

# 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	
<b>Materials</b>	<b>Colors</b>	
Canton Crepe	Brown	
Flat Crepe	Black	
Crepe Satin	Tan	
Georgette	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.



## 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. **\$1**  
—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, black, red, orchid, tan. Sizes 34 to 42. **\$1.95**  
—Downstairs at Ayres.

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 marmot, Manchurian wolf (dog), French coney (rabbit), opossum, cocolette (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

—Downstairs at Ayres.



### Special Purchase and Sale of

## 1,000 Pairs New Shoes

Narrow Widths for Women and Growing Girls

Offered at **\$2.95**

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 Gunmetal Patent  
and Suede Combinations

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



40 PAIRS MISSIES' STITCH-DOWN STRAP SLIPPERS, with flexible Korry Krome soles, rubber heels. Black patent with neat stitching on toe. Sizes 12 to 2. **\$2.45**

35 PAIRS CHILDREN'S HIGH SHOES, reduced for clearance. Patent, tan, and black. Welts, stitchdown and turned soles. Sizes in the lot from 4½ to 7. Not all sizes in any style. **\$1.95**

### Birthday Sale of Women's

## Princess Slips

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



Group 1—Bodice top princess slips of lovely rayon crepe; made with 4½ 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 hem-stitched at the top, and with 4½ 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.

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### 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.

### 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

**\$25**

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. **\$35.00**

### Very Fine Axminsters

"Yonkers," "Yonkers Special" and "Potomac" Axminster rugs in a choice of 17 beautiful patterns. Extra heavy quality from Alexander Smith mill. **\$39.75**

### Easy Payment Terms

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

### 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**



### 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 are 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. Sub-standards, but no holes or bad runs. Excellent values. Sizes 36 to 44. **79c**

### Men's Wool Slip-Over Sweaters

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

### 1,200 Pairs Men's Fancy Socks

Fall weight of rayon and mercerized quality in a neat selection of patterns. Sub-standards. Sizes 9½-11½. **25c**  
—Downstairs at Ayres.

