

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE



Flower-Pretty! Stove-Warm!

Camel Suedes

SIZES \$3.00
11 to 17

Kitten-soft rayon camel suede fashioned into pertly flattering lines. Gently draped and smoothly styled to see you smartly through every hour of the day. In colors that add beauty to your skin and sparkle to your eyes. Blue, rose and aqua.

—Junior Deb Department, Downstairs at AYRES

Women's Serviceable Quality Rayon Stockings

Beautiful and serviceable rayon stockings with seamed backs, fashion marks. The tops are cotton, feet cotton reinforced. First quality, in assorted colors, sizes 9 to 10½.

39c
PR.

Women's Cotton Stockings

Good, serviceable stockings to wear every day, day after day. Of a fine first quality cotton yarn, with seamed backs and fashion marks. Sizes 9 to 10½.

29c
PR.

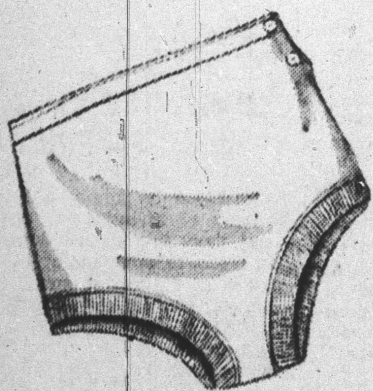
Women's and Misses'

"BUSTER BROWN"

Cotton ANKLE SOCKS

Fashioned of fine, sturdy Durene cotton in pretty sweater colors. Also white. In first quality and irregulars. Sizes 8½ to 10½.

19c
PR.



Seconds of Famous Dutchess

"BUDDEE"

Cotton Briefs

39c

For work, for play, for sports, and especially under your slacks, "Buddee" briefs in a fine, soft combed cotton yarn. They're comfortable to wear, easy to care for, second quality! Small, medium and large sizes.

Also Rayon Undies, First and Second Quality, at 39c Each



Sale!

A Group of Fine SPORTS COATS

- FLEECES!
- CAVALRY TWILLS!
- ALL-WOOL TWEEDS!

\$15

We have taken a group of fine coats from our regular stock and reduced them to this low price! All the coats in the group are fashioned from superior fabrics in your favorite casual styles. There are sturdy all-wool tweeds, lovely fleeces and durable cavalry twills in the group. All are warmly interlined for extra protection against winter winds. Some linings are removable, making the coats very practical for now and later. In a good selection of styles and colors.

