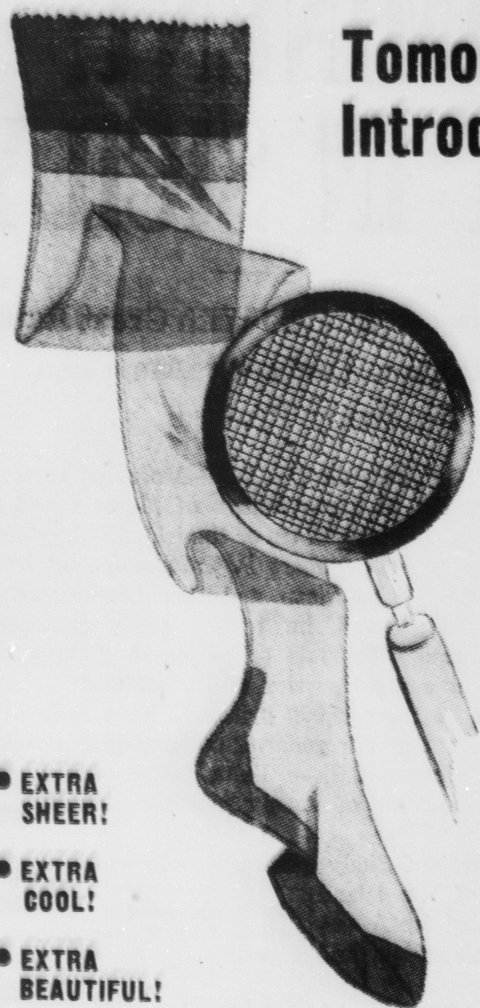


The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE



Tomorrow We Proudly Introduce

IRREGULARS OF
Sheermode
RAYON MESH STOCKINGS
\$1.04

They're extra sheer! Extra cool! Extra beautiful! These lovely stockings of soft, soft rayon mesh are typical of Sheermode's famous beauty! They're widely knit for coolness . . . designed to make your legs look beautiful! With a cotton reinforced foot. Choice of leg flattering summer shades.

—Hosiery Department, Downstairs at AYRES

- EXTRA SHEER!
- EXTRA COOL!
- EXTRA BEAUTIFUL!



FROM THE JUNIOR-DEB SHOP!

Clever Classics

SIZES 9 to 17! **\$5.00**

Sparkling-smart little two piece suit dress with a "different" look! Tuck darts emphasize your hand span waistline, a white over-collar is soft next to your face! Finely tailored, nicely detailed, with practical generous sized patch pockets. In a spun rayon that will see you well into Fall! Beige, luggage, green and black. Sizes 9 to 17.

—Junior Deb Shop, Downstairs at AYRES



Children's Anklets
19¢ Pair

Slight irregulars of 29¢ values. Fine quality, well-wearing and attractive anklets bought especially to sell at this low price! Choice of white, pastels, deep tones and novelty patterns. Limit of 6 pairs to a customer.

—Youth Center, Downstairs at AYRES

From Our New and Varied Collection!
Fall Felt HATS

\$2.00

We sketch just one from our large new collection of hat fashions for Fall. Fashioned of silken soft felt, they're as feminine as perfume, have flattery and youthfulness woven into every lovely line! Dress or casual styles. Black, brown, turf tan, gold, red, kelly green.

Other New Fall Hats Up to \$3.98

—Downstairs at AYRES



You'll Enjoy Making It Yourself!
SEW and SAVE

Summer Cottons
33¢ YARD

- 50-Sq. Percale Prints
- Plain Chambrays
- Sanforized Denims
- Striped Chambrays

Choice of a wide selection of patterns and colors in these gay, washable cottons. They're 36-inches wide; full bolt and remnant pieces.

Seersess Seersuckers . . .
Attractive patterns; washable fast colors; choice of stripes and novelty designs; 36-inches wide. **59¢ yd.**

Rayon Samples . . . 15¢ Ea.
A group of Bar Harbor Chair Pads, Metal Chair Pads and Pillows reduced for clearance. Print, frieze and striped ticking covers.

