

10th Birthday Sale

AYRES DOWNSTAIRS STORE

Tuesday! We Explode a Price Bombshell in this
SALE! Figured or Plain BROADLOOM

We purchased 2,175 yards of "Wire-Marked"** plain color twist weave and tone-on-tone Broadloom at tremendous reductions from one of the largest manufacturers in the U. S. This is one of the best-wearing types of tone-on-tone WILMINSTER! It has the wearing quality of WILTON and the bright and cheerful colors of AXMINSTER. The plain twist weave is supercurlig and will hold its pebbly effect and not show footprints. It's also washable. Buy this Broadloom with the confidence that it will give you worlds of service and will SAVE you plenty of money at this Birthday Sale price.

\$300
sq. yd.

Cost of Finished Rug!

| | |
|------------|------|
| 9x12 Size | \$39 |
| 9x15 Size | \$48 |
| 9x18 Size | \$57 |
| 9x21 Size | \$66 |
| 12x12 Size | \$61 |
| 12x15 Size | \$63 |
| 12x18 Size | \$75 |
| 12x21 Size | \$87 |

NO DOWN PAYMENT—On Ayres' Few Pennies a Day Plan. This Includes Small Carrying Charge

Tone-on-Tone Pattern

Plain Color Twist Weave

★★ WHAT ARE "WIRE MARKS"?—Wire-marks aren't made by a wire. Wire-mark is a technical trade term for the tiny unevenesses which occur, occasionally, as the sharp knife sweeps to and fro shearing the pile. The irregularities scarcely show, and will not affect wear!

THE BROADLOOM

Comes in 9-Ft. or 12-Ft. Widths

9-FT. WIDE TONE-ON-TONE: Blue, Burgundy, Green, and Beige Colors.

9-FT. WIDE PLAIN TWIST: Green, Wine, Red and Cedar Colors.

12-FT. WIDE TONE-ON-TONE: In Blue Only

12-FT. WIDE PLAIN TWIST: Burgundy and Green Colors.

★ Free Delivery in Indiana or Within a Radius of 200 Miles of Indianapolis

19th Birthday Sale!

PLAIN CARPET

27" Wide in Burgundy, Blue and Green

\$1.98
YARD

An exceptionally heavy all-wool carpet in the most desired colors. Ideal for hall runners, stair carpet or throw rugs. Exceptionally low priced in this 19th Birthday Sale at \$1.98 yard.

—Downstairs at Ayres.

4-Pc. Combination Sale!

A RUG and PAD PLUS 2 THROW RUGS

Birthday Sale Priced At **\$29.75** For 4 Pieces

Choice of 9x12 or 8.3x10.6 rugs in American Orientals, Colonial Hooked and Texture patterns. 2 Throw rugs, size 27x52 in harmonizing colors and patterns. The pad, size 9x12 or 8.3x10.6, is moth-proof and rodent proof.

—Downstairs at Ayres.

19th Birthday Sale Feature!

Fine Quality 9x12 or 8.3x10.6 Worsted

Wilton Rugs
Sale Priced At **\$69.50** EACH

Imperfections of De Luxe type of fine Wilton rugs! Extra fine copies of choice Oriental patterns. Woven of fine imported worsted yarns. All fast dyes. Lovely patterns and colors. —Downstairs at Ayres.

18x36 Wool Throw Rugs

Heavy wool throw rugs of practical size and color. Serged all around. Laytex back. Limited quantity, HURRY! 3 For \$1.00

24 x 44 All - Chenille Rugs
Bedroom or bathroom rugs. Fringed ends. Washable. Size 24x44. Black, blue, green, rose, red, gold, orchid. Two attractive patterns Each \$1.00

Large Size Rag Rugs
Size 27x54 or 24x48 Colonial plaid rag rugs, guaranteed washable. Choice of red, blue, green, yellow, brown and black. For bedrooms, kitchens and cottages Each, \$1.00
—Downstairs at Ayres.

Here's the Biggest and Best Value Event We've Ever Staged for the Home!

Sensational Birthday SALE of Chenille Spreads

Your Choice of
8 Basic Colors
and 5 Patterns at **\$3.98** EACH

Our buyer visited 15 different factories, saw hundreds and hundreds of bedspreads . . . and out of the entire group he picked these 5 patterns as the BEST! He bought a tremendous quantity in order to get a good LOW PRICE for you! That's why these spreads are sensational values and that's why they'll be the talk of the town! You may choose from 8 colors in these five patterns! All white with colored floral inserts. Solid color monotypes. 2-Tones with same color contrasting pattern. 2-Tone with contrasting color pattern. All solid white. Be here early tomorrow morning for the best selection.

—Downstairs at Ayres.

Close-Out Lots

CURTAINS

Panels 39c Ea.
Flocked marquisette panels. Size 44x24. Birthday priced. 39c each.

Rayon Curtains 69c Pr.
Delustered rayon curtains. Neatly tailored styles. Etc.

Rayon Panels 69c Ea.
Lustrous rayon panels with lateral rayon stripes. 69c each.

Tailored Curtains 79c Pr.
French marquisette plain tailored curtains. Plain tailored or tucked borders. Size 2 1/2 yard.

Tailored Curtains 79c Pr.
2 1/2-Yd. tailored curtains with colored dots and figures.

Net Curtains 44c Pr.
Mexican tailored net curtains in bright colors. Suitable for sunrooms and cottages.

