

# 20<sup>th</sup> Birthday Sale

## AYRES DOWNSTAIRS STORE

### Sale AMERICAN GIRL SHOES



Oxfords  
Pumps

Straps

Stepins

Ties

REDUCED TO

Sizes 4 to 10

Widths AAAA to EEE

**\$4**

Kidskins  
Gabardines  
Calfskin  
Crushed Kid

**COLORS:**  
Black  
Navy  
Turf Tan

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

**"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 C.

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 patents, black 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.

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

Sizes 4 to 8, \$2.49, reduced to... \$2.24  
Sizes 8½ to 10, \$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!

**Cranbrook**

Men's SHOES  
**\$3**

New Spring oxfords that have plenty of style and stamina. Full grain calfskins in black or tan with Goodyear welts, 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.



**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! Sheen batistes, spun rayons and 80-square percales. Broken sizes in the group! Need we urge you to shop EARLY for best selection!

**Cotton Housecoats**

A Birthday Savings to thrill you! Cotton Housecoats in Ankle length, full sweep, wrap around and zipper front styles in light and dark backgrounds with assorted floral prints. Sizes 14 to 52 in the group.

**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

This big 20th Birthday sale event offers men new savings in fine spring suits. A very good quality of hard fabrics, tweeds and herringbones in a large variety of colors and styles. Hurry down to Ayres' One-Stop-Men's Shop in the Downstairs Store and get that spring suit that will be quality and style combined. You'll save money and be better satisfied. Sizes 34 to 46.

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

**\$14.95**

**Sale! Men's Topcoats**

Greens  
Greys  
Tans  
Tweeds  
Herringbones

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.

Balmacaans  
Bal-Military  
Raglans  
Set-in Sleeves

**\$11.95**

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**

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

The newest spring shapes in hats. Snap brims or tyroleans. Greens, Greys, Tans, Blues and Navy. Sizes 6½ to 7½.

For Spring and Summer!  
**Men's Sanforized SPORT SETS**

**\$1.69**

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. 29 to 46-inch waists.

—Downstairs at Ayres.



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