

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

Ayres Downstairs Store

Presents the Marvelous New—

"SLICKS"

The Greatest Advance in Years
in the Making of Slipcovers

Slipcovers that FIT Like a Glove

1

Here's What
They Look Like . . .



NOTE:

A Capable Factory
Demonstrator Will
Be Here Tomorrow

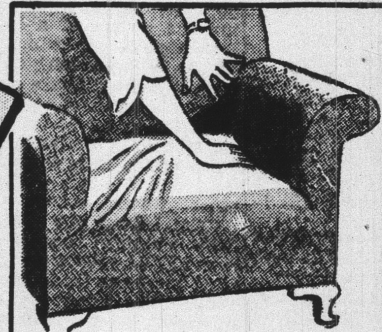
- Perfect Fit for Overstuffed Chairs and Sofas!
- No Pulling Out! No Wrinkles! Washable!
- Look Like Upholstery, But Priced FAR LESS!
- Of a New, Self Conforming Knitted Fabric!

Tomorrow, Ayres Downstairs Store presents "SLICKS," the slip cover that fits like a glove. "Slicks" will transform almost any overstuffed chair or sofa, regardless of its present condition, into a smart looking piece of furniture that you can be proud of. The secret of the success of "SLICKS" is the fact that they're made of a sturdy yet elastic like knitted fabric, resilient enough to fit snugly over every curve and corner, yet the fabric contains no rubber. The rough texture clings to the furniture. It looks like upholstery, with no piping to shout slipcover. "SLICKS" need no ironing, and when soiled can be dry cleaned, or washed like a knitted garment . . . just luke-warm water and Lux or Ivory soap. Come in and see them on actual furniture . . . and see them demonstrated by a trained factory demonstrator.

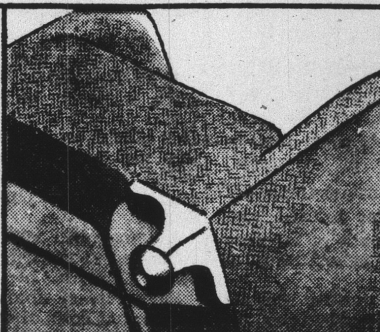
(Know the Width of Your Sofa, [measure back at widest part], and the Type of Chair, Wing, Cogswell or Club)

2

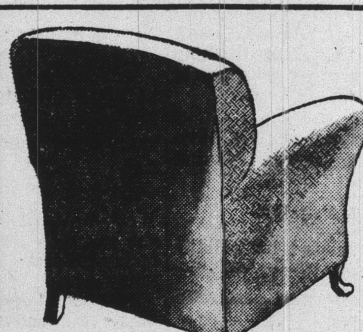
Here's What
They Can Do . . .



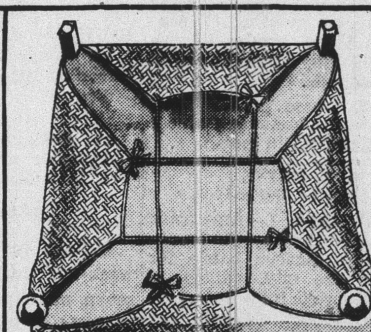
WATCH the transformation. See how easily "Slicks" slip over the old chair. Just tuck them in, here and there . . . it's as simple as it is quick.



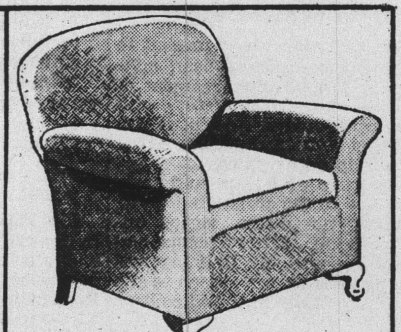
Notice the "upholstered" look at the corners. Elastic cuffs roll to make a tight fit at the legs . . . giving a smooth, professional appearance.



The BACK and SIDES are as smooth and trim as the front. You'd never know the old chair now. It really looks UPHOLSTERED, yet costs amazingly less.



But here's the secret of that smoothness. See how securely they're held by these strong, elastic ties across the bottom. No way for them to loosen or wrinkle.



Here's the finished transformation. BEAUTIFUL. Fit equally well regardless of height of back, size of seat, or width of chair. And you merely WASH them to keep them clean.

2 Distinctive Patterns—at Low Prices:

Exclusive With
Ayres Downstairs
In Indianapolis

"Queen Mary" Pattern

A neat "lattice" design in white on backgrounds of green, rust, blue or brown colors. Made of durable cotton with the appearance of Jersey knit. A pattern that will harmonize beautifully with most any type period you have your home furnished in.

\$3.95

CHAIR COVERS

Three types of chair covers that will fit practically every overstuffed wing, Cogswell and club chair.

\$6.95

SOFA COVERS

Two sizes in sofa covers. Regular and oversize. Fit practically every overstuffed sofa made.

"Queen Elizabeth" Pattern

Made of wool-and-cotton with appearance of homespun woolen. Colored and white flecks contrast on solid background of rust, green, blue or brown. Easy to wash or clean. This pattern is so adaptable for any type period home furnishings you may have in your home.

\$5.95

CHAIR COVERS

Three types of chair covers that fit practically every overstuffed wing, Cogswell or club chair.

\$8.95

SOFA COVERS

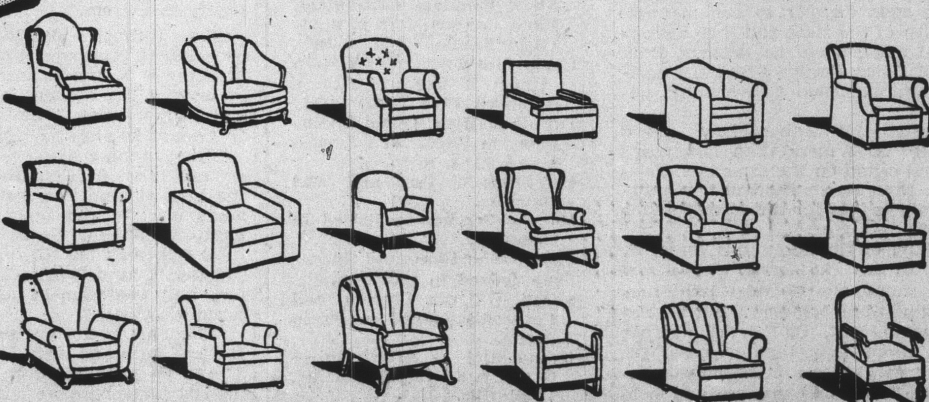
Two types of sofa covers, regular and oversize. Fit practically every overstuffed sofa.

3

Here's Where
You Use Them . . .

ORDER
By MAIL
or Phone Ri. 9441

ONLY 18 OF THE MANY CHAIRS "SLICKS" WILL FIT



ONLY 12 OF THE MANY SOFAS "SLICKS" WILL FIT

