

16th Tomorrow at 9:30! Ayres Downstairs Store's BIRTHDAY SALE of . . .



3600 Beautiful New FRUIT OF THE LOOM COTTON FROCKS

*Lovely
Printed
Sheers!*

**\$1.00
EACH**

*Fine
80-Square
Prints!*

Right at the beginning of the wash frock season we offer one of our most impressive Birthday Sale values! Exciting . . . dramatic . . . brand new styles . . . for spring, summer and vacation time! They're made of "Fruit-of-the-Loom" fabrics, guaranteed as advertised by Ayres' and Good Housekeeping Magazine! Over 27 beautifully finished styles with details you'd expect to find in cotton frocks at a much higher price! Such savings suggest buying enough to last you for months to come! Complete style, color and size assortment for every woman!

**Sizes for Women and Misses
Order by Mail, or Phone RI-9441**



Style No. 1616.
Sizes 14 to 20.
Blue, pink, rose
and turquoise.



Style No. 631.
Sizes 16 to 44.
Orange, orchid,
and blue.



Style No. 629.
Sizes 16 to 44.
Navy, brown
and wine.

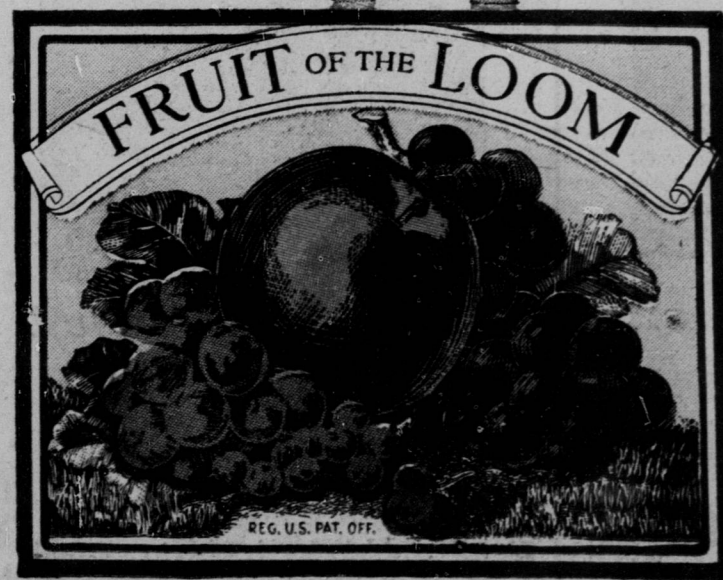
Style No. 1704.
Sizes 38 to 44.
Blue, red,
brown and
light blue.

CHECK THIS STYLE NEWS!

Shirtmaker Styles! For Shopping!
Filly Styles! For Sports!
Tailored Styles! For Afternoon!
Checks, Plain Colors, Stripes, Novelty Prints,
Floral Prints, Dots, Plaids, Fancy Patterns! All
fast colors! Button, belt, organdy, self trims!

SIZES FOR EVERYONE!

14 to 20	38 to 44
16 to 38	46 to 52



AYRES ★ DOWNSTAIRS ★ STORE