

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

\* (REGISTERED)

Ayres Downstairs Store

Presents the Marvelous New—

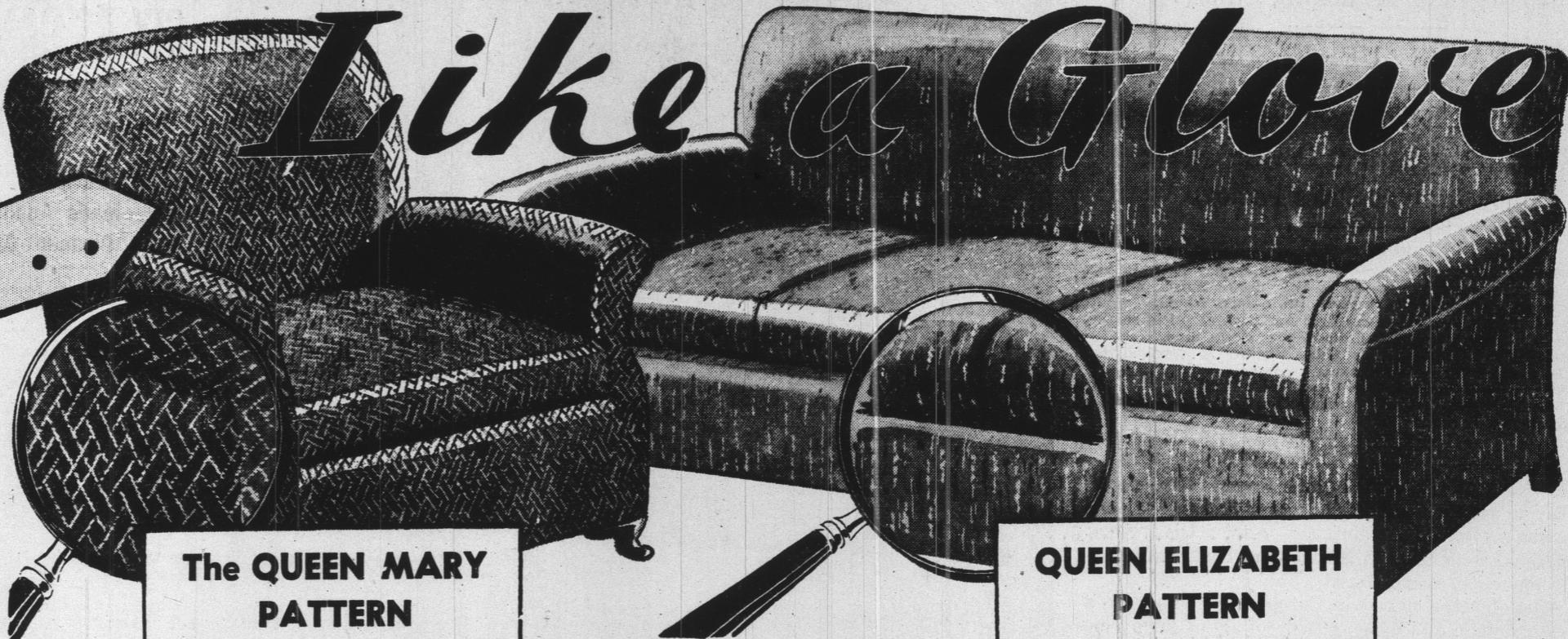
## "SLICKS"

The Greatest Advance in Years  
in the Making of Slipcovers

# Slipcovers that FIT Like a Glove

1

Here's What  
They Look Like . . .



The QUEEN MARY  
PATTERN

QUEEN ELIZABETH  
PATTERN

### NOTE:

A Capable Factory  
Demonstrator Will  
Be Here Tomorrow

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

Tomorrow, Ayres Downstairs Store presents "SLICKS," the slip cover that fits like a glove. "Slacks" 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 . . .



## 2 Distinctive Patterns—at Low Prices:

### “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 chairs.

**\$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.

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Here's Where  
You Use Them . . .

ORDER  
By MAIL  
or Phone Ri. 9441

