

to Ayres Downstairs Tomorrow...

To Choose a Quality Gift for Mother's Day

Sheer, Summer Wash Dresses

... the Gift Each Mother Secretly Desires Most of All!



There's hardly a mother who has all the crisp, good looking wash frocks that she needs, and WANTS! Especially in the springtime, she needs NEW ones such as these. In a beautiful assortment for young mothers, for middle-age mothers and for elderly mothers. Each one has dainty trimmings. In Sizes 16 to 20 and 38 to 52. All priced at—

\$1.00

- Printed Voiles!
- Printed Batiste!
- Fine Percales!
- Short Sleeves!
- Long Sleeves!
- Sleeveless!
- Every One a Masterpiece!

—Downstairs at Ayres.

... and Another "Preferred" Gift Is

Our SUBSTANDARDS of

REAL SILK DeLuxe Hosiery

2 Pairs 80c

Because mothers like SUBSTANTIAL things, that also have great beauty . . . we urge that you include several pairs of these remarkable Real Silk DeLuxe stockings in your gift to mother! No other hosiery in the world — at ANY price — is guarded so completely against disaster. Note these 10 exclusive features:

1. 100% FRESH SILK!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Stain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Grenine-Sealed Silk Yarns!
9. TWO-Way Run-Stop!
10. Positive Heel-Guard!

—Downstairs at Ayres.

An Exclusive Method of Shoe Building Makes These

American Girl SILHOU-WELT SHOES

"As Light and Dainty As a Dancing Slipper, Yet Sturdy and Comfortable As a Walking Shoe!"



**\$4.95
PAIR**

—Downstairs at Ayres.

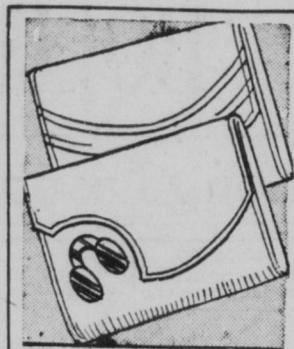
Had You Thought of Giving a
Dress-Length of Silk?

- Plain Crinkle Crepe
- Plain Flat Crepes
- Printed Crinkle Crepe
- Printed Flat Crepe

49c YARD

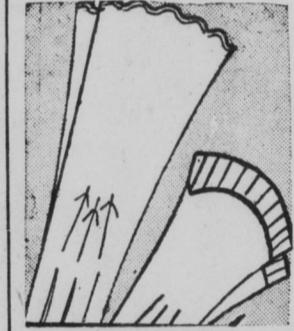
If you have a mother that sews, your gift problem is easily (and economically) solved by this special selling of fine new ALL SILK fabrics. All weaves—all plain colors—and all printed patterns are up to the minute in fashion . . . and every yard is of exceptional quality. A tremendous assortment to choose from.

—Downstairs at Ayres.



How About
Giving a Smart
HANDBAG \$1.00

These are WHITE handbags, fashionable for mothers of all ages! Smart new envelopes, pouches and underarm styles in the new Karotol grain (washable). Also fashionable pique bags in envelope and pouch styles.



... and Fabric
GLOVES Are Welcome!

59c

Certainly gloves make good gifts — especially when they bear the name "Kaiser"! These are new pull-on and cuff styles—smartly trimmed. In washable fabric. White or eggshell; sizes 6 to 8.

... or a Colorful
New Scarf \$59c

Fashion says "Pique for scarfs" — and here they are! In white or color combinations; As-cot style.

—Downstairs at Ayres.

Here's a Select Group of New Dresses for Mothers

Who Wear Sizes 38 to 52

for Only— **\$7.95**

For years Ayres' Downstairs Store has been selling fashionable dresses to mothers—thousands of them—perhaps YOURS among them! Wouldn't it be nice to come to HER store to choose a dress for Mother's Day? No matter whether mother is young, middle-aged or elderly . . . her type of dress is here! Of exceptional quality—in good fashion—moderately priced! Sizes 14 to 20 and 38 to 52.

