

AYRES' DOWNSTAIRS STORE

Armour's "Star" Sugar-Cured Baked Ham

Very
Special!

25^C Pound

Tomorrow a treat waits for you in Ayres' Downstairs Store! Delicious, sugar-cured BAKED HAM—rich, juicy and tender—sliced while you wait! We'll deliver 4 pounds or more to your home. Half-pound, 15c.

—Downstairs at Ayres.



You'll Be "Wrapped Up"
and Ready to Go in These
Spring Coats
For Dress or Sports

\$16.75

No loose ends to fly about on these new spring coat fashions! You'll be trimly wrapped up—with buttons and belt, which are newly important! However, there are many smart sports models (sketched left) with a big "set-back" fur collar. Spring coats are simple and definite in outline—with a mannish look that emphasizes their femininity. Sizes for misses and women.

—Downstairs at Ayres.

New Spring Cape Suits \$10.95 to \$16.75

It's a fashion-wise miss who swaggers through the spring in one of these new three-piece cape suits! In rich looking tweeds—made with skirt, suit coat and a cape of three-quarter or finger-tip length.

—Downstairs at Ayres.



These Little Frocks
Have Joined the Navy (Blues)
Which Makes Them High in
Fashion's Favor for Spring!

\$5.00

—Navy Blue Prints
—Plain Navy Blue
—Navy Trimmed with White
—Navy with White Dots
—Plain Navy and White-and-Navy Print

JOIN THE NAVY! Fashion (and AYRES' Downstairs Store) has a "Navy" that you'll like... especially suited to YOUR needs. Navy blue, always a favorite, is more flattering than ever as used in these perfectly lovely new spring dresses. Come in tomorrow! See how trim and slim and gay you'll look when you try them on! Hundreds of other frocks also, of course, in prints and bright spring colorings. Sizes for women, misses and juniors.

—New Prints
—Print Combinations
—Rough Crepes
—Rough Cantons
—Downstairs at Ayres, Where Fashions Are Less Expensive.

Half-Size Frocks

Women who are usually "hard to fit" will find a splendid assortment of large size and "half-size" dresses at this low price. Smart new spring fashions in dresses that really fit.

\$5

—Downstairs at Ayres.



Tomorrow Last Day
To See the Indians and
'Alkin-Zos-Pah'
The New, Little Indian Girl

Also Just Arrived—

Gorgeous Turquoise-set Silver Rings,
\$1.50 to \$5

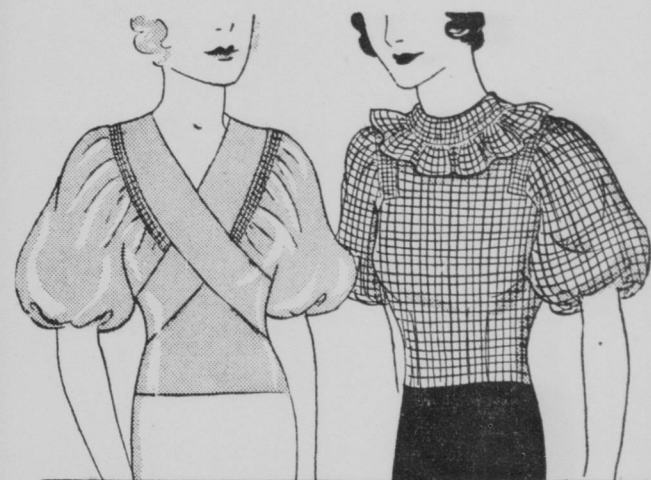
Silver Bracelets, set with Turquoise, \$3.75
Plain Silver Bracelets, \$1.75

Earrings of Silver and Turquoise, \$3.75 to \$10

Navajo Mats, \$2.25; Runners, \$3.90

And the "blue Corn Meal"
the Indians Eat—25c bag.

