

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

Beginning Thursday! Indianapolis will SAVE

\$12,000 in Our 2nd Annual May ...

RUG SALE

\$1 DOWN
Delivers Any Room Sized Rug in This Sale!

A Small Carrying Charge Is Added If You Buy On Deferred Payments!

Famous Masland Process
Wool-Face Rugs

9x12 Size—Seamless

This rug has passed the severest tests for long wear and service. We think it's one of the best popular priced rugs we've ever sold. Choice of American Oriental patterns and colors. Sale priced, and how!

\$16.95

—Downstairs at Ayres.

American Oriental

9x12 Size Rugs
\$29.95

They're seamless, have colors woven through to the back. Have "Lay-tex" back. Heavy fringed ends and serged sides. Copies of old masterpieces. Choice of colors. A few seconds included in the group. Sale priced.

From the Looms of MOHAWK

"Waffle-Weave"

Hair Rug Pads
\$4.95

A special price on our best quality Waffle-Weave All-Hair Rug Pads. Size 9x12 or 8.3x10.6. These not only protect the beauty of your rug but also add years of service.

All-Hair Rug Pad, 9x12 **\$3.95**

—Downstairs at Ayres.

9x15 and 11.3x12 Axminster Rugs
\$29.50 to \$49.50

Some imperfect ... all specially bought to sell at these low prices during our great sale. Choice of rose, red or taupe colors in very heavy, thick quality.

—Downstairs at Ayres.

6x9 and 7½x9 Rugs
\$6.50 to \$25.95

Choose from Axminster, velvet, worsted qualities in plains, Persians, Chinese and hooked patterns. Colors in rose, taupe, red, blue, tan. Heavy seamless quality and enormous selections. All perfect quality.

—Downstairs at Ayres.

22x34 Chenille Rugs
79c

Brighten up the bathroom or bedroom with these gayly colored, bright hue heavy cotton chenille rugs. All perfect quality ... and a "steal" at this price.

—Downstairs at Ayres.

BEGINNING tomorrow, Ayres' Downstairs Store celebrates the second Birthday of its big Rug Department! We're celebrating with a SALE that is doubly important to you! First because we are slashing present prices to the bone! Second, because rug prices are going to advance June 1! We spent weeks and weeks preparing for this event. We bought the surplus stocks of two of America's biggest distributors ... and tomorrow we offer thrifty Mr. and Mrs. Indianapolis \$30,000 worth of fine floor coverings for \$18,000—a clear saving of 40%! Come early tomorrow for an opportunity that may never come again! Doors open at 9 A. M.

Buy on Deferred Payments—Or Use Our "Layaway"!

Heavy Seamless Quality—9x12 or 8.3x10.6
Axminster or Velvet Rugs

- Many Are Beautiful Chintz Patterns
- Many Have Fringed Ends
- Many Have "Lay-tex" Back
- Many Are Copies of Fine Persian Masterpieces

As soon as you see the low price tags on these beautiful, serviceable rugs you know you're getting a bargain. Heavy nap, beautiful patterns, wonderful color combinations that will add beauty and richness to your room ... these are just a few of the many details about these rugs you'll appreciate ... and want.

—Downstairs at Ayres.

\$23.69

All First Quality!

Sale! "TU-TONE" Rugs

9x12 Size!
Fringed Ends!

\$11.90

What Webster Says About Jute:

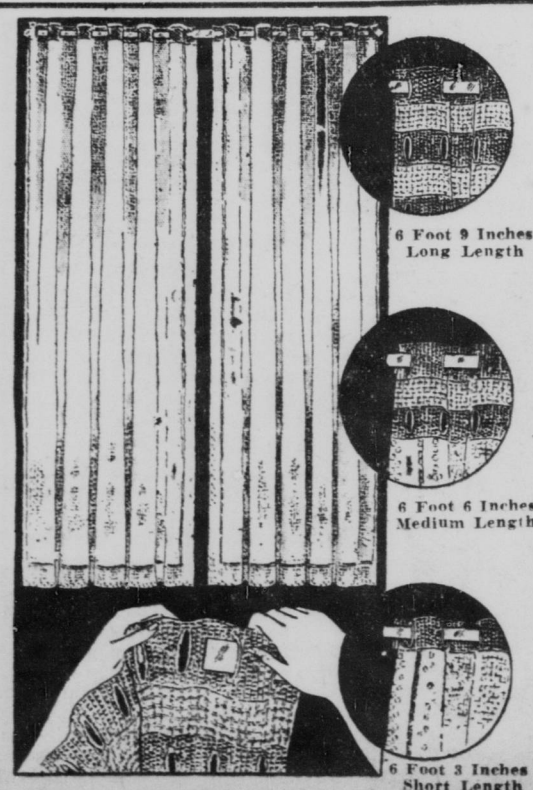
The glossy fiber of an East Indian plant. Is used for sacking, wrapping paper and twine and is sometimes mixed with wool or silk. The fiber has proven to be sturdy and tough to wear-and-tear.

