

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE



### Warehouse Clearance SALE of RUGS!

A "Famous Make"—at Savings Up to 40%

—All-Wool Seamless Construction!

Fine  
Quality

**\$29.75**

Large  
Selection

6 Styles  
to Choose From

Persian Patterns!  
Modern Designs!  
Chinese Patterns!  
Hooked Designs!  
Textured Designs!  
American Orientals!

NO DOWN  
PAYMENT

On Ayres' exclusive  
"Few Pennies a Day  
Plan." (Copyright,  
1938, by L. S. Ayres  
& Co.) This includes  
carrying charge.

—Downstairs at Ayres.

From a world-famous jobber... direct to you! A fortunate purchase on our part makes new savings possible in this group of outstanding Axminster and Wilton Velvet rugs. Seamless construction... all-wool-face rugs, including Persian oriental reproductions, moderns, texture, hooked and some plain broadloom rugs. To make the sale complete we've taken many rugs from our regular stock for this big sale! Rugs from such mills as Mohawk, Bigelow Sanford and Alexnader Smith. Some rugs are imperfects. All popular colors and many patterns to choose from.

A Big January Sale of Fine Quality Carpet!

### WILTON Broadloom CARPET

A Finished Rug  
Will Cost:

9x12 Size ..... \$47.28  
9x15 Size ..... \$58.65  
9x18 Size ..... \$70.02

Genuine jacquard woven wool Wilton Broadloom carpet at an utterly low sale price. Ample 9-foot width for carpeting most floor spaces. Attractive all-over patterns in three colors, blue, burgundy and green. Solve your floor covering problem with this quality carpet at a very low sale price... 3.79 per square yard.

**\$3.79**  
SQUARE  
YARD

Clearance

**Axminster or  
Velvet Rugs**

9x12 or 8.3x10.6

**\$39.50**

An outstanding group of Axminster or heavy velvet rugs in oriental reproductions, moderns, texture and hooked patterns. Unusual color selections for you to choose from.

**Armstrong  
9 Ft. or 12 Ft.  
Floor Covering**

**54c** Sq.  
Yd.

Armstrong felt base linoleum in large 9 and 12-foot widths. Good selection of tile patterns in tan and green; black and gray. A bargain at 54c a square yard.

### Sale! Cannon and Other Towels

**CHENILLE  
Bedspreads  
\$3.98**

A sparkling new shipment of beautiful new chenille bedspreads... direct from the manufacturer. New colors... new patterns... new loveliness in deep, fluffy chenille that will add beauty to any bedroom they adorn. Dyed colors for richness and all whites, in sizes for full or twin size beds. Colors come in dusty rose, rosewood, blue, peach, green and gold.

**BATES HOMESPUN SPREADS**  
Discontinued patterns in Bates Homespun spreads reduced 1/2 of original cost. First quality in full size spreads and complete color assortment. Fine quality at such low price. **\$1.98**

**14c  
24c 34c**

A glorious selection of beautiful towels in a wide variety of colors, patterns and designs. Solid colored, reversibles, jacquards and white towels with colored borders. Big bath towels, medium size towels and guest size towels. Stock up your home now in this giant sale. Some seconds in the group.

—Downstairs at Ayres.

### YARD GOODS at a Saving

**DRESS DEMNANTS** Yd. **59c**

Another beautiful lot of plain and novelty weave dress fabrics from a large manufacturer of dresses. Winter colors and fine fabrics.

**RAYON REMNANTS** Yd. **19c**

Printed spun rayons, plain spun rayons and rayon satin linings. Large selection of patterns and colors.

**RAYON... SATINS** Yd. **39c**

Rayon slipper satins, rayon panne satins, remnants of finer fabrics in weights and colors for winter wear.

**50% WOOL BLANKETS** **\$2.98**

Beacon 50%-wool blankets. 70x90-inch doubles and 72x84-inch singles. Limited quantities in solid colors. Seconds.

