

20th Birthday Sale

AYRES DOWNSTAIRS STORE

A Thrilling Collection of Style, Quality, Savings!

Spring COATS

In Big Demand

\$7.88



Crepe! Shetland! Boucle!
Boxy! Fitted! Reefer!
Black! Navy! 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.

Tomorrow
IS THE

LAST DAY



**Girls' 2-Piece
Bicycle DRESSES
\$1.00**

2-Pc. Bicycle dresses—comfortable and well made. Wraparound or 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 \$11
1 Dress \$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, cynara rayon crepes, rayon romaine sheers and spun rayons. You'll want several of these dresses at this Birthday Sale Savings Price!

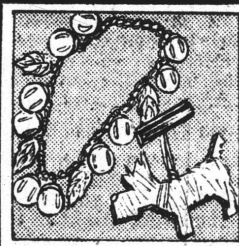
—Downstairs at Ayres.



**HANDBAGS
88c**

A smashing bag value! Pouches, top-handled, underarm bags, and satchels in simulated leathers, suede cloth, crepes, nylon grains and popular patterns. Black, navy, saddle-tan, Kelly green, pink, blue and gold.

—Downstairs at Ayres.



**Costume JEWELRY
2 for \$1
55c Each**

Unusually attractive white, pastel and gold costume jewelry for wear with your new spring and summer costumes. Pins, clips, necklaces, bracelets and earring sets! Birthday Sale Price at 55c each or 2 for \$1.

—Downstairs at Ayres.

**Women's Strydfree
RAYON UNDIES
44c**

Women's famous Strydfree rayon briefs, panties in various styles, stockings and vests. Plain taped front, elastic back, tailored hems. Tea rose. Sizes 34 to 42. Birthday Sale Price, 44c each.

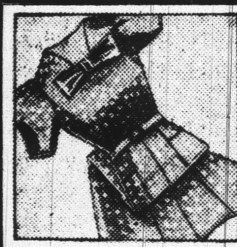
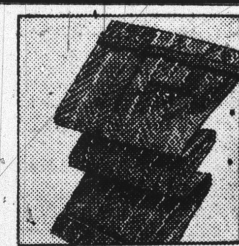
—Downstairs at Ayres.



**Boys' Zipper-Fly
CASSIMERE SLACKS
\$1.79**

A sensational Birthday Sale Value! Boys' New ZIPPER-FLY Cassimere Slacks for Spring! Pleated front, full-length, self-belt, drop-loop bands, wide collared legs and bottom style. Choose in Chalk Stripes and Herringbones. Browns, blue, green, blue grey and tan. Sizes 8-18!

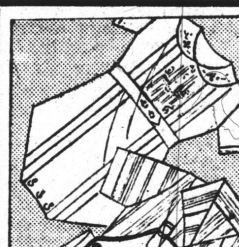
—Downstairs at Ayres.



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

A timely value to delight every woman! Unusually attractive well-styled wash frocks for daytime wear—discontinued styles but such smart patterns and styles you'll want several of these famous frocks at this very LOW price! Sheer batistes, spun rayons and 80-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 prints and stripes with self and novelty trims. Birthday Sale Price, 49c.

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

Well-made, dainty hand-made dresses for infants. Hand-embroidered top and bottoms. White and pastel. Birthday Sale Price, 49c.

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

Hand-made creepers in soft pastel colors. Beautiful hand-embroidery trims. Exceptional values at this Birthday Savings Price 49c Each.

—Downstairs at Ayres.

**"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. Fitted 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.



**"RED GOOSE"
Children's SHOES
10% off**

Tomorrow is the LAST DAY to SAVE on the kiddie shoes! SIZES 4 to 8, \$2.49, reduced to \$2.24. SIZES 9 to 11, \$3.50, reduced to \$3.15. New Spring styles in patent, white tan elk and tan calfskins! Oxfords, straps and high shoes.

—Downstairs at Ayres.



**Men's "Cranbrook"
SHOES
\$1.79**

Here are new spring oxfords with 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 crepe soles. Medium, wide or narrow toes, straight or wing tip. Sizes 6 to 11; widths B, C, D.

—Downstairs at Ayres.



Outstanding Savings! Outstanding Styles!

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

Sizes 4 to 9! Widths AAA to C!
Pumps! Oxfords! 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 DeLux 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" DeLux 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 toys in navy or black contrasting trims. Also School Girl Rollers, in plain felts 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.