

Mother...Her Day...May 12

AYRES DOWNSTAIRS STORE



SUBSTANDARDS—are stockings that escape by the narrowest of margins being classed as "Firsts." Only the well-trained eye of an inspector can detect the slight imperfections. Buy them with utmost confidence. —Downstairs at Ayres.

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A Smart, Wearable Gift for Mother!
"FRUIT of the LOOM"

SHEER COTTONS

\$1.09

• Zipper Styles! • Fitted Styles!
• Tie-Back Styles! • Belted Styles!
• Rose! Blue! • Green! Orchid!
• Shirtwaist Styles! • Black-and-White!

Sizes 14 to 52 in the Group!

Cottons you'll live in—and so will Mother—from sun-up to sun-down! Styles for the home and office—for sports or vacations. Pinny styles, zip-ups, tie-backs, coat frocks and many others! Batiste, flock-dot or voile sheers, and colorful prints! Don't fail to see them!

A Gift for Mother!
Long-Sleeved Washable
COTTON DRESSES
Sizes 14 to 46
at \$1.09 and \$2.00



SUMMER PERCALES

\$1.69

Gay, cool, well-tailored percale dresses you'll love! Zipper styles, tie-backs, coat and tailored styles, with organdy trims in the group. Patch pockets! Fitted waists! Novelty ric rac trims. In blue and rose. Sizes 12 to 52 in the group. You must see these dresses to fully appreciate them!

"June Arden"

Summer Sheers

\$2

The smartest, most comfortable summer sheers imaginable! Crystal buttons, patch pockets and lace trims add to the beauty of these frocks. Orchid, green, rose and blue. Sizes 12 to 38. Also other sheer dresses Mother will love to wear, in sizes 38 to 52.

—Downstairs at Ayres.



Sale!

Make Mother Wonderfully Happy With Several Pairs of Luxurious, Long-Wearing Substandards of

REAL SILK

Full-Fashioned Chiffon STOCKINGS

If you want to give Mother something just a little nicer—and who doesn't?—and still have it practical, give her several pairs of these exquisitely sheer, clear full-fashioned "Real Silk" Stockings! Choose in 3 and 4-thread weights with picot runstop. Delightful new hosiery shades. Sizes 8 1/2 to 10 1/2. (Substandards.)

59c
PAIR

69c
PAIR

Substandards of REAL SILK
De Luxe Chiffon STOCKINGS

Give Mother the hose she wears—Substandards of "Real Silk" DeLuxe chiffon STOCKINGS! These hose will be a delight to your mother (and this Sale Price will tickle your budget!) They include the "Real Silk" features of "no-hole" hem and hem guard. Smart new hosiery shades in sizes 8 1/2 to 10 1/2. We urge you to buy several pairs, for mother, and personal use at these savings!

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Mother'll Love a Flattering NEW Hat!
Women's Straws

Sisols! Pedalines! Rough Braids! **\$2.00** *Ribbon Trims! Wing Trims! Flower Trims!*

Here are styles that make Fashion Headlines at a Price that makes Value-News! Lovely, Sisol hats, light as a feather. Bretons that tilt at a jaunty angle, small conservative brims, medium brims and kettle brims—perky wing trims and gay flower trims—Black, navy and white. Headsizes 22 to 24. No matter what type of hat Mother likes, you'll find it in this group, at \$2.

A Group of Better Hats at **\$3.00**

—Downstairs at Ayres.



Sizes 18 1/2 to 24 1/2

Sizes 46 to 52

Delightfully Pretty for Yourself! An Appropriate Gift for Mother!
Women's GOWNS and PAJAMAS
\$2.00

So attractive you can't resist them—for personal use or for Mother's Day Gifts! Rayon crepe 2-pc. pajamas or nighties. Tailored or lace trimmed in various styles. Choose from prints or pastels. Sizes 34 to 40.

Rayon Crepe NIGHTIES

Var square neck rayon crepe nighties—full cut—lace trim—tailored styles. Prints and pastels. Sizes 34 to 40. **\$1.69**

'FRUIT of the LOOM' SLIPS

Slips that have nationwide renown for their beauty and quality. Rose and White in rayon crepe and satin. Tailored or lace trim—colorful styles. Sizes 32 to 44. **\$1**

—Downstairs at Ayres.



Frocks Mother Will Love to Wear!

Bemberg Rayon SHEERS

\$3.98

Sizes 12 to 20, 38 to 44, 18 1/2 to 24 1/2, 46 to 52!

If you're giving Mother something to wear—give her a Bemberg rayon sheer frock—she'll adore! These frocks are without looking and flatter in a subtle slenderizing way. In fact, there are so many good points about them that they add up to quite a bit of fortune in Fashion! They are **PERFECT**, too, for wear now and all summer through because they are delightfully cool, refreshing and washable! Come in and see this exciting and varied group at \$3.98.

—Downstairs at Ayres.