

# 19<sup>TH</sup> AYRES' DOWNSTAIRS STORE 12 BIRTHDAY SALE

Offers **MORE** for Your Money...

More **QUALITY**... More **FASHION**... More... **VALUE**!

**T**OMORROW is the first day of a great EIGHT-DAY SALE... in celebration of Ayres Downstairs Store's TWELFTH BIRTHDAY! Get out pencil and paper NOW, and decide what you need for spring and summer... then plan to attend this Tremendous event! Come tomorrow and see how far just a little money will go, and notice how much **QUALITY** you get! Doors open at 9 A. M.



12th Birthday Sale!

## Spring Shoes In Newly Arrived Styles

Sizes  
3½ to 8  
—AA to C **\$2.69**  
PAIR

These are our regular, better quality shoes... in brand new late spring and summer styles just arrived this week! Yet during the Birthday Sale, you can buy them at this very low price! In a complete range of sizes, including AA widths! Cuban, high and Baby Louis heels.

—PUMPS  
—SANDALS  
—STRAPS  
—TIRES  
—KID  
—CALF  
—PATENT  
—MOIRE

Also Arch Support Shoes \$2.69

—AYRES Downstairs Store.



12th Birthday Sale!

## Gay New Hats

**\$1.59**

The Millinery Department offers some of the finest values in the Birthday Sale! Smart new fashions, at a price that enables you to choose a different hat for every costume. There are new touchdown brims, tilted brims, Watteau brims, turbans and sailors. In all the glorious new smooth and rough straws. Colors to match your ensemble.

—AYRES Downstairs Store.

12th Birthday Sale!

Substandards of

## REAL SILK Chardonized Rayon Hose

Service Weight **25c** PAIR

Chardonized hose are rayon hose with all the objectionable "rayon shine" permanently removed! They have all the beauty of silk, with added durability. These are a fine service weight, with seamed back, fashion marks, and full reinforcement. Sizes 8½ to 10, Popular spring shades.

—AYRES Downstairs Store.

Extraordinary  
Quality, at—

**\$4.95**

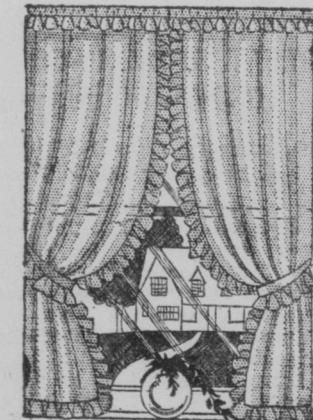
Over 400 beautiful spring dresses to choose from in this special Birthday Sale group! Every one of them was made to sell at a much higher price—you'll at once note their splendid **QUALITY**! Come early tomorrow for first choice of these smart fashions—for business wear, for street wear, for sports, or afternoon wear. Sizes 14 to 20—38 to 48.



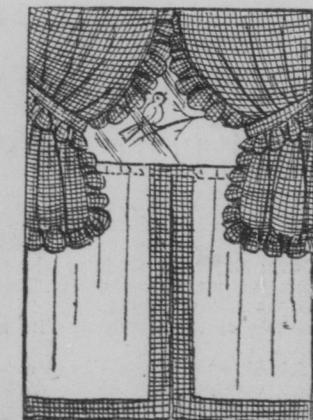
—PRINTS  
—FLAT CREPE  
—CANTONS  
—POLKADOTS  
—WOOLENS



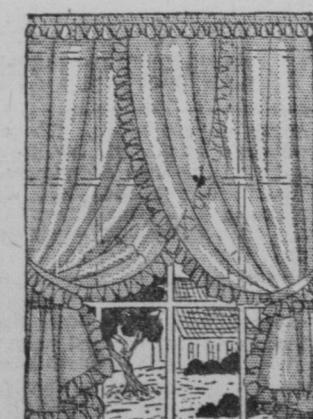
—AYRES  
Downstairs  
Store.