Ayres—Sixth Floor



It's Time to Choose New
Silk Blouses

These Are
Only— **\$1.98**

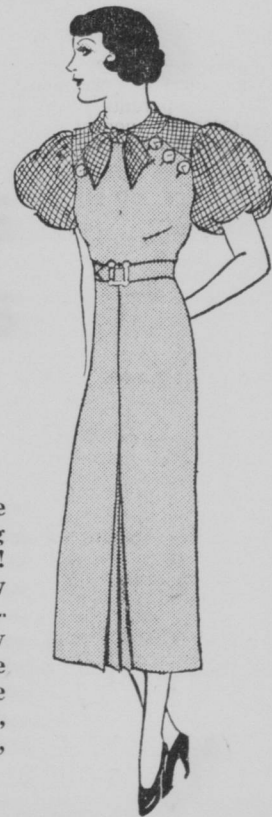
Blouses are part of the fashion for practical spring costumes that permit easy, inexpensive changes. You'll want several of these smart new ones to wear with suits, jumper frocks, two-piece frocks, etc. In satins checks, plaids. Sizes 34 to 38.

—Downstairs at Ayres.

Brand New
Wool Sports Frocks
\$3.00

Rabbitshair woollens are by far the smartest spring fabrics for sports dresses! And tomorrow a brand new shipment goes on sale—smarter in style than any we've seen—in all of the colors that captivate the feminine eye: Manchu blue, coral, green, gray, orange, etc. Sizes 14 to 20.

—Downstairs at Ayres.



FRESH SILK

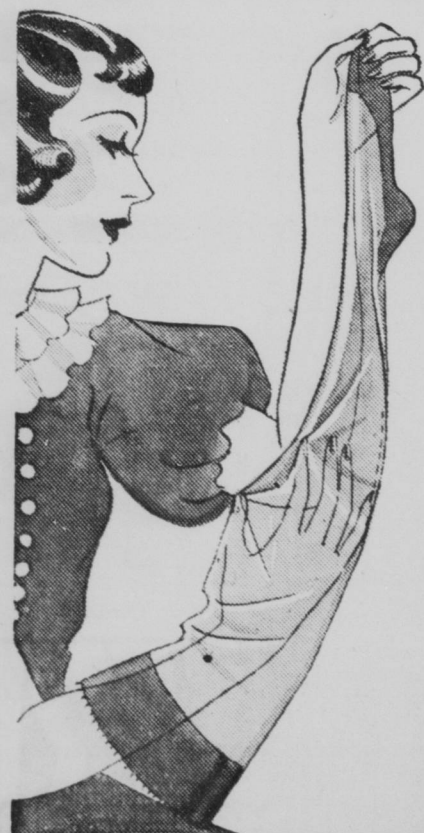
... That's Just One of the Secrets of Hosiery
Satisfaction That Women Are Discovering in

Substandards of

REAL SILK

De Luxe Hosiery

59^c Pair



It is the nature of silk to be best when it is newest! Therefore, the FRESHER the raw silk used in making hosiery, and the sooner you get them after they're made, the more satisfaction you'll get! FRESH silk stockings are more elastic, they fit better, they're stronger, and more beautiful! "Real Silk" imports its own raw silk—and gets it quickly. Many times you get your FRESH Real Silk hose within 30 days after the raw silk leaves the orient!

—Downstairs at Ayres.

Here's **EXCITING** News!

Sale! Sample Hats

Just 100 Exclusive Models From
a Well-Known Designer!

At An Actual
Saving of
One-Half Up to
Two-Thirds

\$2.00

It has been our custom twice a year to hold a great sale of workroom samples from an outstanding maker of exclusive millinery. NOW WE HAVE A NEW PLAN! Instead of waiting six months for an accumulation of hats, this famous maker will supply us with JUST ONE HUNDRED up-to-the-minute samples EACH WEEK! These will be placed on sale every Saturday morning... to go to the first lucky 100 women who ask for them. REMEMBER: Every hat in the lot is worth at least TWICE \$2—many are worth three times the price! The first group goes on sale tomorrow morning at 9 o'clock.

—Downstairs at Ayres.