

## 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

SEE  
PAGE  
21

For More  
Birthday  
SALE  
News

BIRTHDAY  
SALE

16th Birthday Sale Feature!

Our Entire Stock of New \$2  
Spring Hats

Reduced to  
**\$1.59**  
EACH



Straws  
Crepes  
Taffetas  
Felts  
Brim  
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.

Tomorrow! Another Great Event in Our 16th Birthday Celebration!  
**Sale! New Spring Dresses**

Downstairs at  
Ayres—Where  
Correct Fashions  
Are Less  
Expensive!

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!

16th Birthday Sale Special!

Our Entire Spring Stock of Exclusive

*American Girl*  
SILHOU-WELT SHOES  
(WHITE SHOES EXCEPTED)

**REDUCED TO \$4.00  
PAIR**

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.

**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.



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