The Rug With 6 Points of Superiority:

1. Specially priced for this sale at a price worth rushing downtown for!
2. A New ALL JUTE rug that is outstanding in its neat appearance and unusual durability!
3. The fabric construction was tested at the factory 5 months before this rug was offered for sale! The quality is proven!
4. A new hand border type of plain rug with Jasper center and darker contrasting border that harmonizes in almost any room!
5. These rugs will NOT track or show marks! Warm to your feet! They wear smoothly and evenly. They look well in almost any room in the house!
6. They're available in four colors: Rose, taupe, green, and blue and have beautifully fringed ends!

27-Inch "TU-TONE" Carpeting—**69c** Yard

—Downstairs at Ayres.



Here's the "Smartest" Curtain Idea in Years! **Sale Priced!**

Adjustable Top Lace Panels
IN TWO PRICE GROUPS

\$1 Each **\$1.69 Each**

The smartest idea because it's so practical and because it saves you money. The adjustable panel top is 43 inches wide and has three adjustments for length. The woven top acts as a heading and the neat method of going on the rod, if used 2 to a window, makes a beautiful effect without draperies of any kind. Choice of 2 popular weaves ... all in the new cocoa shade.

—Downstairs at Ayres.

ORIENTAL Reproductions
\$25.95

1. Colors woven through to back
2. Non-skid Laytex back
3. Seamless quality
4. Heavy fringed ends

These 9x12 or 8.3x10.6 size rugs are heavy, durable and extremely handsome in design and color. You'll also find a group of Chinese effects some of which are imperfect quality. Every one an outstanding bargain.

—Downstairs at Ayres.

Very Fine Quality
Seamless 9x12 or 8.3x10.6
Axminster Rugs
\$35 and \$39.50

These rugs are made by Mohawk, one of America's foremost manufacturers. They're classed as imperfections of their finer grades. We were able to secure but 15 rugs in plain two-tone and Persian patterns. Choice of colors. Save yourself plenty!

—Downstairs at Ayres.

Genuine Jacquard-Woven
WILTON RUGS
9x12 or 8.3x10.6 Sizes
\$34.50 and \$42.50

Only in this sale can so little money buy such a tremendous rug value as these. Heavy all-wool seamless and seamed wilton rugs. Selections in all the wanted colors and patterns. All perfect quality.

—Downstairs at Ayres.

Broadloom Carpet
\$2.50 Sq. Yd. \$2.95 Sq. Yd.

This sale is your opportunity to have a beautiful rug made from this exceptionally fine carpet material. It's 9 feet wide, is seamless quality. Choice of 2 shades of green and taupe or burgundy, rust and blue.

—Downstairs at Ayres.

Linoleum-Like
INLAID RUGS
9x12 Only! **\$6.89 Each**

Choice of 3 beautiful heavy inlaid rugs with color through to the back. We've secured only 50 of these rugs through a "lucky buy" and the price is indeed low for this quality. All perfect specimens.

—Downstairs at Ayres.

Remnants Up to 25 Sq. Yds.
CONGOLEUM
Congoeum in remnants at a very special sale price. It's 6 feet wide and choice of beautiful patterns while 2,000 yards last. Please bring your measurements with you! Perfect quality!

—Downstairs at Ayres.

SQ. YARD

Enamel Surface Rugs
6x9 \$2.95 9x9 \$4.95
9x12 \$6.69 9x10.6 \$5.95
7½x9.3 \$3.95 9x15 \$7.95

—Downstairs at Ayres.