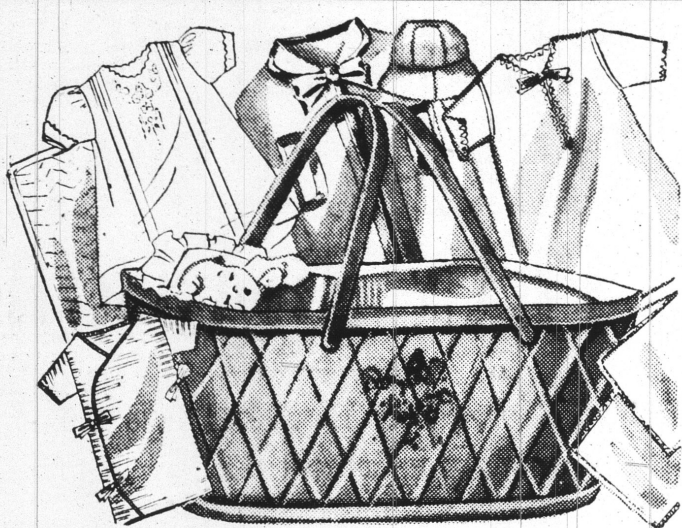


# 68th Anniversary Sale

## AYRES DOWNSTAIRS STORE



### Save in This Sale of Timely Needs for Infants

## Big 65-Pc. Infants' Layette

SALE PRICED **\$7.99** Including Every Item Listed Below

3 Cotton Shirts, tie side  
2 Flannelette Gowns  
2 Flannelette Wrappers  
2 Hand-Embroidered Dresses  
2 Hand-made Gertrudes  
1 Beacon Cloth Bunting

3 Quilted Bassinette Pads  
1 Rubber Bassinette Sheet  
2 Fleece Wrapping Blankets  
2 Bassinette Size Blankets  
24 27x27 Birdseye diapers  
2 "Cannon" Wash Cloths

2 "Cannon" Knit Towels  
1 Johnson Baby Powder  
1 Box Q Tips  
1 Bar Johnson Castile Soap  
6 Baby-All Bottles  
6 Baby-All Nipples

Slight Irregulars of "CURITY" GAUZE DIAPERS --- **\$1.35** Doz.

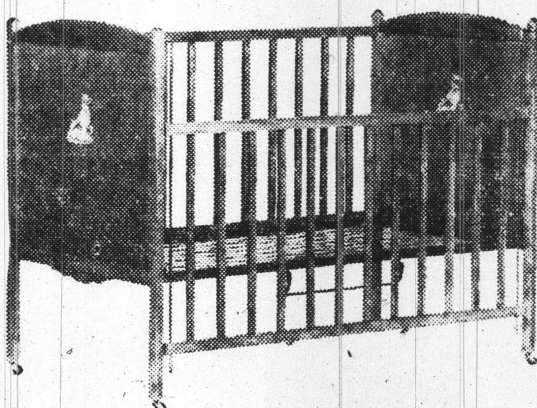


Genuine  
BABY  
BATHINETTE  
**\$3.99**

Guaranteed rubber tub complete with cretine pockets for toilet accessories.  
Downstairs at Ayres.

### INFANTS' FURNITURE and CRIB Accessories

- ☐ Genuine Baby-Guard Hi-Chair with acid proof tray and adjustable foot rest, complete with water-proof pad... **\$5.75**
- ☐ Infants' Carrying Basket with floral trim. Sturdy handles, complete with water-proof mattress... **\$1.59**
- ☐ Infants' Nursery Seat, sturdy construction, in maple, birch or ivory finish... **89c**
- ☐ Plaque Quality Crib Sheets, to stand hard wear... **2 for \$1.00**
- ☐ 43x72 inches... **2 for \$1.00**
- ☐ Waterproof Flannelette Crib Sheets, guaranteed... **2 for \$1.00**
- ☐ 34x52 inches... **2 for \$1.00**
- ☐ Full Size Crib Blankets, solid colors, novelty weaves, wide rayon satin boudoir. White, pink and blue... **89c**
- ☐ Sateen Bound Crib Blankets. Pink, blue and white... **2 for \$1**
- ☐ Crib Comforters, full size, floral designs and juvenile patterns... **\$1.00**



Infants' Full Size  
CRIBS... **\$7.99**

Genuine full-size infants' crib, sturdily constructed in wood with safety drop sides. Soft link springs and rubber tired wheels. Panel ends with attractive designs.  
—Downstairs at Ayres.

