

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

Beginning Tomorrow at 9:30!

A Rousing Sales Event for all Homes!

# Pre-Inventory RUG Sale

No Down Payment Required

(Purchase These Rugs on Ayres' Few Pennies a Day Plan—No Down Payment!)

Pre-Inventory Sale!

9x12 Size Felt  
BASE RUGS

\$3.98

A good serviceable felt base rug for your bathroom or kitchen. In choice of block, tile or floral patterns. Imperfect! Nice color selection.

Pre-Inventory Sale!

6-Ft. Wide Felt Base  
Floor Covering

29c Sq. Yd.

A heavy enamel surface felt base floor covering for kitchen or bathroom. In tile, block, cobblestone patterns in a nice variety of colors.

Downstairs at Ayres

**SAVE**  
**25% to 40%**

Wednesday save 25% to 40% off of the regular selling price in this Pre-Inventory Sale of Rugs! We must reduce our rug stock substantially before our Annual Inventory takes place in a short time! This sale is a quick method, because we'd rather cut prices than count pieces!

PRE-INVENTORY SALE

Regular \$39.50 9x12 or 8.3x10.6 Size

American Orientals

\$26.95

EACH

• Close-Woven! • Seamless Construction!  
• Reproductions of Chinese and Persian Patterns!

Calling all homes... calling all homes! Wednesday a sensational value in American Oriental rugs! Save \$12.55 on a beautiful rug for your living room, dining room or bedroom in this great Pre-Inventory Rug Sale! These accurate reproductions of Persian and Chinese Orientals are closely woven to give you worlds of service. And you can choose them in a big selection of harmonizing and skilfully blended reds, rose, tan and green colors. In 9x12 or 8.3x10.6 sizes.

Downstairs at Ayres.

Regularly Sell for \$4.95! Sale! Ayres'

"Nu-Life" 9x12 Rug Pads

The perfect rug pad—made expressly for L. S. Ayres & Co. It will not slide—non-skid surface. It's non-stretchable—will keep its shape! The edges are bound. The pad is mothproof and rodent-proof. In 9x12 size.

\$3.98

Downstairs at Ayres.

Pre-Inventory Sale! Formerly Sold for \$99.50

Sheen-Washed 9x12  
Oriental Reproductions

\$69.50

• With Colors Woven-Thru-To-The-Back!

Just 11 rugs in this group... and every one is such a remarkable value that we expect them to go out like "hot cakes." Seamless, all-wool construction with fringed ends. Choice of red or rose colors in Persian patterns!

Downstairs at Ayres.

Pre-Inventory Sale of Seamless 9x12

Royal Wilton Rugs

Regularly Sell for \$59.50!

Just 37 9x12 size Royal Wiltons in Modern, Oriental or Chinese patterns and designs. Very closely woven on a seamless Jacquard loom with 100% wool face. This gives them distinctive beauty and service. Every rug perfect quality. Nice color selection!

\$39.50

Downstairs at Ayres.

9x12 Size

A Sale That Actually Saves You \$10.75!

Heavy Figured Broadlooms  
and American Oriental Rugs9x12  
Size!

\$33.75

8.3x10.6  
Size!

• Seamless! • All Wool! • Perfect Quality!

These rugs are from such famous mills as Alexander Smith, Bigelow, Cochran and Mohawk. That means every one is a quality and serviceable rug... and, at this price, wonderful values! Choose from Chinese, Persian or Colonial designs. Types for your living room, bedroom or dining room at \$10.75 savings on each rug! In a splendid color assortment!

Downstairs at Ayres.

Save 79c a Yard at This Clearance Price!  
**Sale! Inlaid Linoleum**

15 Beautiful Patterns at

This is very heavy weight quality inlaid. It will give you years of service on your kitchen, bathroom or bedroom floors. Choose from 15 different patterns in TILE, BLOCK and MARBLEIZED effects. Greens, blues, reds and black colors. All 6 feet wide!

\$1.00

Sq. Yd.

Downstairs at Ayres.

Pre-Inventory Sale of Regular \$4.95 Sq. Yd.

**FRIEZE-TWISTED**  
**Broadloom Carpet**

\$3.69

Sq. Yd.

All 9 Ft.  
Wide!

In 4 Pretty Plain Colors!

A chance to buy broadloom carpet at tremendous savings! This is a Frieze-Twisted carpet with a plain pebbly surface that hardly shows footprints. The yarn is twisted hard to give you years of lasting service! All seamless quality and 9 feet wide. Blue, green, burgundy and antique mahogany colors.

