

16TH**Saturday Is the LAST DAY!**

Take Advantage of these SAVINGS—On Ayres' QUALITY Merchandise ...for Every Member of Your Family, and for Your Home! Come Early Tomorrow—Doors Open at 9:30 A. M.

AYRES DOWNSTAIRS STORE**BIRTHDAY SALE**SEE
PAGE
23For More
Birthday
SALE
News!**Tomorrow! A Thrilling Last Day SALE of New SPRING HATS**In Beautiful Stitched Crepe
Fabrics and Soft Pastel Colors!

You'll be headed right for the Derby next Saturday in one of these lovely stitched crepe hats. Brims, casuals and breton styles in the most beautiful pastel shades you've seen for a month of Sundays! White, pink, open, lilac, maize, gray, green, navy, and natural. Sizes for women and misses!

\$1.19

—Downstairs at Ayres.

Natural
Copen
White
Pink
Lilac
Maize
Gray
Green

Extra Special for Last Day!

Sale! New HANDBAGS

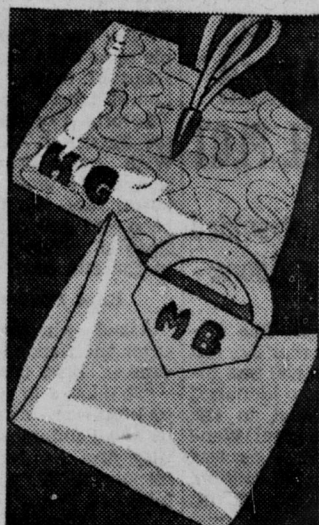
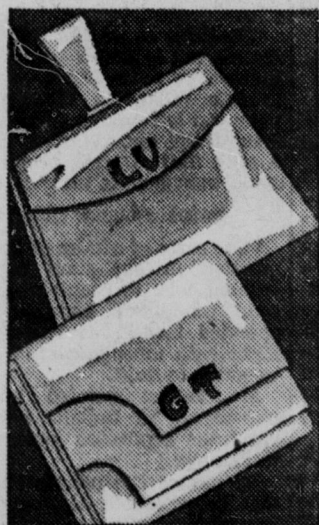
With 2 Initials

\$1.00
Complete

Exclusive Styles — Pastel Colors!

Everything about these new handbags... the exclusive styles and exclusive initial designs speaks of smartness! Highly polished grains in simulated leathers! Pouch, underarm, top handle and envelope styles to carry from now till next fall. Pastel colors in pink, light blue, maize, lilac and white.

—Downstairs at Ayres.

Last Day Savings
In This Clearance!

Spring Sports

Coats**\$8.99 \$11.95**
and

A sweeping clearance sale of new spring sports coat styles. Swaggers, belted styles, sport back styles, plaids, checks and mixtures in sizes 14 to 20. All higher priced styles specially reduced!

—Downstairs at Ayres.

Pick Your New Spring Outfit in This Big Sale! Spring Dresses**2 FOR \$7.00**
(1 Dress \$3.98)

Tomorrow's the last day to take advantage of the unusual values offered in this sale of new spring dresses! Styles so new and exciting... colors so gay and refreshing that you'll want a whole new spring wardrobe. Styles for daytime, afternoon, business and club meetings. New lilac and light prints, May Wine, British Tan, navy, black and scores of plain pastels. Sizes for all... 11 to 19, 14 to 20, 38 to 52.

SALE! Spring DressesGorgeous new styles in every new, lovely spring color. Sizes for all. **2 for \$11**Downstairs at Ayres
Where Correct
Fashions Are
Less Expensive.

Last Day! Save on Quality Hose!

IRREGULARS of

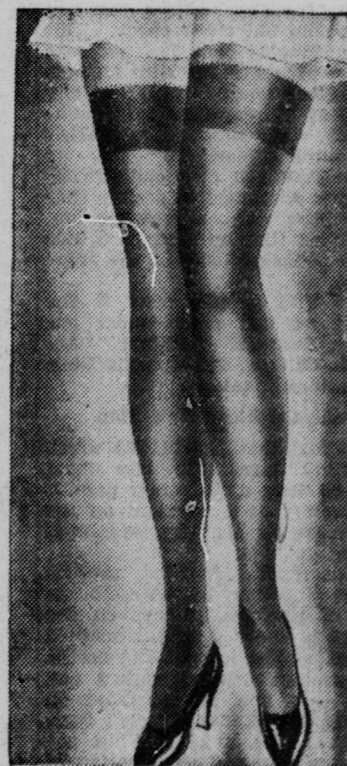
REAL SILK

De Luxe Chiffon Hose

2 Pairs for \$1.25
(1 Pair 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.

**Last Day! A Smashing Close-Out Sale! Women's SHOES**

GREATLY REDUCED

\$1.59
PAIR

Save 20 to 60% now... Every pair has formerly sold at a higher price! 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
Brown
Navy
Calf
KidPatent
Combinations
Pumps
Straps
TiesOxfords
Style Shoes
Sport Shoes
Arch Type
Shoes

—Downstairs at Ayres.

Last Day Savings
In Birthday Sale!Pure Silk
Panel**SLIPS****\$1.19**
EACH

Don't slip up on this grand chance to buy a beautiful shadow panel slip of pure silk crepe! Quality and style you'd expect to pay much more for! California V or straight tops. Trimmed with gorgeous laces or smartly tailored. Adjustable straps. Sizes 34 to 44.

—Downstairs at Ayres.

16th Birthday Sale of

**"Fruit of the Loom"
Cotton Frocks**Sheers!
80-Square **\$1.00**
Prints! EACH

This is one of our most impressive Birthday Sale values! Exciting... dramatic... brand new styles... for spring, summer and vacation time! Made of "Fruit of the Loom" fabrics, guaranteed as advertised by Ayres and Good Housekeeping Magazine. Shirtmaker styles, frilly styles, tailored styles in over 27 types... and every color imaginable. Sizes 14 to 20 and 38 to 52.

—Downstairs at Ayres.

