

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 PAGE 21

For More Birthday SALE News

16th Birthday Sale Feature!

Our Entire Stock of New \$2 Spring Hats

Reduced to \$1.59 EACH



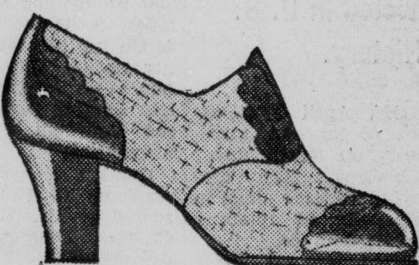
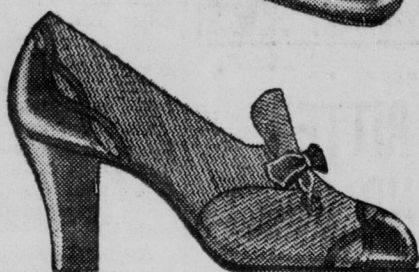
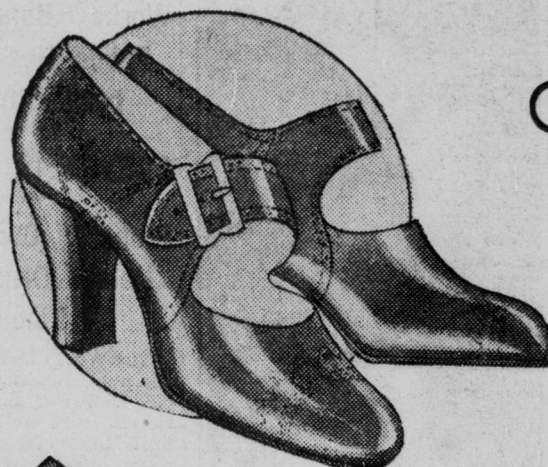
Straws
Crepes
Taffetas
Felts
Brims
Bretons
Sailors
Off-the-Face
Black
Gray
Violet

Brown
Beige
Green

Navy
Tan
Maize

Count up the pennies you save... you'll want to drop every engagement and rush down to get yourself that new hat for your newest spring outfit... All these are the latest styles in the smartest fabrics and blooming colors! You'll find a big assortment in each style, in each color and each fabric... so that you'll be able to "match-up" any spring color scheme. Sizes for all women and misses!

—Downstairs at Ayres.



You know the regular price... what an amazing savings this Birthday Sale Price offers! American Girl shoes combine the best features of both STYLE and ARCH support shoes... and they'll "fill-the-bill" for every occasion! We've a complete selection of styles, colors and sizes for every woman to "go-with" any spring costume! Come in... and you'll step-out with one of the best values in your lifetime. Sizes 4½ to 10, widths AAAA to D.

Brown
Black
Blue
Gray
Beige
Pumps
Sandals
Low Heels

Oxfords
Ties
Straps
Buckles
Perforations
Calf
Kid
High Heels

Patents
Medium Heels
Military Heels

Sizes:
4½ to 10
AAAA to D!

—Downstairs at Ayres.



16th Birthday Sale Special!

Our Entire Spring Stock of Exclusive

American Girl SILHOU-WELT SHOES

(WHITE SHOES EXCEPTED)

REDUCED TO \$4.00 PAIR

For the Duration of the 16th Birthday Sale Only!

IRREGULARS of REAL SILK De Luxe Chiffon Hose

2 PAIRS FOR \$1.25 (1 Pr., 69c)

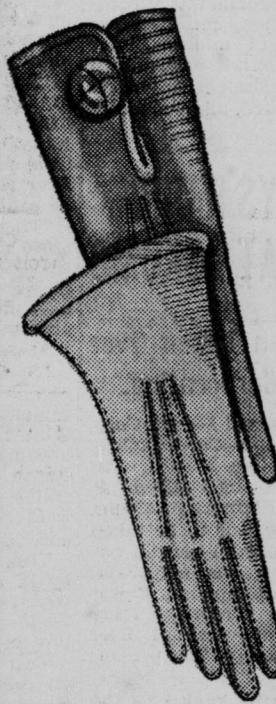
It's always smart economy to buy two pairs of Real Silk hose in the same color... and most thrifty women buy them that way. So-o as an extra added feature in the Birthday Sale we reduce our Real Silk Chiffon Irregulars to 2 pairs for \$1.25 or 1 pair for 69c. In all the smart spring shades and sizes 8½ to 10½.

—Downstairs at Ayres.

Sample Sale!

Salesmen's Samples of Washable Fabric

Gloves 69c PAIR

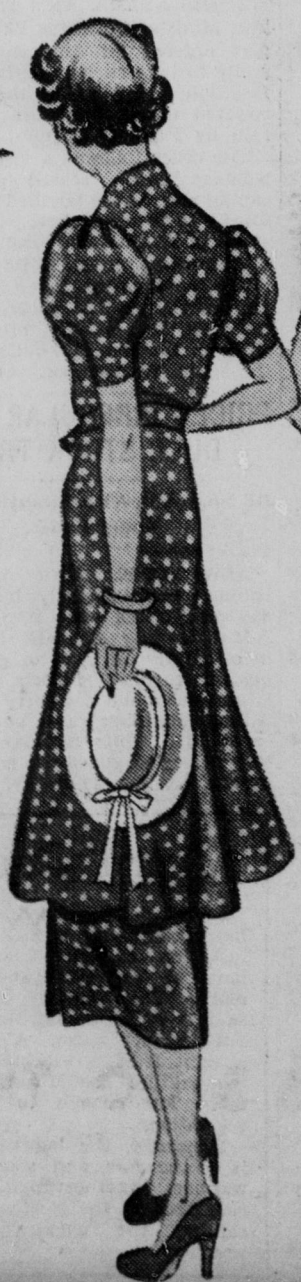


Salesmen's samples of higher priced washable bengalines and cotton fabric gloves. In all the very brightest spring colors as well as black, navy and brown. Novelty pull-on and fancy cuff styles. Sizes 6 to 7½.

—Downstairs at Ayres.

Tomorrow! Another Great Event in Our 16th Birthday Celebration!

Sale! New Spring Dresses



A SALE that Smashes Records...

Even for Bargain Fashions! New Prints—

New Plain Colors—Polka Dots—Coin

Dots—New "Spring-into-Summer"

Chiffons—New Sheer Suit Dresses—New

Tunics! For Women—Misses—Junior-Misses!

2 for \$11

(1 Dress for \$5.98)

Sizes—11 to 19—14 to 20—38 to 44—46 to 52!

What a thrill to offer a refreshing new group of dramatic new spring dresses at such a "sweet" low price! Brand new styles, rushed from New York to Ayres Downstairs Store for our Birthday Sale... and on sale for the first time Saturday! The style features include the very newest... all the ones you've heard about and read about! All the loveliest of spring colors... May wine, lilac, gray, British tan, bright green and white graduation dresses. Sizes for every woman—11 to 19, 14 to 20, 38 to 44 and 46 to 52!

Downstairs at Ayres—Where Correct Fashions Are Less Expensive!

You Can Always Choose from many coats and dresses in YOUR size in Ayres Downstairs Store. Our assortments are always varied, fresh and up-to-the-minute in style. Come in any time and be sure of finding your size.