

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

* REGISTERED

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 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
33c YARD

• 80-Sq. Percale Prints
• Plain 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.

Seersucker
59c

Attractive patterns; washable fast colors; choice of stripes and novelty designs; 36-inches wide.

Rayon Samples . . . **15c Ea.**

Three-quarter to 1-yard remnant lengths of sheer and heavy weight rayons; choice of plain colors and lovely printed patterns.

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

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

New Summer Prints . . .
1 to 10-yard lengths in this group of printed percales; linenes, broadcloths; washable fast colors

New Printed Rayons . . .
Crown Tested, purdy prints and Wangobest printed thick and thin rayons; 39 inches wide; washable, fast colors.

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

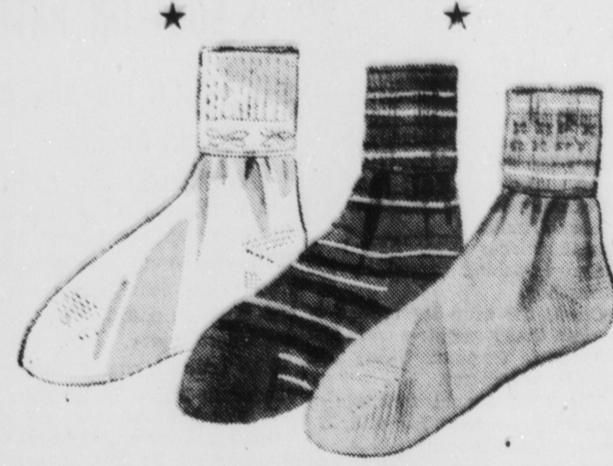
FROM THE JUNIOR-DEB SHOP!

Clever Classics

\$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



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, friezette and striped ticking covers.

30-Inches Wide . . . \$2.27

36-Inches Wide . . . \$2.49

42-Inches Wide . . . \$2.74

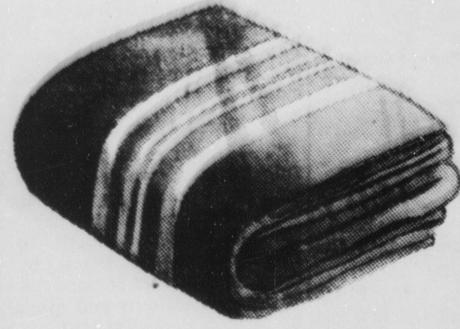
Children's Anklets

19c Pair

Slight irregulars of 29c 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

Advance Selling of BLANKETS



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

Lovely single blankets in beautiful solid colors. They're seconds . . . and we have just 100 of them! Size 72x84; weight, 3 1/4 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 1/4-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 plaid.**

**\$4.99
PAIR**

Seconds
"Fieldcrest" Plaid

SHEET BLANKETS

70x80 78c Ea.

72x84 89c Ea.

Lovely block plaid in all cotton quality. Choice of rose, blue, cedar, green.

**"Fieldcrest" All White
SHEET BLANKETS**

70x90 \$1.35 Ea.

70x95 \$1.39 Ea.

80x95 \$1.59 Ea.

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

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

Beautiful double blankets in lovely block plaid! They have a 5% wool and 95% cotton content. With a three-inch matching sateen 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

• Twin or
Full-Bed Size

Use Our
Convenient
Deferred Payment Plan!