Plain and Fancy Chambrays
Choice of full bolt and remnant pieces; plain and fancy striped patterns; lovely colors; 36-inches wide. **39¢ yd.**

Sports Denims
Remnants in light or medium blue; fine quality denims that wear well; 36 inches wide; long usable lengths. **19¢ yd.**

New Summer Prints
1 to 10-yard lengths in this group of printed percales; linens, broadcloths; washable fast colors. **19¢ yd.**

New Printed Rayons
Crown Tested purdy prints and Wangobest printed thick and thin rayons; 36 inches wide; washable, fast colors. **69¢ yd.**

Unbleached Muslin, 19¢ Yd.
Remnants of a fine count muslin in long remnant lengths of fine quality unbleached muslin. Limit of 20 yards to a customer.

Yes, We Have Awnings!

They are box awnings, with enclosed sides. For ordinary windows. Made of painted stripe drill with wooden frames.

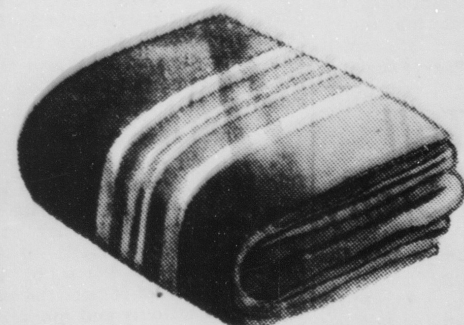
Chair Pads, Pillows, \$1.00 Ea.
A group of Bar Harbor Chair Pads, Metal Chair Pads and Pillows reduced for clearance. Print, frieze and striped ticking covers.

30-Inches Wide . . . **\$2.27**

36-Inches Wide . . . **\$2.49**

42-Inches Wide . . . **\$2.74**

Advance Selling of BLANKETS



Single Blankets

50% Rayon **\$2.99**
25% Re-Used Wool . . . **EACH**
25% Cotton

Lovely single blankets in beautiful solid colors. They're seconds . . . and we have just 100 of them! Size 72x84; weight, 3 1/2 lbs. Cedar, blue, green, rose with colored borders.

72x84 SINGLE BLANKETS
\$2.98 Ea.

Jacquard blankets in reversible two-tone style. With a rayon satin border. Blue, green, rose, cedar, tan and peach.

25% Wool—75% Cotton
"Fieldcrest" SINGLE BLANKETS
\$2.79 Ea.

Irregulars. Size 72x84. Blue, green, rose, cedar, peach. With a 4-inch matching rayon satin binding.

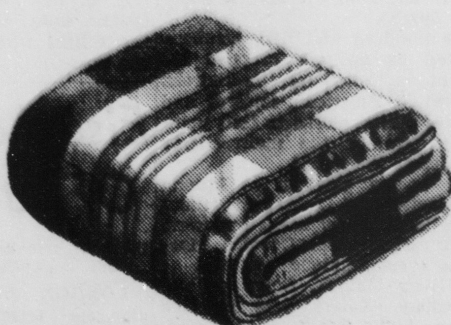
25% Wool Double Blankets
Size 72x84. In a 3 1/2-lb. weight, with a 25% wool and 75% cotton content. Bound in matching 4-inch wide rayon. Choice of blue, green, rose, peach or cedar block plaids. **\$4.99 PAIR**

Seconds
"Fieldcrest" Plaid SHEET BLANKETS
70x80 **78¢ Ea.**
72x84 **89¢ Ea.**

Beautiful block plaids in the famous "Fieldcrest" all cotton quality. Choice of rose, blue, cedar, green.

"Fieldcrest" All White SHEET BLANKETS
70x80 **\$1.35 Ea.**
70x95 **\$1.39 Ea.**
80x95 **\$1.59 Ea.**

Almost silken soft cotton sheet blankets in the famous "Fieldcrest" quality. With shell stitched edges.



"FIELDCREST" Part-Wool BLANKETS

66x80-Inch . . . **\$2.49 Pr.**
70x80-Inch . . . **\$2.98 Pr.**
72x84-Inch . . . **\$3.50 Pr.**

Beautiful double blankets in lovely block plaids! They have a 5% wool and 95% cotton content. With a three-inch matching rayon binding. Choice of rose, blue, green, cedar.

COMBINATION SALE!

3-Pc. Bed Outfit

- Coil Springs!
- Mattress!
- Jenny Lind Bed!

Charming Jenny Lind style beds finished in rich walnut or glowing maple, light in weight, but sturdy . . . fine coil spring with wood base and frame . . . 45-lb. plater felted mattress covered with a serviceable ticking . . . all three for the small sum of \$24.95! Better come early for these!



Three Pieces **\$24.95**
COMPLETE

Use Our Convenient Deferred Payment Plan!

• Twin or Full-Bed Size