

# 10th Birthday Sale

## AYRES DOWNSTAIRS STORE



**Tomorrow! Save on a  
New Spring Hat**

**88c** EACH

- Bretons
- Off Face
- Berets
- Smart Straws
- Black
- Colors
- Brims
- Pancakes
- Hi-Crowns
- Headbands 22 to 28
- Navy
- Novelites

Styles you've seen and wanted at higher prices—you'll want several at this unusual hat-savings!

—Downstairs at Ayres.

### Sample Glove Sale . . . . . 59c

You'll enjoy selecting not one but several pairs of these lovely, well-fitting gloves. Novelty silks in popular rayon fabrics. White, navy and beige.

### Women's Sports Jackets . . . . . \$3.98

Jackets in assorted plaid colors, tweed patterns and gay stripe patterns. Sizes 12 to 20 in the group.

### All-Wool Sports Skirts . . . . . \$1.69

In black, navy, brown, green, wine and a nice assortment of light pastel colors. Sizes 24 to 32 in the group.

### Buster Brown Ankle Socks . . . . . 4 Pr. 50c

Plain lisle anklets with elastic in cuff, close fitting turned down cuff or straight tops. Sizes 6 to 10 1/2. Stock up on these popular anklets.

### Women's Full Length Housecoats, \$1.00

Full cut with full sweep to skirt, 5 wraparound styles in prints, floral prints, pastels and stripe patterns. Sizes 14 to 52 in the group.

### New Spring Handbags . . . . . 88c

Bags with exciting new trims and details in navy, and black patent. Top handles, swaggers, pouches, shoulder straps and envelopes.

### Friday & Saturday Only!

#### Sale! Irregulars of

**REAL SILK**

**DeLuxe Chiffon Hose**

**59c**  
PAIR

Irregulars of our famous, long-wearing "Real Silk" De Luxe Chiffon stockings in the new spring shades to go with or blend in with your spring costume. Sizes 8 1/2 to 10 1/2.

Irregulars—are the stockings that escape by the narrowest of margins being classed as "firsts." In most cases the imperfection is so slight that only the well-trained eye of the inspector can detect it . . . buy them with confidence.

—Downstairs at Ayres.

### 2 1/2-Yd. Lace Panels . . . . . Ea. 59c

4 Beautiful lace patterns bordered with ready-to-hang top. 2 1/4 yards long.

### Upholstery Samples . . . . . Ea. 39c

Approximately 24x24-in. squares. All style weaves and colors. Excellent for chair seats, sewing bags, pillows, etc.

### Curtain Marquisette . . . . . 10c Yd.

Colored dots and figures, plaids, piece dyed marquisettes, etc. All full bolts. Birthday Sale priced at 10c yard.

### Hollywood Gauze Panels, . . . Ea. 59c

Size 34x2 1/2 Yds. Rayon marquisette panel curtains. Neatly tailored with 1-inch side hems, headed tops ready-to-hang!

### Sale! Chenille Bedspreads . . . . . \$3.98

The biggest and best Chenille Bedspread value we've ever been able to offer Indianapolis. 8 colors, 5 smart, new patterns.

### 81x108" Envoy Sheets . . . . . Ea. 79c

"Envoy" Sheets! Cellophane wrapped, two in a package. Sizes 81x108 and 72x108. Exceptional values at this special Birthday Sale price.

### 'Cannon' Bath Towels . . . . . 6 for \$1.00

Famous Cannon Towels, size 20x40, in frosted pastel shades. Choice of five colors. Exceptional values at this Birthday Sale price.

### Steven's Towels . . . . . 13c

Size 16x30. First quality. Bleached with colored side borders. Exceptional values at this 19th Birthday Sale price.

### 'Cloth of Gold' Muslin . . . . . 11c Yd.

Popular "Cloth of Gold" muslin No. 60. Limit 20 yards to a customer.

### A 19th Birthday Sale Triumph!

## Sensational Sale! New Spring Coats

**\$7.99**  
EACH



- ★ Swing, Reefer and Swagger Styles!
- ★ Tweeds, Herringbones, Nub Boucles, Wool Crepes, Eponge Fabrics!
- ★ Every Important Spring Color!
- ★ Sizes 11-17, 12-20, 38-44 in Group!

If it's fashion and quality and low price you want, then you'll be here tomorrow at 9:30 sharp for these sensational coat values! You'll be in clover tomorrow when you see this stunning group of 500 new spring coats in black, navy, red and grey mixtures, brown, grey, blue mixtures or monotypes, in fitted swing, swing reefer, double breasted reefer, tuxedo swaggers, box swaggers or casual swing styles. Sizes for every woman!

Other Spring Coats . . . . . \$10.95 and \$13.99

—Downstairs at Ayres.

