

Choose These FASHION STARS in AYRES Downstairs Store



You Can Always Choose
from many coats, suits and dresses in
YOUR size in Ayres Downstairs Store. Our
assortments are always varied, fresh and
up-to-the-minute in style. Come in any
time and be sure of finding your size.

Begin to Build Your Spring Wardrobe
NOW . . . Around These New
Spring COATS and DRESSES

1. The Print Dress for
Junior-Miss \$3.98

At this low price we've a brilliant collection of prints in every hue and style. Sizes 11 to 19. This is a size 13.

2. The Black Dress with
a Print Jacket \$6.98

The smartest combination we can imagine to greet Easter morning. Sizes for the junior-miss 11 to 19. This is a size 13.

3. The Dress with Pleats—
in Gray or Violet \$6.98

Gray because it's a neutral shade—violet because it's a coming shade. Pleats because they're fashionable. Sizes 11 to 19.

4. "Rain-r-Shine" Sports
Coat \$19.75

Our own exclusive name for a general all-around sports coat for any kind of weather. Sizes 14 to 20 and 38 to 46 in group.

5. A Navy Blue Dressy Type
Spring Coat \$16.75

In gray or black also. The very dressy lines are practical proof that fashion is still feminine. Sizes 14 to 20. This is a size 16.

6. A Bright Colored Reefer
Sports Coat \$13.95

You'll wear bright colorful topcoats for the Easter parade. The double breasted effect is smart for spring. Sizes 14 to 20.



Special Purchase and Sale!
NEW SPRING
Utility Coats

\$8.99

Sizes:
11 to 17
14 to 20!

Sizes:
38 to 42
44 to 50!

Tomorrow we continue this special sale of new spring utility coats. An all-weather sports coat that's ideal for Indiana's changeable weather. Choose from many styles and colors in lovely soft woolens, tweeds, fleeces and flannels. Swagger types, reefer types, Hollywood wraparounds, dressy types for women, misses and the junior-miss.

... Specially Priced! New Spring Suits

Man-tailored types and swagger types reduced from a higher priced group for this special selling. Limited quantity and \$8.99 broken size range . . . marvelous values for all women.

—Downstairs at Ayres.

"Downstairs at Ayres
—Where Correct
Fashions Are Less
Expensive."

A New Sports Headliner!

*The "Gibson
Girl"*
\$2.00

The perfect touch of femininity to take the edge off your man tailored suit. In two smart styles with beguiling veil trims . . . the "Hi-Hat" and "Chatham Square." Not only are these smart pals for your suit, but perfect companions for your coat or dress. Wear one in the Easter parade and know you're fashionably dressed.

—Downstairs at Ayres.

Here's a Superb Slip With
Features You'd Expect to Find
in Higher Priced Ones!

Wolverine Run-Resist
Bemberg* Slips

\$1.39
EACH

*Reg. U. S.
Pat. Off.
by American
Bemberg Corp.

Form Fitting
Panel Fronts
Lace or Tailored

Made of Run-
Resist Bemberg
Sizes 34 to 44

Wolverine Run-Resist Bemberg slips have been sold in our Downstairs Store for years and during this time thousands of women have come back to purchase them time and time again. They're form-fitting, the bemberg will not run and you can have them in either lace trimmed or tailored styles. Tearose* or white. Sizes 34 to 44.

—Downstairs at Ayres.



Tomorrow at 9:30! A Big Fashion Event!

SALE! Lovely Cotton Spring
2-Piece KNITS

• Maize • Melon • Pink
• Aqua • Natural • All Sizes

This spring you'll want a cotton string knit for here . . . for there . . . for everywhere—for sports . . . for dress . . . for vacation . . . for business. These string knits are remarkable values in fashion as well as practicality. Choose from several styles with plain necklines or collar necklines. Ties and button trims. Sizes 14 to 20.

\$1.98
EACH

—Downstairs at Ayres.

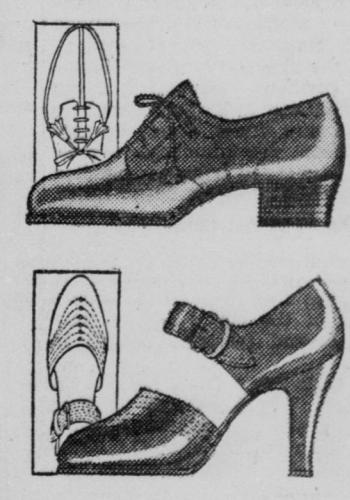
There's a Corliss Style for Every Foot
—and Every Costume—at this Low Price!

New "Corliss"
Spring Shoes

\$2.99
PAIR

Don't wait another split second! The first thing tomorrow come down and look over the great variety of Corliss shoes—for any costume—for any occasion. You'll find perfect styling . . . leathers of kid or calfskin smooth in texture and long in service. Choose from over 50 different styles in black, brown or navy, in style, arch types and Corliss Junior models. Sizes 3 to 9, widths AAA to C.

—Downstairs at Ayres.



Your Best Assurance Against
Easter "Runs and Ruin" Is to Choose

Substandards of
REAL SILK
DeLuxe Chiffon Hose

69c
PAIR

In All the
New Smart
Spring Colors!

All the signs for Easter point to hose light in color—of exquisite sheerness—of faultless beauty and lasting service. It pays to buy Real Silk quality—for you get all of the above features plus the satisfaction of feeling confident against "ruinous runs" when you put them on, on Easter morning. For this big Easter parade we've complete selections of spring's most dramatic colors. In sizes 8 1/2 to 10 1/2.

—Downstairs at Ayres.

AYRES  **DOWNSTAIRS**  **STORE**