

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

"Junior-Miss" Fashions for
All Occasions—Chic—Attractive
—and Modestly Priced!

A. An Embroidered Organdy Formal \$3.98

For those gala summer dances at the lakes... your graduation dance, or graduation day. This organdy has embroidered floral patterns in red, and a long white tailored slip. Sizes 13 to 19.

**D. To Wear With Pride
on Graduation Day... \$3.98**

A lovely pink organdy formal with cascading ruffles on jacket and a long sweeping skirt. It has a matching tailored slip. In other pastel colors, too. Sizes 11 to 19.

**C. An Original
Margot de Mar
Linen Dress, \$3.00**

Just one of a host of styles in exclusive Margot de Mar designs! Made of pure Irish linen that's washable. In nice cool pastel colors. Sizes 14 to 20.

**B. Two-Piece Cotton String
Knit Dress... \$3.98**

For warm days ahead climb into one of these cool cotton string knits. Styled for every daylight occasion... for here... for there... for everywhere. In pastels. Sizes 11 to 19.



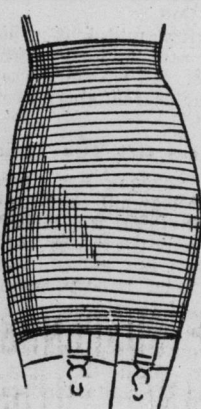
Light
Blue!
Pink!
White!

\$8.95

Zephyr-Weight Sports Coats

... for your vacation... your week-end trips... for traveling... for every hour on the clock! This cool light weight swagger style coat is easy to pack, is hard to wrinkle and goes with most every costume! In 3 delectable pastel colors. Sizes 12 to 20.

—Downstairs at Ayres.



WHITE 2-Way Stretch Lastex Girdle

The perfect foundation garment for white dresses or trailing formal. Pull-on style of 2-way stretch lastex with four flat garters, attached. Small, medium and large sizes.

\$1

—Downstairs at Ayres.

Four Grand Gift Suggestions for
Mother's Day... Smart and Practical
... With Lots of Price Appeal!

A Triple Sheer Bemberg Print... \$7.98

A half-size triple sheer bemberg print dress the perfect answer for warm summer days and nights. Smartly styled along slenderizing lines. This is a size 22 1/2. Other prints in sizes 18 1/2 to 24 1/2.

**2. A Cool Pastel Yellow
Suit Dress... \$3.98**

This suit dress certainly has style as well as price appeal! The jacket comes off and you have a separate dress. Smartly and youthfully styled. Sizes 38 to 46 in the group.



**3. A Youthful
Flock Dot
Chiffon Frock
\$7.98**

Trimmed with pleated white silk crepe. This would make a perfect dress for all occasions during the summer months. A size 40 in navy blue with white dots.

**4. Pink. An Effective Color
for Gala Evenings... \$3.98**

Watch pink for summer... it's going to be the smartest, the flatteringest and the most wearable color for summer wear. This dress is extremely youthful and smart. Size 42. Others 38 to 46.

Mother's Day Sale! New Hats

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

\$1.69

Tomorrow is the last day of this thrilling Mother's Day Sale of smart new hat fashions! Many of the styles have been specially purchased... others have been taken from our regular stock of higher priced styles and greatly reduced. You'll find brims, bretons, sailors, tricorns, casuals in all the new fabrics and smartest colors!

Crepes
Felts
Straws
Taffetas

Bretons
Sailors
Tricorns
Casuals

Blacks
Browns
Greys
Pastels

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For Sheer Charm—Mother
Will Cherish One of These

Sheer Cottons

• Dotted Voiles!
• Floral Voiles!
• Tissue
Ginghams!

\$1.59
EACH

Sizes 14 to 20—38 to 52!

We've 5 smart slenderizing and youthful styles in cotton sheers for wear now until next September! The materials are beautifully rich... flock dot voiles, floral voiles and tissue ginghams... easy to launder... with guaranteed fast colors. In navy, black, brown, wine, coral and turquoise colors. Sizes 14 to 20 and 38 to 52!

—Downstairs at Ayres.

For Mother's Day Gifts!

CORLISS DELUXE White Shoes

\$3.99
PAIR

White shoes go more places than ever this summer... and Corliss DELUXE White shoes will lead the parade! Here's a big selection of many styles, for every occasion and every costume. Made of quality leathers for service and on lasts that will give comfort and fit. Sizes 3 to 9, widths AAAA to B.

Sandals
Wide Straps
Monk Straps
Oxfords

White Kid
White Nu-Buck
Nu-Buck and
British Tan

—Downstairs at Ayres.



Sale! Sample Gloves From a FAMOUS MAKER!

Made to Sell for \$1.00 to \$1.50

69c

The Name Is On Every Pair!

We succeeded in snaring 1200 pairs of famous name gloves... classed as salesmen's samples and discontinued styles... at a tremendous savings! Silk meshes, silk chiffons, laces, strings and bengalines. Complete size range from 5 1/2 to 7 1/2.

Black
Brown
Navy
White
Chamois

Silk Mesh
Silk Chiffons
Laces
Strings
Bengalines

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Don't Guess! Give Mother Several Pairs of

REAL SILK STOCKINGS

69c
Substandards

De Luxe Chiffons

Beautiful sheer chiffons that will give lasting service. Protected by the 10 exclusive Real Silk features that only Real Silk hosiery offers. Substandards, but far superior in quality than some first quality hose around this price. In smart new shades and sizes 8 1/2 to 10 1/2.

Burntude
Pago
Browns

Taupe
Greys
Neutrals

79c
Substandards

Service Weight

Substandards of Real Silk service weight stockings in the smart new shades and sizes from 8 1/2 to 10 1/2. Made for service.

Outsize Real Silk

Real Silk substandards of outside hose in either chiffon or service weight are specially made to fit the larger woman. In smart shades. Sizes 9 1/2 to 10 1/2.

—Downstairs at Ayres.