



ANNIVERSARY SALE DOWNSTAIRS at AYRES

Extraordinary Anniversary Value!

American Oriental
Plain and Figured Broadloom
Room-Size Rugs

Some With
Colors
Woven
Thru
to Back

\$29.75 9x12 or
8.3x10.6
Size!

• Serged Sides! • Tailored Ends! • Fringed Ends!
• Perfect Quality! • Seamless Construction!

In the face of constant and rising prices we offer you
a mighty big savings on these room-size rugs.
Choice of 85 new and beautiful patterns, includ-
ing Persian, Chinese, Modern, Hooked, Colonial
and plain rugs. Red, rose, blue, green, rust,
brown, burgundy, taupe and tan colors.
—Downstairs at Ayres.

For Your Convenience

2 Easy Methods of Buying Your Rugs!

Regular Deferred Payments

Small Down Payment—Balance Monthly!

There is our regular Deferred Payment Plan of long and
happy reputation. It applies to all home furnishing.
Under it you make a small down payment, followed by
surprisingly small monthly payments which of course in-
clude a small carrying charge.

"Few Pennies a Day Plan!"

Copyright, 1936, by E. S. Ayres & Co.

Our new baby in the Deferred Payment family is the
"Few Pennies a Day Plan" which is exclusive with Ayres
in Indianapolis. Its feature is NO DOWN PAYMENT.
You pay only a few cents a day, including a small
carrying charge.

64th Anniversary Sale!

Gold Seal-Crescent
Felt Base
Floor Covering

29c sq. yd.

For kitchens or bathrooms save on
this heavy enamel surface floor cov-
ering. In attractive patterns and col-
ors. Save as much as 50% on recover-
ing your kitchen or bathroom during
the Anniversary Sale! Discontinued
patterns.

Inlaid Linoleum \$1.09 sq. yd.

★
Gold Seal
Congoleum Rugs

9x12
Size **\$6.95**

Discontinued and imperfect patterns!
Finest quality enamel surface felt base
rug on the market today! Choice of
many beautiful, gay patterns in Tile,
Cobblestone and Florals.

★
Innerspring
Studio Couch
\$18.95

Solidly constructed with many inner-
springs, to make it comfortable. This
season's style . . . in green only. SAVE!
SAVE! SAVE!

★ Early Bird Specials!

9x12 Waffle Weave Pads . . . \$4.49
9x12 Jute Rug Pads . . . \$2.69
Oval Plaid Rugs, 2x3 . . . \$5.9c
Cotton Orientals, 24x24 . . . \$9.9c
Hit and Miss Rag Rugs,
18x30 . . . \$2.9c
Cotton Chenille Rugs, 24x44 \$9.9c
Axminster Throw Rugs,
27x48 . . . \$2.39
Chenille Rugs, 22x34 . . . \$9.9c
—Downstairs at Ayres.



Sizes
4 to 8

Black Cuff
With RED,
BLUE or
BLACK
Uppers!

Anniversary Sale!

House Slippers

WITH REAL LEATHER SOLES

It's real NEWS when you can buy such at-
tractive and serviceable house slippers
as these at such a low SALE PRICE! They
are made of shiny ZAPON in black, blue or
red—with black cuff. They have medium high
heel and semi-hard cowhide leather sole.
Shop early!

59c PR.

Order By Phone—Call RI. 9441!

—Downstairs at Ayres.



64th Anniversary Sale!

New Fall HATS

High Hats, Felts, Velvets, Off-the-Face
Types, Berets in all the Smartest Colors!
A fashion achievement! Brand new higher priced
fall hats . . . exact copies of expensive models.
The assortment of styles and colors is extensive
... and you'll find just what you have in mind . . .
at big savings!

98c

—Downstairs at Ayres.

Anniversary Sale Carpet Value!

Broadloom Carpet

Plain Mohawk Broadloom

Sale
Priced
at **\$2.45**
sq. yd.

9x12 Size . . . \$29.75

Green, blue, brown, burgundy or an-
tique mahogany colors. All wool, seam-
less quality, 9 or 12 feet wide. Reg-
ularly sells for \$3.50 a square yard.

Twist Wool Frieze

Sale
Priced
at **\$3.75**
sq. yd.

9x12 Size . . . \$44.95

Regular selling price is \$4.95 a sq. yd.
This new weave shows a minimum
of foot prints. Seamless 9 or 12
feet wide. Green, blue, brown and
burgundy.

Anniversary Sale Rug Value!

FAMOUS KARASTAN 9x12 or 8.3x10.6

"Carolstan" RUGS

Sale
Priced
\$48.95 27x54 . . . \$4.95
36x63 . . . \$7.95

Discontinued Patterns

These lovely, fine rugs are sheen-washed and perfect quality. They're
fine oriental reproductions . . . the best in the Domestic Rug market
in their price line. The pile is thick, heavy, luxuriant, and will give
worlds of service. In green, red, rose, blue, burgundy and tan colors.
Discontinued patterns.

