

17TH BIRTHDAY SALE

DOWNTAIRS at AYRES

See Pages 17 and 18 for More Birthday Sale News!



The Styles Say "Spring Fashions"
The Price Says "Birthday Savings"!

Sale! Spring Dresses

2 \$12
(1 Dress \$6.45)

Featuring the Best
Selling Styles for
Women, Misses, Juniors!

It won't take a second glance to tell you these spring dresses are the tops in fashion as well as value! Get your share of spring chic tomorrow... come on down and find the new spring-into-summer dress you've been wanting in sheers, crepes. In one of the bright new subtle colors or prints. In a cape or bolero, suit or shirtmaker style. Here we show but three Birthday Sale money-savers... hundreds of others in the department for fashion-wise Saturday Shoppers!

Sizes: 11 to 17, 14 to 20
and 38 to 52!

—Downstairs at Ayres.



Fresh Recruits Arrive for Our
17th Birthday Sale of Spring

SPORTS COATS

\$10.88

Jiggers—Toppers—Swag-
gers and Smart
Wraparounds — Fitted
and Belted! All Colors!

If you wear size 14 to 20 here are some superlative sports coat values for you in our exciting Birthday Sale! Choose from fashion-importants such as jiggers, toppers, swaggers, wraparounds with button, pocket and fabric details that put them all into the high fashion class. Some have tuxedo fronts, pleated, patch or slash pockets. They all come in a fine quality fleece... and the styles are worth dollars more than this Birthday Sale price!

Colors:

Thistle Tan
Navy Beige
Gold Green

—Downstairs at Ayres.



Birthday Sale Special!

Tops in Style—Tops in Value!

Smart Straws

Manufacturer's Close-Out Sale of Higher Priced Styles!

\$1.69

We've packed tons of value into this Birthday Sale of New Spring Hats! They're manufacturer's close-outs of this season's styles, in the smartest and best selling straws in the favorite colors. There's nothing that brightens up your spirit as much as a new straw hat... and finding brand new fashions like these at such remarkable savings will fairly put you into a 'tizzy'! In pedalines, sharkskins, Neora braids... in black, navy, grey, red, beige, green and tan colors.

—Downstairs at Ayres.



Birthday Sale Special!

Our Entire Stock of \$2.99

CORLISS Style Shoes

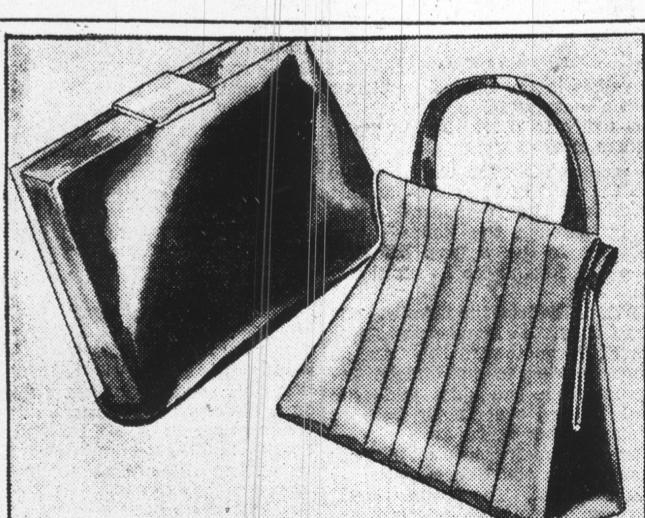
Reduced to **\$2.69**
PAIR

Featuring Blue and Gray—Gabardine and Patent!

Along with our complete group of Corliss style shoes, you'll also find our Corliss Tarsal Arch and Junior Shoes reduced to the same low price! Over fifty different styles in sizes 4 to 9, widths AAA to C.

- Straps
- Ties
- Pumps
- Oxfords
- T-Straps
- Low Heels
- High Heels

—Downstairs at Ayres.



Birthday Sale Special!

Outstanding Styles—the Most
Important Colors and Materials!

New Handbags

88¢
EACH

- Red
- Blue
- White
- Black
- Grey
- Beige
- Green
- Brown

We've corralled the most important handbag styles, colors and leathers for this Birthday Selling! Small bags, large bags, medium size bags, large type bags! Styles that usually sell for much more... in simulated grains, patent and seals... in envelopes, pouches, underarms and zipper styles. Name your style... your color... your leather... you'll find it here in this extraordinary sale group!

Sample Fabric Gloves ... 59¢ pr.

Bengalines and washable fabrics in all the new spring colors and smart styles. Sizes 6 to 7 1/2.

—Downstairs at Ayres.



Our Entire Stock of Regular \$1.98 10-Star

"Seamprufe" SLIPS

Birthday Sale Priced at

\$1.69
2 for
\$3.25
EACH

Every slip a new 1937 spring and summer style. Beautiful lace trimmed or tailored styles in silk crepe LaRue, a long wearing silk! In tearose, white or dark colors. Sizes 34 to 44 in the group. Every slip comes with the 10-star guarantee, as printed on each slip. California V or straight tops.

"Wolverine" Run-Resist

Bemberg Slips

Sell regularly for \$1.39. Made of long wearing, run-resist bemberg with California V, tailored or brassiere top style. Panel fronts, adjustable straps. Tearose, white. Sizes 32 to 46.

\$1.19
(2 for \$2.25)

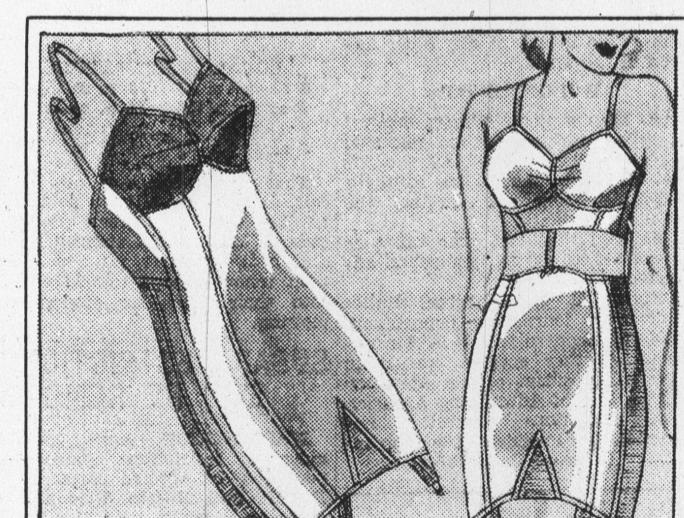
Women's Cotton Slips, each

30¢
Built up shoulder or straight bodice top style. Nicely hemstitched, narrow hems. In white only. Sizes 36 to 52.

Sale! 1000 New \$1 Slips, ea.

88¢
Slips are bias cut or 4-gore style. California V lace or tailored styles. Some brassiere top styles. Some zipper brassiere top styles. Sizes 34 to 44.

—Downstairs at Ayres.



Birthday Sale Special!

All "KABO" Foundations

20% OFF

of Regular Price!

Our famous line of "KABO" foundations are all reduced 20% for the Birthday Sale! Girdles, Corsets, Girdle-Brassieres Combinations, Bandeaux and Brassieres are included, in all sizes and all styles, for the youthful woman, the junior miss and the mature woman.

- Regular \$5.00 Garments \$4.00
- Regular \$3.50 Garments \$2.80
- Regular \$2.50 Garments \$2.00
- Regular \$2.00 Garments \$1.60
- Regular \$1.50 Garments \$1.20
- Regular \$1.25 Garments \$1.00

—Downstairs at Ayres.