

# 20th Birthday Sale

## AYRES DOWNSTAIRS STORE

**"Real Silk" Stockings** .59c  
Sheer and clear regular chiton stockings that will delight the hearts of every woman. 3 and 4-thread weights, pilot hem and runstop. New spring colors. Sizes 8 1/2 to 10 1/2. Substandard.

**"LaSalle" Stockings** .49c  
Irregular from a famous maker of women's hose. Pilot hem and runstop. Reinforced at points of wear. Desired hosiery colors. Sizes 8 1/2 to 10 1/2.

**Cotton Anklets** .10c  
Children's fine cotton anklets for school and play wear. Buy several pairs at this saving price. Sizes 7 to 10 in Seconds.

**"Buster Brown" Socks** .15c  
First quality in famous "Buster Brown" crew socks that will give lots of long wear. All popular sweater colors. Sizes 8 to 11.

**New Straw Hats** \$1.00  
Flemish halos, Shesheress brims, Bretons, Chesterfield and Salons smart new straw hats for you. Colors in Navy, Black, Red, Copen and Dusty Rose.

**500 Better Hats** \$1.88  
Wide brims, sailors, bretons, beret types, kettle brims, Flemish styles in a wide variety of straw and felts. New Spring colors. Head sizes 22 to 23.

**Spring Handbags** .88c  
Simulated leathers in sun dials, crepes, stripes and patterns. Group includes pouches, swappers, underarms and top-handle styles. Colors: Kelly Green, Pink, Blue, Black, Patent, Navy and Gold.

**Sample Gloves** .49c  
Time to stock up on your summer glove supply. Popular 4 and 6-button length slippers in white, white and pink, light blue and yellow. Sizes 6 to 7 1/2.

**KABO Foundations** 20% Off  
Our complete stock of KABO girdles and combinations have been reduced 20% for the Birthday sale. Sizes for almost any size and style.

**Spring Blouses** .88c  
Fruity or tailored blouses in sheer batiste, organdies, rayon crepes, and rayon sheers in white, stripes and dots. Long and short sleeves. Sizes 32 to 40 in the group.

**Spring Skirts** \$1.78  
All-wool flannel skirts in flares and gored styles. Pastel colors, some blacks and navies in the group. Sizes 24 to 32.

**2-Pc. Play Suits** .88c  
Attractive play suits for spring and summer. Set consists of blouse, shorts and skirt. Green and white, red and white, and blue and white checks. Sizes 12 to 20.

**Slacks** .88c  
Well-cut, nicely tailored slacks in Royal, Green and Rose with white pencil stripes. Sizes 12 to 20.

**"Fruit" Wash Frocks** .69c  
Discontinued styles of "Fruit of the Loom" wash frocks. Sheer batistes, rayon rayons and 30-square percale. Sizes 12 to 32 in the group.

**Cotton Housecoats** .88c  
Cotton housecoats in full ankle lengths. Wraps around and slipper front styles. Floral prints with light and dark backgrounds. Sizes 14 to 32 in the group.

**Daytime Frocks** \$1.78  
Daytime dresses in spun rayons and gabardines. Stripes, prints, dots and plain colors. Also French crepes. Sizes 14 to 44 in the group.

**"American Girl" Shoes** \$4.00  
Regular \$5.99 and \$4.99. American Girl shoes reduced to \$4.00. 20 new styles to choose from. All the new colors and smart leather treatments. Sizes 4 to 10, widths AAAA to EEE.

**"Corliss" Spring Shoes** \$2.69  
Regular \$2.99 value shoes reduced to this low price. Style arch and junior shoes included. Pumps, straps and ties in all materials. Sizes 4 1/2 to 8, widths AAA to C in the group.

**"Fashion Stars" Shoes** \$1.79  
Gleaming black patents, black, navy kid, simulated alligator and others in blue, black, brown and beige. High, low and medium heels. Sizes 4 to 9.

**Children's "Red Goose" Shoes** 10% Off  
Famous Red Goose shoes reduced 10% for 20th Birthday Sale. Oxford, straps and high shoes. White or tan. Sizes 4 to 8, \$2.24. Sizes 9 to 10, \$2.50.

