

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

\* REGISTERED

**A Deluge of Printed  
BEMBERG  
SHEERS  
\$3.00**

Don't swelter! Put out the fires of summer with a deluge of these cool, cool rayon bemberg SHEERS! They are cool looking prints in cool colors (blue, green, rose and beige) . . . and priced to put your summer on a budget—a big help when you need lots of clothes to keep you fastidiously fresh.

**SIZES:**  
14 to 20  
38 to 44  
46 to 52

—Dress Department, Downstairs at AYRES.



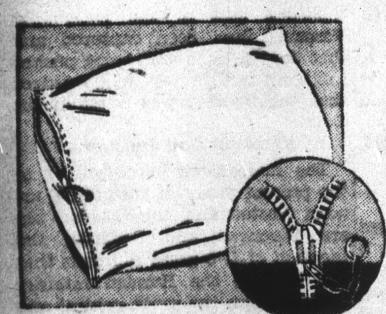

**Link Your Friends Together in a  
STERLING SILVER  
Friendship Link Bracelet**

Choice of  
3 Styles      **25¢**      (Plus 10% Federal Tax)

Each Link

Link your friends together in a fine sterling silver bracelet! Start with one link, with your own name or initials, attached to a ribbon. Then your friends and beau will add to the bracelet with links bearing their names or initials. When you have enough links bring it in and let us join the links with sterling connections at no cost to you. Then for 35¢ we will provide you with a sterling clasp. The ribbon and the engraving are included at no further cost. Start your own, and exchange with your friends. With a large circle of friends you will need several bracelets.

—Downstairs at AYRES.



Protect Your  
Pillows With  
"SANI-SLIP"

**Pillow Covers  
59¢ Ea.**

Your bed pillows are worth saving! Protect them with these bleached covers—strongly made—easily removed for washing. End closes with a 16-inch rust-proof slide fastener.

—Downstairs at AYRES.

**1,000 New Baby Chenille  
BEDSPREADS  
\$2.98 EACH**

Large twin and full-bed size spreads in a big assortment of baby chenille designs. Waffle checks, solid color sculptured designs, multi-colored high-and-low pile designs. Choose from blue, dusty rose, green, peach, gold, plain white, etc.

**Part-Linen Dish Towels . . . . . \$1.49**  
Large size part-linen dish towels with pretty printed floral designs; in blue, green and gold.

**Cotton Wash Cloths . . . . . Each 5¢**  
Seconds of better quality wash cloths in solid colors and with colored borders.

**Perfect-Fit Mattress Covers . . . . . Each \$1.49**  
Full bed and twin size mattress covers in heavy unbleached muslin; tape-bound edges and unbreakable rubber buttons.

**Jumbo Cannon Bath Towels . . . . . Each 25¢**  
Heavy Turkish towels in white with borders in blue, green, rose or gold borders; 20x40 inches.

**Stevens Part-Linen Dish Towels . . . . . Each 25¢**  
16x32-Inch dish towels of 85% linen and 15% rayon; heavy crash weave with colored borders. —Downstairs at AYRES.

**Our NEW Summer  
STORE HOURS**

Monday: 12:15 P. M. to 8:45 P. M.  
Tues. Thru Fri. 10 A. M. to 5:30 P. M.  
Saturdays 9:30 A. M. to 1 P. M.

**FRIDAY SALE!**  
Brother and Sister  
**SUN SUITS  
79¢**

A lucky special purchase enables us to offer this special sale of little brother and sister sun suits—made of fine quality seersucker in gay colored stripes. They are in bib-top suspender styles with double belt; neatly tailored. Cool and easy to wash; no ironing.

**Sizes 1 to 6 Years!**  
—Downstairs at AYRES.

**FRIDAY SALE!**  
Girls' Match-'Em  
**Play Togs  
\$1.19 EACH**

Extra quality chambray is the material in these very attractively made play suits . . . in pretty ice cream stripes . . . in combinations of green, blue, peach and pink. SKIRT has sports type convertible neckline. SHORTS have side button closing with front pleats. SKIRT is dirndl type with pearl button trim. Sizes 10 to 16.

—Downstairs at AYRES.

**SEW and SAVI**  
**Cool Summer COTTONS  
\$39.00**

SEERSUCKERS in new printed stripes, dots and checks; large remnants; good colors. CHAMBRAYS in plain colors and stripes; wanted colors; remnants and full bolts. PRINTED SHEERS—Full bolts of fine printed voiles and sheer muslins; new designs and colors.

Plain Color Shantoy Spun Rayon . . . . . Yd. 50¢	Pacific Pillow Tubing, 36 and 42-in. . . . . Yd. 30¢	A. A. Unbleached Muslin, 36-in. . . . . Yd. 15¢
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—Downstairs at AYRES.

**Cotton Colonial Bedspreads  
\$1.49**

A grand, scalloped-edge spread with all-over floral design; in heavy cotton fabrics. Brown, gold, blue and rose; fast colors.

—Downstairs at AYRES.



**Sale!** 1526 Pairs of  
Regular \$2—\$3—\$3.50  
Children's and Misses'  
**Summer SHOES  
\$1.29**

Specially Purchased  
to Sell for

Our buyer was in the shoe market when a large jobber of children's shoes decided to close out his summer stock! He bought over 1,500 pairs . . . and YOU REAP THE SAVING! Included are all-whites, brown-and-white, and fine saddle tans—in a beautiful selection of summer styles. There are shoes with stitch-down soles, Goodyear welts, and compo construction—with flexible leather soles and rubber heels. Pumps, ties, loafers, one-straps and T-straps.

Sizes 8½ to 9—A to D Widths—In the Group!  
—Downstairs at AYRES.



**FRIDAY WE INTRODUCE**

**EALTEX**  
**Rayon Bemberg Hose  
85¢ PAIR**

We are proud to present this beautiful new stocking by Real Silk! It is made of fine rayon bemberg, prepared and finished with "Realtex" process . . . which makes the stocking more elastic with permanent clinging fit—a dull lustre—a soft "silk" feel—and more snag resistant. They are full-fashioned, reinforced with fine Durene cotton in heel, sole and toe, and are made with REALSILK'S FAMOUS FEATURES. Sizes 8½ to 10½. LAUNDERING PRECAUTION: Allow all rayon hose to dry 24 to 48 hours.

—Downstairs at AYRES.

**Re-New Your Glider With  
New GLIDER RE-COVERS  
For 1-Cushion 5-Ft. Gliders \$1.98  
For 6-Cushion Gliders \$3.98**

Make your old glider look like new in a jiffy with these new re-covers! Choice of seven beautiful patterns in gay colored water repellent fabrics.

**OTHER SUMMER OUTDOOR NEEDS:**

Heavy striped canvas, 36-inch . . . . . 48¢ Yd.	8-Ft. roll porch curtains . . . . . Each, \$1.00
Beach rolls . . . . . Each, \$2.39	Odd lot awnings . . . . . Each, \$1.79
Algerian-type awnings . . . . . Each, \$1.79	Chintz porch pillows . . . . . Each, 29¢
8-Ft. roll porch curtains . . . . . \$2.75	Homespun-covered pillows . . . . . Each, 50¢
7-Ft. roll porch curtains . . . . . \$3.19	—Downstairs at AYRES.

**For Draperies and Slipcovers!  
Printed GABARDINE  
Remnants of 1 to 8 Yards  
49¢ YD.**

Brighten your home with brand new drapes and slipcovers . . . and it will be fun to MAKE THEM YOURSELF! One of the most popular fabrics is gabardine—printed in many beautiful floral designs on natural or colored grounds; a lovely soft finish.

—Downstairs at AYRES.