

17TH BIRTHDAY SALE DOWNSTAIRS at AYRES



Swing Into Spring in a Cape DRESS

Birthday Sale Priced at

\$6.45
(Or 2 for \$12)

Inspired by the coming Coronation in May—this is the Spring of the Cape conquest! This far flung fashion has been adapted by chic women everywhere for wear right now and later! These sheer cape dresses are a salute to the sunny days ahead—you'll enjoy wearing the dress with its matching cape as well as wearing the tricky cape with other frocks—in fact you simply MUST have a cape dress! Choose from NAVY, CARNELIAN and HARNESS TAN. Sizes 12 to 20.

New Spring Dresses

Taffetas, chiffons, alpacas, crepes, sheers and bemberg sheers in a myriad of new styles and colors. Sizes 11 to 17, 14 to 20, 38 to 52. —Downstairs at Ayres.

Last Day for These Spring Style Values!

Colorful Sports Coats and Man-Tailored Suits

Sizes
12-20

\$8.88
EACH

THE COATS—Pert Jiggers, Semi-Jiggers, Toppers, Swaggers, Reefers and Ballerina styles in a glorious array for Saturday! We've a host of favorite colors, too! Grey, blue, green, shrimp, gold, beige, thistle and black. Take advantage of these marvelous values, Saturday!

Other Smart Sport Coats \$10.88

—Downstairs at Ayres.

THE SUITS—Are all snappy man-tailored styles in serviceable worts or sharkskins. Link-button plain back styles! Many of the skirts have pleated front. Choose from Banker's grey, pearl grey, and brown. Suit yourself in one of these suits, Saturday!



**Come Tomorrow
For These
Last Day
Birthday Sale
Savings!**

LAST DAY Birthday Sale Savings!

Sale! Full-Fashioned Chiffon Hose

Irregulars From a Famous Maker of Full-Fashioned Hose

Gorgeously sheer, clear chiffon hose; full-fashioned and pure thread silk to top! Dainty picot edge, with foot fully reinforced to insure longer wear. Included in this group are genuine crepe silk stockings. Sizes 8½ to 10½. Popular new hosiery shades! It will pay you to stock up on your hosiery needs Now and profit by this Birthday Sale saving!

—Downstairs at Ayres.

**50c
PAIR**

LAST DAY Birthday Sale!

'Kabo' Foundations 20% OFF

Our famous line of "KABO" foundations are all reduced 20% for the Birthday Sale—and tomorrow is the last day—so don't fail to take advantage of these tremendous savings! Girdles, Corsets, Girdle-Brassieres are included, in all sizes and all styles, for the youthful woman, the junior miss and the mature woman.

—Downstairs at Ayres.

The Most Outstanding Bag Fashions of the Spring Season—at the Most Popular Price!

Sale! Handbags

**88c
EACH**

Included Are
200 New
White Bags

- Simulated Patents!
- Simulated Seals!

- Simulated Grains!
- Pouches and Envelopes!

- Black
- Brown
- Navy
- Grey
- Beige
- Red
- Green
- Tan

- Underarms!
- Zippers!

—Downstairs at Ayres.

We've corralled the most important handbag styles, colors and leathers for this Birthday Selling! Small bags, large bags, medium size bags, luggage type bags! Styles that usually sell for much more . . . in simulated grains, patents 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!

LAST DAY Birthday Sale Savings!

New Spring Straws

\$1.69

- Brims
- Sailors
- Bonnets
- Pedalines
- Crepes
- Braids

Bright sunny days a woman's fancy turns to a smart new hat! And when she finds chic new hat fashions such as these, at such a small price—she's fairly overjoyed! And why not? There's a galaxy of styles and colors and combinations to choose from at a price that is breath-takingly low! So come, pick your new hat, tomorrow, and be happy over the savings!

—Downstairs at Ayres.