

20th Birthday Sale

AYRES DOWNSTAIRS STORE

Here's Value Beyond Compare . . . for Homes!

"Famous Make" 9x12 or 8.3x10.6 RUG and Thick Rug PAD

Both for—
\$29.75

NO DOWN PAYMENT

On Ayres' "Few Pennies a Day" Plan—This Includes Small Carrying Charge.

★ Persian Designs ★ Hooked Designs
★ Chinese Patterns ★ Modern Effects
★ Textured Designs

This is a value that you search high and low for in Quality rugs from such world famous mills as Alexander Smith and Mohawk. This price for a rug alone would be big savings, but Ayres Downstairs Store puts that "EXTRA" value into this Sale by including a thick, cushioned rug pad in the group. You'll find outstanding Axminsters of seamless construction and all wool face, included are: Persian designs, Modern effects, Hooked patterns, Chinese Patterns and Texture designs. Some imperfections in the group.

THE PAD—Made from durable, high quality vegetable fiber. They are moth-proof and rodent-proof. Sizes for 8.3x10.6 and 9x12 rugs. They give added life to your rug.

—Downstairs at Ayres.

SAVER

Important Saving for Your Home

SALE!
Inner-Roll...Inner-Spring MATTRESSES

At a Huge Saving **\$13.95**

Early to Bed
Early to Rise
Buy Ayres' Bedding
and Be Wise!

To you comfort lovers . . . this is the answer! A sturdily constructed mattress that just oozes with sleeping comfort. Tempered coil springs, sisal insulation and the new inner-roll edge construction . . . these are the things that give a mattress longer life. In one ticking and one color, full or twin size.

—Downstairs at Ayres.

SALE! Exciting New
Print Dresses

2 for \$7
1 Dress \$3.69

Sizes 9 to 17; 12 to 20;
38 to 52; 18½ to 24½!

Spring prints are predominate this season and Ayres Downstairs Store is ready with a grand selection for you to choose from. An outstanding Sale makes these dresses available at a price that you can well afford two or more. Stock your wardrobe now and be smartly dressed this spring. Pleasing styles can be had for street, office or afternoon wear in materials and trims that will catch your fancy. Also plenty of plain colors in the group. To keep within your Budget . . . keep Ayres Downstairs Store on your mind.

2-Pc. Dresses
1-Pc. Dresses
Tailored Dresses
Jacket Dresses
Costume Suits
Sport Dresses

New Blue
Grey
Dusty Rose
Navy Blue
Black

SALE! DRESS COATS

\$5.88

Sizes 11 to 17, 12 to 20, 38 to 44, in the Group

STYLES:
Boxy!
Fitted!
Reefer!
Swagger!
Tuxedo!
Reversibles!

COLORS:
Navy!
Black!
Brown!
Wine!
Rose!
Tan!

MATERIALS:
Crepes!
Tweeds!
Shetlands!
Boucles!
Stripe Tweeds!

Savings are possible, when you choose your most attractive spring coat from this vast collection! The adorable styles sketched have proved popular successes with the dainty touch of white at the collar. Tailored in smooth flowing lines with careful attention to important details. Rich crepe fabrics that make spring dresses look more beautiful.

—Downstairs at Ayres.

Our Regular Stock of \$4.95 and \$5.50

"American Girl" SHOES

SIZES: 4 to 10 **\$4.00** WIDTHS: AAAA to EEE

This great 20th Birthday sale will make history for lovers of foot comfort and smart new fashions. Both the \$4.95 and \$5.50 price lines of American Girl shoes have been reduced to this one low price just for this sale. 20 new styles to choose from in Black, Navy and Turtan. In addition, you still get the steel arch support and metatarsal pad in these fine shoes.

—Downstairs at Ayres.

A Sale for You! . . . Substandards of

REAL SILK De Luxe Chiffon STOCKINGS

Here's a welcome sale for the woman who demands beauty and wearability in Silk Hosiery! De Luxe Chiffon Stockings are the favorite of thousands of women because their sheerness give the much-desired "leg flattery" and the exclusive "Real Silk" "no-hole" hem and hem guard features give added durability! You'll want several pairs. Sizes 8½ to 10½. (Substandards.)

—Downstairs at Ayres.

69^C Pr.