

14<sup>TH</sup>

## AYRES DOWNSTAIRS STORE

BIRTHDAY  
SALEMiss 7 to 14 Joins the  
Ranks of the Fashion-WiseShirtwaist  
Frocks

At a "Last Day" Price!

\$1.39

Miss 7 to 14 likes to take her sports seriously, so she selects herself a wardrobe of shirtwaist frocks in this Birthday Sale. She chooses from stripes, plain colors and checks in broadcloths and fine grade seersuckers that'll look like new after many trips to the tub. And are they cool for summer wear . . . we're telling you!

## Girls' Spring Coats

\$4.98

Miss 7 to 14 can treat herself to a brand new present in this Birthday Sale . . . for that's what the savings on these coats amounts to! Polo cloth, novelty tweeds in single or double breasted styles. Plain or combination colors. Set in raglan sleeves.

## Girls' Silk Frocks

\$1.89

Prints, rayon crepes, in broad shouldered effects. Waisted, belt, collar, tie, pleat and ruffle trim. Washable and well made. Puff sleeve or sleeveless styles. Sizes 7 to 14.

—Downstairs at Ayres.

Men! DON'T Miss This Bargain!  
Stock Up Tomorrow on These  
**WHITE Shirts**One of the Finest  
Values We've OfferedAt \$1.00  
EACH

Warm weather calls for a lot of soft, fresh looking white shirts. Men prefer the "Saxonia" shirt because its collars always stay neat. It's full cut, is made from an exceptional quality broadcloth with a beautiful lustre. It has the pleated back that allows freedom of arms, but tends to keep the shirt from bulging out in front. Sizes 14 to 17.

—Downstairs at Ayres.

**Balloon Seat  
Athletic Shorts**  
29c

For a man who likes comfort and fit here's the best full cut athletic shorts we know of. All fast color and fancy patterns with covered elastic sides. Sizes 28 to 42. Shirts in sizes 34 to 44 at 29c each.

**Men's Fast Color  
PAJAMAS**  
\$1.00

A very special price. Once you see these pajamas and feel the quality of broadcloth in them you'll agree with us that they are indeed really a bargain. Plain and fancy colors. Sizes A, B, C, D.

—Downstairs at Ayres.

## Saturday! The LAST DAY

Grasp This Tremendous Opportunity to Save on  
Everything for Home and Family! See Page 2 for Further News!It Will Be a Long Time  
Before You Can Buy  
**SILK BLOUSES**at Such  
Low Prices! \$1.79

Every spring wardrobe MUST have a supply of tailored or frilly styles in silk blouses. At this Birthday Sale price you can quickly supply this need. Washable silk crepes, linens, taffetas, plaids and organdy materials. They have tucks, ruffles, V-necks, florals, dots and stripes and lots of navy blue in the selection. Sizes 34 to 40.



## Smart New Skirts, \$1.79

We've the grandest lot of new skirt fashions for the last day of the Birthday Sale you've ever laid your eyes upon. Tweeds, diagonals and plain flannels in brown, black, checks, plaid, navy, beige red and green combinations. Sizes 26 to 32 in the group.

—Downstairs at Ayres.

"Last Day" Sale!  
**SHEER  
Wash Frocks**  
\$1.00

What youth revealing young lines these new sheer wash frocks have. Crisp collars and bows on stripes or dots or florals or plaids of a fine quality washable, fast color material. Choice of sleeveless or puff sleeve styles in sizes 14 to 20 . . . 38 to 52.

Other Frocks, Sale Priced at \$1.39  
—Downstairs at Ayres.The "Last Day" to Choose From Our  
**Entire Shoe Stock**  
at Birthday Sale Prices!

## American Girl Shoes

American Girl shoes are our pride and joy. They're slim and dainty as a dancing shoe, yet sturdy and reliable and comfortable as a walking shoe. That's why the smartest feet in town step in and step out in them. Your type and style included.

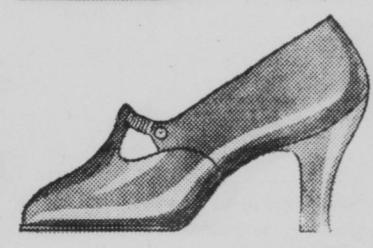
\$4.39



## "Corliss" Dress Shoes

"Corliss" shoes are known by value wise women as the smartest and best wearing shoe for the money. Now at this great saving they're sure to win new friends. Straps, oxfords, pumps in calf, kid or patent. In all the colors to "go with" your new costume.

\$3.49



## Dress or Arch Shoes

The ideal shoe at an ideal saving to team up with your new spring wardrobe. Style, beauty and comfort are built into them . . . a threesome that we know is hard to beat. In black, brown, blue or gray. Pumps, straps and oxfords.

\$2.59

—Downstairs at Ayres.

Children's and Girls' Shoes  
**\$1.49 \$1.99 \$2.49**

All of our very best children's and girls' shoes will be reduced for this great sale. Every style and every size is represented. At \$1.49 you'll find Children's and Misses' shoes in sizes 8 1/2 to 3 . . . B, C, D widths. At \$1.99 children's and misses' shoes in sizes 8 1/2 to 3, A to D widths. At \$2.49 children's and girls' shoes in sizes 8 1/2 to 3, A to D widths. In all the leathers and styles.

Boys' Shoes—\$1.99 and \$2.69

—Downstairs at Ayres.

After Tomorrow  
the Price Goes Up**SUITS  
and Topcoats****\$11.00  
Each**

Men—better fabrics and tailoring than you hoped for at this Birthday Sale price. Not only are the fabrics and tailoring of a high type, but the styling is in this group also. You'll find fashionable pinch backs and sports models as well as conventional single and double breasted types. Among the fabrics are diagonals, flannels, oxfords, in the suits. Topcoats, overplaids, tweeds, gray checks and tan checks, full or half belted models. Sizes for men and young men.

Single Breasted Full Belts  
Double Breasted Half Belts  
Sports Models Tweeds  
Pinch Backs Overplaids

—Downstairs at Ayres.

**Boys' Athletic  
Shirts and Shorts**  
4 for \$1.00

The SHIRTS are made of a fine Swiss rib knit that fits like a glove. Sizes ranging from 24 to 34. The SHORTS are fast color broadcloths that are full cut and will wear and wear. Neat and fancy patterns. Sizes 24 to 30. All very fine quality that's serviceable.

—Downstairs at Ayres.