Priscilla Curtains



Cottage Sets



Criss-Cross Curtain

12th BIRTHDAY SALE!

## Crisp New Curtains

Bought from a Manufacturer Who  
Closed Out His Business—Therefore  
Offered to You at a Tremendous Saving!

Only

**59c**

Pair  
or  
Each

When the Frandor Manufacturing Co. was forced to liquidate its business recently, our buyer was on hand and got his "pick of the lot"! He had thousands of curtains to choose from—and chose only the "cream"—curtains that would ordinarily sell at many times this low price! There are printed patterns, woven figures, self dots, plain weaves, etc. In white, cream, ecru and combinations. In these styles:

—PRISCILLA  
—CRISS CROSS  
—TAILORED

—COTTAGE SETS  
—PANEL CURTAINS  
—BATHROOM CURTAINS

—AYRES Downstairs Store.

## Sale of Better Curtains

This is our share of a great special purchase of fine curtains, from America's largest maker. There are dotted greenades, French marquises, shadow nets, yarn-dyed marquises.

—Priscilla Curtains  
—Tailored Curtains  
—Cottage Sets

—White  
—Cream  
—Ecru  
—Pastels

**79c**

—AYRES Downstairs Store.

12th Birthday Sale!

## SPRING COATS

For Sports or  
Dress Wear

**\$5.55**



A fortunate special purchase of better quality spring coats in styles for sports or dress wear. Plain tailored styles, and many smartly trimmed. There are notch collars, scarf necklines, stitched collars and cuffs, and many belted models. In Senta crepe. Black, Blue or tan. Sizes 14 to 20.

**Better Coats**  
**\$13.95**

Spring coats with **QUALITY** and **FASHION** evident in every line! Diagonal tweeds, Senta crepes, boucle, etc. Both sports and furred dress styles.

—AYRES Downstairs Store.

12th Birthday Sale!

## Boys' Spring Vestee Suits

**\$1.95**



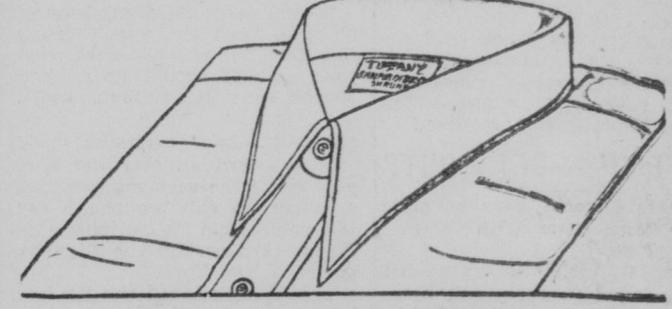
This is the lowest price we ever heard of for these nifty new two-piece suits. They consist of a pair of full cut, knit grip knickers—and a blouse bottom vest with two pockets. Sizes 6 to 16.

Boys' Fast Color Shirts... 50¢  
Sanforized Shorts..... 25¢  
Lisle Undershirts... 3 for \$1  
Wool Sweaters (seconds)... 59¢

—AYRES Downstairs Store.

EVERYTHING A MAN NEEDS... IN  
The One-Stop Men's Shop

AYRES DOWNSTAIRS STORE



12th Birthday Sale!

## SANFORIZED SHIRTS

The Finest We've Ever Seen  
... and They Cost Only—

—Collar Attached  
—Two Collars to  
Match

**79c**

These shirts CAN'T SHRINK... because they are fully, and completely pre-shrunk by the famous SANFORIZE process! And the colors are fully guaranteed tub-fast! Extra full cut, fine stitching, ocean-pearl buttons, and wrapped in cellophane! Collar attached style, sizes 13½ to 17½—2-collar to match style, 14 to 17.

Men's Hand-Made Neckties..... 39¢  
Men's Sanforized Shorts..... 25¢  
Lisle Athletic Shirts..... 25¢  
Men's "Auto Brand" Work Shirts... 59¢

—AYRES Downstairs Store.