### Extra Special! Entire Stock Reduced!

## "Corliss" Style, Arch and Junior Shoes

**\$2.69**  
PAIR



- Pumps
- Straps
- Sandals
- New Earth
- Oxfords
- Open Toes
- Open Backs
- Mesh and Patent
- Whites
- High Heels
- Black
- Japonica
- Navy
- White and Brown
- Low Heels

Our entire stock of famous "Corliss" shoes are reduced for the Birthday Sale . . . you know their regular price . . . you know this price represents a good savings . . . you'll want to be here tomorrow to take advantage of it! . . . and get the pick of the lot before the size, color and style selection is broken. Sizes 4 to 8, AAA to C widths in the group.

—Downstairs at Ayres.

### Women's Broadcloth Slips . . . . . 44c

Women's white broadcloth slips with built-up shoulder or bodice top. Hemstitched. Sizes 34 to 50 in the group.

### Cotton Crepe Gowns . . . . . 50c

Women's straight cut cotton crepe gowns with V or round necks. Tea rose, white or pink. Sizes 16 to 20.

### Rayon Slips . . . . . 88c

Women's rayon bemberg slips in tea rose or white. Seconds. Tailored or lace trimmed styles. Sizes 32 to 44.

### Tots' Housecoats . . . . . 59c

Tots' cunning novelty print housecoats made full out and ankle length style just like mother's and "big sister's house coats!" Fast colors! Sizes 3 to 6.

### Tots' Cotton Dresses . . . . . 89c

Tots' dainty sheer and broadcloth dresses in a wide variety of plain colors and novelty prints. Sizes 1 to 6 years.

### Tots' Monogrammed Play Suits . . . . . 59c

Complete with first name or nickname. Made of blue chambray, sanforized and pre-shrunk. Heat-proof rubber buttons. For little boy or little girl. Sizes 2 to 6.

### Girls' Sports Shirts . . . . . 49c

Ideal for summer sports wear are these cotton Shantung sports shirts for girls! 2-Way collar and action back. White and pastel colors. Sizes 10 to 16.

### Girls' Sports Skirts . . . . . \$1.00

Better type sports skirts of spring weight wool shantung in such desired colors as: Navy, Dusty Rose, Aqua, Raspberry and Teal. Sizes 10 to 16.

### Girls' Spring Dresses . . . . . 49c

Smart, attractive styles in cotton sheers and broadcloths. Solid colors or novelty print patterns. Pastel colors. Broken sizes.

### Boys' Polo Shirts . . . . . 2 for \$1.00

Brightly striped polo shirts, polo collar and plaque style. 1-Button front style. In bright reds, tans, blue and brown. Sizes 6 to 18.

### Boys' Sleeveless Sweaters . . . . . 2 for \$1.00

Just 100 boys' brand new all-wool blazer striped sleeveless sweaters, barrel neckline style. Reds, greens, blue, tans in small, medium and large sizes.

### Boys' Overalls . . . . . 2 for \$1.00

Just 200 boys' brand new sanforized zipper-pocket overalls. Fine covert material, full bib, suspenders, and plenty of pockets. Sizes 4 to 10.

### Men's Socks . . . . . 6 Pr. \$1.00

2400 Pairs of anklet socks in stripes, greens, blues, reds, tans. Sizes 10 to 12. Or 1200 pairs of regular style socks in stripes, checks or clock patterns.

### Men's Shirts & Shorts . . . . . 6 for \$1.00

1200 Highly finished broadcloth full cut, balloon seat shorts. In bright, neat patterns. The SHIRTS, are full cut and made of full combed cotton seconds.

### 4-Pc. Rug Combination Sale . . . \$29.75

8x12 or 8x3x10.6 Rugs in Oriental, Colonial and Texture patterns. A 9x12 or 8x3x10.6 rug pad, vermin proof and moth proof. And 2 2x52-inch scatter rugs.

### Gold Seal Congoleum . . . . . 45c Sq. Yd.

Perfect quality! Newest spring patterns and colors. Choose from 25 different patterns at this special LOW price.



## Tomorrow at 9:30! A DRESS SALE That Proves Once Again It's Ayres Downstairs for Fashion and Quality

### Styles:

- "Little Girl" Dresses!
- Bolero Dresses!
- "Gypsy" Styles!
- Shirtwaists and Skirt Styles!
- Accessory Type Dresses!
- Two-Piece Jackets!
- Basque Types!

### Colors:

- Black!
- Navy!
- Open Blue!
- Capri Blue!
- Wisteria!
- Mint Green!
- Chartreuse!
- Bright Prints!
- Gay Checks!

**\$3.33**  
EACH

Talk about dress fashions for late spring and early summer wear at a low price . . . then these 300 new dresses will be the "talk of the town!" Every dress in this group is a much higher priced style! Every dress is FASHION-RIGHT, and \$3.33 speaks for itself . . . for it's just about the lowest price we've ever offered fashions of this quality for! Come on down tomorrow, and choose a whole new early summer wardrobe, from this complete selection of the newest styles, for daytime, sports, afternoon, business and street wear, the newest fabrics and the smartest colors!

**Sizes 9 to 17—12 to 20—38 to 52 and 18 1/2 to 24 1/2!**

- Rayon Crepes!
- Rayon Acetates!
- Rayon Alpacas!
- Bemberg Sheers!
- Laces!

—Downstairs at Ayres.