—Coat Department, Downstairs at AYRES

Friday—A Huge Purchase of Rayon Celanese Ninon Panels

**Wash Beautifully
Without Shrinking!**

2½ Yard Length . . Ea. **\$1.29**

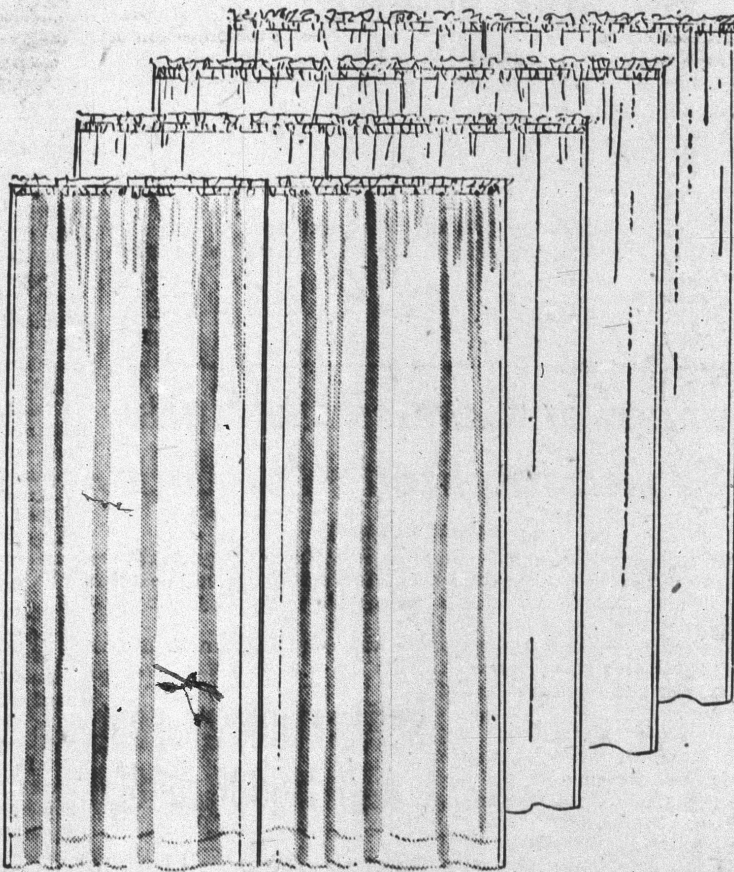
2 1/6 Yard Length . Ea. **\$1.19**

2 Yard Length . . . Ea. **\$1.10**

1½ Yard Length . . Ea. **\$1.00**

1¼ Yard Length . . Ea. **89c**

Made of celanese rayon yarns with a high thread count, these curtains wash and iron so easily it's a joy to take care of them! And they do not shrink! They're sheer, pretty and 34-inches wide (68-inches to a pair of panels) with sufficient fullness for use on ordinary windows! Odd sizes to match in 38, 99 and 108-inch lengths may be ordered for two weeks' delivery.



ORDER BY MAIL-OR PHONE RI. 9441



JOBBER'S CLOSEOUT!

Better Millinery

HALF PRICE \$1.00

An attractive group of hats in smart, flattering styles; choice of felts or fabrics; matron's or suit brims, turbans, pompadours, pill boxes; self, grosgrain ribbon or feather trim; black, brown, red, kelly, purple, aqua, copen or gold.

—Millinery Department, Downstairs at AYRES



Special Purchase!

Infants' 2-Ply Cotton Knitted Creepers

69c

These are slight irregulars of first quality creepers that regularly sell for \$1.19. Put your member of the Cradle Crowd (boy or girl) into this fine combed knitted cotton garment that gives warmth without weight and launders nicely. The creepers have covered snap buttons, plain or applique trim. Sizes, for babies from 6 months to 2 years.

Matching Cotton Knit Cardigans, 69c

SPECIAL PURCHASE!

Little Boys' 2-Piece Cotton Knit SUITS

89c

With neatly tailored suspender shorts, a masculine novelty polo shirt top. Of fine, nicely woven knit cotton and a real bargain. Brown, green, maize, aqua. Sizes 1 to 8 years.

Boys' POLO SHIRTS
2 FOR \$1.00

Little boys' cotton knit polo shirts with novelty stripes in bright spring colors. Washable, fast colors. Sizes 2 to 8.



Brighten Your Home With a New 9x12 Seamless Axminster Rug!

\$29.75

Here is a real group of bargains! Included are part wool and part rayon rugs, all-wool face, plain Broadlooms and some irregulars! There are attractive, knowingly designed and colored patterns in such pretty and useful designs as lovely leaf, modern and quaint Early American Hit and Miss. Choose rich shades of blue, green, wine and brown.

Genuine Inlaid LINOLEUM

Cemented
to Your Floor

\$1.29

SQUARE
YARD

While 700 square yards cut from full rolls last! And, what's more, we'll lay it for you! This is fine adhesive back inlaid linoleum in beautiful tile or marble patterns in lovely wanted colors. It's perfect quality, too. We make a small minimum charge for installing this linoleum in bathrooms or small kitchens under 12 square yards. Please bring your room measurements.

A Room 12x12 Feet.....\$20.64 Installed
A Room 9x12 Feet.....\$15.48 Installed
A Room 8x9 Feet.....\$10.14 Installed

100% Cotton Felted 50-Lb. Mattress

\$19.95

The heavy felt center of this sturdy, comfortable mattress is covered with soft, downy cotton, adds up to a complete weight of 50-lbs. The beautiful gray, flower patterned ticking has contrasting sidewalls, is button tufted with hand turned pre-built borders. Full or twin sizes.

—Downstairs at Ayres.