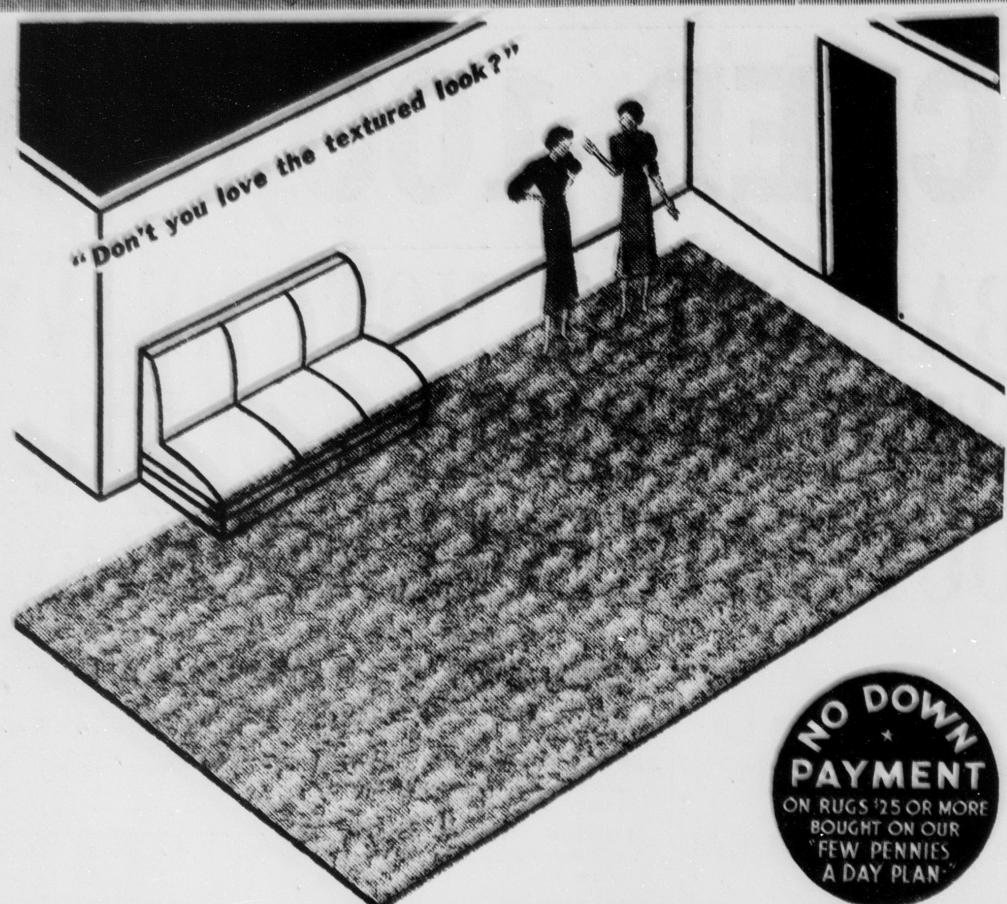


The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)



Tomorrow at 9:30! A "Brighten Your Home" SALE OF BROADLOOM

Regularly
Sells for
\$3.25 a
Sq. Yd.

\$1.98
Sq. Yd.

Regularly
Sells for
\$3.95 a
Sq. Yd.

\$2.95
Sq. Yd.

All-Wool Broadloom

All 9-ft. wide all-wool Axminster broadloom in all-over floral patterns. Seamless.

9x12 Size	\$24.95	7.6x9 Size	\$16.50
9x18 Size	\$37.50	9x15 Size	\$31.50
9x21 Size	\$42.50	6x9 Size	\$13.50
9x13.6 Size	\$28.50		

Colonial Hooked Broadloom

All 9-ft. wide colonial hook broadloom carpet in choice of many colors and patterns in seamless quality. Heavy all-wool deep pile.

9x12 Size	\$38.40	9x15 Size	\$47.25
12x12 Size	\$49.50	9x18 Size	\$56.10
12x15 Size	\$61.50	9x21 Size	\$64.95
12x18 Size			\$73.50

Twistyarn Frieze 9 Ft. Wide BROADLOOM

Regularly Sells for \$5.95 sq. yd. 9x12 Size

\$59.50

\$4.69
Sq. Yd.

