

16TH

Get Your Share of these Bargains

For yourself . . . for your family . . . for your home! We've spent weeks and weeks of working with manufacturers, mills, jobbers and wholesalers to get great quantities of new, seasonable, wanted merchandise at exceptional discounts. Added to these new purchases are our regular stocks marked at very special prices. Nothing has been left undone to make this the biggest Birthday Sales we have held. Check your needs right now . . . plan to be here early tomorrow morning when the doors open at 9:30!

AYRES DOWNSTAIRS STORE

BIRTHDAY SALE

SEE
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Birthday
SALE
News!

Tomorrow at 9:30

A Tremendous Sale of 1,000 "HOT" New
Spring Dresses2 for \$7.00
(1 Dress, \$3.98)

Gorgeous New Styles, Tunics, Shirtmakers, Gibson Girl Types, Polka Dots, Suit Dresses, Light Prints, Pastels, Navy, May Wine, British Tan and Every Other Wanted Color!

Brand new fashions—every wanted color—all sizes for women, misses and the "Junior-Miss"—styles for every day-time occasion—and exceptional values at this Sale Price! The selection is so complete in every detail that you're sure to find just what you need to "fill out" your spring wardrobe! All are high fashions . . . rushed from New York to Ayres, to YOU . . . and offered at a most sensational savings for our Birthday Sale!

—Downstairs at Ayres.

Sizes:
14 to 20!
11 to 19!
38 to 44!
46 to 52!
18½ to 24½!



16th Birthday Sale Feature!

New Pastel
Felt HATS
\$1.19

Tomorrow we're treating you to some very remarkable values in new spring hats for every woman. Lovely pastel color felts in bretons, rollers or sports styles. Black, grey, navy, powder blue, maize colors. A big assortment . . . you're sure to find what you want.

EACH

—Downstairs at Ayres.



Women's Pajamas . . . 50c

Plain rayon one-piece style pajamas or gowns. Some are lace trimmed. Sizes 16-17. Irregulars.

Women's Union Suits, 3-\$1

Cotton knit suits. Tight or loose knee style. Seconds. Sizes 36 to 44.

Rayon Undies . . . 29c ea.

Panties, stepins, bloomers or vests. Tailored finish. Tearose or flesh. Sizes 31 to 37.

Rayon Undies . . . 3 for \$1

Plain or sheer rayons. Panties, stepins, bloomers or shorties. Tearose. Sizes 34 to 42.

Sheer Undies . . . 50c ea.

Panties, stepins, briefs or bloomers. Also sheer or plain rayons. Sizes 34 to 42.

Silk Pajamas . . . \$1.59

California V or square necklines with gorgeous lace trims. 2-piece styles. Sizes 16 and 17.

Women's Silk Undies, 50c

Silk crepe chemise, dancettes or panties. Lace trimmed. Sizes 34 to 40 and 32 to 36.

Cotton Nighties . . . 50c

Printed batiste nighties with V or square necks. Ruffle trim. Sizes 15 and 17.

Silk Crepe Slips . . . \$1.00

California V or straight lace or tailored tops. Bias cut. Sizes 34 to 44.

Rayon Taffeta Slips . 50c

Lace or tailored styles. Bias cut. Fine long-wearing rayon taffeta. Sizes 34 to 44.

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, organies 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 22.

A Rare Birthday Sale Treat!

Sale! Irregulars of

WONDER BAND
SILK STOCKINGS

Full-Fashioned! Well Reinforced!

You don't get a hosiery value like this every day . . . so it would be to your advantage to stock up for weeks to come! Beautiful sheer chiffons with silk to top and picot edge. Reinforced at points of wear for longer service. With the "WONDER-BAND" feature for "run" protection. In popular spring colors. Sizes 8½ to 10½.

59c
Pair

—Downstairs at Ayres.

16th Birthday Sale Specials!

Children's and Girls'
'Cinderella' Dresses

88c Each

An extraordinary value for this quality . . . styles that have formerly sold for much more. Early spring styles in high shades and novelty prints. All suitable for wear now. Many lovely styles and colors in this exciting group. Sizes 3 to 6½ and 7 to 14 years.

Tots' Raincoat Sets . . . 88c

In plaid colors. Waterproof raincoats with a hat to match. Blue, green and red. Sizes 3 to 6.

Tots' Dresses . . . 88c

Permanent finish organdy dresses in delectable pastel colors and fast color prints. Have novelty trim. Sizes 1 to 3 and 3 to 6 years.

Children's "Self-Help" Style

Union Suits—2 for

35c

A fine quality combed knit union suit. "Self-help" style teaches the children to help themselves. Sizes 4 to 10 years in the group.

—Downstairs at Ayres.

Bermuda Shirts . . . 59c

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

American Girl Shoes . \$4

Our entire stock reduced. All styles and colors in black, navy, brown, beige and gray. All sizes.

Women's Gloves . . . 69c

Salesmen's samples in bengalines and cottons. All colors. Sizes 6 to 7½.

Spring Handbags . . . 88c

Simulated leathers in pouch, under-arm, envelope and zipper styles. All colors.

Eyelet Dresses . . . \$2.69

Plain color embroidered eyelets in tailored or dressy styles. Sizes 14 to 20 and 38 to 44.

Women's Sweaters . . . 79c

Strings and wool knits in sizes 34 to 40. Purple, white, blue, yellow colors.

"Knee-High" Hose, 39c pr.

Brand new spring shades in "Never-Mend" Knee-High Chiffon Hose. Sizes 8½ to 10½.

Children's Hose . . . 15c pr.

¾ length children's hose with plain legs and fancy cuffs. Elastic in cuff. Broken sizes.

Child's Anklets . . . 10c pr.

"Buster Brown" anklets of durable cotton. Plain colors. Close fitting cuff. Sizes 6 to 10.

Knee-Length Hose, 50c pr.

Irregulars. Full-fashioned with lastex band. Well reinforced. Sizes 8½ to 10½. Assorted colors.

Child's Anklets, 2 for 25c

Irregulars from a famous maker. Plain and fancy combinations. Sizes 6 to 10½.

16th Birthday Sale Feature!

A Smashing Close-out SALE!

Women's Higher-Priced

SHOES

GREATLY REDUCED!

\$1.59
PAIR

Tomorrow we stage a smashing close-out sale of 1543 pairs of women's high quality shoes at 20% to 60% savings. You'll find most every type shoe, the most important styles and the 3 very best colors in this group. Sport shoes, style shoes and arch type styles in black, brown or navy. Good, serviceable leathers in calf, kid or patent with solid leather soles. Sizes 3 to 9, widths AA to C.

Black	Patent	Oxfords
Brown	Combinations	Style Shoes
Navy	Pumps	Sport Shoes
Calf	Straps	Arch Type
Kid	Ties	Shoes

—Downstairs at Ayres.