



2 Days More Till Easter

There are only two more days until Easter... and only two more days remaining in the 11th BIRTHDAY SALE Downstairs at Ayres! Take advantage of our low pre-Easter prices NOW before it is too late!

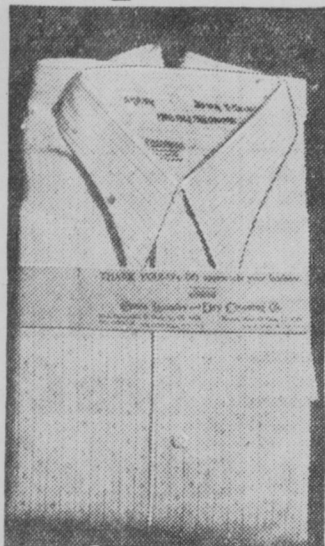
Bring the kiddies in tomorrow and outfit them for Easter, and choose new things for yourself. Every department is loaded with sparkling new fashions... all of Ayres' standard quality... at lowest possible prices!

11th Birthday Sale!

Super-Service SHIRTS

For Men Who Want the Best

Priced at Only **\$1** EACH



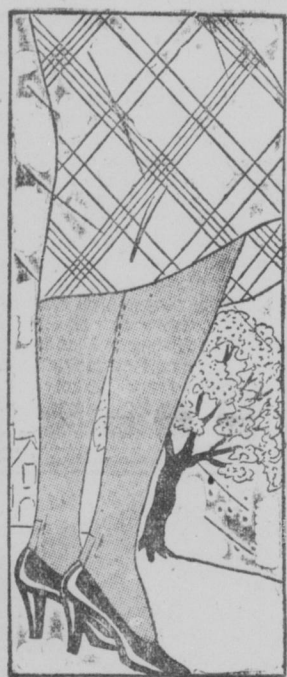
To be sure that we are offering the best shirt that \$1 can buy, we decided to give these shirts a "laboratory test" of our own. So we sent a dozen of them to the Crown Laundry, where they were completely washed, dried and ironed TWENTY-SIX times (equivalent to one full year's service). We were delighted with the result, and offer them to you with complete satisfaction guaranteed. Sizes 13½ to 18. Collar attached or collar to match.

- White Broadcloth
- Plain Color Broadcloth
- Dobby Broadcloth
- Printed Broadcloth
- Jacquard Woven Madras
- Novelty Woven Madras
- Downstairs at Ayres.

11th Birthday Sale!

Full-Fashioned Crepe Chiffon Hose

Picot Tops **50c** Pair



A famous maker sends us these cobwebby sheer stockings to sell in our Birthday Sale at a remarkable saving. They are 48-gauge, 3-thread hose that are unbelievably sheer and inconspicuous (therefore, fashionable). They are pure silk to their dainty picot tops. Seconds. Sizes 8½ to 10½, in popular colors.

Growing Girls' Silk Hose, 35c

Shaped hose that will fit the growing girl perfectly! These are discontinued first quality numbers from "Real Silk." Sizes 7½ to 10 in white, flesh, champagne, or moonlight. 3 pairs for \$1, if you wish. —Downstairs at Ayres

11th Birthday Sale!

Children's "Cinderella" Pantie Wash Frocks **59c**

Seldom is it possible to buy genuine "Cinderella" wash frocks for children at such a low price (nearly half)! These are in guaranteed fast color fabrics—printed pongettes and lawns, in a good assortment of patterns and colorings. Offered in a good assortment of the typically clever "Cinderella" styles. Sizes 2 to 6.

Tots' Rayon Crepe Frocks, \$1.95

Dainty straightline models, and frocks with a definite waistline... well made of good quality rayon crepe in pastel tints. Trimmed with ruffles and rosebuds. Sizes 3 to 6. —Downstairs at Ayres



Boys' Oxfords for Dress or School In the Birthday Sale at **\$2.95** Pair



You won't have to buy shoes for that husky son so often if you choose these solid leather oxfords... and their price is only \$2.95! Black-and-white sports oxfords; tan-and-light-elm with rubber soles; black or tan all. Attractive as well as sturdy. Sizes 11 to 6. —Downstairs at Ayres.

11th Birthday Sale!

Things Boys Need NOW!

Fast Color Shirts, 59c

Good fitting; perfectly tailored; attractive patterns and colors. Sizes 8 to 14½.

Fast Color Blouses, 50c

Button-on and regulation styles; in white, plain colors and fancy patterns; sizes 4 to 12.

Fast Color Shorts, 3 for \$1

Well made, full cut shorts in neat patterns. Sizes 24 to 32.