**Infant's Training Panties** .15c  
Double-knit cotton training panties. French leg style. Birthday Sale Price, 15c pair.

**Infant's Flannel Gowns** .15c  
Flannel gowns, garters and kimono. Birthday Sale Price, 15c.

**Infant's Cotton Blankets** .15c  
Cotton fleece blankets in pink and blue. A real Birthday value at 15c.

**Infant's Rubber Sheets** 2 for .15c  
Rubber sheets, battensette size. Exceptionally low priced for this event, 2 for 15c.

**Infant's "Cannon" Wash Cloths** 2 for .70  
An exceptional Birthday Sale value! "Cannon" knit wash cloths, white and colors. Slight irregular, 2 for 70c.

**Infant's Batiste Dresses** .25c  
Dainty batiste dresses with hand-embroidered trims. An outstanding Birthday Sale value at 25c.

**Infant's Wool Sweaters** .49c  
Slipper and coat styles, wool knit sweaters. Pink and blue. Wonderful values at 49c.

**Tots' Cotton Dresses** .49c  
Princess and bolero styles in sheer and semi-sheer printed materials. Past colors. Sizes 1 to 8 years.

**Boys' Wash Suits** .49c  
Boys' cotton wash suits, belted and button-on styles. Light and deep tones. Sizes 1 to 6 years.

**Tots' Crepe Pajamas** .49c  
Novelty print and pastel crepe pajamas for tots 2 to 8 years.

If it's savings you want . . . then this is YOUR SALE

QUALITY  
ENDURES

Ayres' Downstairs Store's Birthday Sale is YOUR sale because we "bend over backward" to create real, honest-to-goodness BARGAIN VALUES for YOU — for YOUR family — for YOUR home! Every item in the sale is of Ayres' REGULAR STANDARD QUALITY! Every item is in good current FASHION! There are plentiful and complete ASSORTMENTS of sizes, color and styles! Every item is offered at a definite, WORTH-WHILE PRICE REDUCTION which will enable you to save on spring and summer outfits for your entire family. Shop early tomorrow morning . . . you'll find scores of SALE values in every department not mentioned here! Ayres' Budget Payment Plan is available for purchase of Women's and Men's Coats and Suits.

QUALITY  
ENDURES



A Smashing VALUE!

1 RUG 9x12 or 8.3x10.6  
1 RUG PAD  
2 Small Size Rugs

ALL 4 FOR 29.75

The RUGS—Beautiful Chinese reproductions, floral and texture patterns in these all-wool seamless rugs. The colors are rich in design, and wearing qualities are positive. Heavy tailored ends, deep thick nap. All the wanted colors. American oriental designs in 8.3x10.6 only. Some rugs are imperfects.

The PAD—Plain pad, made of vegetable fiber. Mothproof and rodent-proof. Sizes 8.3x10.6 or 9x12. A pad will give added years of life to your rug.

The Small RUGS—Two 24x45-inch throw rugs to harmonize with the large rug. The small rug will make your room complete.

—Downstairs at Ayres.

9x12 Axminsters \$23.95  
All-wool seamless rug with heavy nap. Tone-on-tone and texture designs. Some are imperfects. They're real scoops at this price.

Super Axminsters \$39.50  
Super quality Axminster rugs in American Oriental designs. Modern, Chinese and Hooked patterns. All the popular colors at a very popular price.

"STAIR and HALL" CARPET \$1.98  
Stair and Hall Carpet, famous for fine quality and long wear. 27 inches wide and all wool. Plain or Moresque patterns in blue, green and burgundy.

Extra Large RUGS  
11.3x12 Seamless velvet rugs in rose, red or taupe. Oriental patterns, fringed ends. \$33.75  
11.3x15 Super Axminsters in Oriental patterns. All wool and seamless. \$59.50

Genuine "Gold Seal" Linoleum 39c  
First-quality, genuine "Gold Seal" Linoleum in some new patterns and other stock patterns that have been discontinued. Fine floor covering. Sq. Yd.

