

19th Birthday Sale

AYRES DOWNSTAIRS STORE



Last 2 Days to Save on
This New High Fashion!

CHECKS

Birthday
Sale Priced
at—

\$3.33
EACH

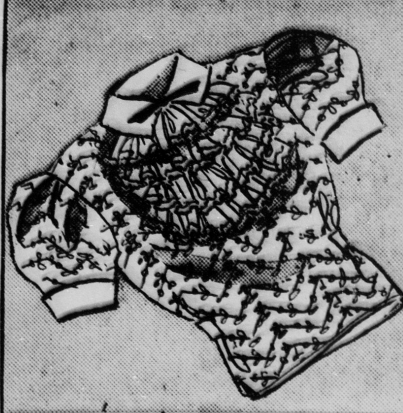
CHECKS: Took Paris by storm a few weeks ago . . . at once we wrote CHECKS into this Birthday Sale collection.

CHECKS: Are YOUNG! They're Spring-y! They're flattering! They're stunning with colored accessories!

CHECKS: Come big, medium or small . . . and it doesn't take much of a check to own them during our 19th Birthday Sale!

We've a whole collection of CHECKS waiting for you tomorrow. This one style comes in rayon taffeta with navy jacket to contrast and a cracker-crisp white pique collar. Sizes 9 to 15 and 12 to 18 in the group.

—Downstairs at Ayres.



Last 2 Days to Save!

Tailored or Frilly
BLOUSES

Sale
Priced
at **88c** EACH

Women's and misses' washable cotton blouses in white, pink or blue. Sizes 34 to 40 in group.

—Downstairs at Ayres.

ONLY TWO DAYS!



Last 2 Days to Save!

Women's Misses', Juniors'
Spring Coats

\$7.99
EACH

★ Swing, Reefer and Swagger Styles!
★ Tweeds, Herringbones, Nub Boucles,
Wool Crepes, Sponge 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! New spring coats in black, navy, red and grey mixtures, brown, grey, blue mixtures or monotones, in fitted swing, swing reefer, double-breasted reefer, tuxedo swaggers, box swaggers or casual swing styles.

—Downstairs at Ayres.

Tots' Monogrammed
PLAY SUITS

Complete With First Name

Sale
Priced
at— **59c** EACH

Children's blue chambray play suits, Sanforized and pre-shrunk. Heat-proof rubber buttons. Complete with monogrammed first name or nickname of little boy or girl. Sizes 2 to 8 years in the group.

Deep Bottom Ruffles!
Also Zipper Styles!

Girls' Housecoats
89c

Full ankle length cotton print housecoats in bottom ruffle or zipper front styles. Sizes 8 to 16 years in group.

First Quality—3-ply
Gauze Diapers

\$1.24 doz.

A Nationally known brand FIRST QUALITY infants' gauze layette diapers. 3-ply. Guaranteed absorbent and non-irritant. Easy to launder. Dries quickly. Dozen \$1.24.



Infants' Shirts 25c
Double-breasted shirts, tie side. Neatly tailored. Fine quality cotton and rayon stripe. Layette size.

Wrapping Blankets 19c ea.
Slight irregulars of better blankets. In white, pink and blue. Low Birthday Sale price, each 19c.

Infants' Vests 2 for 25c
Fine quality cotton knit vests. Sleeveless. Reinforced tabs. Birthday Sale priced at 2 for 25c.

Flannelette Gowns 2 for 25c
Infants' flannelette gowns, gertrudes and kimono. White with pink and blue trim. Birthday Sale price 2 for 25c.

Training Panties 2 for 25c
Double knit yoke front, French leg style. Birthday Sale price at 2 pairs for 25c.

Last 2 Days to Save!

Sale Women's
Straw Hats

\$1.00
EACH

• Bumpers!
• Bretons!
• Sailors!
• Black!
• Navy!
• Wine!
• Copen!
• Burnt!

Tomorrow, we offer you a real hat value! Many of the styles in this group have been selected from a higher priced range and offered at this unusual Birthday Sale savings! Headsizes 22 and 23 in the group. —Downstairs at Ayres.



"Corliss" Style, Arch or
Junior Shoes

For Last 2 Days!

\$2.69
PAIR

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 9, AAA to C widths in the group. —Downstairs at Ayres.



Last 2 Days to Save! SALE!

"Lady Isabel" HOSE
3 PAIRS **\$1.00**

• Sheer Chiffon • Service Weight • Seamed Back
• Semi-Chiffon • Semi-Fashioned • Fashion Marks
• Lisle Reinforced • In 5 Spring Shades!

In 3-thread sheer chiffons, 5-thread semi-chiffons and service weights with lisle hems. All first quality semi-fashioned stockings. Sizes 8½ to 10½. —Downstairs at Ayres.

Last 2 Days to Save!

"KABO" GIRDLES
20% OFF

KABO "FLATTER-U" GIRDLE \$4.00
KABO SIDE HOODS \$2.50
KABO BRASSIERES 47c to \$1.20
KABO BRASSIETTES \$2 to \$6
KABO LATEST GIRDLES \$1.00
KABO PANTY GIRDLES 80c

Our entire stock of these famous "Kabo" foundation garments is reduced 20% . . . that means your dollar is worth \$1.20 for 3 more days! —Downstairs at Ayres.



Seconds, Odd Pieces,
and Discontinued
Patterns of

Knitted Slipcovers

\$1.99
For Chairs

\$2.99
For Davenports

Here's your chance to SAVE on perfect fitting knitted SLIPCOVERS. Choose from "seconds" of "SLICKS." Discontinued patterns of "SLICKS," odd pieces and a few matched sets. For T-cushion lounge chairs, regular club chairs, barrel back chairs and davenports and oversize davenports.

Window Shades 39c
"Clorox," 34x58 or 36x66 window shades in green or tan colors. Complete with shades.

Table Cloths 19c
Sizes 52x68 inches. Cotton crash tablecloths with gay colored borders.

Unbleached Sheeting 16c yd.
87-inch unbleached sheeting. In 2½ to 15-yard remnant lengths. A good serviceable weight.

Ironing Board Sets 39c
Ironing board pad and cover set. Bleached pad and a "stretch-on" cover.

Dish Towels 13c ea.
"Steven's" first quality bleached with colored border on both sides.

Hollywood Panels 59c ea.
Hollywood gauze panels of a good quality rayon marquisette. Neatly tailored and headed, ready to hang.

—Downstairs at Ayres.

Curtain Materials—
10c yd.

From full bolts. Chenille dots, colored dots and figures, plaids and novelty weaves for making your own curtains for any room.

80-Sq. Percales
10c yd.

Remnant lengths of 80-square percales in 1 to 8-yard lengths. A wide assortment of patterns and colors.



Last 2 Days to Save!
**A Room Size RUG
A RUG PAD
and 2 Throw Rugs**

All
for **\$29.75**

THE RUGS—Choice of 9x12 or 8.3x10.6 in AMERICAN ORIENTAL, COLONIAL HOOKED and TEXTURE PATTERNS. Each rug is in a serviceable all-wool quality. Seamless construction, deep thick nap, and tailored ends. All wanted colors.

THE PAD—A plain pad made of durable vegetable fibre. Mothproof and rodentproof. Sizes 9x12 or 8.3x10.6. This pad gives longer life to the rug.

THE THROW RUGS—Two handsome throw rugs, size 27x50, that will blend or harmonize with the large size rugs. A variety of patterns.

—Downstairs at Ayres.