

Birthday Sale Feature of Smart New Straw HATS \$1.00



Choose from such flattering styles as Flemish Halos, Shepherdess brims, Bretons, Chesterfields and Sailors, fashionable new colors in fine sisals. Also included in this group, 300 new felt Shepherdess, wide brims with grosgrain rib-band and streamers. Adjustable headsizes in Navy, Black, Red, Copen and Dusty Rose.

500 Better HATS

Wide brims, sailors, bretons, beret types, kettle brims, Flemish styles and casual felt in rapal braids, swiss braid, baby pedalines, fancy pedalines, rough straws and felts, in Black, Navy, Red and White. Headsizes 22 to 23 in the group. —Downstairs at Ayres.

\$1.88

20th Birthday AYRES DOWNSTAIRS

**Smart Simulated Leathers in
Spring Handbags 88c**

Here's a smashing bag value! Simulated leathers in suede cloth, crepes, pigtex grains and popular patents. Featured in this Birthday Sale Group for your selection are pouches, swaggers, under-arm types and tophandle bags. Colors: Black, navy, saddle-tan, red, Kelly green, pink, blue and gold.

White Chinese HANKIES 3 for 50c

Sheer, all-linen, white Chinese Hankies. Lovely designs for your choosing. Ideal for personal or gift use.

Costume JEWELRY 69c

Unusually attractive white, pastel and gold costume jewelry for wear with your new spring and summer costumes. Pins, clips, necklaces and bracelets. —Downstairs at Ayres.

Sale NEW SPRING COATS

- Styles for DRESS!
- Styles for SPORTS!

A Thrilling Collection of Spring Fashions in Rich Colors, Fine Materials and Styled Perfect. Priced Unbelievably Low for Savings!

\$5.88

Sizes 11 to 17; 12 to 20; 38 to 44

MATERIALS	STYLES	COLORS
Creme	Boxy	Black
Tweed	Fitted	Navy
Shetland	Reefer	Brown
Boucle	Swagger	Wine
Stripe Tweed	Tuxedo	Rose-Tan

One of the outstanding items in this gigantic sale... New spring coats priced at a new low, and yet bring you all the newest fashion trends plus luxurious looking materials in colors that will thrill you every time you wear them. They're perfect for school, office, play or business, wear them everywhere with confidence. Trims of eyelet pique, cellophane stripe, pleated sleeves and gored skirts.

Other SPORT and DRESS COATS \$7.88 to \$19.95

—Downstairs at Ayres.



Our 20th Birthday Sale Brings Sensational HOSIERY Savings

Substandards of REAL SILK De Luxe Chiffon STOCKINGS 69c PAIR

Thousands of well-groomed women choose "Real Silk" De Luxe Chiffon Stockings. They include "Real Silk" features of "no-hole" hem and hem guard. If you are one of these smart women who already wear these famed hose then this sale will be truly a delight to you—if not may we urge you to be wise and take advantage of this Special Birthday Real Silk Hosiery Savings? Choose in the newest Spring Hosiery Shades in sizes 8 1/2 to 10 1/2 (Substandards).

Substandards of REAL SILK Regular Chiffon STOCKINGS 59c PAIR

Exquisitely sheer and clear are these full-fashioned, Real Silk Chiffon Stockings featured at this Birthday Sale Savings that will delight every budget-minded woman! 3 and 4-thread weights with picot hems and picot runstop. Delightful new spring hosiery colors. Sizes 8 1/2 to 10 1/2 (Substandards).

Irregulars of "La Sayre" HOSE 49c

Our own brand of fine stockings in slight irregulars from a well-known maker of women's hosiery. Dainty picot hem and runstop. Reinforced at points of wear. Desired hosiery colors. Sizes 8 1/2 to 10 1/2.

Children's Cotton ANKLETS 10c

Children's fine cotton anklets for school and play wear. Sizes 7 to 10 (Seconds). Buy several pairs at these savings!

