

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

* (REGISTERED)

You Can Buy Everything You Need—for Your Family and Home—in This Big, COOL Store!

AIR-COOLED

When You're Downtown Eat Lunch In Our COOL, Air-Conditioned Downstairs Lunchroom!



"I Go to Ayres Downstairs Store for My ...

Half-Size Dresses

... because I Can Buy Just the Type of Dress I Want—and It FITS"

A Fine Selection of Half-Sizes, at **\$6.95**

When larger women want their clothes to look better . . . fit better . . . wear better . . . and not cost a fortune they always come to Ayres Downstairs Store. Our half-size frocks are cut a little nicer, a little larger thru the hips and bust, to make them look like they have been specially made for just you. They're cool and comfortable sheers, washable crepes, all NEW, NEW, NEW in sizes 16½ to 24½. Larger sizes 40 to 48.

—Downstairs at Ayres.



—Downstairs at Ayres.

An Exciting **SALE** of 1,200

Rayon Undies

Fine Durable Qualities—at a Real Bargain Price!

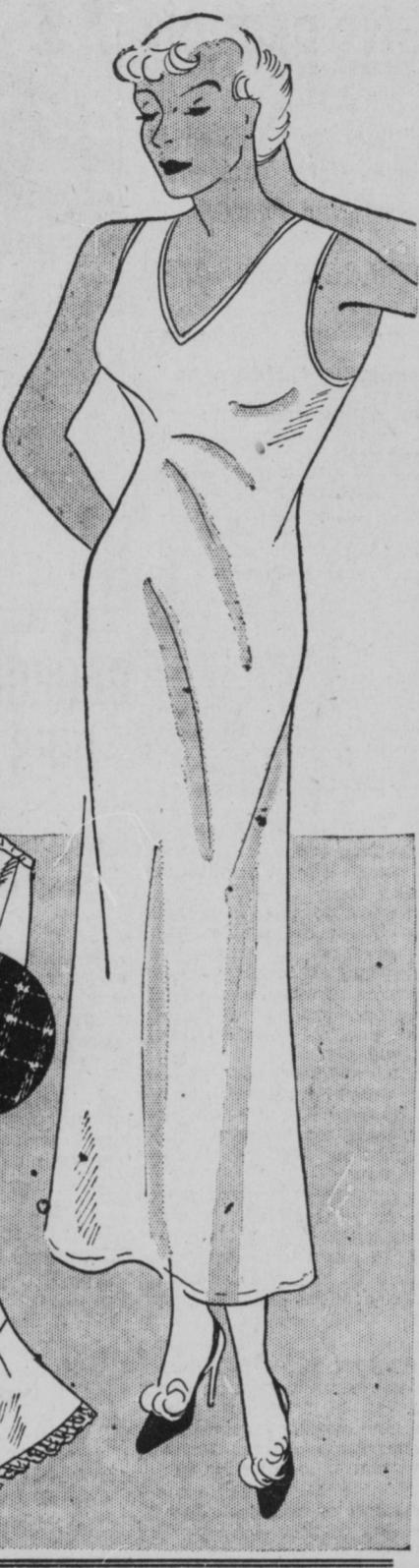
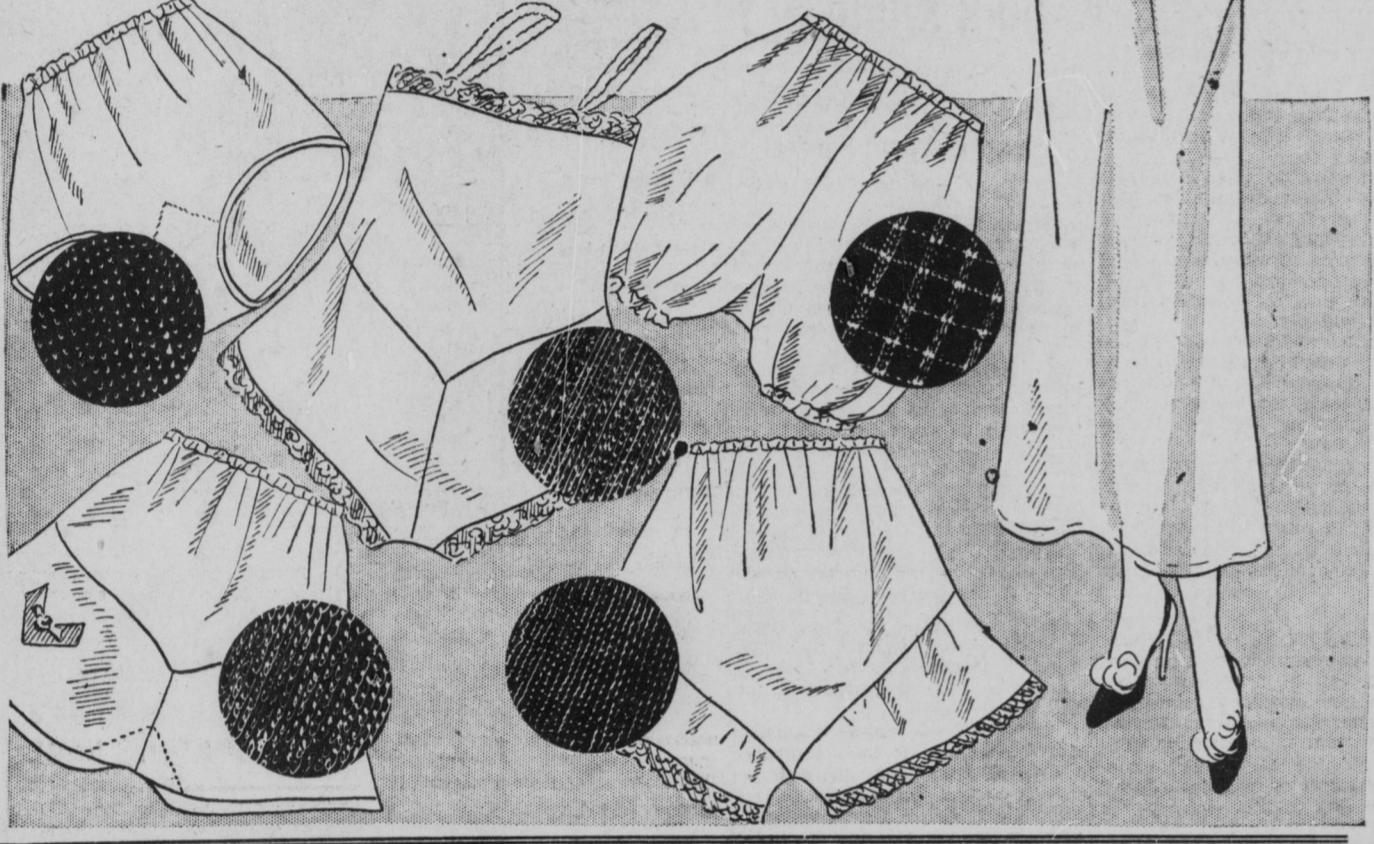
- Nighties
- Panties
- Stepins

39¢

- Chemise
- Vests
- Briefs

We've selected the coolest undies in the Undie World for this exciting sale. You know and we know that Rayon's the coolest thing between you and the sun . . . and these six beautiful styles prove the point. Made of twinkle cloth and plain rayons in tailored applique and lace trim. Elastic run or plain waist. Flesh and tearose color. Sizes for women and misses.

—Downstairs at Ayres.



Tomorrow! Finer Quality Summer Fabrics—in Our June "SEW and SAVE" SALE

Cool White Cottons

15¢
YARD

Remnants of the season's favorite white cottons including pique, waffle and many, many other weaves of fine quality. Choose from remnant lengths from 1 to 5 yards.

