

# 20th Birthday Sale

## AYRES DOWNSTAIRS STORE

A Thrilling Collection of Style, Quality, Savings!

### Spring COATS

In Big Demand

**\$7.88**



*Crepe!* *Boxy!* *Black!*  
*Shetland!* *Fitted!* *Navy!*  
*Boucle!* *Reefer!* *Swagger!*

SIZES 11 to 17, 12 to 20

The BEST fashions in new spring coats at this Unbelievable LOW Price! Coats you'll enjoy wearing now and all through the summer. Fine, luxurious-looking materials and rich colors that will delight you whenever you wear them! Fashion-perfect styles for street, office, school and general purpose wear! Eyelet pique trims, pleated sleeves and gored skirts. Select your new coat tomorrow at this Low Birthday Sale Price!

—Downstairs at Ayres.

*Jomorrow*  
IS THE

**LAST  
DAY**



#### Girls' 2-Piece Bicycle DRESSES

**\$1.00**

2-Pc. Bicycle dresses—comfortable and well made. Wrap-around button-on front skirt. Novelty prints. Sizes 7 to 14. Birthday Sale Price, \$1.

—Downstairs at Ayres.

Tomorrow—Last Day 20th Birthday Sale

### Spring Dresses

Everyone Wants

**2 FOR  
1 Dress \$11  
\$6.45**

- Smart 2-Pc. Dresses!
- 1-Pc. Dresses!
- Tailored Dresses!
- New Blues!
- Dusty Rose!
- Jacket Costumes!
- Costume Suits!
- Sports Dresses!
- Greys! Prints!
- Navy! Black!



SIZES 9-17, 12-20, 38-52, 18½-24½!

A SUPER Dress value! Dress smartly in these "little-money" dresses that belie their LOW price—and be envied by your friends! Lovely flattering fashions for street, sports, business and afternoon wear. Chic lace trims, pleasing plain colors, stripes, checks, dots in such desired materials as Alpaca rayon crepes, cymara rayon crepes, rayon romaine sheers and spun rayons. You'll want several of these dresses at this Birthday Sale Savings Price!

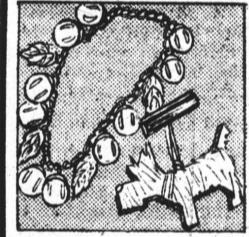
—Downstairs at Ayres.



#### HANDBAGS 88c

A smashing bag value! Pouches, top-handles, underarm bags and swaggers in aluminum, leather, satin, rayon, pigments, grains and popular patterns. Blacks, navy, saddle-tan. Kelly green, pink, blue and gold.

—Downstairs at Ayres.



#### Costume JEWELRY

**2 for \$1**

Unusually attractive white, pastel and gold costume jewelry for wear with your new spring and summer costumes. Full line of necklaces, bracelets, rings, and tape kachos! Birthday Sale Priced at 50c each or 2 for \$1.

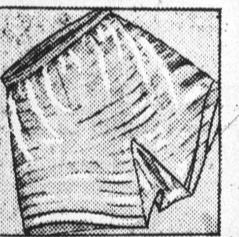
—Downstairs at Ayres.

#### Women's Stryffree RAYON UNDIES

**44c**

Women's famous Stryffree rayon briefs, panties in various styles, steaming and wavy. Plain and novelty, all in briefs and tailored hems. Tea rose, Sizes 34 to 42. Birthday Sale Price, 44c each.

—Downstairs at Ayres.

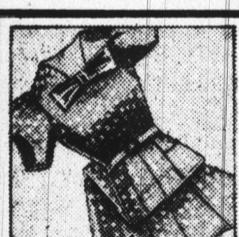


#### Boys' Zipper-Fly CASSIMERE SLACKS

**\$1.79**

A Sensational Birthday Sale Value! Boys' New ZIPPER-FLY CASSIMERE SLACKS! Plated front, full-matching self-belt, drop-loop bands, wide collegiate stripes, solid colors, black, white, pink, Stripes and Herringbones. Browns, blues, greens, blue greys and tans. Sizes 8-18!

