

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

★ (REGISTERED)

Tomorrow at 9:30—A Sensational Sale!

MARSHALL FIELD and Company, QUILTS

the R-U-G Jobbing Business!

We Made an Early Selection and Bought Much of the "Cream" of Their Entire Wholesale Stock of Rugs—at Sacrifice Prices—That Will Bring **Outstanding Savings for YOU TOMORROW!**



MARSHALL FIELD COMPANY of Chicago, Illinois, have been wholesalers, jobbers, and distributors of quality rugs for years and years. Every rug which they sold met an exacting standard of high quality and smart designing. Weaves colors, designs that have always kept apace with the new trend to smarter floorcoverings. A short time ago Marshall Field's decided to liquidate their entire wholesale line of fine carpets and rugs. They disposed of their entire wholesale stock. A telegram put us "Johnny-on-the-Spot" in Chicago for an early selection that only such a great sale could bring you.

11 Reasons WHY This IS an Important Rug Sale!

1. Every Rug is of Marshall Field time-tested quality and construction!
2. Many of the rugs are exclusive patterns designed by Marshall Field artists!
3. Also Rugs from America's Finest Mills hand-picked by Marshall Field Experts!
4. Every Rug in This Group Is PERFECT in Quality!
5. Over 90% are new 1936 Spring designs and new patterns. 10% were recently discontinued!
6. Over 250 Marshall Field Rugs From Which to Make Your Choice!
7. Our early selection from this mammoth stock brings you the cream of their rugs at greatest savings!
8. 15 Experienced Carpet and Rug men will be ready to give you authoritative advice!
9. Every Rug Will Be Very Plainly Marked With the Marshall Field Name!
10. Our Rug and Carpet Section Will Be Greatly Enlarged to Make Easier Selection in This Sale!
11. Rugs for almost Every Room in the Home and also most every personal taste in style!



New Axminsters and American Orientals Field's RUGS

\$39.50

Sizes 9x15 and 11.3x12

A very good selection of Persian, Kirmasahah, Floral and Oriental designs. Exact and true copies of original Oriental Rugs. All are seamless quality of long wearing, high pile, all-wool construction. In a great selection of handsome colors. They can be bought on our Convenient deferred payment plan.

New Axminsters and Velvet Room Size Field's RUGS

\$19.90

9x12-Foot and 8.3x10.6-Foot Rugs in New 1936 Patterns in Perfect Quality Rugs!

A broad selection of Persian, floral, Early American, and Oriental designs. All are seamless rugs tightly woven to the back. Select from rich reds, rusts, taupe, tan, and rose combinations. These rugs may be bought on the convenient payment plan.

Domestic Orientals Broadlooms and Axminsters

\$29.75

Big Savings! All in 9x12 to 8.3x10.6-Foot Sizes in Perfect Quality Fine Rugs!

Marshall Field quality rugs in a wide assortment of colors and types. New Persian, floral, texture effects, Colonial, early American colors and patterns. Broadloom effects in modern, Fringed Oriental patterns, and heavy Axminsters. Many woven through to the back.

New Broadlooms, Heavy Wiltons and Axminster RUGS

\$38.90

Also American Orientals in 9x12 and 8.3x10.6-Foot Roomsizes!

Truly high-quality Marshall Field authentic Persian designs, high pile broadlooms in period patterns. All perfect quality Wiltons in traditional and Persian designs. All woven of selected imported wool yarns of high tensile strength and fastest dyes.

Discontinued Styles of "MARSHALL FIELD" "Zion" Lace Panels

1/3 OFF

30 Pair \$1.29 Panels at 86c

36 Pair \$1.59 Panels at \$1.06

106 Pair \$1.79 Panels at \$1.19

214 Pair \$1.98 Panels at \$1.32

61 Pair \$2.50 Panels at \$1.67

In All Widths and Lengths! Quantities Subject to Previous Sale!

We purchased 35 different discontinued styles of Marshall Field, wholesale Zion Lace Panels at 1/3 off the regular price. Tomorrow we pass this saving along to you. You'll find all widths and lengths from 36 to 60-inch widths and 2 1/4 and 2 1/2-yard lengths. In light and dark ecru shades. Fine weaves and heavy weaves. Open mesh and close weaves. Plain and bordered effects.

—Downstairs at Ayres.

In Order to Complete the Sale in Sizes and Types ... Not Available in Marshall Field Stock

Rugs from Famous Mills

Clearance SALE! Beautiful 9x12 Sheen-Washed "Carolstan" RUGS

By Karastan—Every Rug Is Perfect!

Rugs of beauty and distinction! Rugs you've always wanted for your home, but just couldn't afford! Now, at this time, at this clearance sale price you can own one of these beautiful, high-piled Oriental type rugs. Just 25 in the group ... hurry ... hurry ... hurry!

\$49.50

Sale! 9x12 Seamless Axminster Rugs

\$19.90

Hooked designs, early American designs in a heavy, durable all-wool seamless construction. Heavy tailored ends. A value of such a sensational nature that every one will want one.

Sale! Plain 9x12 Broadloom Rugs

\$29.75

Irregulars of fine wool rugs from the largest manufacturer of rugs in the world. Seamless construction ... high, heavy, long-wearing pile. In handsome green, walnut, cedar or burgundy colors.

Sale! Plain Wool Velvet Carpet

\$1 and \$1.59

27 Inches Wide

This carpet is perfect for halls, stairs or an all floor covering. Heathers, taupe, blue, green, burgundy and mahogany.

Clearance of Linoleums

Printed Linoleum—Gold Seal Congoleum—Felt Base

A sale of good quality, long service linoleum and felt base yard materials ... at tremendous savings. Every yard perfect. Tile, floral, block and cobblestone patterns. Many colorings. **29c** Sq. Yd.

Clearance Sale! 9x12 Size RUBBERTEX RUGS

To make room for newly arriving spring stock we price these 9x12 Rubbertex Rugs far below "par" value. Tile, floral, block and modern patterns in heavy weight rubbertex. Limited quantity. **\$4.99**

—Downstairs at Ayres.

Early Bird Specials! Very Special Sale Values!

Carpet Samples 69c, \$1.19
18x30 Rag Rugs 10c
9x18-in. Stair Treads 5c
Rubber-Tex Rugs, 7.6x9 \$2.99
22x38, 4.6x7.6 Salvage Chenille Rugs 89c
6x9 Rag Rugs \$1.69
Oriental Type Scatter Rugs, Size 22x40 \$1.00
Gold Seal Sample Rugs \$1.00
Speedy Steel Sweeper \$1.98
Rubber Door Mats, 18x30 19c
—Downstairs at Ayres.