34 to 42.
—Downstairs at Ayres.

The Birthday Sale Ushers in Our

Annual Fall Rug Sale

A large and varied collection of beautiful, fine quality rugs from three of America's foremost weavers of velvet and Axminster rugs. All offered at tremendous saving in this great fall sale.

9x12 All-Wool Axminster Rugs

There are just 50 of these lovely rugs from the famous Alexander Smith and Mohawk mills, in a choice of eleven beautiful patterns and colorings. An all-wool rug that will give fine service. Slightly imperfect, but beauty and service are not impaired.

Heavy 9x12 Rugs

Closely woven, heavy Axminster and velvet rugs for either living room or dining room; 8 patterns in velvet; 2 in Axminster. Imperfects.

Very Fine Axminsters

"Yonkers," "Yonkers Special" and "Potomac" Axminster rugs in a choice of 17 beautiful patterns. Extra heavy quality from Alexander Smith mill.

Easy Payment Terms

\$2 DOWN
Balance
Weekly
\$5 DOWN
Balance
Monthly
—Downstairs at Ayres.

\$25

Seamless 9x12 Rugs

Remarkably attractive velvet and Axminster rugs, made without a seam. Velvets are fringed. Choice of eight patterns in the velvet rugs and four patterns in the Axminster rugs. Priced at—

\$29.75



Substandards of REAL SILK

Pointed Heel Hose

65c

A special price for the Birthday Sale. 1,800 Pairs pure silk over knee, medium service hose with pointed heel. Lisle hemmed top, seamed back, fashion marks. Fully reinforced. Sizes 8 $\frac{1}{2}$ to 10. Popular color range.

Boys' "Gordon" Socks, 50c

Heavy weight golf socks with close fitting cuffs. Diamond checks in contrasting colors. Assorted sizes, 7 to 10 $\frac{1}{2}$. First quality.

Children's School Hose, 29c Pair

Full length hose, mercerized. English rib style with plain knit foot. Double heel and toe. First quality. Champagne or beige. Sizes 8 to 9 $\frac{1}{2}$.

From a well-known manufacturer whose name we do not use because they are slight imperfections. Full fashioned, with lisle garter welt. Assorted colors. Sizes 8 $\frac{1}{2}$ to 10. **\$1.15**

—Downstairs at Ayres.

In Our Birthday Sale of Silks

Stylish Black Silks

\$1.98

Beautiful silks reduced from higher prices for Birthday Sale special, also several silks in fashionable Navy.

Eagle's Crepes Skinner's Crepes Crepe Satins 52-Inch Radium Bengalines Charmeuse, etc.

Printed Georgette and Crepe de Chine \$1 Yard

Plain colors and small or large designs; reduced for clearance. 39 inches wide.

Japanese All-Silk Pongee 45c Yard

12-Mommie weight all-silk pongee for drapes, lingerie, dresses, etc.

New Changeable Rayon Failles 79c Yard

Heavy quality for pillows, bedspreads, drapes, etc. Choice colors.

—Downstairs at Ayres.

Birthday Sale of 1,100

Men's Athletic Shirts and Shorts

Featured at **50c** Each



Shorts in new bright colors or less conspicuous patterns and shades of broadcloth, made with wide 3-button front band and adjustable ties at side; sizes 28 to 42. Shirts in fine Swiss rib in close fitting tubular knit; fine combed mercerized quality; sizes 34 to 44.

Rayon Athletic Shirts From REAL SILK

A brand new men's wear product from this famous concern. Substandards, but no holes or bad runs. Excellent values. Sizes 36 to 44.

Men's Wool Slip-Over Sweaters

Popular fancy and medium-toned colorings for fall wear. Excellent values. Sizes 36 to 42. **\$2.69**

Fall weight of rayon and mercerized quality in a neat selection of patterns. Substandards. Sizes 9 $\frac{1}{2}$ to 11 $\frac{1}{2}$. **25c**
—Downstairs at Ayres.