

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

* REGISTERED

Hot Weather Needs to Choose All Day Friday—and Till 1:00 P. M. Saturday

For a SHEER Hosiery Thrill!

Try Irregulars of

REALTEX

Rayon Bemberg Stockings

By REAL SILK MILLS

SPECIAL
INTRODUCTORY
PRICE— **85c PAIR**

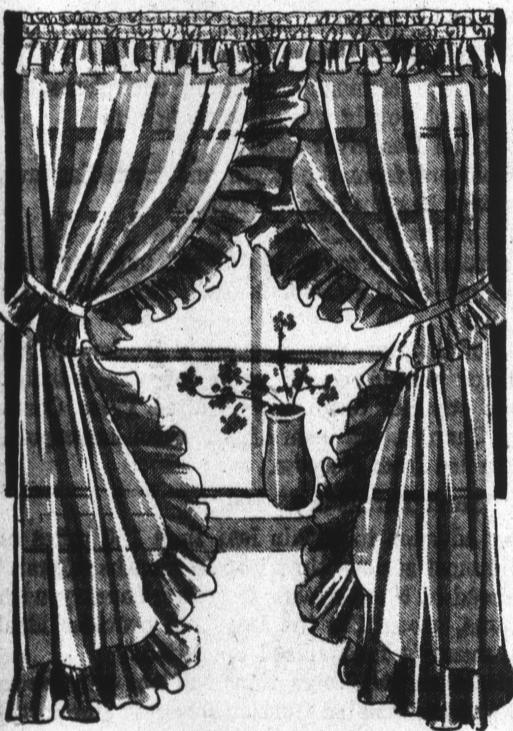
Did you know these are the sheerest rayon stockings yet developed? And to try Real Silk's beautiful new rayon bemberg stockings is to love them! Prepared and finished with the "Realtex" process, they are more elastic and have a permanent clinging fit... a dull lustre... a soft "silk" feel... and are 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 8 1/2 to 10 1/2. LAUNDERING PRECAUTION: Allow all rayon hose to dry 24 to 48 hours.

—Downstairs at AYRES.

SPECIAL for FRIDAY!

Ruffled CURTAINS

79c YARD



These unusual low priced values were made possible by the manufacturer's using odd ruffles left over from the making of higher priced marquisette curtains! And they're just right for bungalow windows! As many as four alike. 78 inches long.

REMNANTS
Drapery and Slipcover
FABRICS
49c YARD

SAVE 20c A YARD. Make your own slipcovers and draperies from these durable, colorful remnants! In printed Ruffletex or printed Gabardine. 2,000 yards in 1 to 7 yard lengths. —Downstairs at AYRES.

Beautiful New BABY CHENILLE

Bedspreads

\$2.98



Choose from a big assortment of lovely baby chenille spreads in four lovely patterns; waffle checks, two tones, multi-colors, high and low piles. Twin and full-size bedspreads in blue, green, dusty rose, peach, wood rose, and gold.

**Hand-Blocked
Lunch Cloths**
89c

Gay hand blocked lunch cloths in washable fast colors. Size 52x32. Blue, green, gold and rose.

Cotton Colonial Bedspreads

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

Jumbo Huck Towels **15c**
Seconds of Better Huck Towels in a large range of colors and sizes. Grand all around hand, or face towels.

5-Piece Bowl Set Covers **39c**
From large to small cup sizes in oil silks to protect and keep your icebox in good condition.

Cannon Bath Towels, 20x40 **19c**
Slight irregular in heavy Turkish towels. Grand—reversible plaid checks.

Cannon Wash Cloths **5c**
Large sized seconds in all the various sizes and colors made at the Cannon Mills. —Downstairs at AYRES.

**PILLOW
PROTECTORS**
With Zipper Closing
59c

Protect your pillows with these fine muslin 16" zipper pillow cases. In Bleached Pure White.



**Beau-Catchers
FOR JUNIORS**

Ice-white Duco dots on sheer romaine crepe, as gay and pretty as a swirling parasol! Catch the new, full tiered skirt, the long fitted, slim-as-a-whistle waist, the flattering fluted organdy collar edged with dainty lace to frame your face! It's a dress to give you that cool-as-a-coke feeling, even tho' you live all evening, even tho' the afternoon's a scorcher! Black, navy, green. —Dress Department, Downstairs at AYRES.

\$5

**SIZES
9 to 15!**

—Dress Department, Downstairs at AYRES.

FRIDAY SALE!

Brother and Sister
SUN SUITS

77c



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 2 to 6 Years!
—Downstairs at AYRES.

SEW and SAVE!

"CROWN TESTED"

**Rayon Prints
IN NEW FALL PATTERNS**

Choose from new fall patterns in these gaily colored, breeze-cool Crown Tested rayon prints! They are 39" wide and beautifully washable.

**69c
YD.**

COOL SUMMER COTTONS

Chambray **39c** **YARD** **Seersuckers** **39c** **YARD**
Plain and striped remnants in 39"-wide fast colored chambray. In popular colors. Sizes: Blue, rose, green.

1,000 New Rayon Dress Samples **15c**

80 Square Percale Remnants **29c**
New Fall prints in fine quality percale. Florals, checks, stripes, dots in fast colors. 36" wide.

Sheer Dress Fabrics **15c Yd.**
Odd sheer fabrics reduced for clearance. Batiste, lawn linens. Washable fast colors. —Downstairs at AYRES.

HURRY! For a Bargain!

IN THIS SPECIAL PURCHASE OF

**Women's SHOES
SALE PRICE**

**\$2.00
PAIR**



Regularly \$3 and \$4

Only a day and a half more to take advantage of this unusual sale! Stock up on beautiful shoes for which you normally pay higher prices! Suedes... gabardines... crushed kids... patents... all of fine quality materials, excellent workmanship. They are shoes that will stand a world of wear and are thoroughly good-looking. Some have built-in arches. Low, medium or high heels. Black, brown, navy. Buy now for Fall!

**Sizes 4 to 9—AAA to C
In the Group!**

—Downstairs at AYRES.

Take Your Place in the Sun
With Cool Luana Cloth

SLACKS

**Regular
\$3.98
Value!
\$2.29**



At this low price you'll want several pairs of these beautifully tailored full-cut slacks for your playtime hours! They're pleated on the waistband for extra freedom, and for a smoother fit, the zipper side fastener is巧妙ly concealed in the pocket! Navy, beige, brown, tomato red. Sizes 12 to 44 in the group.

... And You'll Need Lots of
Cool Spun Rayon Shirts

\$2.25

Perfect with your slacks or shorts, skirts or summer suits! Cool, easily washable, with convertible or jewelry necklines. You'll want several in these delicious shades: brown, dusty pink, baby blue, kelly green. Sizes 32 to 38 in the group.

—Sportswear, Downstairs at AYRES.



FRIDAY SPECIAL!

"GOLD SEAL"
Floor Covering

**39c
SQUARE
YARD**

Genuine Gold Seal Deluxe and Superwear quality borderless felt base rugs. Choice patterns in floral and tile designs. Suitable for bedrooms, dining rooms, bathrooms or kitchens. In a wide selection of colors.

6x 9 \$2.34 9x 12 \$4.68
9x 9 \$3.51 9x 15 \$5.85
9x 10.6 \$4.10 9x 18 \$7.02

9x12 AXMINSTER RUG AND PAD

All-wool face seamless axminsters in perfect quality. Persian oriental patterns, modern designs, Chinese oriental, colonial hooked patterns. Blue, wine, rose, green, rust and brown. Also a 9x12 moth-proof jute rug pad.

—Downstairs at AYRES.

\$39.50