

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!
 • Navy!
 • Black!
 • Brown!
 • Wine!
 • Rose!
 • Tan!

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

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

Here they are—those coats that go blithely from spring-to summer—to 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 plique, cellophane stripe, pleated sleeves and gored skirts. SURPRISING finds at this amazing LOW price!

—Downstairs at Ayres.

20th Birthday SAVINGS in Sparkling NEW

Spring Dresses

2 FOR \$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!
 • Checks!
 • Stripes!
 • Prints!
 • Plains!

Don't let another week-end find you drooping in dark winter woollens and crepes—bloom 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

(Substandards)

69c Pair

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.)

Irregulars—"Creme Knit"
 Chiffon Stockings
 59c pair

"Creme 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—"Sheersmode"
 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 2-thread for evening wear. Lovely new spring hosiery shades. Sizes 8½ to 10½. (Irregulars.)

—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, beret types, kettle brims, Flemish types and casual felts. Choose from such flattering straws as: rapai braids, swiss braids, baby pedallines, fancy pedallines 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.

LAST DAY!

KABO FOUNDATIONS 20% OFF

Tomorrow is your LAST opportunity to choose your new Kabo Foundations at these sensational savings! Side-hooks, Inner Belts, Stepiers, Built up Shoulders, Laced Backs and Talon Closings for your selection. 4-Fitting rooms! Trained salespeople who are expert fitters! Just another Ayres' Quality Service for Our Customers.

—Downstairs at Ayres.

SALE! "CORLISS" Spring SHOES \$2.69

Regular \$2.99 Values!

Step gaily 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, strapless, ties and oxfords in gleaming patents, kidskins, calfskins, gabardines and alligator calf. Sizes 4 to 9, widths AAA to C.

—Downstairs at Ayres.

HANDBAGS

Choose that much-needed new handbag from this super-savings group! Smart simulated leathers in suede cloth, crepes, pigtex grain and gleaming patents. Pouches! Swaggers! Top-handles! Underarm types! In Black, Navy, Saddle-Tan, Red, Kelly Green, Pink, Blue and Gold.

—Downstairs at Ayres.

Sample Gloves 59c PAIR

New styles in snowy white "Famous Name" Gloves featured at this Birthday Money-Saving Price! You'll want several pairs for your spring glove wardrobe. Choose in slip-on styles of rayon fabrics in fashionable white! Sizes 6 to 7½.

—Downstairs at Ayres.

'Fruit-of-the-Loom' Rayon Slips

• V-Necks! • Lace Trims!
 • Tailored Styles! • 4-Gore Models!
 • Bias Models!

Full cut, well-made durable rayon satin or rayon crepe. "Fruit-of-the-Loom" Slips. V-neck, lace and tailored tops, 4-gore and bias models. Tea Rose and White. Sizes 32 to 44. It will pay you to buy several of these famous slips at this Birthday Savings price, 88c.

—Downstairs at Ayres.

88c EA.