

14TH

An April Shower of BARGAINS

For Your Home and Every Member of Your Family!

Ayres
QUALITY!Complete
Assortments!Correct
Fashions!Bargain
Prices!

AYRES DOWNSTAIRS STORE

BIRTHDAY
SALE

Fine Sample Hats

In a Great Sale—Mostly One-of-a-Kind!

Our Birthday Sale wouldn't be complete without one of our famous SALES of ravishing beautiful sample HATS. Every one an exclusive model from a famous workroom. Rakish brims, demure bonnets, pretty as a picture off-the-face styles, charming sailors, and adorable cartwheels. Smart head-line fashions for spring and summer. Fabrics and very expensive looking straws are represented in a large variety of styles. You're sure to find your "breath taker" in this group... but be here when the doors open!

\$2.00

Exotic Rough Straws
BallbuntalsBakus
Powder BlueNavy
Brown
Pansy
PinkWhite
Yellow
and all the
others.

—Downstairs at Ayres.

A Smashing Sale of
Hot New Dresses!

Worth Much More Than

Street Dresses
Sport Dresses
Afternoon Frocks
Jacket Dresses
Prints

\$5.95
2 FOR \$11

Washable Silks
Combinations
Pastels
Stripes
Navy Jacket
Frocks

There's springtime chic for you in this new group of spring fashions. Electrifying spring styles and colors that'll take your breath away. (Lots of summer stunners in the collection too). Every dress a fresh bright new arrival from New York. Gay young frocks for smart young fashionables! Flattering and slimming styles for the matron! Exciting and colorful frocks for women and misses! Drop everything... get here quick!

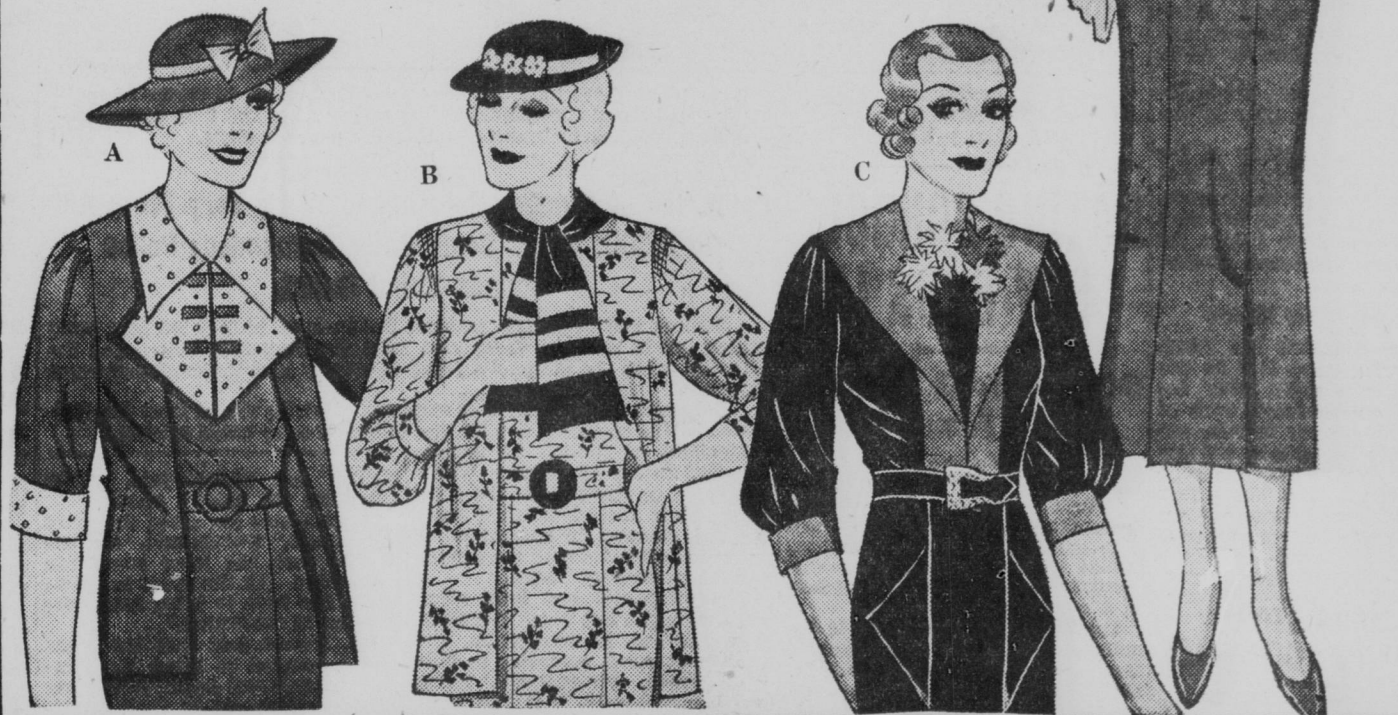
A. Ashes of Roses, the popular pastel shade that's going places and doing things. Trimmed with plique collar and cuffs, \$5.95

B. A summer stunner in white with mulberry print flowers. Note the jacket, the gay ascot tie and the belt buckle for contrast \$5.95

C. Navy with pastel trim is the very, very smartest frock you can have in your spring wardrobe. Note the flow-ers at throat... \$5.95

D. A pastel dress that puts springtime chic into your wardrobe. Plaid organdy trim at the cuffs and a very large frilly collar \$5.95

—Downstairs at Ayres.



