

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(REGISTERED)

Mother's Day SALE of HATS

A Special Purchase—Plus Hundreds of Our Own Better Hats—Reduced!



\$1.00

Felts in Many Styles and Colors!

A thrilling group of lovely quality felts to top-off every spring or summer costume! Buy one . . . or even six at this price and save yourself a neat sum! Casuals, swaggers, rollers, bretons and brims in styles for mothers from 18 to 80. White, gray, light blue, beige, green, lilac, turquoise and maize colors. Headsizes 22 and 23.

\$1.69

A Big Selection of Important New Styles!

This group includes many of our own higher priced hat styles, as well as dozens and dozens of styles specially priced for this Mother's Day Sale! You'll find brims, bretons, sailors, tricorns, casuals in straws, crepes, felts or taffetas. In fact in every style your mother would select for herself. Colors in black, brown, navy, gray as well as many pastels. —Downstairs at Ayres.



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

"Wolverine" RUN-PROOF Bemberg Slips

\$1.39 EACH

- Form Fitting
- Panel Fronts
- Sizes 34 to 46
- Made of Run-Proof Bemberg
- Lace or Tailored

Wolverine Run-proof 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.

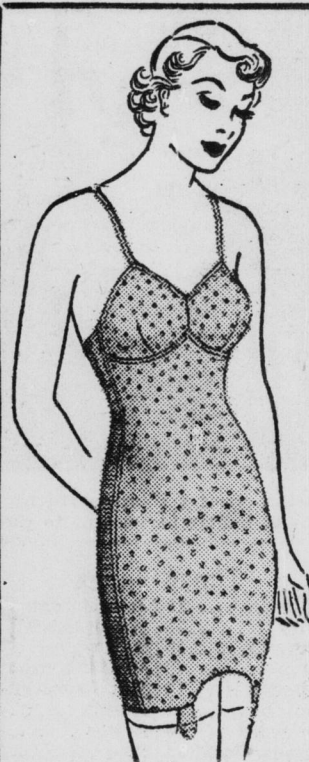
For Mother's Day Gifts!

Sheer Rayon Undies

Plain or sheer rayon panties, step-ins, bloomers. They're all tailored styles with reinforced strides. In tearose color. Sizes 44 to 48.

69c Ea.

—Downstairs at Ayres.



Marvelously Cool!

Mesh Corsette

With Inner-Belt!

\$1.25

The perfect garment under summer cottons, chiffons, nets and print frocks. This cool mesh corsette with the inner-belt feature is well boned and has 4 hose-supporters. In hot weather they're real comfortable. Sizes 34 to 44.

—Downstairs at Ayres.

We're Ready With Our Biggest Selection of

American Girl WHITE SHOES

\$4.95 PAIR

Over 23 Different Styles in White Alone! In the 3 Most Popular Leathers! In Sizes 4½ to 10, AAAA to D!

White goes more places than ever this summer season . . . and you'll want at least one pair of American Girl white shoes for every costume! For American Girl shoes offer you style, beauty and comfort at a price that you can afford. We're ready to get you ready for summer with over 23 different white shoe styles . . . in all three of the most important and serviceable leathers . . . for every occasion . . . for every taste . . . for every costume . . . and for every foot!

- | | | |
|--------------|------------|-----------------------|
| Low Heels | Oxfords | Nu-Buck |
| Medium Heels | Ties | Perforations |
| Hi's Heels | Monkstraps | Stitchings |
| Pumps | Ghillies | Cut-outs |
| Straps | Calf | Also Brown and Whites |
| Wide-Straps | Kid | |

—Downstairs at Ayres.



Glorious New Cottons for Mother's Day Gifts!

—In 3 Very Practical LOW PRICE Groups!



at **\$1.59**

It's time to think about your mother and mine . . . It's time next Sunday to show her our appreciation for all she's done for us . . . and even the most inexpensive gift in all the world will "thrill" her. We offer this very inexpensive group of cotton wash frocks for Mother's Day gifts . . . the selection is large and complete . . . and you'll find anything she will like . . . in styling . . . fabric . . . and colors!



Sizes 14 to 20 and 38 to 52!

- | | | |
|---------------|------------|---------|
| Tissue | Plaids | Reds |
| Gingham | Dots | Blues |
| Dotted Voiles | Geometrics | Greens |
| Prints | Stripes | Browns |
| Florals | Diagonals | Yellows |
| Broadcloths | | |

Cape Sleeves For Home
Short Sleeves For Shopping
Puff Sleeves For Afternoons

—Downstairs at Ayres.

at **\$1.98**

The best is none too good for Mother . . . and this group of quality cotton frocks offers you dozens and dozens of opportunities from which to choose just the right style your mother will like the best. Smart, youthful styles in lovely sheer fabrics that will wash and wash. Some of the styles have dainty handmade touches on collars and other small details like this that endear them to any women. A big selection of styles . . . fabrics and colors in all sizes.

Sizes 14 to 20 and 38 to 54!

- | | | |
|--------------|------------------|----------------------------|
| Sheers | Black and Whites | Vat Dye Colors |
| Voiles | Navy and Whites | For Every Daytime Occasion |
| Florals | | |
| Dotted Swiss | | |
| Reds | Yellows | |
| Blues | Stripes | |
| Greens | Plaids | |
| Browns | Checks | |
| | Diagonals | |

—Downstairs at Ayres.



... and a Gorgeous Group of Styles

at **\$1.09** EACH

- Sheers
- Prints
- Florals
- Stripes
- Dots
- Black and White

If you live on a budget this low priced group of "Fruit-of-the-Loom" wash frocks is the answer to your prayers. Sheers and prints in fast color patterns. Complete size, style and color selection. Sizes 14 to 20 and 38 to 52.

—Downstairs at Ayres.

- Navy and White
- Reds
- Blues
- Greens
- Browns
- Yellows