53rd

ANNIVERSARY SALE

L.S. AYRES & COMPANY

Philippine Gowns and Chemise

1.79 a garment



In this specially priced Anniversary collection are gowns of splendid nainsook, each one embroidered in an exquisite pattern, in many cases quite elaborate. They are in two styles—with or without sleeves—and offer a choice of round, square, V or Jenny necks.

Equally lovely are the chemise and just as carefully made. For women who prefer them there are built-up tops; others are made with straps. All are beautifully embroidered.

—Ayres—Silk Underwear, third floor.

"Lower Priced" Dresses \$27

Beautiful frocks for street or afternoon wear are these, in a wide variety of newest styles for fall and winter. They are of velvet, satin and wool in a lovely color range with the lines, quality and trimming discriminating women are seeking in this season's frocks.

Misses', women's and stouts' sizes —Ayres—Third floor.

Short Specials

Fine Scissors and Shears, 45c pair

Nail, manicure, embroidery and sewing scissors; shears up to 8½ inches in length.

All-Rubber Aprons, 45c

Splendid grade rubber, wide range of colors, each with fancy trimming and pocket.

All-Rubber Household Aprons, 95c

All-over type rubber aprons, very practical, in an assortment of attractive colors. —Ayres—Notions, street floor.

All-Steel Coaster Wagons, 4.75

Beautiful 1925 model "High-Speed" wagons, roller bearings, steel disc wheels, tangerine color. —Ayres—Toys, sixth floor.

Imported Glace Kid Gloves, \$5 pair

P. K. and overseas sewn, with French cuffs in assorted colors, two-tone embroidery and inserts; pongee, mode, black, brown, beaver, gray, white, and champagne.

—Ayres—Gloves, street floor.

Hand Made Ribbon Garters, 75c pair

Made from good elastic and beautiful ribbons; charming color combinations. —Ayres—Ribbons, street floor.

Sterling Handled Flatware, 85c

A beautiful group of simple, tasteful pieces; in "Peerless" pattern. Pie and cheese servers, butter and jelly knives, sugar and casserole spoons, cream and gravy ladles, pickle and cold meat forks.

—Ayres—Silverware, street floor.

Bright Novelty Jewelry, 55c

Clever necklaces, bar pins, brooches, smart bracelets; also "Baby Peggy" jewelry for children.

—Ayres—Jewelry, street floor.

Women's Handkerchiefs, 11c

A great variety; voiles, batistes and novelties; regulation size. —Ayres—Handkerchiefs; street floor.

Boys' Flannel Mufflers, 1.45

Of fine cashmere, in brilliantly colored plaids and checks; "Loch Lomond" brand.

—Ayres—Boys' Furnishings, street floor.

Black Enamel Suitcases, 4.65

Sizes 24, 26 and 28-inch, with tray, leather corners and trimming and leather strap all around.

—Ayres—Luggage, sixth floor.

All-Silk Umbrellas, 4.45

All usual colors; good quality; with handsome Bakelite and carved wood handles.

—Ayres—Umbrellas, street floor.

Lovely Neckwear, 65c

In white and colors; collars, collars and cuffs and jabots. Lace and hand-embroidered linen.

—Ayres—Neckwear, street floor.

Metallex, 69c yard

In gold, antique and all wanted shades; a yard wide. For dress slips and fancy work.

—Ayres—Laces, street floor.

White Outing Flannel, 24c yard

1,500 yards. Amaskeag 1921 quality. Yard wide.

—Ayres—Wash Goods, second floor.

Cotton Lingerie Fabrics, 28c yard

Lace check voiles, shadow check voiles, dimity check batiste, drop-stitch batiste. In honeydew, maize, pink and orchid.

—Ayres—Wash Goods, second floor.

Handsome Brass Book Ends, 2.50 pair

Beautiful ship model book ends, very specially priced.

—Ayres—Art Wares, fourth floor.

Don't Miss a Word

WE are keeping 53rd Anniversary Sale advertising clear and easy to read—and worth reading.

Don't miss a word: Check each item we advertise each day, to be sure nothing escapes you.

Every article advertised during this Sale fulfills the Three-Fold Promise of the Sale: Standard Goods, of Ayres Quality; Seasonable Goods; Lowest Possible Prices.

You'll find it pays to check your every need against these Sale advertisements.

Second-Day Coat Values

Chic New Coats, \$65

An unusual group of coats that includes every size. Materials are fine pin point, venise, lustrous and suede cloth.

Both flare and straightline coats are featured in rich autumn colors with trimming of wolf, squirrel, hode and opossum.

