

The "BUY WAY" OF INDIANAPOLIS* AYRES A DOWNSTAIRS A 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, tricornes, 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, stepins, bloomers. They're all tailored styles with reinforced strides. In tearose color. Sizes 44 to 48.

—Downstairs at Ayres.

69c

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
Wide-Straps	Kid	and Whites

—Downstairs at Ayres.

Glorious New Cottons for Mother's Day Gifts! —In 3 Very Practical LOW PRICE Groups!

at **\$1.59**



Sizes 14 to 20 and 38 to 52!

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

Cape Sleeves
Short Sleeves
Puff Sleeves

For Home
For Shopping
For Afternoons

—Downstairs at Ayres.

at **\$1.98**

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
Blues
Greens
Browns

Yellows
Stripes
Plaids
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

