

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

### Annual Sale Infant's Layette Needs

Begin a Savings Account for Baby With the Money You Save in This Sale!



Baby Ronald Joseph Mitchell, 852 N. Temple

**Baby Bathinette**  
Infants' genuine baby bathinette with guaranteed rubber tub. Comes with removable cover.  
**\$4.25**  
Complete

Our Annual January Infants' Sale brings you a parade of special values in layette needs for the baby that's about to arrive or the baby that's already greeted the new year. Come in and ask our MOTHERCRAFT trained salespeople to help you in selecting these needs. You'll also find a trained graduate nurse in our infants' department at all times to help you choose those dear little things so important for the new arrival.

- INFANTS' BANDS—10% wool band slipover style reinforced tabs. Can be worn as a shirt. . . . .24c
- INFANTS' KNIT GOWNS—Fine quality tie style knit gowns with drawstring bottom and sleeves. Full cut . . . . .44c
- CURITY CLOTH PADS—Curity layette cloth pads. Size 17x18. 30% more absorbent. Easy to launder. Irregulars . . . . .3 for 94c
- INFANTS' GAUZE DIAPERS—First quality. 3-ply, layette size gauze diapers. Easy to launder. Dry quickly. Well-known brand. . . . .doz., \$1.24
- INFANTS' BUNTINGS—Infants' blanket cloth bunnings with zipper front and detachable hood. Pink or blue. . . . .94c
- BIRDSEYE DIAPERS—Size 27x27 inches. First quality. Hemmed and ready for use. . . . .doz., 84c
- QUILTED PADS—Infants' 17x18-inch size quilted pads . . . . .2 for 24c
- INFANTS' SHEETS—Waterproof, stockinette rubber sheets. Size 18x27 inches. . . . .Ea., 24c
- INFANTS' DRESS SET—Infants' hand-made dress set with embroidered dress and matching gertrude . . . . .Set, 94c
- INFANTS' BATH SET—Consists of 1 Cannon towel and 2 wash cloths, 1 castle soap, card of safety pins, Johnson baby powder. Complete, 94c
- INFANTS' SHIRTS—10% wool. "Taylor made," double-breasted style. Tie side. With short sleeve . . . . .34c
- INFANTS' CREEPERS—Infants' handmade creepers in white and pastel colors. . . . .44c
- INFANTS' DRESSES—Fine quality handmade dresses with top and bottom embroidery. . . . .64c
- CRIB BLANKETS—Size 36x50. Crib blankets with shell stitch edge. Pink or blue . . . . .54c
- INFANTS' FULL SIZE CRIB—In ivory or maple finish. Head and foot decorated panel. Rubber tire swivel wheels. With mattress. . . . .\$9.54
- INFANTS' BASSINETTE—In ivory or maple finish. Link spring with rubber tire swivel wheels. Complete with mattress. . . . .\$4.54

#### Well-Known Brand of GAUZE DIAPERS

First quality. 3-ply layette size, gauze diapers. Easy to launder. Dry quickly, more absorbent, non-irritating to baby's skin.  
**\$1.24**  
Dozen

- TRAINING PANTIES—Cotton knit, swiss rib style with yoke front and French leg. Sizes 1 to 3. . . . .24c
- INFANTS' BLANKETS—Infants' all-wool blankets. Full crib size. In pretty deep tone colors. Each . . . . .\$1.64
- INFANTS' DRESSES—Infants' handmade dresses in white . . . . .44c
- INFANTS' SHIRTS—Cotton and rayon stripe, double-breasted, tie-side. Short-sleeve style. 24c
- INFANTS' BLANKETS—Size 36x50-inch rayon satin-bound blankets in pink or blue. . . . .94c
- INFANTS' BATH BLANKET—Large size "Cannon" quality turkist bath blankets with shell-stitch edge . . . . .54c
- INFANTS' DRESSES—Infants' and toddlers' hand-finished dresses with dainty embroidery and smocked trim . . . . .64c
- INFANTS' HI-CHAIR—"Baby Guard" high chair with large, roomy tray. Well constructed. Maple finish. . . . .\$3.94

### January Sale! Girls' Monogrammed 'Tomboy' Blouses

With Monogram Initials or School Name Initials

**59c**  
Complete



A special January Sale of Girls' tailored Tomboy style shirts with yoke action back and two-way or round collars. In white, oyster, bittersweet, rust and maize colors. Complete with your school or own name monogram initials. Sizes 8 to 16 years.