**Rayon Colanese TAFFETAS** Yd. **29c**

Remnants in lengths of 1 to 8 yards in colors suitable for dresses, drapes and spread. Sale priced.

**PILLOW TUBING** Yd. **12c**

36-inch wide pillow tubing in remnants 1 to 10 yards long. Limited quantity. Seconds. No pieces cut.

**PEQUOT TUBING** Yd. **18c**

Approximate one-yard lengths. Just enough for one pillowcase. Made of fine pequot tubing.

**ASSORTED REMNANTS** Yd. **5c**

An accumulation of wash goods and domestic remnants in lengths suitable for many purposes.

**HOPE MUSLIN** Yd. **9c**

Our fine Hope muslin. Everyone knows the quality of this muslin. Limit of 20 yards to a customer.

**BLACK ROCK MUSLIN** Yd. **10c**

A fine quality of extra heavy unbleached muslin at a very low sale price.

**FINE PERCALE PRINTS** Yd. **15c**

Full bolts of fine 80-square percale prints in discontinued patterns and colors. A large assortment to choose from.

**27-IN. WHITE OUTING** Yd. **6c**

Good quality white outing flannel. Pure white in lengths of 10 to 20 yards.

### Sale! "Slicks" Slipcovers

**"Pervel" CURTAINS**  
**19c 29c 39c**

54 Inch 66 Inch 90 Inch

A cellulintz drape with a soft fabriclike appearance that will drape like a cretonne. Wipe them off with a damp rag. Three different lengths for most any size windows, in attractive patterns suitable for living room, bedroom and kitchen.

—Downstairs at Ayres.

Discontinued Styles and  
Seconds at a Saving

**\$1.99 \$2.99**

for Chairs for Davenport

• Wine • Blue  
• Brown • Rust

• Green  
• Gold

Slicks... the original slip covers for upholstered furniture. Made of strong knitted material that will not run. They fit like a glove... molding themselves around each part of the chair or davenport to give the appearance of new upholstery. Wash them with ease. Eight beautiful patterns to choose from. Each pattern is from one to five colors. Stripes, plain colors and figured designs. Made to fit all styles of furniture.

### Domestics and Bedding Reduced

**PLAID BLANKETS** Ea. **44c**

64x76-inch size first quality plaid blankets in a complete color assortment for your choosing.

**PERMA FLUFF COMFORTS** **\$2.98**

Just 19 of these old-style bordered pattern perma fluff comforts, reduced for clearance. Orchid colors only.

**"BEACON" 35% WOOL BLANKETS** **\$1.98**

Seconds in the famous Claymore "Beacon" blankets. 25% wool, solid colors with fancy borders. 70x90-inch size.

**ALL-WOOL BLANKETS** Ea. **\$3.98**

Extra heavy blankets in 4 1/2 to 6-pound weight. All wool in sizes 60x84 and 72x84 inches. Seconds in limited quantity.

**CANNON WASH CLOTHS** DOZ. **55c**

12 Assorted colors in these fine "Cannon" wash cloths. Neatly folded in tape-tied packages. 2 for 51

**"Twinkle" DISH TOWELS** 6 FOR **79c**

Colored border, "Twinkle" dish towels. Part linen and nicely made. Done in neat cellophane package.

**TURKISH TOWELS** Ea. **14c**

Imperfects of fine Turkish towels. Sizes 17x24 up to 22x44 inches. Under and oversize white towels with colored borders.

**REVERSIBLE QUILTS** **\$1.59**

Just one pattern and color to close out in these fine quilts. Patchwork pattern alike on both sides.

**25% WOOL BLANKETS** **\$2.98**

"Fieldcrest" 25% wool double blankets in plaids. Colors of peach, rose, cedar, green and blue.

