

16TH

WE'RE "Sweet 16"—and beginning tomorrow we celebrate with a gigantic big 9-day Birthday Sale party in every department in the Downstairs Store. You'll find exceptional bargains for every member of the family and for your home—of Ayres' quality and fashion rightness! Look for the 16th Birthday Sale sign... it makes every purchase count! For the next 9 days watch the Newspapers—listen-in on our daily "Musical Clock" radio program for NEW and EXCITING day-by-day values! Remember—tomorrow morning at 9:30... it's a date!

AYRES DOWNSTAIRS STORE

BIRTHDAY SALE

SEE
PAGE
15

For More
News of
This Sale!

Just Arrived! Birthday Sale Priced!

Mesh Foundation Garments



So Cool for Summer!

\$1.19

A grand group of hot-weather foundation garments at a price that's "sweet music" to your ears! Choose a corset with lace bust sections, boned back and abdomen with 4-hose supporters. Sizes 34 to 40. Or choose a 14-inch side-hook girdle of cotton mesh with porous elastic in side, boned back and abdomen. Well reinforced. 4-hose supporters. Sizes 26 to 32.

Clearance! Foundations
MADE BY A FAMOUS MAKER!

A large group of our more expensive garments have been specially reduced for the Birthday Sale. Girdles, corsets, foundations, side hook styles.

\$2.50

2 Rousing Birthday Sale Values!

Spring BAGS

88¢

Simulated leathers, patents and gabardine grains. Pouch, envelope, under arm and zipper styles. In all the new bright colors and black, navy and brown. Extraordinary values!

Fabric Gloves

Salesmen's Samples
2000 pairs of salesmen's samples at a sensational low price. Novelty weaves in bengalines and cotton fabrics. In all the plain colors and bright colors. Sizes 6 to 7½.

69¢

—Downstairs at Ayres.

Big Birthday Sale Savings
in This Clearance of

Sports Coats

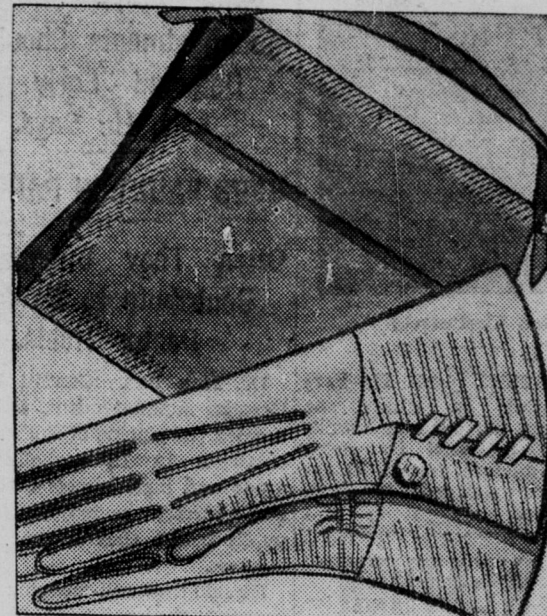
\$8.99 \$11.95
and

- Swaggers
- Belted Styles
- Sports Backs
- Plaids
- Checks
- Mixtures

Sizes 11 to 19 and 14 to 20!

For the Birthday Sale we stage a sweeping clearance sale of a group of higher priced sport coats in the styles, fabrics and colors you want to wear. Plaids, checks, mixtures in grays, browns, blues, greens and some plain colors. Swaggers, sports back styles, tailored styles, belted styles with new spring fashion details. Sizes for women, misses and the "Junior-Miss."

—Downstairs at Ayres.



Training Panties... 2-35c

Infants' and toddlers' light weight training panties made of serviceable cotton. Sizes up to 3 years.

Shirts and Bands... 2-35c

Infants' summer weight cotton shirts and bands. For layette and shower gifts.

Cinderella Frocks... 88c

Clearance of tots' early spring styles. High shades and prints. Sizes 3 to 6½ and 7 to 14.

Child's Pajamas... 49c

Tots' and girls' pongee pajamas or coolie coats with gay floral trim. Sizes 8 to 16.

Tots' Dresses... 88c

Permanent finish organza dresses in pastel colors. Novelty trim. Sizes 1 to 3 years.

Tots' Raincoats... 88c

Plaid raincoats and hats to match. Blue, green, red colors. Sizes 3 to 6 years.

Tots' Pajamas... 49c

Creeper and Fruit-of-the-loom fabrics. Pastel and floral prints. Sizes 2 to 8 years.

Infants' Blankets... 25c

Wool nap blankets with satene-bound edges. Sizes 30x40 inches. Pink and blue.

Child's Union Suits... 2-35c

Cotton knit "self-help" style union suits. Sizes 4 to 10 years.

Tots' Wash Frocks... 39c

Sheer prints and broadcloths. Brother 'n' Sister style. Sizes 3 to 6 years.

Tots' Sweaters... 69c

Clearance of all spring sweaters in dark and pastel shades. Sizes 3 to 6.

Girls' Sheer Frocks... 55c

Organdies, lawns, piques in pastels, floral and stripes. Dressy and sports styles. Sizes 7 to 14.