Boys' Athletic Shirts, 20c

Fine rib, cotton knit shirts; sizes 24 to 34.

Sailor Wash Suits, 50c

Snappy sailor model wash suits with long legs, short sleeves. Woven insignia. Sizes 3 to 8.

Wool Slipover Sweaters, \$1.49

New Spring weight slipovers made of all-wool yarns. Good patterns. Sizes 28 to 36. —Downstairs at Ayres.



11th Birthday Sale!

Lovely New Spring Frocks

Correct in Fashion
Low in Price!

\$5

Sizes for Misses and Women

Most of these beautiful new spring dress fashions have just arrived—in the nick of time for the Birthday Sale! There are styles for afternoon wear, for business, for sportswear, for shopping, for general daytime wear and for semi-formal occasions! Come in tomorrow and choose one for Easter! Splendid values!

Materials:

- Dotted Crepes
- Checked Crepes
- Light Prints
- Dark Prints
- Flat Crepes
- Georgettes
- Printed Chiffons

New Fashions:

- Cape Frocks
- Sleeveless
- Long Sleeves
- Feminine Trimmings
- Peplums
- Boleros
- Flares
- Downstairs at Ayres.



Glorious Assortments of New Spring Coats

Styles for Sports or Dress Wear

\$16.50

There's no need for anybody to do without a new spring coat this year—when such gorgeous garments as these can be bought at such a low price! Every coat in our stock is a "best selling" fashion—a good proof of their popularity! There are beautiful fur-trimmed models, coats with scarf collars, capes and ultra-smart "Coachman" styles in polo cloth. Other materials are flecked tweeds, novelty tweeds, broadcloths, etc. Sizes for misses and women.

Other Coats in the Birthday Sale at \$21.50

—Downstairs at Ayres.



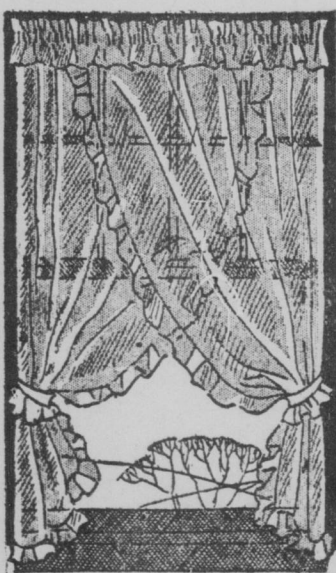
11th Birthday Sale!

Extra Large CURTAINS At Extra Small Prices!

Do you find it a difficult task to find curtains sufficiently large to fit your windows? If so, worry no more... you can always choose from a large selection of 2½ yard curtains Downstairs at Ayres! Four brand new numbers have just arrived!

2½-Yd. Tailored Curtains

\$1.29 PAIR



2½-Yd. Criss-Cross

2½-Yd. Criss-Cross Curtains

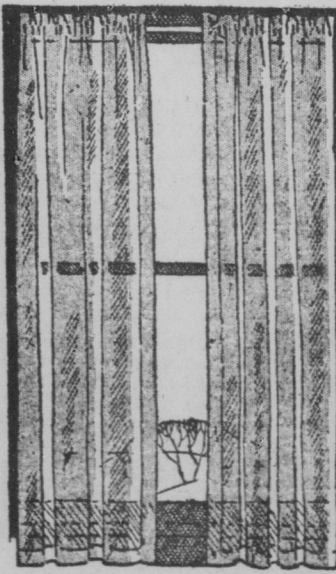
\$1.29

A dainty curtain made of good quality ecru French marquisette; with 3-inch hem. Each strip is THIRTY-THREE inches wide—can be used on very wide windows.

Now you can buy fashionable criss-cross curtains to fit those large windows! 2½ Yards long! 52 Inches at top! 4-Inch ruffles! 42-Inch side panels!

2½ Yard Panel Curtains—79c and \$1

Good quality French marquisette panels in ecru color; with wide rayon fringe; tailored side hems; finished width 34 inches, for only 79c. 42-Inch width, at \$1 each.



2½-Yd. Tailored Curtains

2¼-Yd. Ruffled Curtains

69c PAIR

Choice of either criss-cross or Priscilla styles in ecru color. Cornice ruffle at top; 2½ yards long. A bargain if you don't need an extra long curtain.

Fine Dress Goods

Silks and Rayons

There are over 40 patterns in new prints— and over 25 plain colors to choose from at this low price. All-silk, or all-rayon prints, and all-silk flat crepes. 39 Inches wide.

\$1

DOWNSTAIRS at AYRES