Mangone Coats, 98.50

Well-tailored coats, luxuriously fur trimmed. Other beautiful coats at the same price.

More Elaborate

Mangone Coats, \$125

Coats of beautiful fabrics, exquisitely tailored and lavishly fur trimmed.

—Ayres—Coats and Suits, third floor.



Tweed Sport Suits, 18.50

Tweed suits with short, boxed coats and wrap-around skirts in novelty colors.

Sports suits of tweed with long, fitted coats and wrap-around skirts\$22.50

Handsome Costumes Composee, 89.50

Smart costumes composed of carmina with frocks of crepe-back satin, crepe roma and mirroleen. Trimmed with squirrel, fitch and brown wolf. In gracklehead, cuckoo, bois de rose, tanger and falcen.

—Ayres—Coats and Suits, third floor.

Beautiful Curtains of Fine Marquisette

2.25 a pair

With colored dots that give them a brightness and beauty all their own. Fashioned with matching tie-backs from a marquisette of a firm, fine quality, sure to look well and easy to wash. They measure 2¼ yards and may be had with rose, blue, gold or the usual white dots.

Yard-Wide Cretannes

50c a yard

Gayly patterned cretonnes of real beauty and quality. Printed on a heavy, firmly woven fabric sure to give good wear in a variety of large floral and conventional, as well as small patterns.

fourth floor. —Ayres—Draperies,

50-Inch Rayon Gauze 85c a yard

A fine natural color rayon gauze much in demand for glass curtains at a price which makes sale purchase desirable. Fast color, and will not slip. Get enough now to meet future needs.

fourth floor. —Ayres—Draperies,

Lambs' Wool Comforts, for Anniversary, 7.95

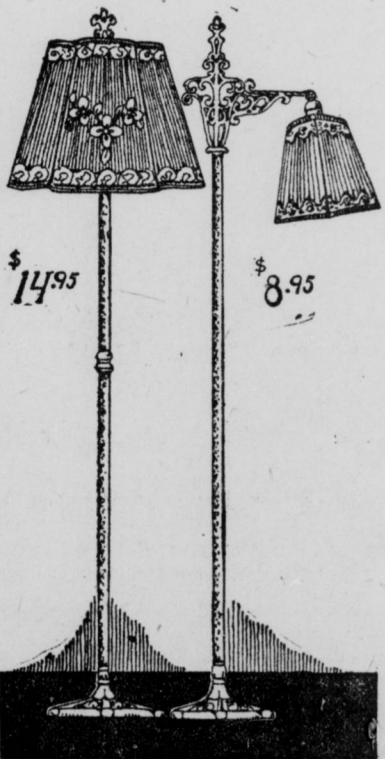
Covered with a beautiful quality sateen. Filled entirely with a fine-grade wool, covered with beautifully patterned sateen, with borders to match. Finished with fancy scroll stitch all over. In rose, blue, orchid and yellow.

Special Values in Fine Sheets and Pillow Cases plain hem finished

Choice of three well-known brands—Dwight, Anchor and Pequot—at prices which make them exceptional values in all particulars.

Sheets, 63x99\$1.38	Sheets, 81x90\$1.49
Sheets, 72x99\$1.49	Sheets, 81x99\$1.65
Pillowcases, 42x36, each38c	

—Ayres—Beddings, second floor.



Remarkable Values in Bridge and Junior

Floor Lamps

At 8.95

Handsomely styled lamp with new Spanish arm and base and oval shaped, georgette shade, beautifully lined with silk.

At 14.95

Impressive junior lamp in Spanish brass effect with georgette shade in new oval effect, beautifully trimmed with a dainty spray of flowers.

At 24.95

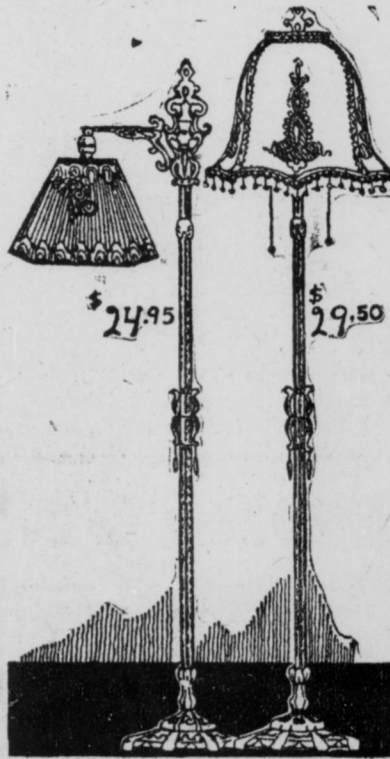
A distinguished bridge lamp with plated base, or metal base with colors, and one of the very smart, slender shades. The shade is of a fine grade silk or georgette, is beautifully plaited and lined and interlined. For the finest of homes.

