

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

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For More
Birthday
SALE
News!

**BIRTHDAY
SALE**

\$1.19

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 bretton styles in the most beautiful pastel shades you've seen for a month of Sundays! White, pink, copen, lilac, maize, gray, green, navy, and natural. Sizes for women and misses!

—Downstairs at Ayres.



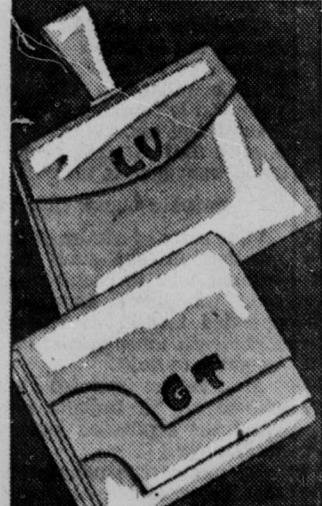
Natural
Copen
White
Pink
Lilac
Maize
Grey
Green

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! 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 G.

Black
Brown
Navy
Calf
Kid

Patent
Combinations
Pumps
Straps
Ties

Oxfords
Style Shoes
Sport Shoes
Arch Type
Shoes

—Downstairs at Ayres.

Last Day Savings
In Birthday Sale!

Women's Sheer

**Rayon
UNDIES**
35c
EACH

Women's and misses' plain rayon and sheer rayon panties, stepins and briefs. They have plain fronts with elastic backs and tailored hems. Tearose or white. Sizes 34 to 42.

—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.

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 Dresses
Gorgeous new styles in
every new, lovely spring
color. Sizes for all.



Downstairs at Ayres
Where Correct
Fashions Are
Less Expensive.

Last Day! Save on Quality Hose!

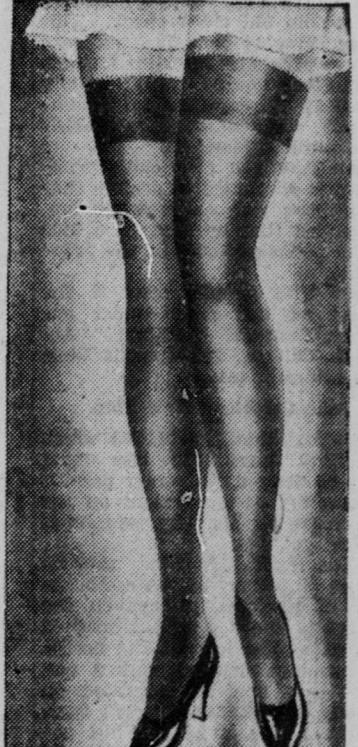
IRREGULARS of

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 8 1/2 to 10 1/2.

—Downstairs at Ayres.



16th Birthday Sale of



"Fruit of the Loom"
Cotton Frocks

Sheers!
80-Square \$1.00
Prints!

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.

