

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!

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

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!

Style No. 1610.
Sizes 14 to 20.
Blue, brown,
red and navy.

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

Style No. 1613.
Sizes 14 to 20.
Blue, orchid,
brown and red.

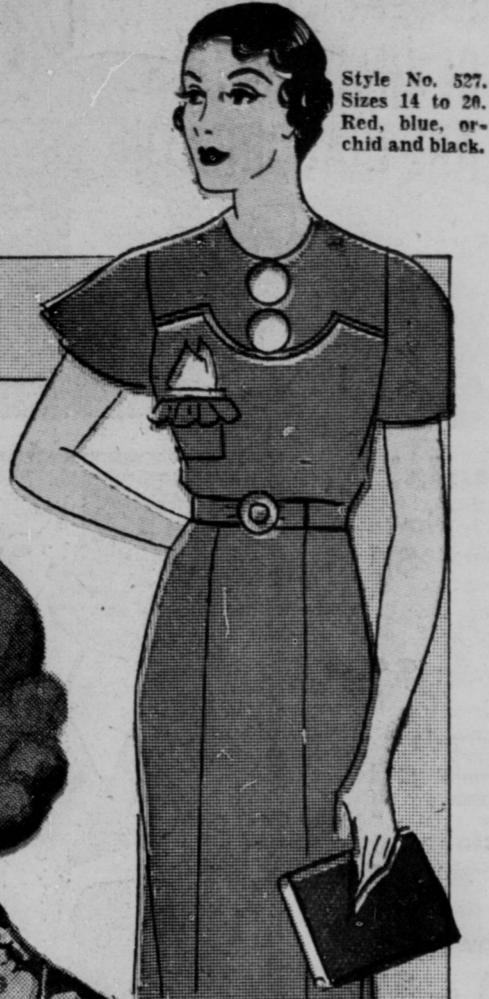
Style No. 629.
Sizes 16 to 44.
Navy, brown
and wine.

CHECK THIS STYLE NEWS!

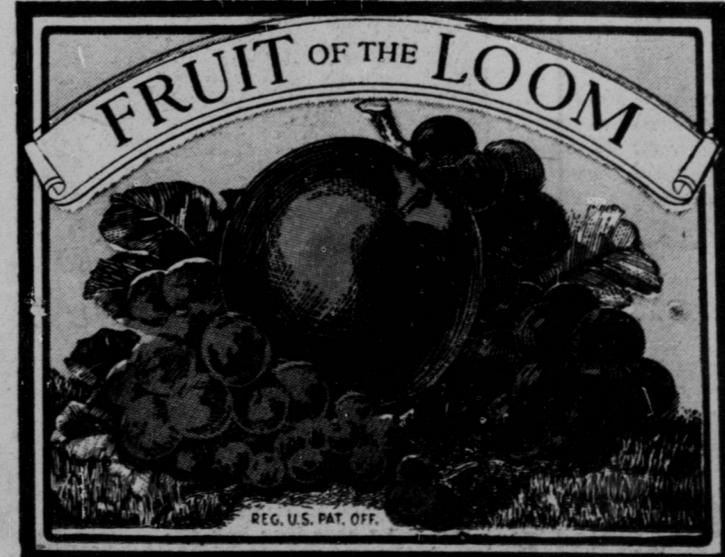
Shirtmaker Styles! For Shopping!
Frilly Styles! For Sports!
Tailored Styles! For Afternoon!
Checks, Plain Colors, Stripes, Novelty Prints,
Floral Prints, Dots, Plaids, Fancy Patterns! All
fast colors! Button, belt, organdy, self trims!

SIZES FOR EVERYONE!

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



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



AYRES ★ DOWNSTAIRS ★ STORE