



# You Get Quality and Fashion at Low Price in Our BIRTHDAY SALE

*There's Something "DIFFERENT" About Ayres' Downstairs Store!*  
**ITS \$150,000 VENTILATING SYSTEM . . .**

Every cubic inch of air that enters this great selling floor is washed, purified and cooled (or heated) before you breathe it—the air is completely changed every 7½ minutes! Ayres' Downstairs Store is the only store in town with an air conditioning system—the only store that "makes its own weather" for year round shopping comfort. No matter how great the crowd it's always comfortable, Winter or Summer. This is just ONE of the reasons why folks tell us this "is not like a basement store!"



## Your New Easter DRESS

Should Have Crisp,  
White Trimmings!

....And It Need Not Cost More Than

**\$5.00**

Frothy cascading ruffles, billowing jabots, triple-tiered ruffle sleeves, perky bows, set-in yokes! These are just a few of the delightful ways in which crisp, white organdies and lawns are used to add charm to these new dresses. In many cases these bits of trimming can be detached, and a gay contrasting color used for variety. A splendid selection to choose from. In sizes for misses and women.

—New Spring Prints  
—Print-and-Plain

—Rough Crepes  
—Heavy Sheers

—Downstairs at Ayres, Where Fashions Are Less Expensive.



## Once-In-a-Lifetime SALE of Fine Silk Undies

- PAJAMAS • GOWNS
- CHEMISE • SLIPS
- DANCE SETS

Gorgeously Lace Trimmed

**\$1.39** Each

A maker of fine silk lingerie presented a "once-only" deal to twenty of America's greatest Downstairs Stores in order to introduce his merchandise. Six hundred garments was our share—and when these are gone, THERE CAN BE NO MORE at such a low price! Come early! These should "sell out" by noon! Every piece is made of very fine, heavy, French finished ALL SILK crepe. Lavishly trimmed with beautiful laces. Many styles to choose from. In these sizes: Slips and chemise, 34 to 44. Gowns and pajamas, 16 to 17. Dance sets, 32 to 36.

—Downstairs at Ayres.



Wednesday Is . . .

## BABY DAY

In Our Birthday Sale!

Mothers! Prospective mothers! Don't be satisfied with noting these low prices! See the QUALITY of the merchandise! See the exquisitely dainty styles! The large assortments! You'll agree that this is a real OPPORTUNITY to buy all the dainty things you've wanted for baby!

### Nainsook Slips . . . . .29c

Scalloped at hem, neckline and shoulders; sizes 6 months to 2 years.

### Organdie Bonnets . . . . .59c

A sample line of very fine, sheer bonnets. Some silk lined; tailored, or trimmed with lace, ruffles, ribbons.

### Infants' Half-Socks . . . . .10c

White, pink, or tan; with novelty top; sizes 4 to 6½.

### Broadcloth Creepers . . . . .89c

Envelope or straight closing; elastic, band, or French leg; pastel colors and combinations. Sizes 1 to 3.

### Infants' Coats . . . . .89c

Silk crepe or fine rayon crepe coats with fancy stitching and smocking.

### Madeira Dresses . . . . .69c

Dainty hand embroidered, hand finished dresses with set-in sleeves; 6 months to 2 years.

### Infants' Sweaters . . . . .59c

Wool or wool-and-rayon. Coat or slip-over styles; some have beret to match.

### Wool Coats . . . . .\$1.98

Tailored styles; fully lined; complete with beret to match. Sizes 1 to 4.

### Sheer Walking Dresses

**89c**

Organdies, lawns, prints! Daintily trimmed with embroidery, ruffles, smocking, etc. Some with puff sleeves. An exceptional value! Sizes 1 to 3.

—Downstairs at Ayres.

## SUBSTANDARDS of REAL SILK DeLuxe Hosiery ... The Only Stocking in the World With These Ten Protective 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. Grenine-Sealed Silk Yarns!
9. TWO-Way Run-Stop!
10. Positive Heel-Guard!

SUPER-VALUES at This Low Price!

**2 Pairs 80c**  
1 Pair, 45c

—Downstairs at Ayres.



Introducing Our New  
**"KABO-ETTE"**  
... the Perfect Foundation  
for Young Moderns!

**\$2.00**

Sit, stand, run, jump, bend! Be as active as you wish! You can't make this new "Kabo-ette" girdle "ride" out of place. It's just a wispy bit of two-way stretch "Laste" that will stretch to four times its normal size—no stays—yet it moulds the youthful figure into perfect lines to fit the fashionable silhouette. It makes moderate price dresses fit "like a million!" Priced much lower than any other garment of this type!

—Downstairs at Ayres.

# AYRES' DOWNSTAIRS STORE