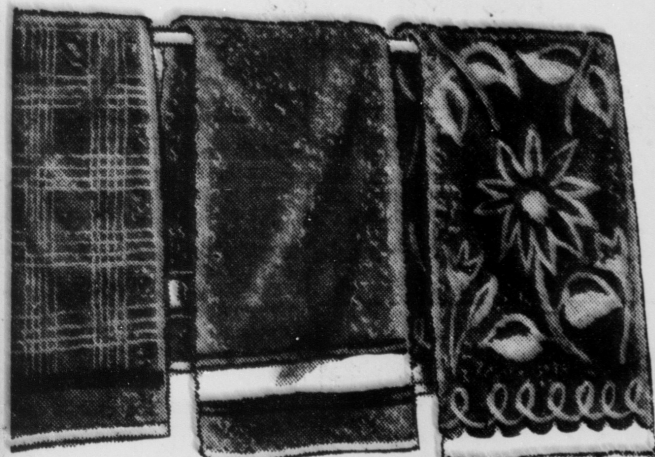
Downstairs at Ayres.

Finished Rugs

9x12	\$45.75
6x9	\$23.64
9x15	\$56.85
9x18	\$67.92

# Sale! "CANNON" Towels

A Brand-New Group, Bought 'Way Off Price, Because They're Discontinued Patterns!



19c

19c

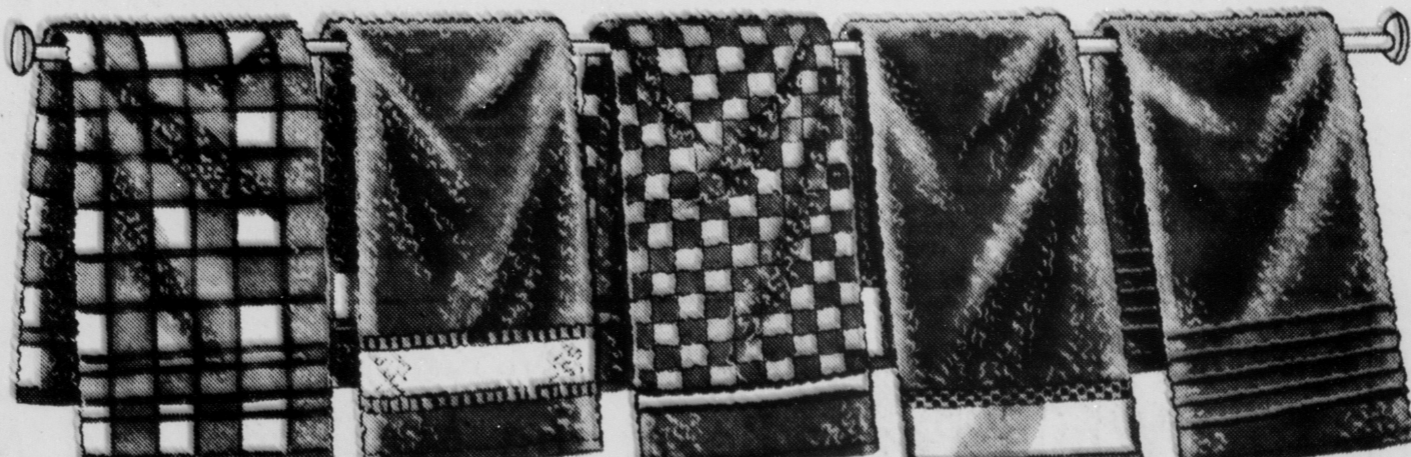
19c

Save on Guest Size  
**"Cannon" Towels**  
**19c** EACH **29c** EACH

Famous "Cannon" quality towels in 7 beautiful patterns! Reversible, solid colors and yarn dyed fancy towels in group. Each pattern in several colors.

Famous "Cannon" "Melody" guest size towels as well as other fine "Cannon" towels. In choice of several patterns and lovely colors.

Downstairs at Ayres.



25c

25c

39c

25c

59c

Save 1/3 On Fancy "Cannon" Bath Towels  
**25c** EACH **39c** EACH **59c** EACH

Three groups of famous "Cannon" quality bath towels! Yarn dyed colored towels with check border. Pastel colored soft spun bath towels and "Cannon" checks in four colors.

Big size "Cannon" bath towel in the popular check pattern, a blue and white combination! A serviceable towel at a bargain price. Buy several for yourself, as well as for shower gifts!

"Cannon's" Melody pattern, that usually sells for \$1.00 each! Choose from several pretty colors. A limited quantity, so you'll have to be here early for best selection!

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★  
"Cannon" TowelsSale  
Priced at 7 for \$1.00

Size 18x36-inch "Cannon" towels in very heavy quality. White with colored borders. Discontinued styles.

★  
"Cannon" Wash ClothsSale  
Priced at 11c Each

"Melody" and "Rope Border" pattern "Cannon" wash cloths. These cloths match some of the other discontinued Cannon bath towels on sale at big savings.

★  
"Cannon" Bath Mats

Just 71 of these famous "Cannon" bath mats in several different colors and patterns. Hurry, because this quantity is extremely limited!

**88c** EACH

Downstairs at Ayres.