

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

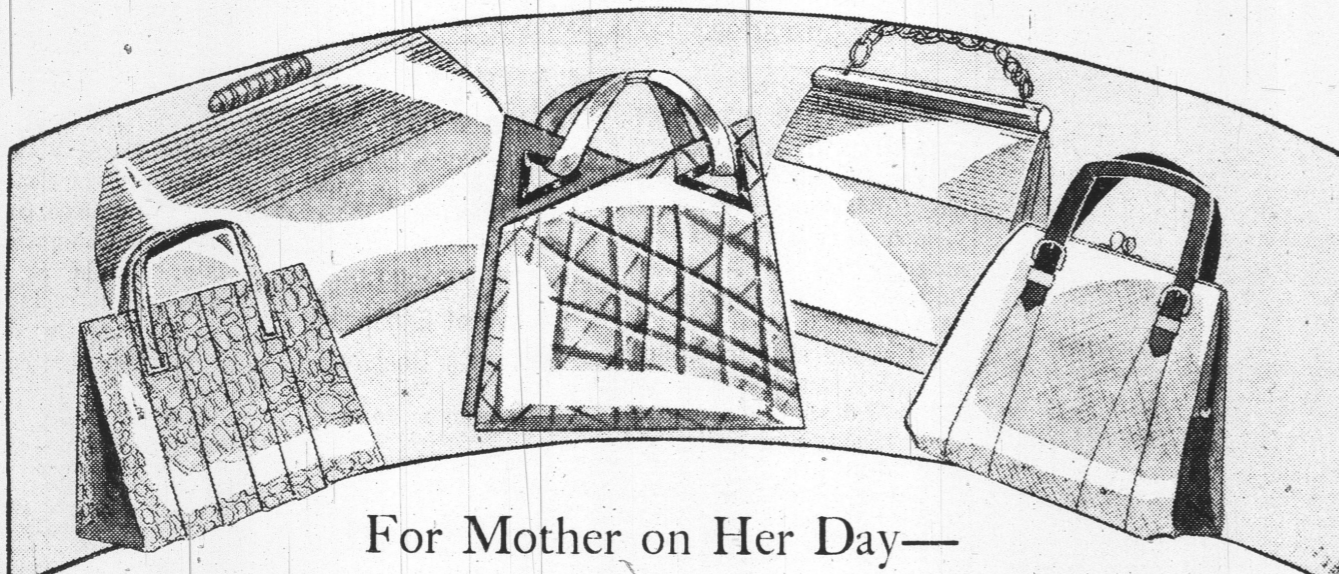
Whether she's a girl of yesterday—or today

Her Mother's Day Gift Should Be In Tune With The Times



See Page 19 For More Exciting Downstairs Store News!

Whatever her age—whatever her taste—whatever her type—let Ayres Downstairs Store be your headquarters for the "perfect gift." Tomorrow is the last day to select these Mother's Day remembrances, and the gift suggestions on this page have been brought to your notice, because of their universal appeal to mothers both modern and traditional. But these are but a few of the gift ideas, you'll find hundreds of others in the Downstairs Store, practical, sentimental and, of course, inexpensive!



For Mother on Her Day—
Something Practical as Well as Sentimental—

A New WHITE Bag

- Alligator
- Calf
- Rough Grains

\$1.00

EACH

They Are Washable Too!

- Large Bags!
- Medium Bags!
- Small Bags!

You'll find the perfect bag in this group whether she's a mother of today or yesterday. Roomy utility bags, with ample space for all the gadgets Mothers must carry, medium bags and small types, too! Choose from pouch, envelope, tophandle, zipper styles and back-strap models. Also Navy and Black bags in the group. Simulated Leathers.

—Downstairs at Ayres.



"Be Wiser" Choose

KAYSER GLOVES

For Your Mother's Day Gift

- Sea-Breeze
- Filet Lace
- Coral Lace

\$1.00

PAIR

- Whites
- Pastels
- Dark Colors

Mother will be thrilled with a pair of gloves—and doubly thrilled if you choose her favorite gloves—Kayser Kayspun, Sea Breeze, Filet or Coral Lace. You'll also find many styles in double woven fabrics, which insures you of longer service. Choose in White, Navy, Grey, Black, Brown or Yellow. Sizes 6 to 7½

"Kayser" Bengaline Gloves, White Only 69c

—Downstairs at Ayres.

