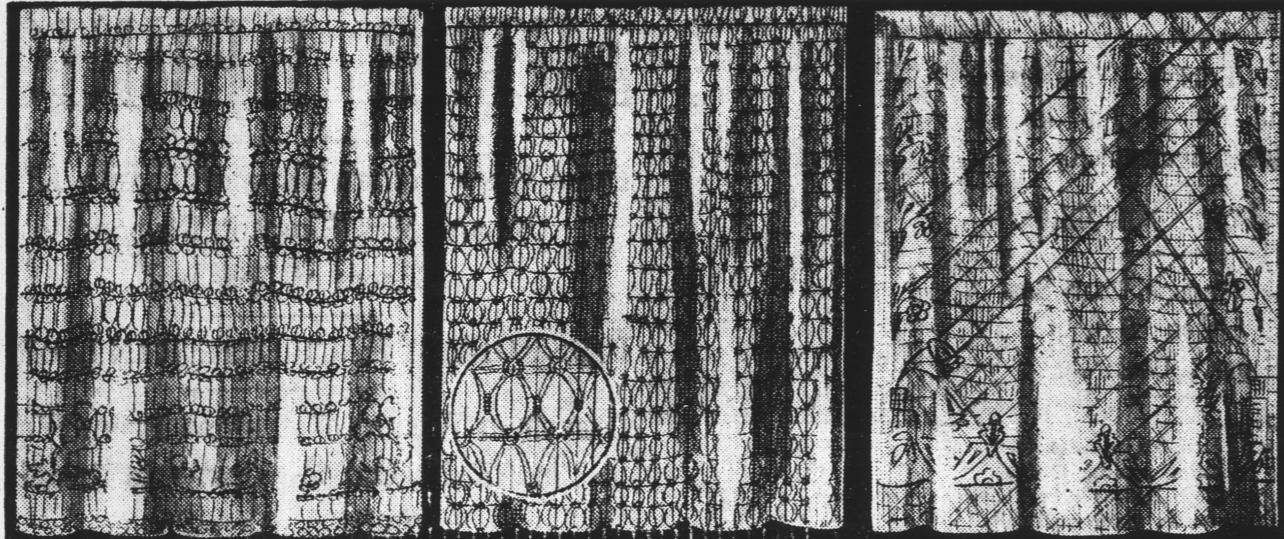


The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

*(REGISTERED)

SAVE In Our May Home Sale Festival!



Now in Full Swing! Spectacular Purchase of 3071 Curtains—41 Patterns—Close-outs of a Discontinued Shade!

Sale! Lace Panel Curtains

1/3 OFF 1/4
of Regular Selling Price!

At 50c Lace panels in choice of 6 different bordered designs. Suitable for use as single panels on small windows or if two are used to a window they will make an extra full pair of lace curtains. Unusual values at 50c each.

At \$1.00 Panels in sizes 51x2½ yards. 57 panels in sizes 51x2½ yards. 222 panels in sizes 40x2½ yards and 144 panels in sizes 51x2½ yards. Regular lace panels, sheer shadow nets and sheer combination weaves. 12 beautiful patterns.

At 75c Sheer shadow lace panels, size 51x2½ yards. Choice of 5 different patterns. Also 340 lace panels size 45x2½ yards in choice of 5 patterns. Cool, airy curtains for immediate and all summer use. 75c each.

At \$1.25 Fine quality, sheer combination weave net panels. 7 beautiful patterns to choose from. 51x2½ yard lengths. Sheer, breezy looking curtains for summer use. Specially featured at \$1.25 each.

Home Sale Feature!

8-Pc. Towel and Wash Cloth Set
\$1.00 Set

You get 4 heavy bath towels and 4 extra heavy wash cloths. Made in checker design. Limit of 1 set to a customer.

Home Sale Feature!

"Nevatere" SHEETS
79c
Size 81x90. Long wearing, sturdy sheets, bleached a pure white. Limit of 6 sheets to a customer!

Home Sale Feature!

36-Pc. Sheet and Towel Set
\$10 Set

Set consists of 6 81x108 sheets, 6 12x36 pillow cases, 6 22x44 bath towels, 6 17x32 guest towels, 12 wash cloths.



