

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

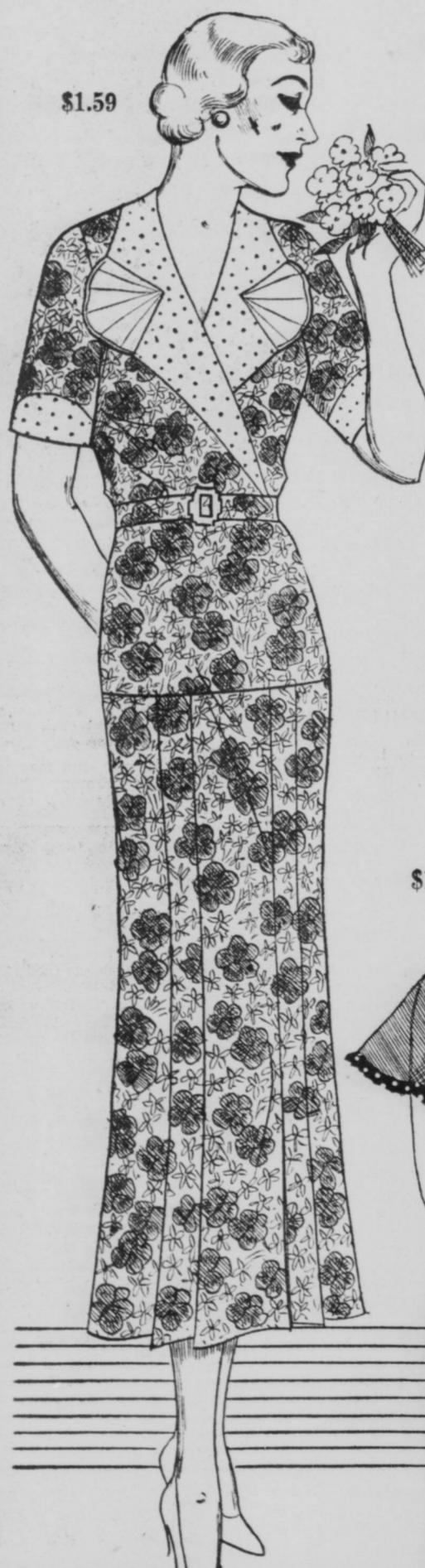
Tomorrow! We Are Completely Ready for

## Mother's Day

MOTHER'S DAY  
IS SUNDAY,  
MAY 13

... With 2 Remarkably Fine Groups of  
**Summer Wash Dresses**

- Quality Fabrics You'll Be Proud to Give!
- Scores of Beautiful Styles for YOUR Mother!



**\$1.59**

- Sheers
- Broadcloths

- Linenes
- Pique

Clever gift seekers will choose one of these wash dresses for their Mother's Day gift. Fresh new wash frock styles, fashions for young and old. A style for glorious summer days, on the links, downtown or working about the house. Short sleeve or sleeveless styles in shirtwaists, checks, stripes, florals, dots and geometrics. Brightly colored or conservative matronly colors. Sizes 14 to 52.

**\$1.98**

- Organaries
- Broadcloths

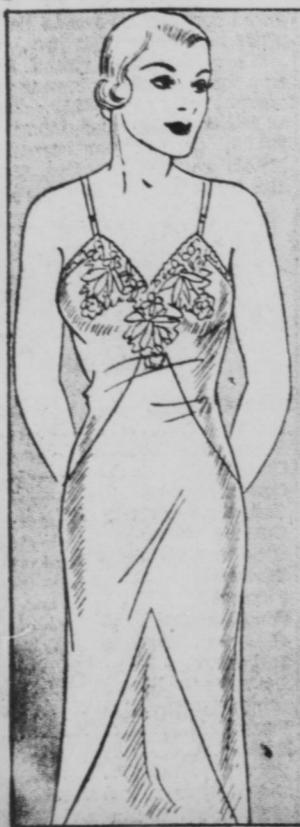
- Voiles
- Seersuckers

Every smart style, every summer color. That's why mother will like these wash dresses. They're the nicest quality and women feel so "dressed up" in them. Street styles, business types, sheer frocks for afternoons at home and sporty styles. In summery stripes, checks, plaid, pastels, florals, Mexican colors and dots or subdued conservative colors. Sizes 14 to 52.

—Downstairs at Ayres.



Just in Time for Mother's Day!



**Sale of 1,200  
Shadow-Proof  
SILK SLIPS**  
**\$1.29**

Here's a gift supreme . . . and it will be a surprise! Pure silk crepe slips of exquisite quality with 18 inch shadow panel. They have adjustable shoulder straps, California, V or straight lace top. Pull proof seams (how unusual)! Bias cut to cling smoothly. Sizes 34 to 44 in teardrop and white.

Muslin Slips . . . . . **39c**

Regulation house dress length with built-up shoulder straps, hip pleats, bodice tops are reasons why women prefer these slips for wear around home. Sizes 36 to 52. White or flesh color.

—Downstairs at Ayres.

Our Own First Quality

*La Sayre*

**Full-Fashioned  
Service Weight  
SILK HOSE**

Only **59c** Pair

We've solved your Mother's Day gift problem by offering our own La Sayre service weight hose at a savings. Pure silk with lisle garter welt, picot top and lisle sole with cradle foot. All the finest quality . . . a gift you would like for yourself. Sizes 8½ to 10½. In all the smart hosiery shades for now and summer.

—Downstairs at Ayres.

Give Mother Comfortable Feet  
... Smartly Shod in Our

*American Girl*  
**WHITE SHOES**  
**\$4.95**

*A Dozen Styles to Choose From*

If you're looking for the gift unusual . . . place all your confidence in American Girl White Shoes . . . they'll be a winnaw! They're smartly styled, well made from the finest of quality leathers. Light and comfortable as a dancing shoe yet sturdy as a walking shoe. Pumps, straps, oxfords in white kid or some sport oxfords if she would prefer them.

—Downstairs at Ayres.

