

20th Birthday Sale

AYRES DOWNSTAIRS STORE

Spring Blouses

Fully or tailored blouses in sheer batiste, organdies, rayon crepes and rayon sheers in whites, stripes and dots. Long and short sleeves. Sizes 32 to 40 in the group.

88c

Spring Skirts

All-wool flannel skirts in flared and gored styles. Pastel colors, some blacks and navies in the group. Sizes 24 to 32.

\$1.78

3-Pc. Play Suits

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.

88c

Slacks

Well-cut, nicely tailored slacks in Royal, Green and Rose with white pencil stripe. Sizes 12 to 20.

88c

"Fruit" Wash Frocks

Discontinued styles of "Fruit of the Loom" wash frocks. Sheer batistes, spun rayons and 80-square percales. Sizes 12 to 32 in the group.

69c

Cotton Housecoats

Cotton housecoats in full ankle lengths. Wraparound and zipper front styles. Floral prints with light and dark backgrounds. Sizes 14 to 32 in the group.

88c

Daytime Frocks

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

\$1.78

"American Girl" Shoes

Regular \$5.50 and \$4.95 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.

\$4.00

"Corliss" Spring Shoes

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 9, widths AAA to C in the group.

\$2.69

"Fashion Stars" Shoes

Gleaming black patent, black, navy kid, simulated alligator and others in blue, black, brown and beige. High, low and medium heels. Sizes 4 to 9.

\$1.79

Spring Handbags

Simulated leathers in suede cloth, crepes, pigtex and patents. Group includes pouches, swaggers, underarms and tophandle styles. Colors: Kelly Green, Pink, Blue, Gold, Black Patent and Navy.

88c

Sample Gloves

Time to stock up on your summer glove supply. Popular 4 and 6-button length slippers in Whites, pastel pinks, light blues and yellow. Sizes 6 to 7 1/2.

49c

KABO Foundations

Our complete stock of KABO bras and foundations have been reduced 20% for the Birthday sale. Sizes for almost any size and style.

20% OFF

20th Birthday SALE of Fine Substandards of

REAL SILK

HOSIERY for WOMEN

Regular Chiffon **59c** De Luxe Chiffon **69c**

Hosiery savings that will delight every budget-minded woman! Exquisitely sheer and clear are these full-fashioned Real Silk Chiffon Stockings. 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). Be Wise—Stock up on your hosiery supply NOW and Save!

Here's a long awaited Hosiery Event! Well-groomed women everywhere choose "Real Silk" De Luxe Chiffon Stockings for their famed "no-hole" hem and hem-guard features and long mileage qualities! Choose in the newest leg flattering hosiery shades in sizes 8 1/2 to 10 1/2. (Substandards). Buy a complete hosiery wardrobe during this Birthday Sale and SAVE greatly!

—Downstairs at Ayres.

"LaSalle" Stockings

Irregulars from a famous maker of women's hose. Picot hem and runstop. Reinforced at points of wear. Desired hosiery colors. Sizes 8 1/2 to 10 1/2.

49c

Cotton Anklets

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

10c

"Buster Brown" Socks

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

15c

New Straw Hats

Flemish halos, Shepherdess brims, Bretons, Chesterfields and Sailors... smart new straws for you. Colors in navy, black, red, copen and dusty rose.

\$1.00

500 Better Hats

Wide brims, sailors, bretons, beret types, kettle brims, Flemish styles in a wide variety of straws and felts. New spring colors. Head-sizes 22 to 23.

\$1.88

Girls' Rayon Dresses

Beautifully styled dresses of spun rayon, rayon crepe and rayon acetate in lovely dressy styles and tailored sports types. Hi-shades.

\$2.00

Girls' Spring Sweaters

Hand-knit and cotton chenille sweaters in pastel shades. Smart for school, sports wear and street wear. Birthday Sale price, 89c.

89c

Girls' New Spring Dresses

Adorable styles in stripes, plain colors and floral prints. Ideal dresses for school, play and general wear. Birthday Sale priced at 89c.

89c

Child's "Luxtested" Panties, 2 for

"Luxtested" rayon panties, sizes 2 to 16. Reinforced seams, insuring longer wear. French leg style. White and tearose. Birthday Sale value, 2 for 49c.

49c

Children's "Red Goose" Shoes

Famous Red Goose shoes reduced 10% for 20th Birthday Sale. Oxford, strap and high shoes. Black, white or tan. Sizes 4 to 8, \$2.24. Sizes 8 1/2 to 11, \$2.50.

10% OFF

Infants' Training Panties

Double-knit cotton training panties, French leg style. Birthday Sale Price, 15c pair.

15c

Infants' Flannelette Gowns

Flannelette gowns, gertrudes and kimonos, Birthday Sale Price, 15c.

15c

Infants' Cotton Blankets

Cotton fleece blankets in pink and blue. A real Birthday Value at 15c.

