

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 A DOWNSTAIRS A STORE

BIRTHDAY SALE

SEE PAGE 19

For More Birthday SALE News!



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.

—Downstairs at Ayres.

A Rare Birthday Sale Treat!

Sale! Irregulars of

WONDER BAND

Silk Stockings

Full-Fashioned! Well Reinforced!

59c

Pair

—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 style. Seconds. Sizes 36 to 44.

Rayon Undies . . . 29c ea.
Panties, stepins, bloomers or vests. Tailored finish. Tealose or flesin. Sizes 31 to 37.

Rayon Undies . . . 3 for \$1
Plain or sheer rayons. Panties, stepins, bloomers or shorts. Tea-rose. 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, 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 22.

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.

Tomorrow at 9:30

A Tremendous Sale of 1,000 "HOT" New Spring Dresses

2 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 daytime 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 Birth-day Sale!

—Downstairs at Ayres.

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



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
Navy
Calf
Kid

Patent
Combinations
Pumps
Straps
Ties

Oxfords
Style Shoes
Sport Shoes
Arch Type
Shoes

—Downstairs at Ayres.