



Hurry! Attend Ayres Downstairs Store's

BIRTHDAY SALE

In this great store-on-one-floor, you can choose smart Easter Apparel for your entire family! Every item of Ayres' standard QUALITY—up to the minute in FASHION—and offered at very special SAVINGS in our 13th Birthday Sale!



For Easter!
COATS
With Detachable
Fur Trimmings
\$13.75

Easter bright! Or Easter cold! These coats with fur trimmings will be RIGHT! If it is warm, wear the coat WITHOUT the fur, and add a bright silk scarf. If it's cold—of course you'll appreciate the fur bordered cape or fur scarf. Dozens to choose from.

Other coats at this special Birthday Sale price come with attached furs, or with self scarfs, rever collars and other fashionable devices. Sizes for misses, women and juniors.

—Downstairs at Ayres.

Have You Taken Advantage on This "New Deal?"

SUBSTANDARDS of
REAL SILK
DeLuxe Hosiery
2 Pairs **80c**

Real Silk substandards have always been the best hosiery value obtainable. At their NEW, LOW PRICE they are positively SENSATIONAL. First quality Real Silk hose sell for \$1.35 and \$1.75! So you SAVE as high as 23%! And in our years of association with Real Silk substandards, we've found they are far too fine to merit the "substandard" classification!

Note These 10 Exclusive Features:
1. 100% FRESH Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!

6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Genuine-Sealed Silk Yarns!
9. TWO-Way Run-Stop!
10. Positive Heel-Guard!



AGAIN a new shipment of these beautiful dresses has arrived! Just in time for the last day of our Birthday Sale! And may we remind you that this will perhaps, be the last opportunity to choose such a fine dress—at such a low price—before Easter? This assortment is large—and includes styles for sports, for street wear, for business, and dressy types for afternoon and evening. Sizes for juniors, misses and women.

—Rough Crepes
—Heavy Sheers
—Gay New Prints
—Print Combinations
—Fabric Combinations

Other Fine Dresses, **\$3.95** and **\$6.95**

—Downstairs at Ayres.



Here Is Fashion's New
Spring Millinery

In Our
Birthday
Sale at—
\$1.59

Glorious assortments of new spring hats are here to choose from tomorrow—New turbans, new sailors, the modified fez, and smart beret types. Many hats have the new flat velvet flower trimmings. In silk crepes, crystal milan, crocheted visca, straw fabrics, rough straws, padalines, etc. All colors!

—Downstairs at Ayres.



\$2.95
Is All You Need Pay for
New Easter Shoes

—PUMPS
—STRAPS
—NEW TIES
—OXFORDS
—T-STRAP SANDALS

Beautiful shoes of very high quality are offered at this low price! Included are our "Sabruvia" hand-lasted shoes, and our own "Corliss" brand. Offered in a large assortment of styles, colors and leathers—to make it easy for you to choose just the right shoes. Black, brown, beige, gray or blue. Sizes 3 to 8; AA to C.

Saturday! The Last Day In Our Sale of
"American Girl" Silhou-Welt Shoes
This is the shoe as light and dainty as a dancing slipper, yet sturdy and comfortable as a walking shoe! Save 20 per cent!
\$3.95
—Downstairs at Ayres.



New! All-Wool
Flannel SUITS
\$3.95

These are nicely tailored spring suits—consisting of hip-length jacket and kick-pleat skirt. Made of all wool flannel. In black, navy, gray, beige, tan, Royal blue and green. A wonderful "buy" for misses and juniors. Sizes 14 to 20.

—Downstairs at Ayres.

It's Here! The New
"KABO-ETTE"
A Perfect Foundation
for Young Moderns
\$2

This garment is so new that we didn't have time to draw a picture—but you'll recognize the type when you see it (advertised under other names at much higher prices)! It's just a wispy bit of "Lastex" that will stretch to 4 times its size—no stays—and it moulds the youthful figure into perfect lines to fit the fashionable silhouette. It will make a moderate price dress fit "like a million!" Small, medium and large.

—Downstairs at Ayres.



Just Arrived for Saturday! 100 Girls'
"Patty Prim" Coats
Each One Complete With
Handbag and Beret!

Only
\$3.98

"Patty Prim" is without doubt the most popular girls' coat in town—the more we buy the more we have to re-order! Actually, we've seen little girls BEG for them, in preference to others. They are in ultra-smart, grown-up styles—and each one has a matching beret and handbag. In beautiful novelty tweeds, and polos—blue, green, tan, red. Sizes 7 to 14.

Other Girls' Coats, Sale Priced, \$2.98

"Indian Head" Wash Frocks

A big new shipment of the cleverest girls' wash dresses we've seen—all made of the famous "Indian Head" Percales—in florals, checks, dots, and novelties. Jumper styles, eton effects, tailored styles, etc. Sizes 7 to 14.

59c

2 for \$1

—Downstairs at Ayres.



Boys' "Belnord"
SHIRTS
2 for \$1

These boys' shirts are exact copies of our famous "Belnord" shirts for men! Same careful workmanship, same fine materials, same durable quality! White and plain colors are Sanforized pre-shrunk. Also smart fancy patterns. Fast colors. Sizes 8 to 14½.

Boys' Knickers, **88c**
—Downstairs at Ayres.

Men's Athletic
Shirts and Shorts
6 for \$1.00

Don't let this low price mislead you. These athletic undergarments are real QUALITY goods—made to sell for a great deal more. Shorts are well made of good quality broadcloths in neat stripe designs—with extra full seat, and elastic side adjustments; sizes 28 to 44. Also cotton knitted athletic shirts in sizes 34 to 44. Shirts are substandards.

Men's All-Wool Slipover Sweaters, **\$1.29**
—Downstairs at Ayres.

AYRES' DOWNSTAIRS STORE