

AYRES' DOWNSTAIRS STORE

VALUES IN NEW FASHIONS THAT FLATTER THE MATURE FIGURE!

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9:00 TO 5:25

Especially for Larger Women!

Three Women's Spun Rayons
Loved for Their Cool, Casual Chic

\$5.98

- Special Events
- Vacations
- Business

You'll date on these light-weight, refreshing Jr. Spuns for day-in-day-out wear all Summer. They're the smartest, most flattering way to "beat the heat" you'll find . . . and at such a cool little price you'll want more than one!



- A. Slenderizing novelty stripe in coat style, with convertible neckline, self belt. Grey, green and white; aqua, luggage and white; or grey, melon and white combination. Sizes 38 to 44 in the group.
- B. Pastel coat dress with cap sleeves, novelty pockets, convertible neckline. Comes in blue, gray, aqua, pink and white . . . sizes 18½ to 24½.
- C. Classic shirtwaist style in a novelty stripe. Has brief sleeves, patch pockets. Grey, green and white; aqua, luggage and white; or grey, melon and white combination. Sizes 38 to 44 in the group.

FASHION DRESSES—
Downstairs at AYRES'

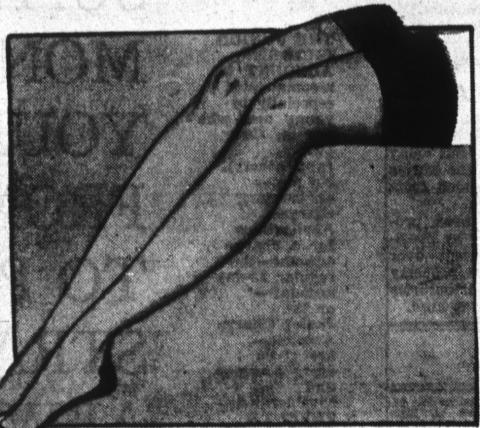
"Loomcraft"
Rayon Crepe
Built-Up Slips

\$3.49

Your favorite slip . . . now in black and navy to wear under your Summer sheers! Straight cut, four-gore style to fit the larger woman perfectly. Has built-up shoulders that won't slide, twist or break . . . dainty shell edging around neck and arms. Sizes 46 to 52.

Regular Sizes, 34 to 44, \$2.98

LINGERIE—
Downstairs at AYRES'



**Full Fashioned
"Real Silk" Nylons**

\$1.00 Pair

(Irregulars)

Exclusive in Indianapolis Downstairs at AYRES' . . . select irregulars of beautiful 45 gauge, 30 denier Daytime Sheers, the stockings that women love for their sheer beauty and durability. Sizes 8½ to 11, in popular colors.

HOSIERY—Downstairs at AYRES'

*Visit Our
New Enlarged
Complete Store-
On-One Floor!

**THE AMERICAN GIRL
SHOE**

White Kid Pumps

\$6.95 and \$7.95

Dainty styles . . . cool comfort . . . frosty white pumps by "American Girl," especially designed with comfortable Cuban heels that mature women like! Yet note the youthful lines that make these famous shoes popular with women of all ages! Bow-trimmed pump above in white kid, \$6.95; plain pump below in white buck, \$7.95. Both styles in sizes 4 to 9.

FASHION SHOES—Downstairs at AYRES'



**Remember . . . AYRES' New
Phone Number Is
FRanklin 4411**

One-Piece Bathing Suit

\$7.98

Larger women will love this grand embroidered faille suit made especially to flatter the mature figure! Has built-up shoulders, smooth-fitting skirt and button back. Comes in royal blue and black. Sizes 42 to 46.



SPORTSWEAR
Downstairs at AYRES'



White Eyelet Overblouse

\$3.98

Crisp, cool white eyelet fashioned into an overblouse to wear with all your summer skirts! Has peplum-like effect, cap sleeves. Sizes 40 to 44.

Ballerina Skirt

\$3.98

WE REPEAT the popular ballerina skirt in larger sizes, done in wonderful rayon gabardine. Smooth fitting at the hips, with gently flared skirt. Black, navy and brown in the group. Sizes 32 to 38.

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