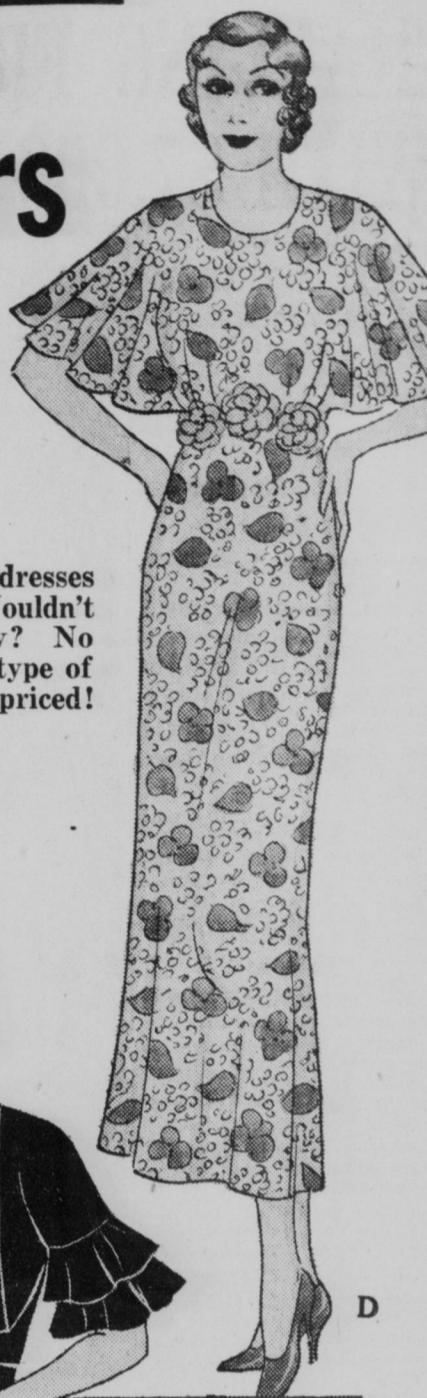


—Heavy Sheers
—Printed Sheers

—Rough Crepes
—Flat Crepes

—Gay Printed Crepes

—Downstairs at Ayres.



A—3-Piece frock . . . dress and jacket in blue sheer, with white, square dots; over-blouse is white with blue dots.

B—Beige sheer crepe in attractive jacket effect with lace yoke and lace trimmed sleeves.

C—Navy blue sheer crepe embroidery on bodice that looks like real petitpoint. Short sleeves with double tiered ruffle.

D—Here's a dress for very young mothers! In a gay, lively print—with a deep shoulder cape.

Remarkable Values Tomorrow—In Our First Sale! KABO Foundations

... A Style and a Price for Every Woman!
... Designed for Comfort—While Molding
the Figure Into Fashionable Lines!

Just a few short months ago we introduced "KABO" foundation garments to Indianapolis women! Their popularity has been amazing . . . because we carry such a tremendous variety . . . because "KABO" is a QUALITY garment . . . because it performs its intended service efficiently and comfortably . . . because the cost is very reasonable. We present our first SALE tomorrow . . . on our 6 "best-selling" numbers.

\$2.79

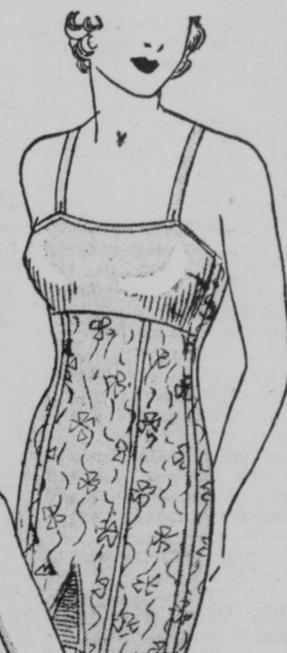
Choice of two numbers at this price! The girdle (sketched at the left) is intended for full hip and average figures. It is 16-inch length; well built-up diaphragm; elastic side inserts. Odd and even sizes, 26 to 38.

Also a girdle brassiere with two-way stretch elastic back; uplift swami top; sizes 32 to 40.

88c

Sketched at right is a 14-inch girdle that is ideal for hot weather wear! It is a side closing, lightly boned model for the small or average figure. Made of rayon brocade with elastic side inserts. Sizes 26 to 34.

You Save 20% On
All These Garments!



\$1.69

Another girdle brassiere (sketched above) made of jacquard woven rayon, with swami top; medium length moderately boned. Also at this price, a 15-inch girdle for full hips. Of brocade with elastic inserts.

AYRES' DOWNSTAIRS STORE