

20th Birthday Sale

AYRES DOWNSTAIRS STORE

Sale AMERICAN GIRL SHOES

**Kidskins
Gabardines
Calfskin
Crushed Kid**

COLORS:
Black
Navy
Turf Tan

**Regular \$2.99 Value
"CORLISS"
Spring SHOES
\$2.69**

The full line of Corliss spring shoes... Style, Arch and Junior shoes all in the smartest new styles of the seasons. They come in Pumps, Straps, Ties and Oxfords in Patents, Kidskins, Calfskins, Gabardine and Alligator calf. Sizes 4 to 9, widths AAA to G.

**"Red Goose"
Shoes for Children
10% OFF**

Sizes 4 to 8, \$2.49, reduced to \$2.24
Sizes 8 1/2 to 3, \$3.50, reduced to \$3.15
"Red Goose" shoes are famous for their perfect fit and comfort... they're built to withstand the hardest kind of wear! A huge assortment of new Spring styles in black, patent, white or tan elk and tan calfskins! Oxfords, straps and high shoes!

Regular \$5.50 and \$4.95 Styles

**Oxfords
Pumps**

**Straps
Stepins**

**Ties
REDUCED TO**

Sizes 4 to 10

Widths AAAA to EEE

This 20th Birthday Sale of American Girl shoes will make history for you lovers of fine footwear! Just imagine both prices of the American Girl shoes reduced to the one low price of \$4.00! All the new spring styles that are the peak in American Girl styling are in this sale... 20 new styles in all. In addition to these smart fashions, you still get the steel arch support and famous metatarsal pad. See these grand shoes and buy them at a new low price.

—Downstairs at Ayres.

Regular \$2.99 Value

**Reg. \$1.99
FASHION STARS
Shoes for Women
\$1.79**

Foot flattering shoes at a tiny price that you can afford several pairs for your spring costumes. Gleaming black patent, pairs and navy kid, simulated alligator and others. Blue, black, brown and beige. High, low and medium heels. Sizes 4 to 9; widths AA to B.

**Cranbrook
Men's SHOES**

New Spring oxfords that have plenty of style and stamina. Full grain calfskin in black or tan with Goodyear wells, leather soles, rubber or leather heels! Also brown elk with red rubber or crepe soles! Medium wide or narrow toes, straight or wing tip. Sizes 6 to 11; widths B, C and D.

—Downstairs at Ayres.

\$4



SALE! Discontinued Styles

"FRUIT of the LOOM"

**WASH FROCKS
69c**

Here's a timely value! Unusually attractive, well-styled wash frocks for daytime wear—in fact they're so smart you'll want not one but several of these famous frocks at this LOW price! Sheer batistes, spun rayons and 80-square percales. Broken sizes in the group! Need we urge you to shop EARLY for best selection!

Cotton Housecoats

88c

**Daytime Frocks
IN TWO FINE GROUPS**

Lovely daytime dresses in smart tailored styles. French crepes, spun rayons and gabardines in stripes, prints, dots and plain colors. Sizes 14 to 44 in the group. Birthday Sale Price, \$1.78.

\$1.78

Better type Daytime Dresses in the well-known "Dotty Low" and "Kay Artley" shirtmaker styles. Pleated and flared skirts, novelty collars and belt trims. WASHABLE. French Crepes. Sizes 12 to 46. Birthday Sale Price, \$2.68.

\$2.68

—Downstairs at Ayres.



Save With 20th Birthday Values for Men!

**SALE! Men's New
SPRING SUITS**

**Nu-Greens
Blue Greens
Teal Blues
Chalk Stripes
Tweeds
New Greys
Browns**

**Greens
Greys
Tans
Tweeds
Herringbones**

**Double Breasted
Single Breasted
Herringbones
3-Button Models
Two-Somes
Conservative
Models**

**Balmacans
Bal-Military
Raglans
Set-in Sleeves**

\$14.95

**Men's New
SPRING HATS
\$1.79**



Fine all-wool topcoats reduced from higher prices for this big Birthday Sale. Nice styling and long wearing fabrics, the kind of a coat you would expect to pay much more for. Nicely lined with Earl-Glo linings. Sizes 34 to 46.

Downstairs at Ayres.

**WOOL
SPORT COATS
\$8.95**

Young men's wool sport coats in tweeds and herringbones. Tans and greens in the group. Sizes 33 to 38.

**Purchase on Our
Budget Payment Plan
See Your Salesperson
for Details**

Smart looking sport sets that every man needs... yes 2 or 3 of them! They're fine for golfing, fishing, for vacationing, working or just plain loafing. They're sanforized and wear fine. Colors come in Blue, Tan, Green and Natural. Small, Medium and Large.

**MEN'S REVERSIBLE
RAINCOATS**

\$2.69

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

**MEN'S ELKSKEIN
JACKETS**

\$1.79

Suede cloth water-repellent and windproof with knit collar and cuffs. Zipper front and pocket. Blue and grey, maroon and grey. Sizes 36 to 48.

**Men's Work or Dress TROUSERS
\$1.79**

A smashing Birthday Sale Value! Men's work or dress trousers in sharkskins, moleskin, whipcords and novelty slacks. 28 to 46-inch waists.

—Downstairs at Ayres.

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