Gay Cotton Prints

15¢
YARD

Choose from 6 different materials in bright light colors. Lengths from 1 to 5 yards. Some slight misprints. NO PIECES CUT.

Sheer Print Voiles Sheer Print Organdy Printed Linenes Printed Percales

Mill Remnants—Full Bolts—Dress Lengths!

Don't bolt this news! Read it very carefully . . . digest every item . . . it's crammed full of bargains in summer cottons for you or for your home. Another rip snortin' double barrelled "Sew and Save" Sale offers you marvelous values in cool cottons just in time to finish your summer sewing. Choose from thousands of yards of remnants, full bolts, dress lengths.

NOTE: We buy all our remnants from Eastern mills. We can not inspect every any remnant that has any noticeable imperfection that you do not see at time of purchase.

French Marquisette

48 Inches Wide **10¢**
YARD

Lengths from 5 to 20 yards from which to make from 1 to 4 pairs of lovely curtains. No pieces can be cut. And in ecru color only!

Plain Color Cottons

15¢
YARD

No summer wardrobe is complete without a cotton frock made from these cotton prints. Wide selection of colors. Lengths from 1 to 8 yards.

Plain Linene Plain Pique Plain Organdy

Plain Color Cottons

19¢
YARD

Mostly in light shades of pink, peach, nile, maize and blue. Lengths from 1 to 8 yards.

Plain Pique Plain Rayon and Cotton Crepe

Fine Plain Cottons

29¢
YARD

Remnants and long lengths which can be cut to desired length. In pastel colors only. Pink, maize, nile and peach.

Fine Gaberdine Fine Self Stripe Pique Rattine

Crisp White Organdy

19¢
YARD

Short lengths of many grades of organdies. Can be cut to any desirable length. Crisp, cool and comfortable.

Plain Organdy Checked Organdy Figured Organdies

Plain White Cottons

19¢
YARD

Remnants of plain white cotton from 1 to 8 yards. For dresses, skirts, jackets and blouses.

Plain Pique Plain Seersucker Checked Voile Novelty Weaves

Curtain Goods Reduced

19¢
YARD

Broken assortments of fine curtain goods reduced for clearance. You'll save more than half on these materials.

Colored Nets Colored Sunroom Drapery Heavy Ecru Mesh Weaves Glazed Chintz

Mexican Crash

for Making Cool, Colorful Summer Draperies **39¢** **59¢**

36-Inch 48-Inch

Mexican crash makes the coolest, gayest, summer drapes for your summer home or cottage you've ever seen. Choose from two delightful color combinations at two extremely low sale prices.

Mexican Crash Ready-Made Drapes Ready made drapes, all ready-to-hang. Have pleated tops. Choose from very delightful and colorful styles.

Curtain Materials

15¢
YARD

Remnants, full bolts and seconds of various materials which sell much higher.

Fish Nets French Marquisette Rayon Marquisette

Fine Woven Seersucker

19¢ Yd.

Plain blue and white stripe. For dresses, children's play suits, shorts, etc.

Fine Bleached MUSLIN

12½¢ Yd.

80-Sq. bleached muslins in long lengths. All of the finest quality. Slightly soiled.

50-Inch White Waffle Coating

79¢ Yd.

All pure white waffle coating for swagger coats, dusters or jackets. All of the very finest quality.

Slip Cover Materials

Very Fine Quality **39¢**

Fine quality woven stripe slip cover materials in 70% linen and 48-inch imported quality. Very excellent to protect your furniture all summer long.

"Stevens" Toweling

10¢ Yd.

Part linen, half bleached, plain (no borders) Stevens toweling in ½ to 2-yard lengths.

Unbleached Toweling

8¢ Yd.

Part linen with colored borders. Cut from full bolts. No limit to the amount required to purchase.

White Dress LINEN

29¢ Yd.

All-white dress linen a yard wide. Choose yours from a limited quantity.