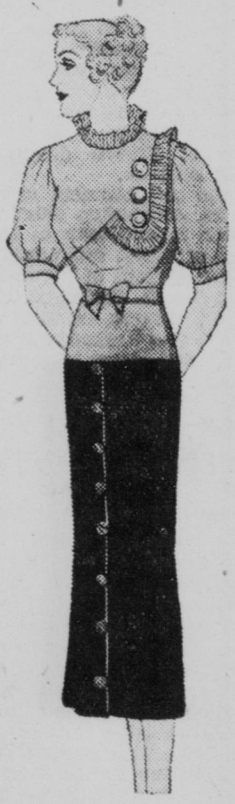
14th Birthday Sale!

Skirts and
Blouses\$1.79
EACH

The Skirts... Smart companions for your new blouse and jacket. Choose from tweeds, diagonals and plain flannels. Button down front or side styles. Some checks and plaids in the group, too. All spring colors. Sizes 26 to 32.

The Blouses... Made of crepe, linens, taffetas, plaids and organdies. A fit "go wither" for your suit. Tucks, ruffles, V-necks, florals, stripes, dots are included in the group. Sizes 34 to 40.

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14th Birthday Sale!

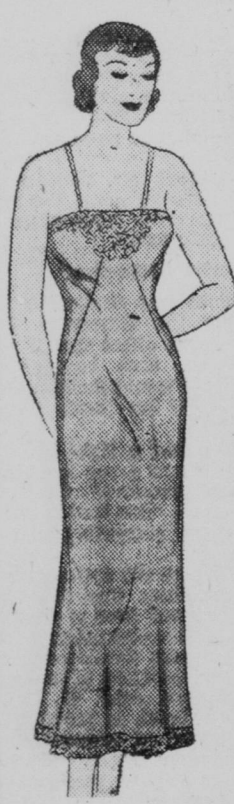
Pure Silk
Undies\$1.09
EACH

Slips... Pure silk crepe, cut on the bias. California, V or straight lace tops and hems. Flesh, tearose and white. Sizes 34 to 44.

Chemise... Adorable and lovely quality silk crepe chemise beautifully lace trimmed. White, tearose and flesh colors. Sizes 32 to 44.

Dance Sets... Exquisite pure silk crepe with fitted bandeaux top. Fitted waist-band panties. The lace trimmings are lavishly used. Sizes 32 to 36.

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14th Birthday Sale of

Coats and Suits

AT A BARGAIN PRICE!

Velvets
Cape Styles
Windblown
Styles
Streamline
Styles
Sports Coats
Fur Trimmed
Coats

\$13.75

Pastel Suits
Tweed Suits
Navy Suits
Fur-Trimmed
Suits
2-Piece Suits
Jacket Suits
¾ Length Suits

The 14th Birthday Sale Coats you smartly in all the latest fashions at a happy birthday sale price! They have that slim, trim, streamline look that's so necessary on the road to chic. Some of the dress coats are flattering fur trimmed, and they all have fascinating fashion details. Sizes for women, misses and juniors.

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This year there's a suit for every occasion and for every woman. In the Birthday Sale you'll find your SUIT at a low sale price! Each one easy to wear, and all of them in that medium groove of universal flattery. All tailored magnificently in the new colors and fabrics for spring 1934. Sizes for women, misses and juniors!

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Every Shoe in Stock Is Specially Priced for Our 14th Birthday!

Our Own "Corliss" Shoes

• Pumps
• Ties

\$3.49

• Straps
• Oxfords

The trend for better form in dressing makes women more fastidious in their choice of shoes. They want a definite shoe for each costume. They want a tailored shoe, a dress-up shoe, sporty type shoe and of course the classic oxford. "Corliss" shoes are made for smart women who have a flair for thrift and value. Choose yours from this complete stock, every pair greatly reduced for the Birthday Sale. Sizes 3 to 9, AAA to C.

American Girl Shoes

\$4.39

Dress or Arch Shoes

\$2.59

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Beat the Price Increase!

ON IRREGULARS OF

REAL SILK
DeLuxe HOSIERY

Why the Price Is Going Up: The Real Silk Mills, always eager to improve its product, has adopted revolutionary new methods of manufacture to beautify "Real Silk" stockings! The new methods are so precise that the percentage of "irregulars" turned out has been reduced more than half! In addition to a greatly reduced QUANTITY of "irregulars"—the QUALITY has been immeasurably improved. You'll find them almost entirely free from "rings"—sheer, clear and exquisitely lovely!

Why You Should Buy NOW: For reasons above stated, the Real Silk Mill has announced a substantial PRICE INCREASE. Obviously we couldn't reduce the price for our Birthday Sale... however, we DO GIVE YOU THIS FURTHER OPPORTUNITY TO STOCK UP AT THE OLD PRICE... during the Birthday Sale ONLY! We urge you to come tomorrow! Lay in a six months' supply!

—Downstairs at Ayres.

Sheer
Chiffon60¢
PAIR