### Tuesday! Save In Our January INFANTS' Sale!



**INFANTS' SHIRTS** — Double-breasted shirts, rayon and cotton with ties side. 24c  
**INFANTS' FLANNELETTE GOWNS** — Wrappers and gertrudes in neatly tailored styles. 24c  
**INFANTS' WRAPPING BLANKETS** — Infants' warm fleece wrapping blankets in colors of pink, white and blue. 24c  
**INFANTS' BLANKETS** — Infants' crib size blankets, warm and full crib size, slight irregulars. 34c  
**BABY DRESSES** — Infants' hand-finished baby dresses with dainty embroidery trim. 24c  
**INFANTS' TRAINING PANTIES** — Infants' swiss ribbed training panties with double knit front and back. 24c  
**INFANTS' PAD** — Infants' quilted pads. Size 17x18 inches. 2 for 24c  
**INFANTS' QUILTED PADS** — Infants' quilted pads in 17x30 size. 24c  
**INFANTS' SHEETS** — Guaranteed waterproof stockinette sheets, 18x27-in. size. 24c  
**TOWEL AND WASH CLOTH SET** — Infants' Cannon towel and wash cloth set, complete. 24c  
**INFANTS' KNIT GOWNS** — Infants' cotton knit gowns with drawstring bottom and sleeves. 44c

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' WRAPPERS** — Infants' cotton knit wrappers with pink and blue trim. 44c  
**INFANTS' SANI-SHEETS** — Infants' sani-sheets, warmly fleeced and guaranteed waterproof. 44c  
**INFANTS' CURTY PADS** — Infants' curty pads, 18x30 inches, slight irregulars. 44c  
**INFANTS' DRESSES** — Hand-made dresses for infants. Pastel and white colors with dainty embroidery. 44c  
**INFANTS' MOCCASINS** — Infants' hand-crocheted moccasins with white, pink and blue trim. 44c  
**INFANTS' CREEPERS** — Infants' hand-made creepers in dainty pastel colors. 44c  
**INFANTS' BUNTINGS** — Infants' Beacon cloth bunnings, satin ribbon trim, zipper front, detachable hood, pastel colors. 84c  
**INFANTS' CRIB SPREAD** — Infants' candlewick full-size crib spread with novelty designs. 84c

**INFANTS' CRIB BLANKETS** — Rayon satin-bound crib blankets. Slight irregulars of better blankets. 84c  
**INFANTS' WASH CLOTHS** — Infants' "Cannon" knit wash cloths with attractive shell-stitched edge. 2 for 15c  
**INFANTS' WRAPPING BLANKETS** — Infants' soft fleece wrapping blankets in soft pastel colors. 15c  
**INFANTS' TRAINING PANTIES** — Infants' double-knit training panties with yoke front and French leg. 15c  
**INFANTS' 2-PC. COAT SETS** — Infants' 2-piece rayon crepe coat sets, including smocked coat and bonnet. Pink and blue. \$1.24  
**INFANTS' BLANKETS** — Rayon satin-bound Esmond blankets, full size, in pink and blue. \$1.24

**INFANTS' BIRDSEYE DIAPERS** — Fine quality "Birdseye" diapers. First quality. 84c doz.  
**INFANTS' FLANNELETTE DIAPERS** — Sturdy quality flannelette diapers for infants, 27x27-inch size, first quality. 84c doz.  
**INFANTS' 3-PLY GAUZE DIAPERS** — Infants' 3-ply gauze diapers in layette size. 84c doz.  
**INFANTS' "CURITY" DIAPERS** — Infants' Curity gauze diapers, guaranteed absorbent and non-irritating, 27x27 and 20x40-inch sizes. Slight irregulars. \$1.69 doz.

—Nursery Furniture—

**INFANTS' FULL-SIZE CRIB** — Non-sag link springs, safety drop side, rubber tires, maple finish, decorated panels. \$8.45  
**INNERSPRING MATTRESS** — Innerspring sanitized and germproof mattresses, standard size. \$5.45  
**INFANTS' GENUINE BATHINETTE** — Complete with Cannon bath set, guaranteed rubber tub, cretonne pockets for toilet accessories. \$4.50  
**INFANTS' PLAY YARD** — Well constructed, draftproof wooden floors, colorful play beads, maple finish. \$3.55  
Waterproof play yard pad to match. \$1.55