

# The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS STORE



## CLEARANCE

### 3 Groups of Finer Quality Spring Frocks

300 Now  
Priced at— **\$3.95**

If \$3.95 is your price? If you want a dress that's smart and practical for wear right now and later? Then be sure to come to this sale tomorrow! Plenty of bright gay colors, plenty of blacks, navies and dark colors. Jacket frocks, prints, boleros and in fact every style you've seen or read about. Sizes for women and misses.

**\$2.88**      **\$4.95**

We've reduced our better dress fashions and you're sure to find the type and style you want. Jacket dresses, navies, combinations, prints... in fact everything you've been looking for. Size for you and you and you.

Late spring and summer Chic needn't cost much when dress fashions like these cost so little. Prints, pastels, plenty of dark colors in sheers and summer weights. Sizes for Women and Misses.

—Downstairs at Ayres.



### Summer HATS **\$1.00**

Every style and fabric that are smart for summer 1934 will be found in this group. Little brims, large brims, wagon wheels, in straws, felts or crepe fabrics. In all the right bright colors, too.

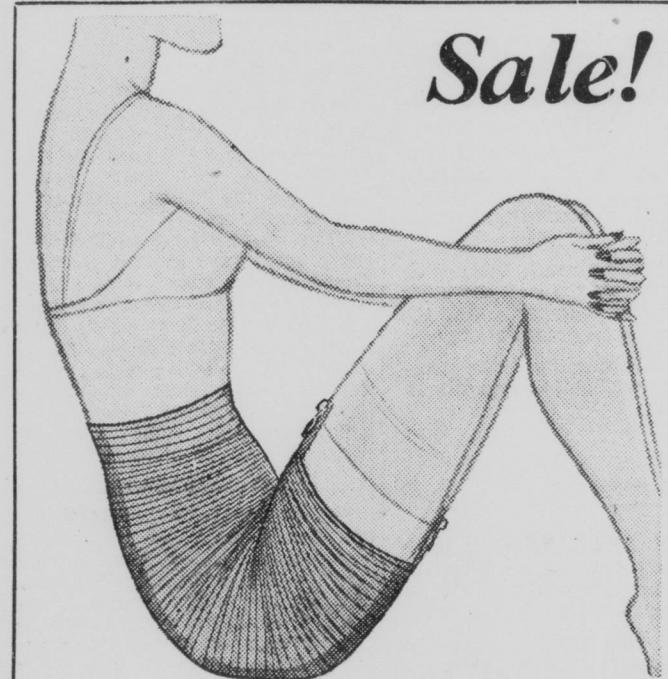
New Berets . . . **49c**  
Smart, eye-appealing felt berets for all you young moderns. Fit the head and will stay on . . . have a wide elastic band. In white, pastels, navy, brown and black. —Downstairs at Ayres.



### WHITE SHOES *At a Bargain Price!* **\$1.99**

White shoes will be your passport to fashion. At this low price we have choice of 5 styles. Pumps, T-straps, closed ties, open ties. Sizes 3 to 8, widths AA to C. High or Cuban heels.

—Downstairs at Ayres.



### Sale! Factory Seconds of "Two-Way" Stretch Pull-On Girdles

Genuine  
Lastex      **69c**      2 for  
\$1.25

For Friday only! Just 600 garments labeled as factory seconds. Just as hot weather is approaching we offer you this sale.

What a timely offer . . . for you'll want to buy yourself 3 or 4 garments at this price so that you'll have a fresh garment all summer long. Made of genuine 2-way stretch lastex that moulds the figure and lets you have a lot of freedom. Small, medium and large sizes.

—Downstairs at Ayres.

Part linen in  $\frac{3}{4}$  to 2 yard lengths. Stock up now while the price is really low.