Tailored Curtains 59c Pr.
1 1/2-Yd. tailored curtains in assorted dots and figures. For bathrooms, kitchens and short windows. —Downstairs at Ayres.

81x108 Extra Long "ENVOY" Sheets

"Cloth of Gold" 11c Yd.
Popular "Cloth of Gold" muslin No. 60. Limit 20 yards to a customer.

Print Toweling 10c Yd.
Printed toweling in attractive colors and patterns. Ideal for kitchen towels and curtains.

"Fruit of the Loom"
Prints 15c Yd.
Discontinued patterns of "Fruit of the Loom" prints, in over 20 different patterns. Small and large designs.

Upholstery Samples 39c Ea.
Approximately 24x24-in. squares. All style weaves and colors. Excellent for chair seats, sewing bags, pillows, etc.

Curtain Marquisette 10c Yd.
Colored dots and figures, plaid, piece dyed marquisettes, etc. All full bolts. Birthday Sale priced at 10c yard.

Rayon Remnants 29c Ea.
Plain and printed nubby weaves in latest colors and patterns. Lengths 2 to 8 yards.

—Downstairs at Ayres.

EACH

79c

Cannon Towels . . . 6 for \$1.00

Famous Cannon Towels, size 20x40, in frosted pastel shades. Choice of five colors. Exceptional values at this Birthday Sale Price.

"Steven's" Towels . . . 13c each

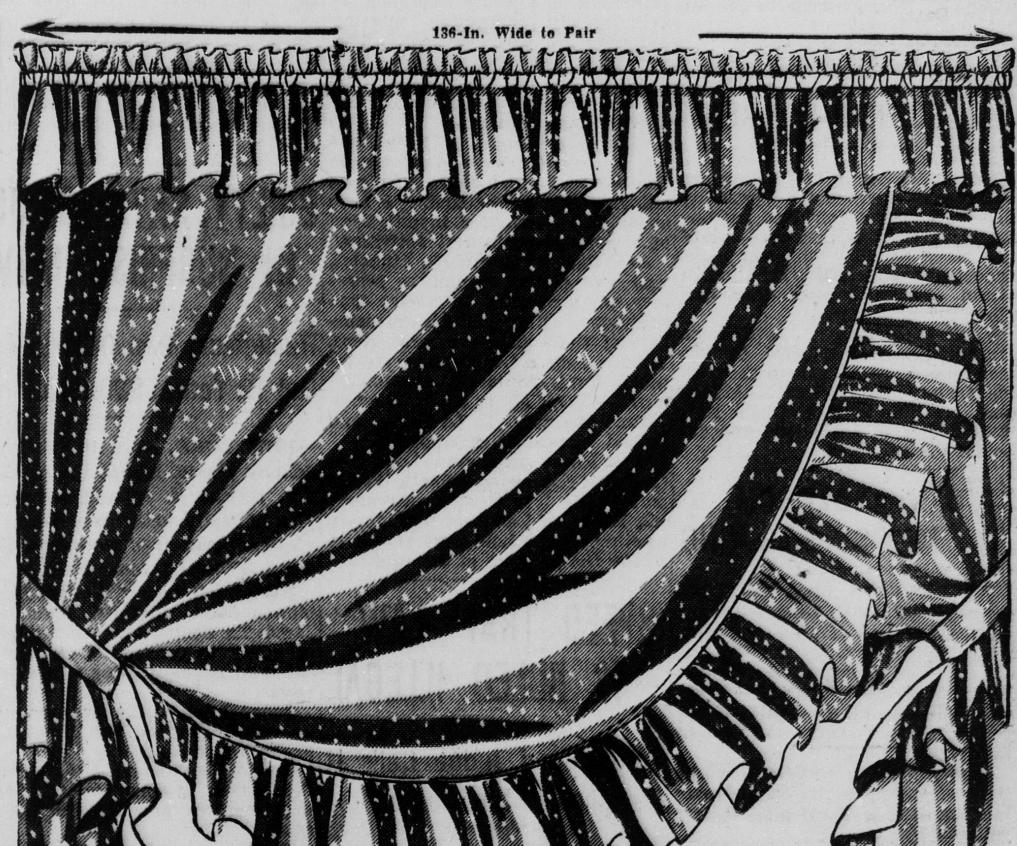
Size 16x30. First Quality. Bleached with colored side borders. Exceptional values at this 19th Birthday Sale Price.

Cannon Towels . . . 29c each

Extra good Cannon towels, size 22x44, in white with colored borders or white with check borders. Birthday Sale Price, 29c each.

—Downstairs at Ayres.

138-In. Wide to Pair



So Wide You Can Hang These Jumbo Curtains Criss Cross!

Oversize Curtains

SALE PRICED AT

\$1.00

PAIR

- 1,100 Pairs Jumbo Priscillas!
- 136 Inches Wide to Pair!
- All With Deep, 7-Inch, Ruffles!
- In Pin Dot Marquisettes!
- All 2 1/2 Yards Long!
- In Cream Color Only!

72 Inches wide is standard width, 100 inches wide is EXTRA width, AND 136 INCHES WIDE (that is what these are) is REMARKABLE . . . and they are priced at just \$1.00 pair!

MAIL OR PHONE ORDERS -- RI. 9441

—Downstairs at Ayres.