At 29.50

Junior lamp of exceptional beauty with plated base or metal base with colors; shades are of best grade silks and georgettes in handsome shapes; some showing the new silhouetted figures.

Table lamp with slender metal base and georgette shade...\$8.95

—Ayres—Lamps, sixth floor.



Fine New Fall Bags

7.95

A splendid collection of fine bags, fashioned from superior leather and silks.

You will find in the collection almost any effect you prefer in under-arm effects, pouches, and novelty styles. Various attractive leathers are used, as well as fine beaded silks, needlepoints and tapestries.

—Ayres—Leather Goods, street floor.



For Men

Pajamas of a High Quality

1.95

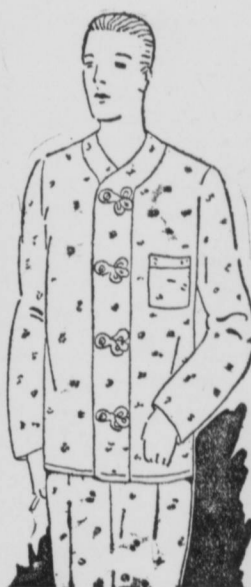
Cozy Warm Flannelettes

For real winter comfort, soft and warm, cut large and full. Designed with either low or military collars. Shown in a very large assortment of patterns and colors. Sizes A to D.

Pajamas in Fancy Madras and Prints

Just the type of suit for a man who likes a touch of color in his more intimate apparel. In a choice array of newest patterns and color effects. In sizes A to D.

—Ayres—Men's Store, street floor.



Short Specials

Dainty Boudoir Lamps, \$2.35, \$2.49, \$3

Ivory finished metal bases with prettily decorated glass shades. —Ayres—Electrical Goods, sixth floor.

Hand Carved Belgian Chairs, 10.75

Gorgeously carved by hand, imported direct from Belgium. Of oak in a dark, old finish, with cane seats and cane or carved backs. —Ayres—Furniture, fourth floor.

Spiral Optic Stemware, 22c

Blown optic glass in charming new shapes. Goblets, sherberts, wines, cocktails and ice teas. —Ayres—Glassware, sixth floor.

Imported Lustre Glass, \$1

Gleaming iridescent glass in beautiful amber tones—candy jars, vases, night bottles and other attractive and useful pieces. —Ayres—Glassware, sixth floor.

Seamless Velvet Rugs, 31.20

9x12, beautifully fringed. Closely woven, all-wool naps. Persian and Chinese designs. Rich color combinations. —Ayres—Rugs, fourth floor.

Throw Size Oriental Rugs, 31.75

Mosses and Kurdsians, woven from tough, strong yarn, blending rich colors with gorgeous harmonies. Sizes about 3¼x6. —Ayres—Rugs, fourth floor.

Children's School Shoes, 2.85 up

Strong lace models for boys and girls, very comfortable, with welt soles. Tan, black, brown, calf and smoked elk. Oxfords included.

Sizes 6½ to 8, pair.....\$2.85 Sizes 8½ to 11, pair.....\$3.45
 Sizes 11½ to 2, pair.....\$3.95 and \$4.45

—Ayres—Children's Shoes, fifth floor.

Beautiful Costume Slips, 4.75

Of rich heavy rayon and crepe de chine. Many colors. 16-inch hems. —Ayres—Petticoats, third floor.

Wide Wale Corduroy Robes, 4.95

Lined or unlined. Trimmed with printed corduroy, embossed corduroy or contrasting colors. Cut full width and length. —Ayres—Negligees, third floor.

Two-piece Balbriggan Suits, \$5

Skirts with front or side-kick pleats. Club, tie and turtle necks. A good color range. Long sleeves. —Ayres—Sweaters, third floor.

Attractive Dress-length Tunics, 4.95

Most of them are light colors. Some two-piece dresses in the lot. —Ayres—Blouses, third floor.

Jersey and Balbriggan Frocks, \$12

One and two-piece styles, with front or side fullness in skirts, and novel collars. Sports colors. —Ayres—Sportswear, third floor.

Bien Jolie Brassieres, only 1.95

Of a good grade pink satin, in long style with back closing.

—Ayres—Corsets, third floor.

Handsome American Broadtail Coats, \$395. \$495

Full-length coats, elegantly lined. Trimmed with fox.

—Ayres—Fur Coats, third floor.