Girls' Skirts... 88c

Early spring styles reduced for clearance. In all the wanted colors. Sizes 10 to 16.

Girls' Sweaters... 49c

Brown size and color range. Light weight weaves. Clearance priced.

Boys' Shirts... 2 for \$1.00

"Lucky Boy" and "Everett" brands. Whites, fancy patterns in sizes 8 to 14½.

Boys' Play Suits... 39c

Heavy woven stripe play suit. Drop seat style. Sizes 3 to 5 only.

Boys' Slacks... 89c

Sanforized summer slacks in big pattern assortment. Sizes 8 to 18 years.

A SMASHING BIRTHDAY SALE BARGAIN!

A. Huge Special Purchase! IRREGULARS of the

Famous "MARTEX" Towels

(ALSO "WEST POINT" TOWELS—MADE BY MARTEX)

AT SAVINGS OF

30% to 60%

Less Than Regular First Quality Prices!

Martex! You know that name means beauty and quality. And Martex inspection standards are so rigid that it's often hard to find the irregularities. A dropped stitch, perhaps, or an uneven hem—nothing to impair the wear. White, white with smart colored borders. Pastels. Reversibles.

Not every color at every price. In many cases you'll find matching ensembles! Housewives, brides, hotel and apartment managers stock up your linen closet with these marvelous bargains. Better be here when the doors open at 9:30 tomorrow morning!

MARTEX Bath Towels

IN 5 REMARKABLE PRICE GROUPS

79¢

Choose from 10 styles in sizes 22x44 up to 36x56 inches. Pastels and novelties. White with colored borders. Also "Jumbo" size towels in all white.

59¢

10 Styles to Choose From
Sizes 22 x 44
Up to 25 x 50

\$1.00

Irregulars of Martex towels in 6 beautiful styles and in sizes 24x48 up to 30x50 inches. Linen turkish towels in solid colors or pastels. Heavy and serviceable.

25¢

Some of these towels are "West Points." Choose from 2 handsome styles in 22x44 inch size. All are white with colored borders. Thick, heavy nap that will "soak up" the water.

39¢

A fine group. 3 smart styles in 22x44-inch size. White with borders, all white and pastel colors. Thick, heavy and serviceable toweling. "West Point" brand.

Irregulars of Martex towels in pastels and jacquards in plain white with fancy or plain borders. Great assortment of colors in this group.

Martex or West Point

Bath Mats

59¢—79¢
\$1.00—\$1.59

A beautiful group of bath mats at prices that shout thrift! Choose from 27 different styles in many varieties. From 1 to 3 colors of a style. Small, medium or large size mats. All whites, bordered patterns, pastel colors, solid colors and jacquards. Stock up now!

Martex or West Point

Wash Cloths

2 for **15¢** | 10¢ Each | 2 for **25¢**

A sure enough bargain in heavy, serviceable wash cloths. This group has over 25 styles. Many of them match the bath or guest towels. Lovely colors and patterns from which to choose just what you need.

Martex or West Point

Huck Towels

Heavy quality Martex or West Point huck towels. White with colored borders. Limited quantity therefore we advise early shopping.

19¢

Discontinued Patterns of
"Zion" LACE PANELS

Close-Out From
Marshall Field Wholesale!

1/3 OFF

Most of these famous "Zion" lace panels are 58 inches wide and are 2½ to 2½ yards long. Choice of 21 different styles.

Women's Hankies... 12-39c

4000 new hankies classed as seconds. Prints, woven borders and novelties. White and colors.

Neckwear... 79c

Round, high and V necklines. Laces, organdies and crepes. In bright colors and whites.

Rayon Blouses... 79c

Silk rayon blouses in plain colors and novelties. Sports or frilly styles. Sizes 34 to 40.

Women's Skirts... \$2.69

Plain color flannels, plaids and tweed mixtures. Sizes 24 to 32. Blue, brown, black and gray colors.

Women's Skirts... \$1.74

Plain colors, blue, black, gray and brown. Flannels, plaids and tweed mixtures. Sizes 24 to 32.

Flannel Jackets... \$2.79

All-wool flannel jackets in checks, plain colors. Also checks in black, brown or blue. Sizes 14 to 20.

Bermuda Shirts... 59c

Seconds of Bermuda sports shirts. White, canary, coral and blue. Small, medium and large sizes.

PRINTED
Bemberg Sheers
and Rayon
French Crepes

49¢ Yd.

Beautiful new spring prints in Bemberg sheers and French crepes. Plenty of the new lilac shades along with your favorite colors. Remnants and dress lengths in the lot.

Martex and West Point
Guest Towels
19¢-25¢-29¢
39¢-49¢

Irregulars of fine Martex guest towels. A tremendous assortment in all price groups to meet any pocketbook. Fine quality Turkish toweling... many of these guest towels will match the large bath towels. Pastels, whites, jacquards and solid colors.

"MARTEX"

Bath Sheets

79¢ to \$2.98

All sizes and types in this big group. Solid colors in dark colors. Pastel colors, white with colored borders. Vivid stripe patterns in a large selection, as well as many novelty jacquard weaves.

Martex or West Point

Tea TOWELS

A fine quality towel free from lint. They have colored borders in choice of several colors. Limited quantity... we advise early shopping.

15¢