You Get AYRES' QUALITY in These

## Curtain Bargains

Studio Net Glass Curtains <b>79c Pr.</b>	2 Beautiful Patterns Lace Curtains <b>59c Ea.</b>	Fresh, Crisp, New Cottage Sets <b>69c Set</b>
These are also called Fish Net. Beautiful and handsome looking when they hang at the window.	Fresh new curtains like these add a lot of comfort and looks to the home. 43 inches wide.	Dainty marquisette in colors. Have a trimmed border. Brighten up your outlook with these.
Cushion Dot Flounce Curtains <b>\$1.59 Pr.</b>	45x21/2 Yard Tailored Curtains <b>\$1.29 Pr.</b>	Fine Cushion Dot Priscilla Curtains <b>\$1.98</b>
Pastel colors, exquisite for your bedroom. Choice of green or orchid. 18-in. flounce. Baby ruffle sides.	Heavy net or French marquisette. Hemmed and headed tops. Ready to hang. All finest quality.	One of our most popular styles. 48 inches wide. Comes in cream or ecru color.
5 to 20-Yd. Lengths French Marquisette <b>10c yd.</b>	1 to 10-Yd. Lengths Plaid Cretonnes <b>19c yd.</b>	"Fish Net" Tailored Curtains <b>59c Pr.</b>
This is 48 inches wide and is in ecru color. Fine quality and will do up beautifully.	Imitation Monks Cloth pattern. Women prefer this because it's so homely and pleasing to the eye.	The perfect curtain to hang at your windows. 35 inches wide. 2 1/2 yards long. In ecru color.
18-Inch Awning Valance <b>19c yd.</b>	Curved Curtain Rods <b>39c ea.</b>	Brightly Colored Sunroom Curtains <b>\$1.00 Pr.</b>
Decorate your own porch and save yourself money. In one pattern only. In painted stripes.	These are the swinging crane effect and can be used only for ruffled curtains.	Highly colored plaid design. Yarn dyed. In tailored style.
Satin Spreads and Drapes-to-Match <b>\$1.98</b>	42-In. Width Priscilla Curtains <b>\$1.00 Pr.</b>	22x44 Heavy Quality Bath Towels <b>19c Ea.</b>
Well dressed bedrooms have matching drapes and spreads. Attractive floral print design.	Fine quality colored figured marquisette. Choice of one pattern only.	Thick, thirsty bath towels. White with colored borders. In blue, rose, gold and green.
Remnants of Stevens Bleached Toweling <b>10c Yd.</b>	Colored Broadcloth <b>12 1/2c Yd.</b>	Honey Comb Kitchen Towels <b>2 for 5c</b>
Part linen in $\frac{3}{4}$ to 2 yard lengths. Stock up now while the price is really low.	White, tan or green colored broadcloth with high lustre. It takes to the tub, too! Long and short lengths.	Just $\frac{1}{2}$ price. Reduced for clearance. Limit 24 to a customer. FOR TOMORROW ONLY!
White Broadcloth Remnants 1 to 10 Yards	White Broadcloth Remnants 1 to 10 Yards	Wash Goods Remnants and Odd Lots
Pure finish, highly lustered white broadcloth. You'll want it for shirts, dresses, smocks, uniforms, etc.	<b>19c</b> YARD	Odds and ends various yard goods materials. All remnants sold as is. Some imperfections in the group. Plain Voiles Print Voiles Print Dimity Print Batiste Print Organdy Plain Organdy
Better Wash Goods Remnants	<b>19c</b> YARD	10c YARD
Choose your hot weather dress from this cool, washable material . . . listed below.	Pre-Shrunk, Candy Stripe <b>BROADCLOTH</b> <b>29c</b> YARD	Here's one of the finest broadcloths that's made. It has a gorgeous stripe pattern that is beautiful, and will make up into a dress, smock or etc.
Print Broadcloth Print Pique Plain Broadcloth White Pique Woven Seersucker		

## Friday at 9 A. M.! Join the Crowds in Our 2nd Annual May SALE of RUGS

*Surplus Stocks of 2 Big Distributors—at Tremendous Savings!*

**\$1 Down**

Delivers Any  
Room-Sized  
RUG  
in This Sale

Plus a Small Carrying Charge  
When You Buy on  
Deferred Payments!

Masland Process  
Wool-Face Rugs  
**\$16.95**

This rug has passed the severest test for long wear and service. We think it's one of the best popular priced rugs we've ever sold. Choice of American oriental patterns and colors. Size 9x12—seamless quality. Sale priced, and now:

Fine, Heavy Seamless Quality

Axminster and Velvets  
**\$23.69**

As soon as you see the low price tags on these beautiful, serviceable rugs you know you're getting a bargain. Heavy nap, beautiful patterns, wonderful color combinations that will add beauty and richness to your room . . . these are just a few of the many details about these rugs you'll appreciate . . . and want.

9x12 or 8x10.6

9x12 and 8.3x10.6

### Reproductions of Oriental Rugs\*

★ Made in  
America

**\$25.95**

1. Colors woven through to back
2. Non-skid Laytex back
3. Seamless quality
4. Heavy fringed ends

These 9x12 or 8.3x10.6 size rugs are heavy, durable and extremely handsome in design and color. Every one perfect quality. You'll also find a group of Chinese effects some of which are imperfect quality. Every one an outstanding bargain.

—Downstairs at Ayres.

22x34-Inch  
Chenille Rugs  
**79c**

Brighten up the bathroom or bedroom with these gayly colored, bright hued heavy cotton chenille rugs. All perfect quality . . . and a "steal" at this price.

"Waffle-Weave"  
All-Hair  
RUG PADS  
**\$4.95**

A special price on our best quality "Waffle-Weave" all-hair rug pads. Size 9x12 or 8.3x10.6. These not only protect the beauty of your rug but also add years of service.

Sale! "Tu-Tone" Rugs  
9x12 Size!

This rug has 6 points of superiority that we think you ought to know about it. 1. Specially priced. 2. All JUTE RUG. 3. Factory tested for wearability. 4. Plain rug with jaspe center and darker border. 5. Wear smoothly and evenly. 6. Available in 4 beautiful colors with fringed ends.

—Downstairs at Ayres.

What Webster Says  
About Jute:  
The glossy fiber of an East Indian plant is used for all sorts of weaving, paper and twine and is sometimes mixed with wool or silk. The fiber has proven to be sturdy and tough to wear and tear.

The gloss of the fiber is lost when it is washed.