

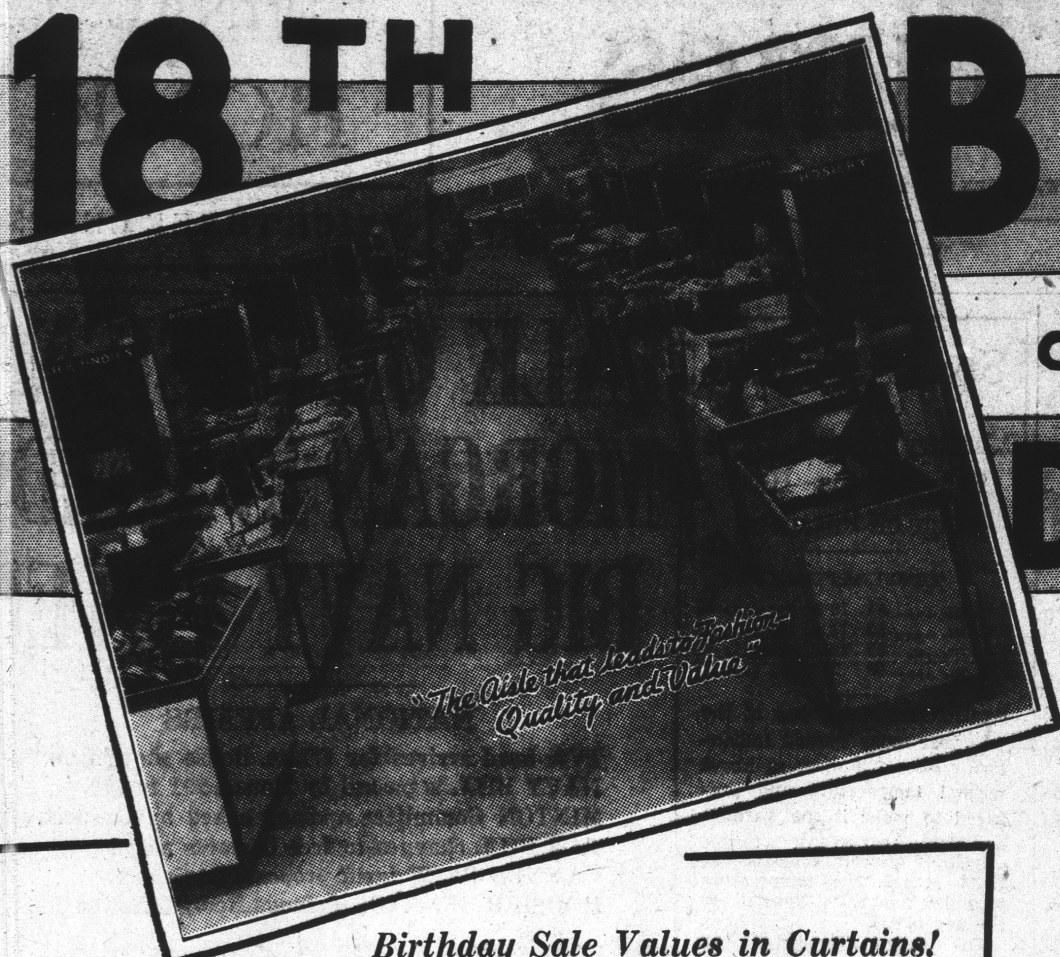
18TH

BIRTHDAY SALE

and GRAND OPENING of our Beautiful NEW Store

DOWNSTAIRS at AYRES

Our Greatest Sale These Famous Cotton Sheer Dresses and Our Lowest Sale Price! 4800 Fresh, New Spring 1938 Styles! Lovely Washable Prints!



Birthday Sale Values in Curtains!

## Ball Fringe Marquisette Curtains

At One of Our Lowest Prices!

Ball fringe curtains have a world of style... and have proven to be the best selling curtain of the spring season! These come in cream pint dot with cream ball fringe. In pastel colored pin dot with cream ball fringe.

**89c** Pr.

## Extra Wide!... Extra Long! Jumbo Curtains

47 Inches Wide! 2 1/2 to 2 3/4 Yds. Long!

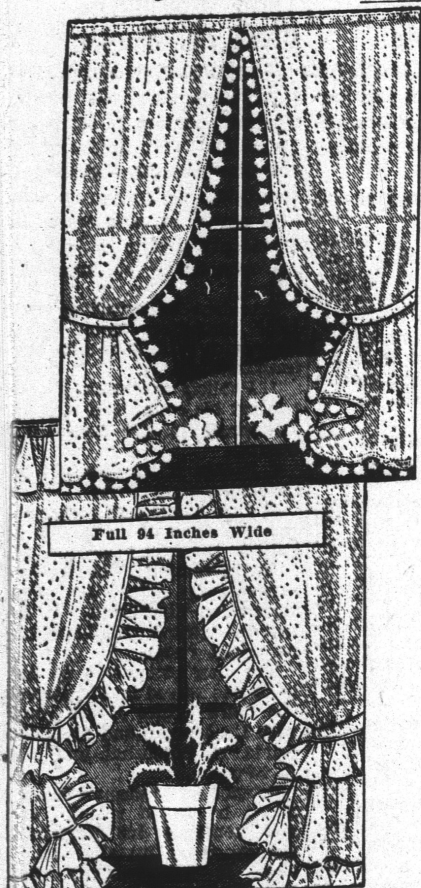
"Jumbos" are extra wide and extra long so they'll fit even the largest window, or give generous fullness to the smaller one! Made of a fine quality marquisette with small pin dot.