Irregulars of "SHEERMO" Wardrobe STOCKING 69c PAIR

Morning, Noon and Night We've a St. Need! You can buy a complete host in this 20th Birthday Sale at, excuse a 4-thread for durable morning thread for lighter afternoon wear, or beauty of a 2-thread stocking for evening woven in one operation to avoid any the ankle. Select in the lovely new Sizes 8 1/2 to 10 1/2. (Irregulars).

Irregulars of "Crepe Knit Chiffon STOCKING 59c PAIR

"Crepe Knit" full fashioned EXTRA stockings are irregulars from a well exquisite hosiery... at this Birthday, a really REMARKABLE value! Beautifully fashioned in 2, 3 and 4-thread we Spring shades, Sizes 8 1/2 to 10 1/2.

"Buster Brown" FIRST QUALITY "Buster Brown" Crew Socks in popular sweater colors. Sizes 8 to 11. —Downstairs at Ayres.

Sensational Sale of KABO Foundation 20% OFF

• Side-hooks • Inner Belts • Steps • Built-up Shoulders • Laced Backs • Talon Closings

Here's the event fashionable women have been awaiting! For ONE WEEK ONLY you may choose from our complete stock of Kabo girdles and combinations at 20% Off regular price! Stock up on your new spring foundation garments and profit by these SAVINGS!

Girdles	\$1.25 to \$5.00
Combinations	\$1.25 to \$5.00
Brassieres	59c to \$1.00

—Downstairs at Ayres.

20th BIRTHDAY SALE!

"FRUIT of the LOOM" Women's Rayon SLIPS 88c

Well-made, well-wearing rayon satin or rayon crepe "Fruit of the Loom" Slips. V-neck, lace and tailored tops, 4-gore and bias models. Tea Rose and White. Sizes 32 to 44.

Women's Rayon Gowns 69c

Women's rayon satin striped gowns. V and round neck styles. Some with collars. Tea Rose and White. Sizes 34 to 44. (Seconds).

Women's Rayon Satin Undies 88c

Rayon satin chemise, dancettes in tailored and lace trimmed styles. Dancettes have fitted brassieres. Panties have lace at waist. Tea Rose and White. Sizes 32 to 44 in the group.

Women's Rayon Satin Slips 50c

Women's rayon satin and rayon pencil stripe slips, in V, lace and tailored top styles. Bias cut. Adjustable straps. Tea Rose and White. Sizes 34 to 44.

Women's Rayon Taffeta Slips \$1.00

Women's rayon taffeta and rayon satin slips in V, tailored top, bias and 4-gore style. Some have inset gored to make swing effect. Black, Navy, Tea Rose and White. Sizes 32 to 44.

Women's Rayon Crepe Nighties 50c

Attractive V-neck, lace-trimmed, tie-at-waist, nighties in the popular Tea Rose shade. Sizes 32 to 44. Exceptional values at this Birthday Savings Price.

"Betty Shaw" Slips \$1.39

Rayon satin slips with cambray lace tops and straps. In two styles. Pitted bust line. Bias and 4-gore styles. Sizes 32 to 44 in the group. Tea Rose and White.

Women's Rayon Crepe Panties 50c

Women's rayon crepe or satin panties, lacest at waist, tailored and lace trimmed hem styles. Tea Rose and White. In small, medium and large sizes.

Women's Porto Rican Gowns 50c

Women's cotton crepe or Porto Rican gowns in plain colors or printed patterns. V or round neck styles. Hand-embroidered shell neck. Hand-embroidered shell neck. Hand-embroidered shell neck. Sizes 18 to 20 in the group.

—Downstairs at Ayres.

WOMEN UN 6 for

Women's plain rayon briefs, pairs and vests. Tailored hems. To 32. Purses 6 for \$1.00.

Women's "Wool" slips in striped 4-gore styles. Black and White. D.

Women's "Wool" Slips — Built-up shoulder, attach finish at waist. Sizes 34 to 44. 35c each, or 3 for \$1.00.

Women's Rayon Undies — Women's rayon plain rayon briefs, pairs and vests. Tailored hems. To 32. Purses 6 for \$1.00.

Women's Rayon Slips — Women's rayon plain rayon briefs, pairs and vests. Tailored hems. To 32. Purses 6 for \$1.00.

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