

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

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.



An Exciting **SALE** of 1,200

Rayon Undies

Fine Durable Qualities—at a Real Bargain Price!

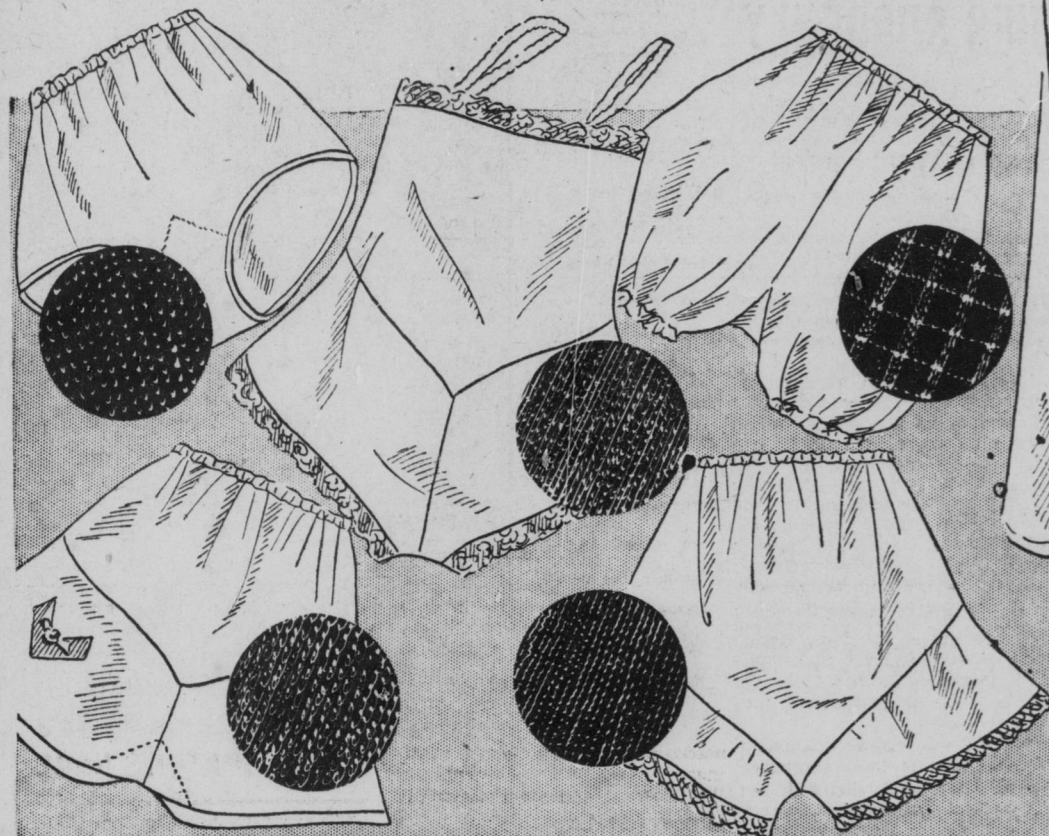
• Nighties
• Panties
• Stepins

39c

• 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

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.

15c
YARD

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 barreled "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 yard for imperfections. Therefore we ask you to please return for credit any remnant that has any noticeable imperfection that you do not see at time of purchase.

—Downstairs at Ayres.

French Marquisette

48 Inches Wide

10c
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!

Gay Cotton Prints

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 Batiste
Sheer Print Muslin

Sheer Print Organdy
Printed Linenes
Printed Percales

15c
YARD

Plain Color Cottons

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

Plain Pique
Plain Pique Voile

Plain Rayon and
Cotton Crepe

19c
YARD

Fine Plain Cottons

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

Fine Gaberdine
Fine Wide Wale
Pique

Fine Self
Stripe
Ratine

29c
YARD

Curtain Materials

Choose from 1 to 10-yard lengths of numerous marquisette and mesh weaves. In remnant lengths only. No pieces cut. Some cretonnes.

10c
YARD

Plain Color Cottons

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 Broadcloth

Plain Pique
Plain Organdy

15c
YARD

Plain White Cottons

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

Plain Pique
Plain Waffle Weave
Plain Broadcloth

Plain Seersucker
Checked Voile
Novelty Weaves

19c
YARD

Curtain Goods Reduced

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

19c
YARD

Mexican Crash

for Making Cool, Colorful Summer Draperies

39c | **59c**
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. **\$2.59**

Crisp White Organdy

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

Plain Organdy
Novelty Organdy

Checked Organdy
Figured Organdies

19c
YARD

Fine Cottons Reduced

All our finer quality cottons reduced. Mostly stripes, some checks and plaids. Rich summer colors to match your suntan.

Woven Waffle
Cloth
Woven Stripe
Pique

Woven Seersucker
Printed Pique
Printed Seersucker

29c
YARD

Curtain Materials

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

Fish Nets
French Marquisette
Rayon Marquisette

Cushion Dots
And many, many other materials

15c
YARD

Fine Woven Seersucker

19c Yd.

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

Fine Bleached MUSLIN

12½c Yd.

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

50-Inch White Waffle Coating

79c Yd.

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

Slip Cover Materials

Very Fine Quality

39c
YARD

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

10c Yd.

Part linen, half bleached, plain (no borders) Stevens toweling in ¾ to 2-yard lengths.

Unbleached Toweling

8c Yd.

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

White Dress LINEN

29c Yd.

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