

QUALITY



# 64 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, including 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 include a small carrying charge.

#### "Few Pennies a Day Plan!"

##### Copyright, 1936, by L. 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.

#### Anniversary Sale Carpet Value!

## Broadloom Carpet

Plain Mohawk Broadloom

Sale Priced **\$2.45**  
at sq. yd.  
9x12 Size ... \$29.75

Twist Wool Frieze  
Sale Priced **\$3.75**  
at sq. yd.  
9x12 Size ... \$44.95

Green, blue, brown, burgundy or antique mahogany colors. All wool, seam less quality, 9 or 12 feet wide. Regularly sells for \$3.50 a square yard.

#### 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 6 beautiful Axminster Rug patterns in beautiful colors 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 living room, dining room or bedroom.

—Downstairs at Ayres.

9x12 Size

**\$21.95**

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 blankets 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 satin binding!

**\$2.89**  
Pair

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

**\$1.89**  
Pr.

—Downstairs at Ayres.

#### 64th Anniversary Sale!

## Gold Seal-Crescent Felt Base Floor Covering

**29c** sq. yd.

For kitchens or bathrooms save on this heavy enamel surface floor covering. In attractive patterns and colors. Save as much as 50% on recovering 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 innersprings, to make it comfortable. This season's style ... in green only. SAVE! SAVE!

## Early Bird Specials!

9x12 Waffle Weave Pads	\$4.49
9x12 Jute Rug Pads	\$2.69
Oval Plaid Rugs, 2x3	.59c
Cotton Orientals, 24x24	.99c
Hit and Miss Rag Rugs, 18x30	.29c
Cotton Chenille Rugs, 24x44	.89c
Axminster Throw Rugs, 27x48	\$2.39
Chenille Rugs, 22x34	.59c

—Downstairs at Ayres.

Sizes  
4 to 8

Black Cuff  
With RED,  
BLUE or  
BLACK  
Uppers!



Anniversary Sale!

## House Slippers

WITH REAL LEATHER SOLES

**59c**  
PR.

Order By Phone—Call RI. 9441!

—Downstairs at Ayres.



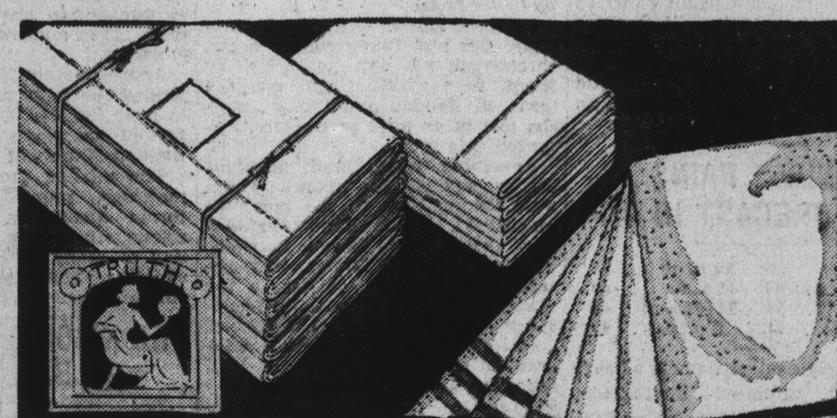
64th Anniversary Sale!

## New Fall HATS

**98c**

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!

—Downstairs at Ayres.



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!

Buy a Year's Supply!