

# 20th Birthday Sale

## AYRES DOWNSTAIRS STORE

Sensational SAVINGS in Fashion-Right

### Dress and Sports COATS \$5.88

Sizes 11 to 17, 12 to 20,  
38 to 44

STYLES: • Boxy! • Fitted! • Reefer! • Swagger! • Tuxedo! • Reversibles! MATERIALS: • Crepes! • Tweeds! • Stripe Tweeds! CLOERS: • Navy! • Black! • Brown! • Wine! • Rose! • Tan!

Here they are—those coats that go blithely from spring to summer—fall—taking vacations, week-ends and working days gracefully in their strides. Luxurious-looking, fashion-right coats in smart, well-wearing materials you love to wear. Such flattering trims and fashion details as: Eyelet pique, cellophane stripe, pleated sleeves and gored skirts. SURPRISING finds at this amazing LOW price!

—Downstairs at Ayres.



### Outstanding Birthday Savings in Smart SPRING HATS \$1.88

You'll be assured of fashion-smartness and huge savings if you choose your new spring hat from this exciting group, tomorrow! Wide brims, sailors, bretons, beret types, kettle brims, Flemish types, fancy pedalines and rough, straws. In Black, Red, Navy and White. Headsizes 22 to 23 in the group.

—Downstairs at Ayres.

Birthday Savings in Sportswear!

### Spring Blouses 88c

Fresh, pretty new spring blouses to make you look bewitchingly smart! Frilly or lacy blouses in sheer batistes, organdies, rayon crepes and rayon sheers in snowy whites, bright stripes and dots. Popular long and short sleeve styles. Sizes 32 to 40 in group.

### New SKIRTS \$1.78

Choose your new spring skirt from this Birthday Sale group and be assured of quality, fashion-correctness, as well as distinct SAVINGS! Smart belted, pleated and pocket styles in royal, rose, aqua and powder blue. A few blacks and navies in the group. Sizes 24 to 32 in the group.

—Downstairs at Ayres.

20th Birthday SAVINGS in Sparkling NEW

### Spring Dresses

FOR 2 \$11  
1 DRESS \$6.45

Sizes 9 to 11, 12 to 20, 38 to 52, 18½ to 24½

STYLES:  
• Smart 2-Pc. Dresses!  
• 1-Pc. Dresses!  
• Tailored Dresses!  
• Jacket Costumes!  
• Costume Suits!  
• Sports Dresses!

MATERIALS:  
• Alpaca Rayon Crepes!  
• Cynara Spun Rayons!  
• Rayon Romaine Sheers!  
• Spun Rayons! • Dots!  
• Checks! • Prints!  
• Stripes! • Plains!

Don't let another week-end find you drooping in dark winter woolens and crepes—blown like a flower in fashions tuned to the season and your own tiny budget! A marvelous group of dresses with selection so complete that you'll have no trouble in finding one, two, or more flattering new styles to adequately meet your spring and summer needs! A host of smart styles for street, office, sports and afternoon wear. Sizes for Junior, Misses and Women!

—Downstairs at Ayres.



Exciting HOSIERY Savings!

### REAL SILK De Luxe Chiffon STOCKINGS 69c Pair

(Substandards)  
Irregulars—"Crepe Knit" Chiffon Stockings 59c pair

"Crepe Knit" full-fashioned EXTRA SHEER chiffon stockings; are irregulars from a well-known maker of hosiery. Beautifully sheer, 2, 3, and 4-thread weight, full-fashioned. Spring shades. Sizes 8½ to 10½. (Irregulars.)

Irregulars—"Sheermode" Wardrobe Stockings 69c pair

You can buy a complete hosiery wardrobe—a stocking for your every need! A 4-thread for morning wear, a 3-thread for afternoon wear and a 4-thread for evening wear. Lovelily net, "Sheermode" shades. Sizes 8½ to 10½. (Irregulars.)

—Downstairs at Ayres.

### SALE! "CORLISS" Spring SHOES \$2.69

Regular \$2.99 Values!

Step rally into Spring in these fashion-correct "Corliss" Spring shoes. Choose in Style, Arch and Junior shoes in the NEWEST of new styles of the season! Popular pumps, straps, ties and oxfords in gleaming patent, kidskins, calfskins, gabardines and alligator calf. Sizes 4 to 9, widths AAA to C.

—Downstairs at Ayres.

### HANDBAGS 88c EACH

Choose that much-needed new handbag from this super-savings group!

Smart simulated leathers in suede cloth, crepes, pigtex grain and gleam-

ing patent. Pouches! Swaggers! Top-

handles! Underarm types! In Black,

Navy, Saddle-Tan, Red, Kelly Green,

Pink, Blue and Gold.

—Downstairs at Ayres.

—Downstairs at Ayres.