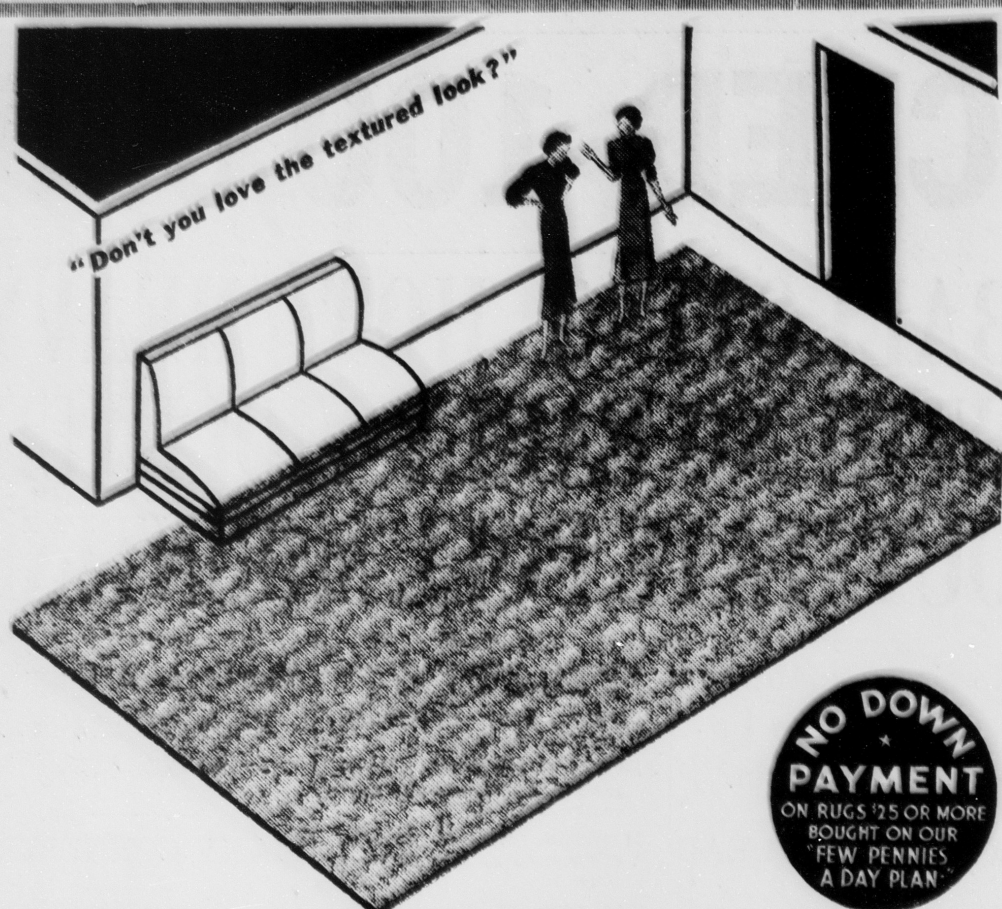


# The "BUY WAY" of Indianapolis

## AYRES A DOWNSTAIRS A STORE



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

Regularly Sells for \$3.25 a Sq. Yd.!

**\$1.98** 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		

Regularly Sells for \$3.95 a Sq. Yd.!

**\$2.95** Sq. Yd.

#### 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		



### Twist yarn Frieze 9 Ft. Wide BROADLOOM

Regularly Sells for \$5.95 sq. yd. 9x12 Size **\$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 twist yarn 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!

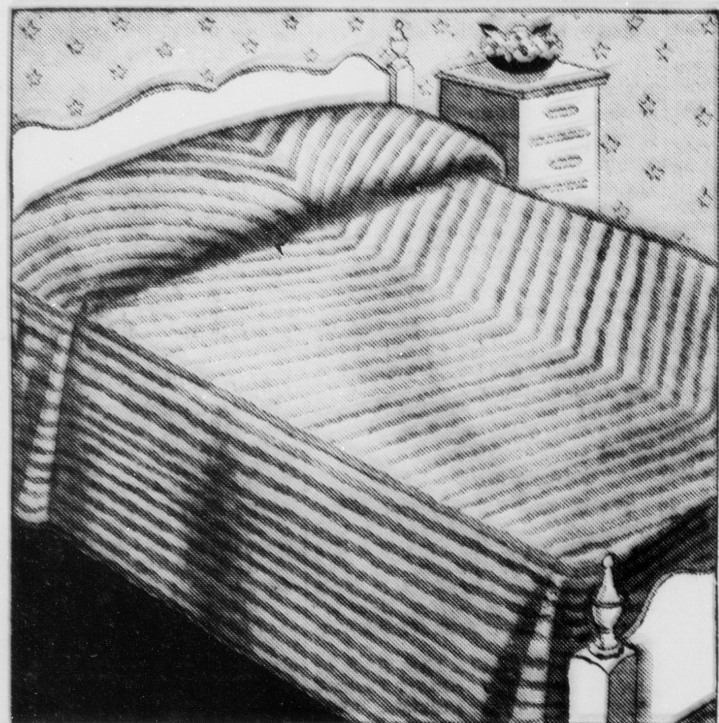
26 different patterns in American Orientals, Broadlooms, Early American, Texture effects, Chinese, Modern rugs. Regularly sell for \$44.50. Every rug perfect quality, seamless, all-wool.