Sale of Layette Needs

It's National Health and Baby Week . . . Ayres Downstairs Store is co-operating by offering special sales on the indispensables of baby life as well as the pretty things for his adornment. And trained salespeople, graduates of Mothercraft Education, will help you in selecting everything, from baby furniture to safety pins! Here are a few of the worthwhile savings that go to make up these values for Bigger and Better Babies!

- COMBINATION BASSINETTE and carrying basket with rubber tire wheels. Complete with kapok mattress \$4.59
- INFANTS' SILK COAT SET with a matching bonnet. Pink or blue colors. Dainty embroidery trim \$1.84
- NURSERY SEAT—Enamel finish nursery seat, combination boy and girl style. With safety strap 88c
- CANNON WASH CLOTHS—Finest quality cloths in pink or blue with shell stitch edge . . . 2 for 15c
- VANTA BATH SET—4 pieces . . . 1 bottle olive oil, 2 boxes powder and 1 bar castile soap . . . 88c
- HAND-MADE DRESSES—Dainty hand-embroidered, top and bottom scalloped. For boy or girl 44c
- INFANTS' COTTON SHIRTS—Fine combed cotton single or double breasted tie style 24c

—Downstairs at Ayres.

Is One of These Problems Yours?

- Large Abdomen?
- Heavy Thighs?
- Bulging Diaphragm?
- Bust Out of Proportion to the Rest of You?

Miss Swanson
Kabo Representative

Will Be Here Thursday, Friday and Saturday to Help You With Your Foundation Problems!

Let Your Hosiery Gift for Mother's Day Be

REAL SILK
DeLuxe Chiffon Hose

69c
(Substandards)
PAIR

Give Mother hose—what she really wants—and, of course, they'll be REAL SILK! They're exquisitely sheer (young mothers adore them, older ones, too)! They fit perfectly! And they wear so very, very well! Fashion-Rite colors in sizes 8½ to 10½. They're slightly irregular but this does not in the least mar their beauty or wearability!

No Mail or Phone Orders!

—Downstairs at Ayres.

Dramatic Close-Out Purchase From a Famous Mill!

"MILL MISTAKES"

The "Mohawk" Mill Says These Rugs Are Undesirable Patterns—(Mill Mistakes)—We Call Them Values—They're Unbeatable for QUALITY and SERVICE! IF You Need a Good Rug—and Want a Rare Value—Here's the Opportunity of a Life Time!

Room Size—Throw Size—Odd Size—Large Size

RUGS

SAVE!



SAVE!

The famous Mohawk Rug Mill found out they'd guessed wrong about certain rug patterns and colors! These rugs wouldn't sell . . . and they found an accumulation on hand . . . we picked up this close-out lot at prices ranging up to ½ of their regular selling price . . . and tomorrow we pass this savings along to you! Every rug is first quality and will give you long service, even though the maker calls them "Mill Mistakes," undesirable patterns, we feel sure you'll find a rug in this lot you will like and can use. Sizes 27x54 to 9x12 to 11x15. Many 8x10 sizes!

Save Up to ½ on These RUGS

7—Chenille Crafts 27x54	\$6.95	1—Royal Wilton 6x6	\$19.95
11—Chenille Crafts 8.3x10.6	\$39.50	1—Royal Wilton 6x7.6	\$26.95
6—Chenille Crafts 9x12	\$44.95	12—Texture Rugs 27x54	\$2.95
1—Royal Wilton 11.3x15	\$89.50	7—Texture Rugs 6x9	\$16.95
8—Texture Rugs 9x12	\$27.85	4—Hooked Reproductions 36x63	\$5.95
6—Texture Rugs 4.6x6.6	\$9.95	3—Royalton Rugs 9x12	\$59.50
1—Plush Axminster 8.3x10.6	\$29.75	4—Heavy Freize Rugs 9x12	\$59.50

—Downstairs at Ayres.

A Gift Mother Will

Cherish All Summer Long!

Cool, Embroidered Eyelet Dresses

Sparkling With Smartness

\$3.00



Every mother would like one of these youthful frocks in her spring and summer wardrobe—so you'll make no mistake in giving your mother one! They're trim tailored styles and beautiful dress styles, too! You may choose from Rust, Navy, Green and Brown.

Sizes 14 to 46

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Other Smart New

Daytime Frocks

\$1 59 Choose one of these gay washable daytime cottons in all colors. Sizes 14 to 52 are in the group.

—Downstairs at Ayres.