—Downstairs at Ayres.



### Tomorrow—The Most Important Floor Covering Event In a Year!

## Warehouse Clearance Sale of RUGS

**NO DOWN PAYMENT**  
on Our "Few Pennies" a Day Plan!

Bought at Ridiculously Low Prices From the World's Largest Distributor of "Mohawk" Rugs and Carpets! All Types and Sizes!

Tomorrow—we bring you one of the most important floor covering events in a year! This is YOUR opportunity to buy a rug of enduring quality and SAVE! You'll find in this sale rugs of all types, sizes and colors . . . Wiltons, Washed Oriental Reproductions, American Orientals, Axminsters and Broadlooms in plain or figured patterns. Included are many famous makes and qualities, such as "Mohawk," Karagheusian, Parker-Wylie and Artloom. We advise early selection for the best pick!

**At SAVINGS SO LARGE**  
We Hesitate to Quote Comparative Values!

### Warehouse Sale! Plain or Tone-on-Tone Figured Broadloom Rugs

9x12 Size **\$29.75** No Down Payment  
(Only 8c a Day, Carrying Charge Included)

These are the type of broadloom rugs that decorators all over the country are recommending! . . . Yours for a fraction of their regular price! In Green, Blue, Burgundy, Rust, Antique Mahogany, Briar and Walnut colors in either plain broadloom or tone-on-tone figured broadloom. All are 9x12 sizes. A few imperfections in group.

Wiltons, Axminsters, Washed Reproductions, Hooked Broadloom Rugs

**\$39.50**  
9x12 or 8.3x10.6 Size

Exceptional quality rugs in Wiltons, Axminsters and high pile broadlooms as well as sheen-washed Oriental reproductions. All perfect quality.

Felt Base Floor Covering, sq. yd. Limited quantity. Tile, block and cobblestone patterns for kitchen or bathroom floors. **24c**

Marbleized and Embossed Inlaid Linoleum, sq. yd. Clearance from our own stock! Choice of wanted colors and patterns. Sq. Yd. **\$1**

9x12 or 8.3x10.6 Size Worsteds Wiltons and Sheen-Washed Oriental Reproductions

**\$69.50**

Just 18 super-quality, extra fine copies of choice Oriental rugs. Woven of fine imported yarns of fasted dyes. In lovely colors.

Wool Rugs In 20x40 Throw Size

**39c** EACH

Plain color wool throw rugs with tailored ends. In wanted colors.

9x12 or 8.3x10.6 Size All-Wool Seamless Axminster Rugs

**\$19.95**

In beautiful Persian, floral, Early American and Oriental designs in rich colorings of reds, taupes, tans, rose and rust.

Fine Carpet Samples **69c to \$1.98**

New carpet samples in 18x27, 27x54 and 27x36 sizes. All colors and patterns in group.

Odd-Size Rugs

Size 6x9 . . . . .\$16.95  
Size 7x9 . . . . .\$19.75  
In wanted colors and patterns.

### Warehouse Clearance Sale! AMERICAN ORIENTALS FINE AXMINSTERS Broadloom RUGS

9x12 or 8.3x10.6 **\$23.95** Each

(Ayres' Deferred Payment Plan Available)

An excellent group of quality rugs in a wide assortment of colors and patterns! New Persians, florals, texture effects and Colonial designs! Handsome broadlooms in modern and plain tones! Beautiful washed oriental reproductions and heavy axminsters at a sensationally low sale price! A few imperfections in group.