—Downstairs at Ayres.

Anniversary Sale Rug Value!

Seamless Axminsters

In 6 Beautiful Patterns!

A rare value find! Choice of 4 beautiful
Axminster Rug patterns in beautiful col-
ors to harmonize with your color scheme.
These long-wearing rugs have tailored ends
and have a closely woven all-wool nap
that will wear and wear. Styles for liv-
ing room, dining room or bedroom.
—Downstairs at Ayres.

9x12 Size

\$21.95

Anniversary Sale Rug Value!

9x12 or 8.3x10.6 Rugs

Seamless Lustre Type!

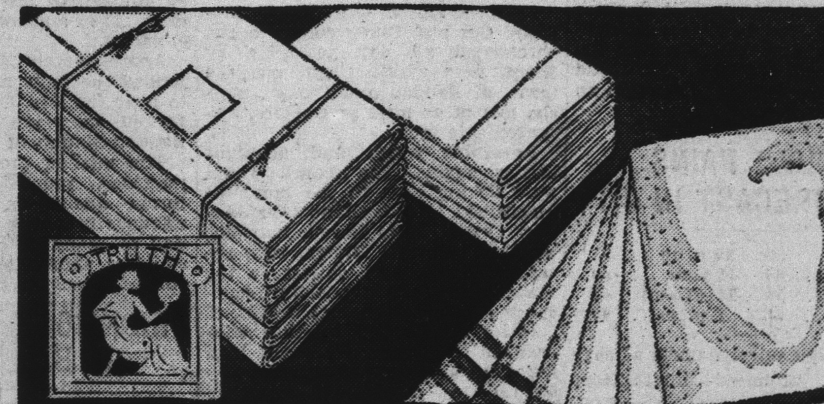
Sale Priced at

Don't let the price fool you . . . for these
rugs are worth much, much more than this
Anniversary Sale Price! These rugs are in
handsome colors with fringed ends. Chi-
nese and Persian patterns. For dining
room, bedroom or living room. Red, rust,
green and taupe colors. Seamless lustre
type quality.

—Downstairs at Ayres.

\$19.85

Imperfects



For Anniversary Only!

Save \$2.18 by Ordering

A Whole

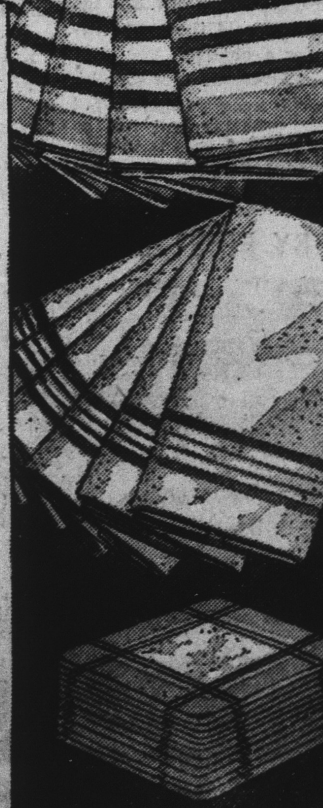
Year's Supply

of SHEETS and TOWELS

Anniversary Sale Priced!

36-
Pc.
Set **\$10.00** Complete

6-81x99 "Truth" Sheets @ \$1.10 \$6.60
6-42x36 "Truth" Cases @ 29c \$1.74
6-22x44 "Cannon" Towels @ 29c \$1.74
6-16x29 "Cannon" Guest Towels
@ 15c 90c
12-"Cannon" Wash Cloths @ 10c \$1.20
If Purchased at Regular Price \$12.18
Save the Difference—
Buy a Year's Supply!



Anniversary Sale Blanket Bargains
That'll Blanket You With Savings!

Warm Plaid Blankets

Size 72x84—Made by Marshall Field (Wholesale)

These blankets are recognized as the best blank-
ets in the wholesale market today in their price
line . . . and at this Anniversary Sale price
they're positively marvelous values! Warm and
heavy, made of the highest grade yarns. Choice
of many colors with wide satine binding!

\$2.89 Pair

Part-Wool Economy Blankets

Made by Marshall Field (Wholesale) and they fulfill every require-
ment for warmth, service and beauty. In plaid designs of rose,
blue, gold, green and lavender color. Sizes 70x80.

\$1.89 Pr.

—Downstairs at Ayres.

The Price Goes *D-O-W-N* For
The 64th Anniversary Sale!

"Nevatere" SHEETS

81x99
72x99
63x99

77c EACH

During the past several years we've sold over 67,200
"Nevatere" sheets at a higher price . . . and every customer has
been satisfied with them . . . for they're first quality . . . pure
finish (no starch to wash out) . . . Torn hems (they'll be
straight when laundered). So stock up tomorrow!

—Downstairs at Ayres.