

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!"



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.



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

1 Pair, 45c

80c

—Downstairs at Ayres.



\$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 "Lastex" 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