## Annual January SALE of FAMOUS "CANNON" TOWELS

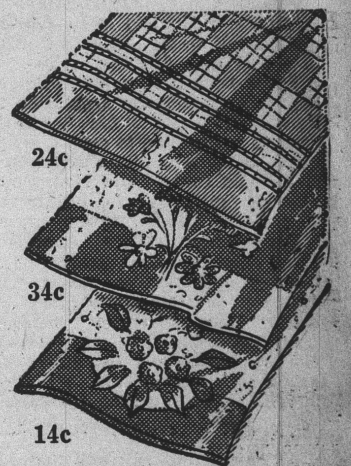
<b>Yard Goods</b> <b>5c</b> yd. The group consists of 36" plain percale, 36" plain linenes, 27" gingham and other wash fabrics. In usable remnant lengths.	<b>No. 60 Colored "Cloth of Gold"</b> <b>10c</b> yd. Famous No. 60 Cloth of Gold muslin in percale colors. Light and dark colors.	<b>Rayon Taffetas, Satins &amp; Slipper Satins</b> <b>29c</b> yd. Remnants of 1 to 5 yards in various qualities. In whites, pastels and dark colors.	<b>New Printed Rayon Crepe</b> <b>39c</b> yd. Remnant lengths from 3 to 5 yards. These are new spring prints in floral, figured and peasant patterns.	<b>Dress Manufacturer's Remnants</b> <b>59c</b> yd. From 3 to 6-yard lengths in new fabrics and colors from the cutting tables of dressmakers in New York.
<b>40" Pillow Tubing</b> <b>19c</b> yd. "Lady Pepperell" 40-inch pillow tubing in lengths from 1 to 10 yards. Pure white.	<b>"Steven's" Crash</b> <b>5 yds. 88c</b> Steven's "P" and other crashes in 18" widths. In lengths of 5 yards each.	<b>Cheese Cloth</b> <b>25 yds. \$1.00</b> Bolts of 25 yards at an average of 4c per yard. Buy all you need at this price.	<b>80-Sq. Percales</b> <b>12 1/2c</b> yd. Full bolts first quality 80-square percale prints in a brand-new assortment of colors and patterns.	<b>Unbleached Sheeting</b> <b>15c</b> yd. 87" unbleached sheeting of fine, heavy weight. For sheets, mattress covers and quilt backs. 5 to 15-yard remnant lengths.

**14c, 24c, 34c**  
EACH EACH EACH

Samples—Odd Sizes—Undersizes and Oversizes—At Exceptional Savings!

This is one of the largest assortments of famous "Cannon" quality towels we've ever been able to offer Indianapolis at sale prices! Whites, whites with colored borders, navy towels, pastels, reversibles, floral designs and deep tone colors in the group. Be here early for the pick of the lot, in many cases the colors and patterns are limited.

—Downstairs at Ayres.



## January SALE, MATCHING Tailored or Ruffled CURTAINS

<b>Lace Panels</b> <b>79c</b> each Scranton lace panels in combination nets and lace weaves. 2 1/2, 3, 4 and 5 1/2 lengths. Use 1 or 2 to a window.	<b>New Curtains</b> <b>59c</b> pr. Tailored, Priscilla or Ball Fringe curtains in pin dots, cushion dots and figured marquisettes. For every room.	<b>Cushion Dot Curtains</b> <b>79c</b> pr. Just 374 pairs to go at a very low price. Your favorite style in your favorite material.	<b>Cotton Blankets</b> <b>55c</b> each Size 70x80-inch "Fieldcrest" cotton plaid sheet blanket in choice of wanted colors.	<b>Mattress Covers</b> <b>\$1.00</b> "Envoy" mattress covers in twin or full sizes. Made of 80-square unbleached muslin.
<b>Double Blankets</b> <b>\$2.69</b> pr. Clearance of 5% wool blankets in 70x90 and 72x94-inch sizes. Limited quantity. In plaid patterns.	<b>Sale! Large Size Table Cloths</b> In Cotton Crash! Size 52x68 Inches! The biggest table cloth value we've ever offered to Indianapolis! Extra large size, 52x68-inch cotton crash with choice of colored borders. Buy for your own use, as well as for prizes, etc. <b>25c</b> EACH	<b>Plaid Lunch Set</b> <b>29c</b> Size 48x48-inch, blue, red, green and gold plaid lunch sets. Consists of 1 lunch cloth and 4 napkins.	<b>Bed Pillows</b> <b>\$1.00</b> each Standard 20x26-inch size. With Goose, Duck and Turkey feather filling. No chicken feathers.	

Beautiful Cushion Dots—Chenille Dots and Pin Dots!

**\$1.19**  
PAIR

Need fresh, new curtains to start the New Year? These are wonderful bargains, because the maker sacrificed them to us in order to keep his mill running. Tailored and ruffled curtains to match in cushion dot, Chenille dot and Pin dots. Cream or ecru. Cut size 47" wide and 84" long.

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