**89c** Pr.

At **59c** Each or Pair

RAYON AND COTTON bordered madras PANELS in several different colors. For any room.

RUFFLED CURTAINS—36x2 1/4 yards. In cream with colored figures.



100-Inch Cushion Dot Curtain, \$1.69 These have 8-in. ruffles and tie backs with bone rings. Cream or ecru. 2 1/2 yards long.

Oil Silk Shower Curtains, \$1.98 ea. 6x6-foot size. Discontinued colors and patterns. In beautiful color selection.

Ball Fringe Curtains—\$1.69 pr. Fine quality cushion dot in cream, rose, peach, green or blue colors. Wide enough to criss-cross.

## "FRUIT OF THE LOOM" SHEERS

19 Exciting New Spring and Summer Styles!

Sale Priced At **\$1.00** Each

Sizes: 14 to 20! 38 to 44! 46 to 52!

The greatest single purchase in the history of our Downstairs Store House Dress Department... that's why we can offer you these glorious new printed sheers at this low price! You've never seen so much style, such fine fabrics, such beautiful colors and patterns or such fine details and workmanship before in a dress at this price! 2000 Dresses in sizes 14 to 20! 1800 Dresses in sizes 38 to 44. 1000 Dresses in sizes 46 to 52!

—Downstairs at Ayres.



100—Size 14-20. Cream, rose, blue and grey.



Guaranteed by Good House-keeping for Fabric—for Correct Size and Workmanship.



402—Size 46 to 52. Blue and rose, blue and rose, blue and rose.



311—Size 38-44. Navy, black and green.



207—Size 14-20. Blue and rose, blue and rose, blue and rose.



100—Size 14-20. Grey and rose, blue and rose, blue and rose.



18th Birthday Sale!

Envoy Sheets

68x90 Size! 72x96 Size! 84x96 Size! Lower price in years! A sheet guaranteed to give ordinary household wear for 4 years.

**77c** Ea.

18th Birthday Sale!

Mattress Protectors

For full or twin-size beds. Quilted. Sizes 42x76 and 64x76.

**\$1.39**

## Sale! Wash Goods

- Sports Cord! • Printed Clubs! • Ribbed Fabrics! • Print • Satin Stripes! • Broadcloths! • Print Piques!

Spring sewing needs are answered with this group of very fine quality cottons in many colors and patterns. Various remnant lengths.

(Remnants) **19c** Yd.

## Rayon Fabric Remnants

- Print French Crepes! • Print Spun Rayons! • Print Acetates! • Rayon Satins!

Lovely quality rayon fabric remnants in printed French crepes, printed acetate crepes, printed spun rayons or celanese rayon plain satins. Various lengths.

**39c** Yd.

Hope Muslin, 10 Yards Limit.....10c Yd.

## Sale! Candlewick, Chenille SPREADS

Birthday Sale Priced at

**\$2.98** Each



Candlewicks and Chenille spreads of such amazing beauty that you simply must have one! All-white closely spaced chenilles, twin or full sizes! Chenilles with colored medallion centers. Deep-tone chenilles, and many other patterns in Candlewick designs. All priced far below regular, for the Birthday Sale!

Candlewick Spreads

A startling low price for this beauty and quality! Hand-made all-over bobtail dots. Full size.

**\$1.98**

Chevron Stripe Chenilles

A "Fruit of the Loom" three-toned Chevron striped spread in wine, blue, rose, peach, green colors.

**\$5.50**

A Special Purchase of Discontinued Patterns—Bought At a Fraction of Their True Worth for Birthday Sale!

## SALE! BROADLOOM!

- All 9 Ft. Wide!
- Seamless Quality!
- Two-Tone Patterns!
- Plain Colors!
- Plain or Figured!
- Heavy All-Wool!
- Colonial Style!
- Variegated Leaf!

**\$1.98** Sq. Yd.

Broadloom is the perfect floor covering for any type home or room! It makes the room look much larger, and you are able to get more harmonious effects with it! This is one of the very lowest prices we've offered on 9-ft. wide broadloom... it usually sells for \$3.25 a sq. yd. In choice of 6 different patterns, that come in glorious colors. Every yard perfect quality!

A 9x12 Finished Broadloom Rug Will Cost You.....\$24.95

9x15 Broadloom Rug... \$31.50  
9x21 Broadloom Rug... \$42.50  
9x18 Broadloom Rug... \$37.50  
9x9 Broadloom Rug... \$19.50

7.6x9 Broadloom Rug... \$16.50  
9x10.6 Broadloom Rug... \$22.50  
9x13.6 Broadloom Rug... \$28.50  
6x 9 Broadloom Rug... \$13.50

18th Birthday Sale!

## Simmons Mattresses

Innerspring! Inner Roll!

Regularly Sells for \$32.50

Twin or full size Simmons innerspring inner roll mattresses in rayon and silk damask, stripes or Belgium damask ticks.

**\$19.75**

18th Birthday Sale!

## "Kolorfloor" Floor Covering

Looks Like Inlaid—Wears Like Inlaid!

Color goes deep into back, 6 feet wide. Tile, cobblestone, block patterns!

**59c** Sq. Yd.