

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!

"FRUIT OF THE LOOM"
SHEERS

19 Exciting New Spring and Summer Styles!

Sale
Priced
At\$1.00
EachSizes:
14 to 201
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 201 1800 Dresses in sizes 38 to 44. 1000 Dresses in sizes 46 to 52!

—Downstairs at Ayres.

Guaranteed by
Good House-
keeping for Fab-
ric—for Correct
Size and Work-
manship.402—Sizes 46
to 52. Blue
and gold
brown
rust."Fruit of the Loom"
Pinafore Aprons

Birthday Sale Priced at

3 for \$1.00

Pretty little pinafore aprons that breathe
spring. In bright hues and patterns. Buy
for yourself . . . or for your little
ones. —Downstairs at Ayres.311—Sizes 38-
44. NAVY
blue, black
green."Fruit of the Loom"
HOOVERETTES

Birthday Sale Priced at

\$1.38

Regularly \$1.50! In new spring pat-
terns—white with orange and embroidery
trim. 16x24-in. 100% rayon. —Downstairs at Ayres.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	7.6x9 Broadloom Rug . . .	\$16.50
9x21 Broadloom Rug . . .	\$42.50	9x10.6 Broadloom Rug . . .	\$22.50
9x18 Broadloom Rug . . .	\$37.50	9x13.6 Broadloom Rug . . .	\$28.50
9x9 Broadloom Rug . . .	\$19.50	6x 9 Broadloom Rug . . .	\$13.50

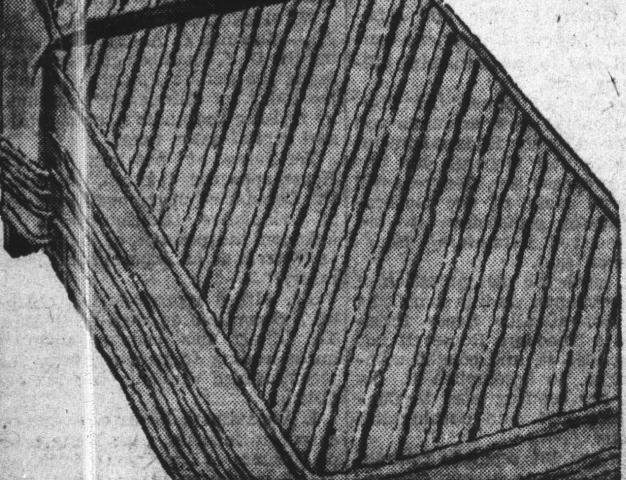
18th Birthday Sale!

Simmons
MattressesInnerspring! Inner Roll!
Regularly Sells for \$32.50
Twin or full size
Simmons innerspring
inner roll mattresses
in rayon and silk
mask, stripe or Bel-
gium damask ticks.

18th Birthday Sale!

"Kolorfloor"
Floor CoveringLooks Like Inlaid—
Wears Like Inlaid!Color goes deep into
back, 6 feet wide. Tile,
cobblestone, block pat-
terns!59c
Sq. Yd.Sale! Candlewick, Chenille
SPREADS

Birthday Sale Priced at

\$2.98
EachCandlewicks 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 medal-
lion centers. Deep tone chenilles,
and many other patterns in Candlewick designs.
All priced far below regular,
for the Birthday Sale!

Candlewick Spreads

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

Chevron Stripe Chenilles

A "Fruit of the Loom" three-toned
Chevron striped spread in wine, \$5.50
blue, rose, peach, green colors.