Let Your Hosiery Gift for Mother's Day Be

REAL SILK

DeLuxe Chiffon Hose

Of course Mother adores silk hose—and she never has too many pairs—So select REAL SILK luxuriously sheer chiffon hose and make her Happy! They fit perfectly, and wear wonderfully well. Smartest colors in sizes 8½ to 10½. They're slightly irregular, but this doesn't mar their beauty or wearing qualities!

(Substandards)
69c Pr.

REAL SILK

DeLuxe Service Weight Hose

The proper gift for the mother who desires hose of slightly heavier weight! 7 or 9-thread hose in the fashion-right colors including plenty of gunmetals. They're full-fashioned and fit beautifully, too! So constructed as to give maximum service. Sizes 8½ to 10½.

(Substandards)
79c Pr.

REAL SILK

DeLuxe Outsize Hose

Substandards of Chiffon or Service Weight
REAL SILK DeLuxe Outsize Hose—the ideal gift for Mother's pleasantly plump! Specially constructed through the calf, at hems and ankles to give a perfect fit! 4-thread construction and full-fashioned. Latest Spring colors in sizes 9½ to 10½.

(Substandards)
79c Pr.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.

You'll Find Mother's Favorite Slip Is a 10★ Guaranteed

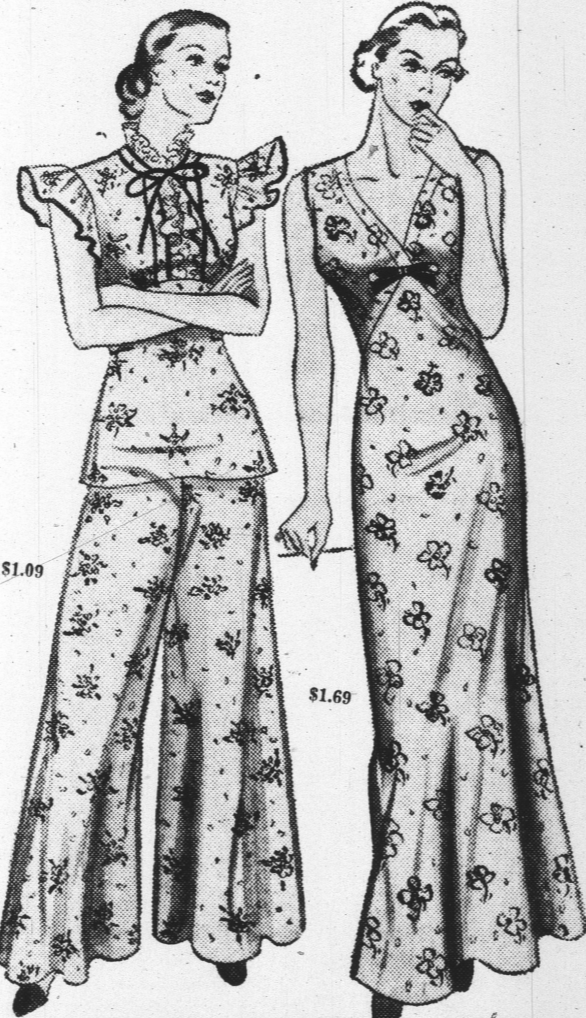
'Seamprufe' Panel Slip

- Fit-Prufe
- Shrink-Prufe
- Lace Shift-Prufe
- Seams Sag-Prufe
- Value-Prufe
- Style-Prufe

- Kling-Prufe
- Seams Bulk-Prufe
- Seams Rip-Prufe
- Shoulder-Eze Adjustable Straps

\$1.98

EACH



We know Mother likes these slips because she fully appreciates their 10★ Guarantee! So you'll make no mistake in choosing for her a smart lace-trimmed or tailored style. They have the desired panel front, also. The colors are Tea Rose, White and Dark shades. Sizes 34 to 44 and 46 to 52.

"Wolverine" Bemberg Slips

These lovely "Wolverine" slips are well-fashioned of durable striped Bemberg and will give plenty of wear. Lace or tailored styles with panel fronts. Tea Rose, White or Dark Shades. Sizes 32 to 46.

\$1.39

—Downstairs at Ayres.



Nightgowns or Sheer Pajamas to Please Mother's Heart!

Rayon Crepe Gowns

\$1.69

Mother will love one of these lovely rayon crepe gowns! And you'll be happy to choose from this colorful selection of plain or attractively printed gowns. Square or V-necks. Sizes 15 to 17.

Printed Batiste Gowns

\$1.09

Cool, colorful printed batiste pajamas make ideal sleeping garments for hot, summer nights. Popular 2-pc. style in sizes 15 to 17. A wide selection of novelty prints to choose from.

—Downstairs at Ayres.