This value will be of tremendous interest to every home-owner who wants the very finest quality of broadloom on their floors. All 9 feet wide, and comes in blue, green or burgundy colors. This twistyarn weave hardly shows footprints, tracks or marks.

Special Warehouse Purchase SALE!

American Oriental and Broadloom

RUGS

Regularly Sell for \$44.50!

\$29.75
Each

Seamless! 9x12 or 8.3x10.6!

26 different patterns in American Orientals, Broadlooms, Early American, Texture effects, Chinese, Modern rugs. Regularly sell for \$44.50. Every rug perfect quality, seamless, all-wool.

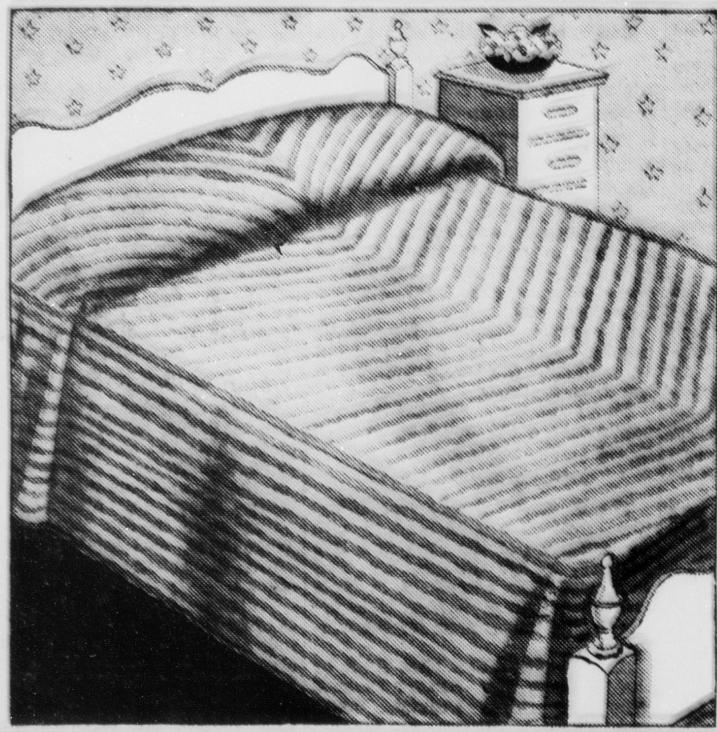
—Downstairs at Ayres.

We Land Another Record Deal for the Homes of Indianapolis!

"Brighten Your Home" Sale!

Solid Color Chenille Spreads

A Solid Color Chenille Will Make a Stunning Mother's Day Gift!



Sale
Priced
at—

\$2.98

Twin
or Full
Size

Chevron Pattern, All-Over Center!

The first time we've been able to sell these kinds of spreads at such a low price! Lovely quality chenille spreads with colored background in dusty rose, peach, blue, gold, green, with slightly deeper toned chevron stripes or all-over center pattern. Cut size is 80x114 inches. Also twin bed size.

Deeptone Colored Spreads . . . \$3.50

Royal Blue, Wine, Rust, Brown

Other Chenille Spreads

\$3.98 and **\$4.95**

Three-toned chenilles or white "Craftcloth" chenilles with chevron and over-stitched diamond center in white with colors. Full or twin sizes.

—Downstairs at Ayres.

"Brighten Your Home" Sale!

They'll Make Your Home
Look Fresh As Spring Itself!

Chenille Dot Ball Fringe Curtains

At 2 Extremely Low Sale Prices!