15c

Infants' Rubber Sheets

Rubber Sheet, bassinet size. Exceptionally low priced for this event, 2 for 15c.

15c

Infants' "Cannon" Wsh. Cloths, 2 for

An exceptional Birthday Sale value! "Cannon" knit wash cloths, white and colors. Slight irregulars, 2 for 7c.

7c

Infants' Batiste Dresses

Dainty batiste dresses with hand-embroidered trims. An outstanding Birthday Sale value at 25c.

25c

Infants' Wool Sweaters

Slipover and coat styles, wool knit sweaters. Pink and Blue. Wonderful values at 49c.

49c

Tots' Cotton Dresses

Princess and bolero style dresses in sheer and semi-sheer materials. Fast colors.

49c

Tots' Crepe Pajamas

Well-made crepe pajamas in novelty prints and pastels.

49c

Boys' Wash Suits

Cotton wash suits, belted and button-on styles. Light colors and deep-tones.

49c

Boys' School Shirts

Nicely tailored, white and fancy shirts for boys. Styles for school and dress wear. Tailored collars. Sizes 6 to 14 1/2.

2 for \$1.00

Boys' Wash Suits

Fast color wash suits in a wide variety of colors and fabrics. Sizes 5 to 10.

2 for \$1.00

Boys' Crew Socks

Brightly striped crew socks in reds, blues, greens and combinations. Up or down styles. Sizes 7 1/2 to 10 1/2. Firsts and substandards.

8 prs. \$1.00

Broadcloth Pajamas

Fast color broadcloth pajamas in notch collar, coat and slipover styles. Greens, blues, tans in stripes and checks. Sizes 6 to 18.

59c

Men's "Yachtsman" Shirts

Whites and fancy patterns in checks, stripes and novelties. Colors in blue, green and tan. Sizes 13 1/2 to 18. Sleeves 32 to 35. 88c each or 2 for \$1.75.

88c

Men's "Harwood" Pajamas

Coat style, notch collar and slipover styles, fast colors in blazer stripes checks and novelties. Sizes A, B, C and D. 88c each or 2 for \$1.75.

88c

"Real Silk" Short Sox

Substandards of Real Silk short socks for men. Stripes, clocks and checks. Colors in black, brown, green, red and blue. Sizes 9 1/2 to 13.

6 prs. \$1.00

Men's Ties

Men's new rayon ties, hand-tailored and resilient construction. Stripes, plaids, checks and novelties. Reds, blues, greens and multicolors.

39c

Men's New Spring Hats

The newest spring shapes in snap brims and tyrolean models. Colors in green, grey, tan, blue and navy. Sizes 6 3/4 to 7 1/4.

\$1.79

Men's Work or Dress Pants

Fine quality trousers in sharkskins, moleskins, whipcords and novelty slacks. Sizes 29 to 46 in waists.

\$1.79

Reversible Raincoats

Gabardine raincoat on one side. Herringbone tweed topcoat on the other. Fine for general wear and spring showers. Sizes 34 to 46.

\$2.69

Men's Elkskein Jackels

Suede cloth, water-repellent and wind-proof. Knit collars and cuffs. Zipper front and pocket. Blue and grey, maroon and grey. Sizes 36 to 48.

\$1.79

"Cranbrook" Men's Shoes

Men's Cranbrook shoes reduced from \$3.50. Full grain calfskins in black or tan with leather soles. Also brown elk with rubber soles. Sizes 8 to 11, widths B, C and D.

\$3.00



SALE!

New Spring COATS

\$5.88

A thrilling collection of smart new spring fashions in sports and dress coats priced at REAL savings! Luxurious looking new fabrics in rich new colors and fashion-right styles. They're perfect for office, school, street and dress wear. Such outstanding fashion details as: Eyelet pique trims, celophane stripes, pleated sleeves and gored skirts. Black, navy, brown, wine and tan. Sizes 11 to 17; 12 to 20; 38 to 44.

Other SPORT and DRESS COATS **\$7.88 to \$16.95**

—Downstairs at Ayres.

SALE!

New Spring DRESSES

2 for \$7

for 1 Dress \$3.69

Here's a Birthday "Dress Event" you can't afford to miss! You'll find fashion-right new spring dresses at a price that lets you keep well within your budget yet assures you quality and fashion correctness! The selection is so complete that you'll be able to choose not just one dress but several! Flattering styles for street, office, sports and afternoon wear in the fashion-right new colors. Sizes for Junior, Misses and Women.

Other DRESSES

For our Birthday Sale we've reduced our Better-type Dresses and a special purchase of new dresses to this astounding LOW price, 2 for \$11. Lace trims, plain colors, prints, stripes, checks, dots in such smart materials as Alpaca, rayon, crepe, rayon romaine sheers, in the popular new leathers. Sizes: 9 to 11, 12 to 20, 24 to 32 and 36 to 44.

—Downstairs at Ayres.