SALE! "CANNON" SHEETS and PILLOWCASES

(2) 81x99 Sheets (Reg. \$1.14 Ea.) \$2.28  
(2) 42x36 Cases (Reg. 29c Ea.) .58

BUY ALL 4 for \$2.30

Here's a truly exciting SALE for every housewife and housewife-to-be! Only during our Birthday Sale could we possibly bring you SUCH values in the famous, well-wearing "Cannon" Sheets and "Cannon" Pillowcases, so be wise and stock up on your bedding needs during this event and SAVE!

Full or Twin Size  
BIRTHDAY SALE  
CHENILLE SPREADS \$3.69

Welcome news—High quality spreads, you like, in the patterns and colors you desire at a surprisingly LOW price! Lovely monotonous and soft colors of woodrose, dusty blue, peach, coral, gold, green and white to harmonize with your bedrooms.

BIRTHDAY SALE  
"CANNON" TOWELS 15c to 25c

Big, soft, absorbent "Cannon" towels in a wide range of styles and sizes from 16x27 to 22x24. Checked guest towels, plaid towels, reversible towels, etc. This Birthday Sale event affords a wonderful opportunity for you to replenish your towel supply, and glaze over the SAVINGS!

—Downstairs at Ayres.

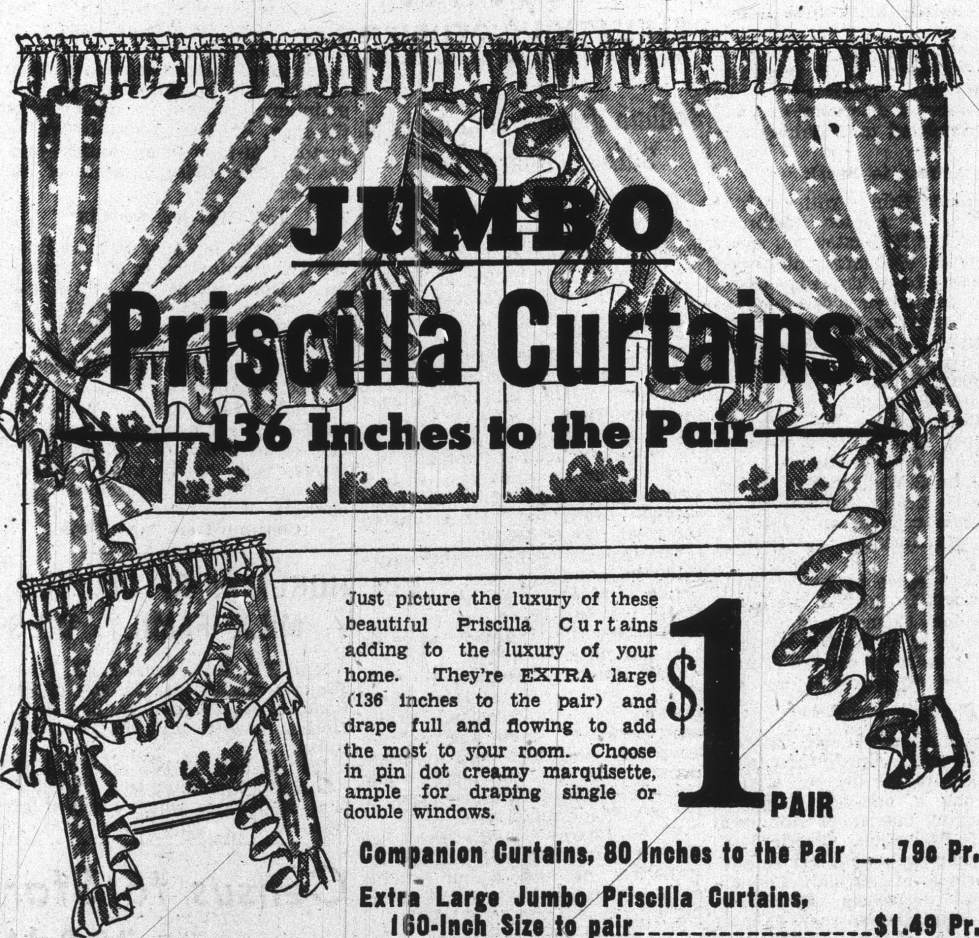
Rayon Dress Fabrics—Short Lengths

An event that will thrill home-sewers and dressmakers! Good quality Printed Rayon French Crepe Dress fabrics in popular Monotone, Multi-Color Prints, in floral and stripe effects. Desirable patterns for ensemble costumes and sports dresses.