\$1.69 and **\$1.98**

PAIR PAIR

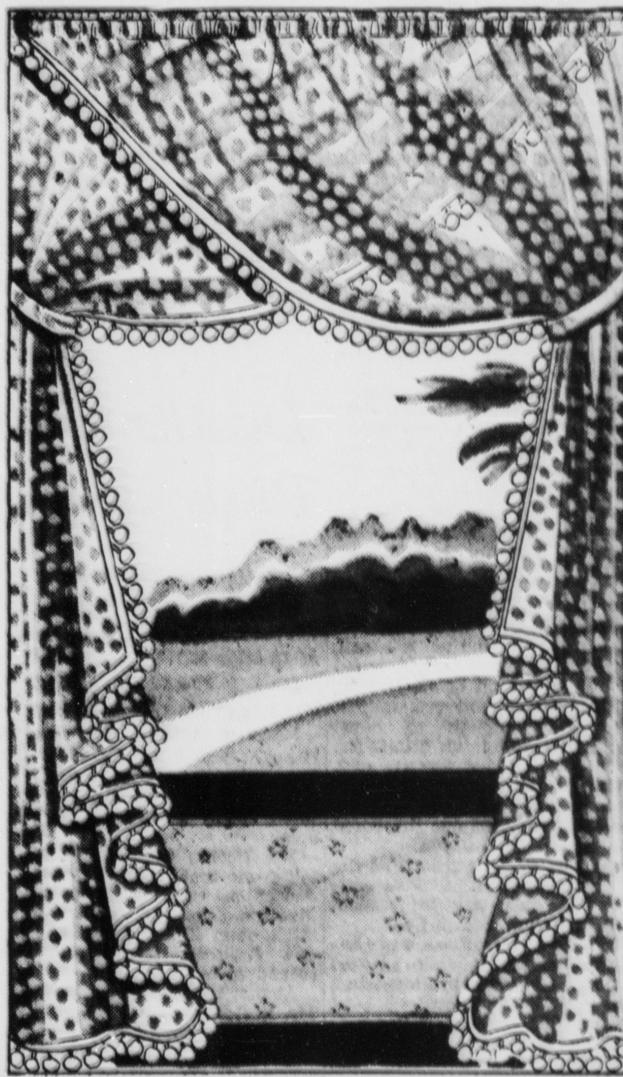
Big fluffy Chenille Dots in white with colored grounds of blue, rose, peach, gold and green. All 2 1/2 yards long . . . \$1.69 pair. Big fluffy chenille dots in matching colors with the pastel grounds. Blue, rose, peach, gold and green . . . \$1.98 pair. Lovely curtains for your bedroom, living room or dining room. All 2 1/2 yards long.

Cascade Ball Fringe Curtains \$1.00 Pr.

Jumbo Width and a Half Curtains \$1.00 Pr.

Pastel Marquise Swaggy Curtains \$1.39 Pr.

—Downstairs at Ayres.



These Are the Kind of EXTRA VALUES You'll Find in Our

ANNUAL MAY SALE of Infants' LAYETTE Needs



Sandra Deer, 452 W. 31st Street, Indianapolis. One of Ayres Downstairs Store's youngest customers.

Tomorrow at 9:30—third big day in the Annual May Sale of Layette Needs to celebrate National Child Health and Baby Week! You'll find a parade of special values in this Annual Sale! Every item specially purchased and priced for this event! Substantial savings on everything you need . . . from all the necessary layette essentials, to the dainty, pretty clothes for his adornment . . . from safety pins to rubber sheets . . . and from teething bands to bassinettes!

And our trained salespeople, all graduates of Mothercraft Education, will help you in your selections, or advise you in the proper choice of the necessary layette essentials and clothing your baby will need to keep him comfortable, healthy and happy! Below is a partial list of the grand values you will find in this sale . . . many other unadvertised items will be found in the department.