—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** EACH

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 98x114 inches. Also twin bed size.

Deeptime 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** PAIR and **\$1.98** PAIR

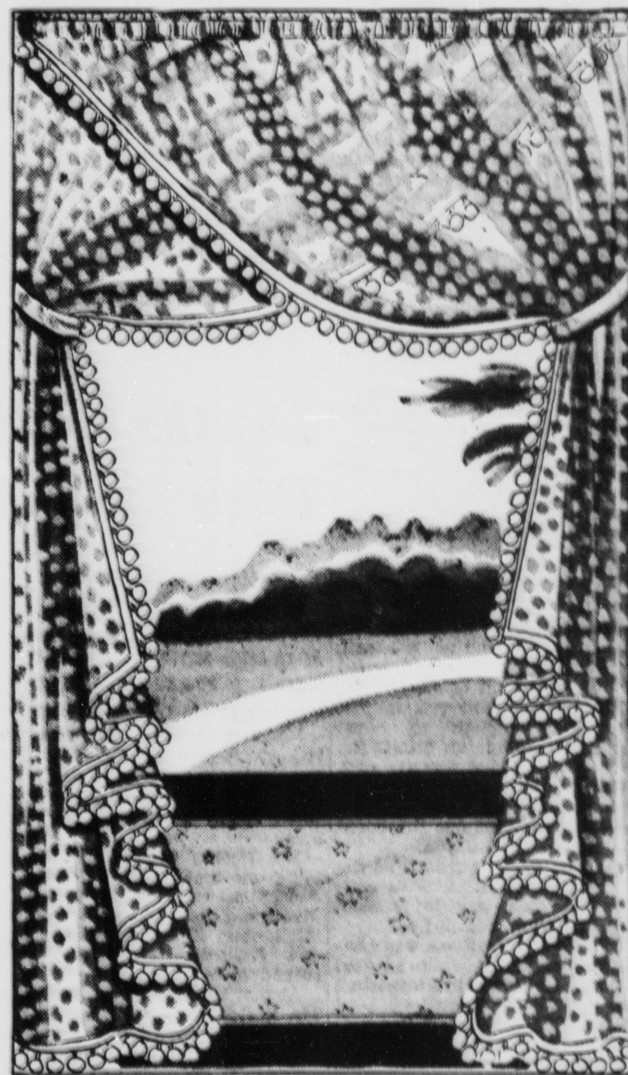
Big fluffy Chenille Dots in white with colored grounds of blue, rose, peach, gold and green. All 2 1/2 yards long . . . \$1.69 pair. Big fluffy chenille dots in matching colors with the pastel grounds. Blue, rose, peach, gold and green . . . \$1.98 pair. Lovely curtains for your bedroom, living room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

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 bassinets!

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.



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

- INFANTS' COTTON SHIRTS—Tie-side cotton shirts in double-breasted style . . . Each, 25c
- INFANTS' COTTON BANDS—A good quality tab side cotton band, sale priced for Baby Sale at . . . 15c
- INFANTS' BINDERS—Tie-side binders in soft cotton, sale priced for Baby Sale at . . . 15c
- INFANTS' TRAINING PANTIES—Double knit yoke-front style training panties . . . Each, 15c
- INFANTS' FLANNELETTE GOWNS—Gestures or kimono, sale priced for Baby Week at . . . 15c
- INFANTS' STOCKINGS—Or anklets in a fine mercerized cotton. In white only . . . 15c

- INFANTS' KNIT GOWNS—A fine quality knit gown with drawstring bottom . . . 49c
- INFANTS' RECEIVING BLANKETS—Soft cotton knit receiving blankets . . . 15c
- WRAPPING BLANKETS—Dainty white, pink and blue wrapping blankets . . . 25c
- BASSINETTE BLANKETS—Juvenile pattern bassinette blanket in pretty color combinations . . . 44c
- CRIB BLANKETS—Full-size crib blankets with ends bound all around . . . 94c
- QUILTED PADS—Size 17x18 inches, 15c; Size 18x34 inches, 25c; Size 27x40 inches, 49c; Size 34x52 inches . . . 79c

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

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

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



### Silk Coat Sets

Sale Priced at— **\$1.79**

A lined silk coat and cap to match. Trimmed with faggoting, 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) Doz.

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.