

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

\* REGISTERED



Flower-Pretty! Stove-Warm!

### Camel Suedes

SIZES **11 to 17 \$3.00**

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



### 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



### JOCKER'S CLOSEOUT!

### Better Millinery

**HALF \$1.00  
PRICE**

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**

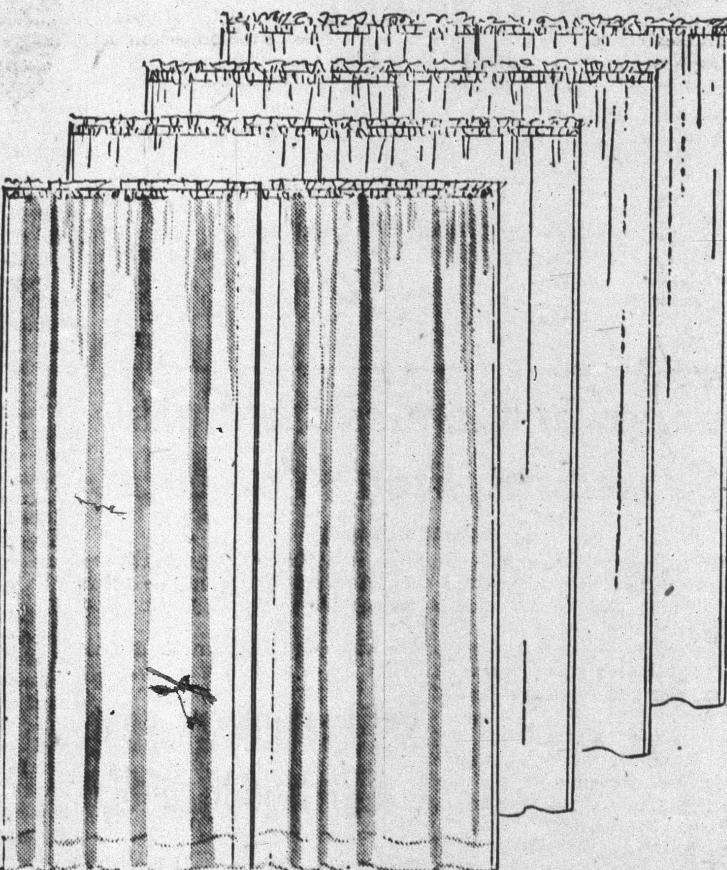
With neatly tailored suspender shorts, a masculine novelty polo shirt top. Of fine, nice woven cotton. At a real bargain. Brown, green, maize, aqua. Sizes 1 to 8 years.



### 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.



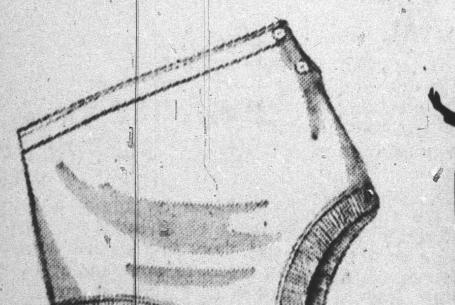
### Friday—A Huge Purchase of Rayon Celanese Ninon Panels

#### Wash Beautifully Without Shrinking!

2 1/2 Yard Length . . Ea.	<b>\$1.29</b>
2 1/6 Yard Length . . Ea.	<b>\$1.19</b>
2 Yard Length . . Ea.	<b>\$1.10</b>
1 1/2 Yard Length . . Ea.	<b>\$1.00</b>
1 1/2 Yard Length . . Ea.	<b>89c</b>

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**



Seconds of Famous Dutchess  
"BUDDEE"

**Cotton Briefs**  
**39c**

For work, for play, for sports, and especially under your slacks, "Budde" 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



Brighten Your Home With a New

### 9x12 Seamless Axminster Rug!

**\$29.75**

Genuine Inlaid LINOLEUM

Cemented to Your Floor **\$1.29** per 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 6x8 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