<input type="checkbox"/> INFANTS' COTTON SHIRTS—Tie-side cotton shirts in double-breasted style	Each, 25c
<input type="checkbox"/> INFANTS' COTTON BANDS—A good quality tab side cotton band, sale priced for Baby Sale at	15c
<input type="checkbox"/> INFANTS' BINDERS—Tie-side binders in soft cotton, sale priced for Baby Sale at	15c
<input type="checkbox"/> INFANTS' TRAINING PANTIES—Double knit yoke-front style training panties	Each, 15c
<input type="checkbox"/> INFANTS' FLANNELETTE GOWNS—Gertudes or kimonos, sale priced for Baby Week at	15c
<input type="checkbox"/> INFANTS' STOCKINGS—Or anklets in a fine mercerized cotton. In white only	15c
<input type="checkbox"/> INFANTS' KNIT GOWNS—A fine quality knit gown with drawstring bottom	49c
<input type="checkbox"/> INFANTS' RECEIVING BLANKETS—Soft cotton knit receiving blankets	15c
<input type="checkbox"/> WRAPPING BLANKETS—Dainty white, pink and blue wrapping blankets	25c
<input type="checkbox"/> BASSINETTE BLANKETS—Juvenile pattern bassinette blankets in pretty color combinations	44c
<input type="checkbox"/> CRIB BLANKETS—Full-size crib blankets with ends bound all around	94c
<input type="checkbox"/> QUILTED PADS—Size 17x18 inches, 15c; Size 18x34 inches, 23c; Size 27x40 inches, 49c; Size 34x52 inches	2 for 15c

<input type="checkbox"/> INFANTS' WATERPROOF SHEETS—27x36-inch stockinette waterproof sheets	49c
<input type="checkbox"/> WATERPROOF SHEETS—Size 27x36-inch gum-rubber waterproof sheets	15c
<input type="checkbox"/> MUSLIN CRIB SHEETS—“Cannon” quality muslin crib sheets in size 42x70 inches	54c
<input type="checkbox"/> MUSLIN CASES—Famous “Cannon” quality muslin pillowcases in 21x28-inch size	15c
<input type="checkbox"/> CRIB SHEET SET—Infants' handmade crib sheet and case set, complete for	94c
<input type="checkbox"/> INFANTS' WASH CLOTHS—Famous “Cannon” quality cotton knit wash cloths	2 for 15c

<input type="checkbox"/> INFANTS' BATH BLANKET—“Cannon” knit large size Turkish bath blanket	49c
<input type="checkbox"/> INFANTS' TOWEL SET—“Cannon” quality knit towel and 2 wash cloths to match	Set, 35c
<input type="checkbox"/> INFANTS' BOOTIE SETS—Special purchase of infants' 2-piece knit bootie sets in pastel colors	34c and \$1.49
<input type="checkbox"/> INFANTS' KNIT SACQUES—Special purchase of infants' knit sacques in lovely colors	49c and 94c
<input type="checkbox"/> INFANTS' SWEATERS, CREEPERS, DRESSES—Handmade. Also silk and organdy bonnets	49c and 94c
<input type="checkbox"/> ZIPPER BUNTINGS—Infants' full size, pastel colors, zipper bunting with detachable hoods	94c to \$1.79

<input type="checkbox"/> INFANTS' WEAR—Special purchase. Silk coat sets, \$2.49; handmade dresses, 79c; handmade sleepers	79c
<input type="checkbox"/> INFANTS' STROLLER—Made of durable canvas. Easy rolling rubber-tired wheels, safety brake. Brown or green	\$5.85
<input type="checkbox"/> INFANTS' NURSERY SEAT—Ivory or maple finish, complete with deflector and foot rest	\$1.49
<input type="checkbox"/> AUTO SEAT—Well-constructed auto seat with well-padded seat and arms	94c
<input type="checkbox"/> BIRDSEYE DIAPERS—Famous “Cannon” quality birdseye diapers. Size 27x27. Hemmed and ready to use. Dozen, 84c	

—Downstairs at Ayres.



Silk Coat Sets
Sale Priced at—
\$1.79

A lined silk coat and cap to match. Trimmed with fagoting, smocking or embroidery either in pink or blue.

Baby Bathinette
Sale Priced at—
\$4.49
Complete

Complete with guaranteed hospital rubber tub, bath spray, tray and pockets for toilet articles. In pink and ivory.

Curity Diapers
Sale Priced at—
\$1.49 (Irregulars)
Dz.

Made of Curity layette cloth, more absorbent, dries easier, less bulky and non-irritating to the baby's skin. Sizes 20x40 inches.

Full-Size Crib
Complete With Mattress
Sale Priced at—
\$8.49
Complete

Full-size crib of maple finish or ivory enamel. Safety drop side, sturdy link spring and frame. Complete with mattress.