Beautiful spun rayon in plain and stripe sports denim in gray colored patterns for school and summer sports costumes. It will pay you to shop EARLY for best selection.

Sew Sweet Percale Remnants 12c  
A REAL value! 30-in. "Sew Sweet" percale in 1 1/2-10-1/2 yard lengths remnants featured at actually 12c less than 1/2 bolt price. Many attractive patterns and colors for your selection. Buy NOW and Save. Yard.

Sanforized Sport Denims 19c  
A remarkable new all-purpose cotton material for active sports costumes, slip covers, summer dresses, etc. Stripes and plain colors, yd.



Drapery Crashes 29c  
48-in. printed drapery crashes, remnants, but long lengths and many matching pieces. Use them for drapes, slip covers, etc. Beautiful patterns and colors, natural and colored grounds. Yd. . . . .

Ruftex Remnants 49c  
Printed Ruftex Remnants, 2 to 8-yard lengths, 46 inches wide. This is the new drapery fabric that everyone is raving about. You can make your own drapes for approximately \$2.50 a pair and SAVE about 1/2 the cost of ready-mades.

Curtain Materials 19c  
48-in. ecru, eggshell and lacy nets in several good patterns. Desirable for living or dining room panel or pair curtains. Yard . . . . .

Curtains . . . Ea. or Pr. 79c  
Permanent Finish Pin Dot Priscilla Curtains. Permanent Finish Pin Dot Tailored Curtains. 45-in. Lace Panels, 44-in. width Rayon Panels, 4 styles of cottage sets for your choosing. Unusual Birthday Savings at 79c Each or Pair.

Girls' Spring Coats \$3.00

Mother's "Real Silk" will be thrilled with these Coat values! Smart navy and hi-shade coats. Be early for these—not every size in every color.

Girls' Rayon Dresses \$2.00  
Beautifully styled dresses of spun rayon, rayon crepe and rayon acetate in lovely dressy styles and tailored sports types. Hi-shades.

Girls' Spring Sweaters .89c  
Hand-knit and cotton chenille sweaters in pastel shades. Sizes 7 to 16. Smart for school sports wear and street wear. Birthday Sale value, 89c.

Girls' New Spring Dresses .89c  
Adorable styles in stripes, plain colors and floral prints. Ideal dresses for school, play and general wear. Birthday Sale price at 89c.

Children's "Luxtested" Panties, 2 for .49c

"Luxtested" rayon panties, sizes 2 to 12. Reinforced seams, insuring longer wear. French leg style. White and Tealose. Birthday Sale value, 2 for 49c.

Wom's Rayon Taffeta Slips, \$1  
Women's rayon taffeta and rayon satin slips in V, tailored top, black and white. Some have insert scores to make swing effect. Black Navy, Tealose and Hi-shades. Sizes 32 to 44.

Women's Rayon Crepe Panties .50c  
Women's rayon crepe or satin panties, latest at waist, tailored and lace trimmed hem styles. Tealose and White in small, medium and large sizes.

Wom's Porto Rican Gowns, 50c  
Women's cotton crepe or Porto Rican gowns in plain colors or printed batistes. V or round-neck styles. Hand-embroidered in contrasting color-trimmed styles. Sizes 16 to 20 in the group.

Women's Rayon Satin Undies .88c  
Rayon satin chemise, dancettes in tailored and lace trimmed styles. Dancettes have fitted bodices, panties and have latest at waist. Tealose and White. Sizes 32 to 46 in the group.

