

Birthday Sale Feature of
**Smart New Straw
 HATS**
\$1.00



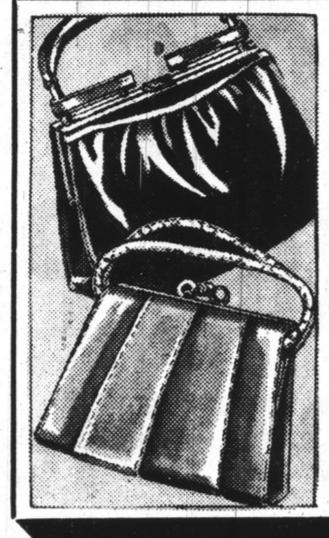
Choose from such flattering styles as Flemish Holes, Shepherdess brims, Bretons, Chesterfields and Sailors, fashionable new colors in fine sisols. Also included in this group, 300 new felt Shepherdess, wide brims with grosgrain ribbon band and streamers. Adjustable headsizes in Navy, Black, Red, Copen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

500 Better HATS

Wide brims, sailors, berets, beret types, kettle brims, Flemish styles and casual felt in rapal brids, 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 DOWNSTA]



Smart Simulated Leathers in
Spring Handbags

88c

Here's a smashing bag value! Simulated leathers in suede cloth, crepes, pigtex grains and popular patterns. 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 to wear with your new spring and summer costumes and necklaces and bracelets.

—Downstairs at Ayres.

Our 20th Birthday Sale Brings
Sensational HOSIERY Savings

Substandards of

REAL SILK
 De Luxe Chiffon
 STOCKINGS

69c

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

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 hem 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, perfect for women's hose. 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

"Crepe Knit" full fashioned EXTRA stockins are irregulars from a well-exquisite hosiery... at this Birthday—a really REMARKABLE value! Beaufashioned 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 sw colors. Sizes 8 to 11.
 —Down

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

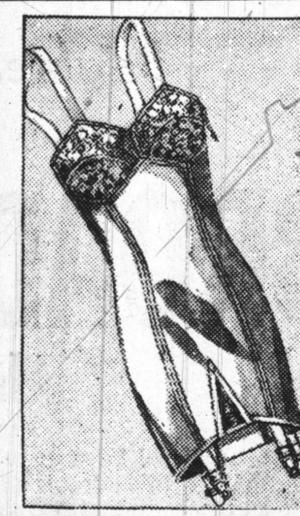
MATERIALS	STYLES	COLORS
Crepe	Boxy	Black
Tweed	Fitted	Navy
Shetland	Reef	Brown
Boucle	Swagger	Wine
Stripe Tweed	Tuxedo	Rose—Tan

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.



Sensational Sale of
KABO Foundation

20 OF

• Side-hooks • Inner Belts • Stepins
 • Built-up Shoulders • Laced Belts • 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

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.

88c

Women's Rayon Gowns

Attractive V-neck, lace-trimmed, belt-at-waist, nightgowns in the "Fruit of the Loom" style. Some with collars. Ties at waist. Tea Rose and White. Sizes 34 to 44. (Seconds).

69c

Women's Rayon Crepe Nighties

Attractive V-neck, lace-trimmed, belt-at-waist, nightgowns in the "Fruit of the Loom" style. Some with collars. Ties at waist. Tea Rose and White. Sizes 34 to 44. (Seconds).

50c

Women's "Betty Shaw" Slips

Rayon satin slips with camisole lace tops and straps, in two styles. Mittens, bust line. Bias and adjustable straps. Tea Rose and White. Sizes 34 to 44 in the group.

50c

Women's Rayon Satin Slips

Women's rayon satin and rayon crepe slips in plain colors or printed batistes. V or round neck. Bias and adjustable straps. Tea Rose and White. Sizes 34 to 44.

50c

Women's Rayon Crepe Panties

Women's rayon crepe or satin panties. Latched waist, tailored and contrasting color trimmed.

50c

Women's Rayon Taffeta Slips

Women's rayon taffeta and rayon satin slips in V, tailored and contrasting color trimmed.

50c

Women's Porto Rican Gowns

Women's cotton crepe or Porto Rican gowns in plain colors or printed batistes. V or round neck. Bias and adjustable straps. Tea Rose and White. Sizes 34 to 44.

50c

WOMEN
 UN
 6 for

Women's Plain
 rayon briefs, pants and
 tailored hem
 to 33. Sizes 34 to 44.

Women's "Wool
 Slips" Women's
 wool slips, straight
 and white. Diam.

Women's Crepe
 Slips Build-up should
 stitch finish at
 sizes 34 to 35
 59c each, or 3

Women's
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 rayon briefs, pants
 and tailored
 hem. Cut. Tea Rose
 to 42.

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