### Juniors, Don't Miss This

## DRESS Event

**2 for \$11**

(1 Dress \$6.65)

Sizes for Juniors 9 to 17  
Sizes for Misses 12 to 20  
Sizes for Women 38 to 52, 16 1/2 to 24 1/2

Street Dresses Rayon and Wool  
Sports Dresses Rayon Alpaca Crepe  
Afternoon Magic Hour Crepe  
Dresses Sanchilla Rayon  
Evening Dresses

Black, Brown, Wine, Green, Soldier Blue

A dress event that every Indianapolis Woman will thrill to participate in. Such glorious selections are found in more expensive dresses, but it is very seldom that such quality is offered at such tremendous saving. See these many attractive fashions and realize the quality, styling and expensive little details that make them "Musts" for your Fall picture.  
—Downstairs at Ayres.



Sizes 9 to 15

Sizes 9 to 15



You Get Big Savings... and New Correct Fashions!

## WOOL FELT HATS

**\$1.59**

Styles that make Fashion Headlines at a price that makes VALUE-news! Discreet brims, chic Bretons and glamour turbans! Ornaments, ribbon and veil trims. Choose in Black, Navy, Wine, Green and Soldier Blue in the group; Headsizes 22 to 23. Anniversary Sale Priced at \$1.59.

Other Fall Felt Hats, 88c



Full Width  
50 Inches x 2 1/2 yards  
**Homespun DRAPES**  
**\$2.69** Pair

Extra Wide, Natural, Grounds  
Extra Long, Vertical, Stripes  
Lateral Stripes, Checks, Plaids

The most drape for your money that we have ever been able to offer. Many patterns, colors and designs to choose from. Perfect for lending a casual distinction to any room and luxurious enough for everyone. Get yours tomorrow while they last.  
—Downstairs at Ayres.

Dress Up in These Fall Coats and Save by Buying in the Great Sale!

## Untrimmed Dress and Sport COATS

**\$14.88**



Chevron Tweed in Wine, size 16.

Wool and Camel Hair in Natural. Plaid zip-out lining. Size 14.

Fur-Trimmed DRESS COATS  
**\$23.88**

Kit Fox, Skunk-Dyed Opussum, American Grey Fox, Beaver-Dyed Coney, Mink-Dyed Coney, Wolf, Raccoon and Persian. All of these beautiful, trim and smart-looking dress coats.  
—Downstairs at Ayres.

You Get True Anniversary Values in This

## SALE of 3-Piece BED OUTFITS

THE BED—Choice of either a Walnut finish or Maple finish bed in Four Poster or Jenny Lind styles. Sturdily constructed for service. Smart style choice, to go with most any type of decorating scheme. Full size or twin size.

THE INNERSPRING MATTRESS—A comfortable mattress with steel insulation, ventilators and A. C. A. ticking. Hundreds of tempered coil springs, generously padded with white foiled cotton. Full or twin size.

THE SPRINGS—A comfortable, 90-coil, electrically tempered spring. They're durable, serviceable steel double deck coil springs, securely tied. For full or twin size beds.  
—Downstairs at Ayres.



All 3 for Only **\$21.95**

Chest to Match... \$9.95  
Vanity to Match... \$15.95  
Dresser to Match... \$17.95  
Maple or Walnut Finish

**\$1 DOWN**

Delivers this outfit to your home. Balance on Ayres' Deferred Payment Plan. Small carrying charge.

Only at Anniversary Would Such a Sale Be Possible!

## Manufacturer's Sample Sale Chenille Bedspreads

**\$1.29 \$1.99 \$2.99**

A closeout of select salesman's samples of much higher priced chenille bedspreads. Full size spreads in all of the best Fall colors and patterns that will lend charm to your bedroom. Choose them in solid colors, two-tones, multi-colors. Limited quantities and mostly two of a kind. If you wish, you may use a Dec. 15 layaway to facilitate giving them as Christmas gifts.

### CLOSEOUT OF RAYON BEDSPREADS

Only 54 of these choice spreads that have sold for prices much greater. Printed Rayon, Novelty and Quilted Designs. These make ideal gifts.  
—Downstairs at Ayres.

**\$2.98 \$3.98** and