Wom's Rayon Satin Slips, 50c  
Women's rayon satin and rayon crepe slip styles in V, lace and tailored top styles. Bias cut. Adjustable straps. Tealose and White.

Wom's "Wolverine" Slips .78c  
Women's "Wolverine" striped rayon slips in straight or V-tailored top. 4-way band front. Tealose and White. Sizes 32 to 50 in the group. Discontinued styles.

Wom's Rayon Combination Suits .59c  
Women's rayon hemborg bralette top combination suits. Side fasteners. Flare band or bloomer knee. Tealose and White. Discontinued styles.

Women's Novelty Rayon Undies, 3 for \$1.00  
Women's durable, punch hole rayon, or rayon rayon briefs, panties, slippers or vests. Elastic run at waist. Tailored hems. Tealose. Sizes 34 to 42.

Women's Strydree Rayon Undies .44c  
Women's famous Strydree rayon briefs, panties, slippers, slippers and vests. Elastic run at waist. Tailored hems. Tealose. Sizes 34 to 44.

Women's Knit Union Suits, 3 for \$1.00  
Women's elastic cotton knit union suits, built-up shoulder, tight and shell knees, crease and closed crotch styles in the group. Sizes 36 to 44.

Women's Rayon Undies, 6 for \$1.00  
Women's plain and novelty wave rayon briefs, panties, slippers, slippers and vests. Elastic run at waist. Tailored hems. Tealose. Sizes 34 to 44.

Boys' School Shirts, 2 for \$1  
Nicer tailored, white and fancy shirts for boys. Sizes 8 to 14 1/2.

Boys' Wash Suits, 2 for \$1  
Fast color wash suits in a wide variety of colors and fabrics. Sizes 8 to 10.

Boys' Crew Socks, 8 Pcs. \$1.00  
Brightly striped crew socks in red, blue, greens and combinations. Up or down styles. Sizes 7 1/2 to 10 1/2. Firsts and standards.

Broadcloth Pajamas .59c  
Fast color broadcloth pajamas in notch collar, coat and slipper styles. Greens, blues, tans in stripes and checks. Sizes 8 to 18.

Men's "Yachtsman" Shirts, 88c  
Whites and fancy patterned shirts, stripes and novelties. Colors in blue, green and tan. Sizes 13 1/2 to 18, sleeves 32 to 35. 88c Ea. or 2 for \$1.76.

Men's "Harwood" Pajamas .88c  
Coat style, notch collar and slipper styles, fast colors in blazer stripes, checks and novelties. Sizes A, B, C and D. 88c Ea. or 2 for \$1.76.

"Real Silk" Short Sox, 6 Pcs. \$1.00  
Standards of Real Silk short socks for men. Black, brown, green, red and blue. Sizes 8 1/2 to 13.

Men's Ties .39c  
Men's new rayon ties, hand-tailored and resilient construction. Stripes, plaids, checks and novelties. Red, blue, greens and multicolors.

Men's New Spring Hats, \$1.79  
The newest spring shapes in snap brims and twosided novelties. Colors in green, grey, tan, blue and navy. Sizes 6 3/4 to 7 1/4.

Men's Work or Dress Pants \$1.79  
Fine quality trousers in sharkskin, mole-skins, whipcords and novelty slacks. Sizes 29 to 46 waists.

Reversible Raincoats \$2.69  
Gabardine raincoat on one side and a Herringbone Tweed topcoat on the other. Pina for special wear and spring showers. Sizes 34 to 46.

Men's Elkskin Jackets \$1.79  
Suede cloth, water repellent and windproof. Knit collars and cuffs. Zipper front and pockets. Blue and grey, maroon and grey. Sizes 36 to 48.

"Granbrook" Men's Shoes, \$3  
Men's Granbrook shoes reduced from \$3.00. Full grain calfskin in black or tan with leather soles. Also brown with rubber soles. Sizes 6 to 11, widths B, C and D.

UPSTAIRS at AYRES—EIGHT FLOORS of APRIL SALE SAVINGS—SHOP THEM EVERY ONE