—Downstairs at Ayres.



#### Discontinued Styles! "Fruit" WASH FROCKS 59c

A timely value to delight every woman! Unusually attractive well-style wash frocks for daytime wear—discontinued styles you'll want to buy again! And styles you'll want several of these famous frocks at this very LOW price! Black, navy, tan, pink, white, and square percales. Broken sizes in the group! —Downstairs at Ayres.



#### Birthday Savings in Infants' Wear! Tots' Chambray PLAY SUITS 49c

Pre-shrunk chambray play suits. Boy and girl styles. Floral and novelty prints. Full matching lace trim. Birthday Sale Priced, 49c.

#### Infants' Hand-made DRESSES 49c

Well-made, dainty, hand-made dresses for infants. Hand-embroidered top and bottom. Birthday Sale Priced, 49c.

#### Infants' Hand-made CREEPERS 49c

Hand-made creepers in soft pastel colors. Beautiful hand-embroidery trim. Excellent value at this Birthday Savings Price, 49c. Each.



#### "Betty Shaw" Rayon Satin Camisole-Top SLIPS

**\$1.39**

Tomorrow is your LAST opportunity to buy "Betty Shaw" slips at these SAVINGS! Smart, well-wearing rayon satin slips with camisole lace tops and straps, in two styles. Flitted bust line. Bias and also 4-gore styles. Tea rose and White. Sizes 32 to 44, in the group.

LAST DAY! "Fruit of the Loom"  
SLIPS, 88c

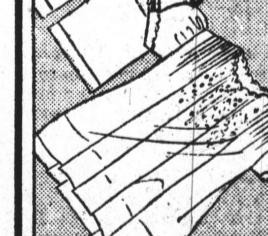
—Downstairs at Ayres.



#### Women's 2-Pc. PLAY SUITS 88c

Play suits you'll love to wear at a Birth-day Sale price! A timely value! The cut consists of a comfortable blouse, full-cut shorts and skirt, in checks of black, navy, tan, pink, white, and white and black, and white and blue and white. Sizes 12 to 20.

—Downstairs at Ayres.



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Hand-made creepers in soft pastel colors. Beautiful hand-embroidery trim. Excellent value at this Birthday Savings Price, 49c. Each.

Outstanding Savings! Outstanding Styles!

**SALE!  
CORLISS  
Women's Shoes  
\$2.69**

Sizes 4 to 9! Widths AAA to C!  
Pumps! Oxford! Calfskins!  
Straps! Patents! Gabardines!  
Ties! Kidskins! Alligator Calf!

Regular \$2.99 "Corliss" Style, Arch and Junior Shoes tomorrow, Last Day of Our 20th Birthday Sale, at this LOW price! Smartest new styles of the season, in pumps, straps, ties, oxfords, in patents, kidskins, calfskins, gabardine and alligator calf. Sizes 4 to 9—widths AAA to C. Buy your new "Corliss" shoes tomorrow and profit by these Birthday Savings!

—Downstairs at Ayres.

Last Day—Birthday Sale—Substandards

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

If you thought a stocking didn't exist that could satisfy you, "Real Silk" famous DeLuxe Chiffon Stockings promises you a new experience in stocking satisfaction! Beautifully sheer, clear, chiffon stockings that fit PERFECTLY and flatter your legs to the "nth" degree! Strongly reinforced they assure you longer hosiery mileage, too! Try "Real Silk" DeLuxe Chiffon Stockings and soon you'll be advising your friends to wear them! In the newest spring hosiery shades! Sizes 8½ to 10½ (Substandards). Be wise, stock up on your hosiery needs tomorrow, and profit by these SAVINGS!

—Downstairs at Ayres.

20th Birthday Sale Savings in  
Smart New  
Spring HATS  
\$1.00

Here are the season's smartest Flemish styles in straws, wide dip brims in felt, small white tops in navy or black contrasting trims. Also School Girl Rollers, in plain felt and wide brim rough straws for your selection! So becoming are these hats you'll want one, perhaps two or more, at these Birthday Sale Savings!

—Downstairs at Ayres.