



53rd ANNIVERSARY SALE

L.S. AYRES & COMPANY

These Are Unusually Low Prices for Smart Winter Frocks

Silver-Plated Sugar and Cream Sets, 4.95

The splendid quality of silver plate gives these sets a beautiful finish. They come in a variety of graceful styles, in satin or hammered effects.

—Ayles—Silverware, street floor

Hand-Made Ribbon Novelties, each 89c

Dainty gift suggestions, these—powder puffs, lingerie sets, vanity and many other novelties equally appealing to women.

Lingerie pins and cunning nosegays, hand made, in attractive colors 18c

—Ayles—Ribbons, street floor

Metal Laces, yard 85c

Excellent bargains, just when metal lace is most fashionable. In gold, silver, steel and antique. Widths up to 9 inches.

Fine silk Chantilly lace in white and ecru, crisp and new; a yard 85c

—Ayles—Laces, street floor

Colorful New Scarves, 1.95

A very unusual group of scarves in crepe de chine, georgettes and cashmere wools. All are new and fresh, in charming color combinations. Regulation size.

—Ayles—Neckwear, street floor



Fine Metal Braids, yard 9c

Very popular for dress trimmings are these metal braids; consequently this is a fine chance to get just what you've been wanting for your new frock. Most of them are in antique finish, in widths from $\frac{1}{4}$ to 3 inches.

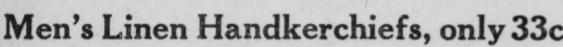
Fancy embroidered bands, in a good color range 1.35

—Ayles—Trimmings, street floor

3-Strand Indestructible Pearls, 4.95

A gift that every woman will appreciate. Fine French pearls, indestructible, with a lustre that closely approaches the real, and exquisitely graduated. Each necklace is finished with a dainty pearl clasp and comes in a lovely velvet gift box.

—Ayles—Jewelry, street floor



Men's Linen Handkerchiefs, only 33c

A very fine quality of linen makes these handkerchiefs unusually practical. Regulation size.

Men's handkerchiefs of fine French voiles with hand-rolled hem 55c

Novelty handkerchiefs for men, in new and attractive colorings 1.35

—Ayles—Handkerchiefs, street floor

Bill Folds for Men, 2.95

One of the finest leather values we have ever been privileged to offer. Genuine pin seal and cobra seal bill folds in two and three-fold style, all leather lined, and finished with 14-karat gold clips on the corners. They are the practical, good looking styles that men like. Besides these there are many other kinds.

—Ayles—Leather Goods, street floor

Milanese Silk Underwear

Gives splendid service—beautiful in appearance—at remarkably low prices.

Milanese vests 1.85 Bloomers 2.85

Milanese chemise 2.85 Milanese step-ins 1.65

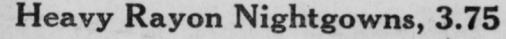
Milanese costume slips 3.95

Ayles' Special Glove Silk Underwear

Chemise 2.85 Union suits 3.85

Bloomers 2.85 Vests 1.35

—Ayles—Knit Underwear, street floor



Heavy Rayon Nightgowns, 3.75

One hundred of these fine gowns—shop early while they last. They are full cut, with square necks, and are sleeveless. Fine, heavy weight rayon fashions them, in tailored style, and they come in lovely colors: peach, pink, maize, orchid and black. A very unusual value.

—Ayles—Knit Underwear, street floor

Specials From Silk Department

Black Charmeuse, 2.95

A splendid heavy all-silk dress satin that fashions many of the smartest frocks, 54 inches wide.

Black Satin Charmeuse, 2.15

One of our most popular dress satins—a fine, smooth all-silk charmeuse weave, 40 inches wide.

Beautiful Pongee, yard 47c

This a genuine Japanese 12-momme pongee in an all-silk weave. In the natural color so charming for dresses or underwear. 32 inches in width.

—Ayles—Daylight Silk Section, second floor



for Misses

\$25

Crepe de chine, georgette and tailored cloth frocks for afternoon and street wear are special features at this price.

\$35

Crepe romaine dresses for afternoon in chic styles in emerald green, cuckoo and black.

Dinner gowns in crepe romaine are handsomely fashioned in new shades—honeydew, green and dregs-of-wine.

—Ayles—Petite Shop, third floor.

for Women

27.50

Beaded georgette evening dresses in exquisite colors.

Loreline cloth frocks, in two-piece styles, beautifully made.

Smart satin afternoon frocks with georgette trimming, flat crepes and silk twills.

37.50

Glossy satins with flaring circular effects or straightlines.

Flat crepe frocks, in one and two-piece styles, in a beautiful color assortment.

—Ayles—Gown Room, third floor.



Unusual Values From the Fifth Floor

Baby Necessities at Special Low Prices

Nursery blankets, 36 x 50 inches, in pink and blue \$1
Baby pillows, sateen covered, in pink, blue and white 39c
Pillow-cases of fine mull, daintily hand embroidered 69c
Diapers of 27-inch birdseye or domed flannel, per dozen \$1.59
Baby hose in white, sizes 4 to 6½, in a combination of wool, cotton and rayon 39c

—Ayles—Children's Department, fifth floor

Practical Apparel for Girls and Juniors

Well made, practical raincoats in junior sizes \$5.95
Girls' raincoats, attractive and durable \$5
Trim, serviceable little frocks for girls, of flannel in new sports colors. Sizes 8 to 14 \$8.95
Girls' skirts in Weinberg plaids, tweeds, and black and white checks. Made in flare style or with kick pleats. Sizes 8 to 14 \$4.50

—Ayles—Girls' Section, fifth floor

Smart Coats in Three Special Price Groups

\$125

Mangone coats in flares, straightline and wrappy effects in needle-point, broadtail, Rodier's lizard and alligator cloth, sports fabrics and many others, in beautiful autumn colors with exquisite fur trimmings. Women's and misses' sizes.

98.50

Coats of rich pile fabrics, lavishly fur-trimmed with Jap fox, Canadian wolf and squirrel. Colors are deep and glowing. Misses' and women's sizes. Mangone models included.

\$65

An unusual group of coats in every size, in soft, durable pile fabrics. Well made, in youthful flared or straightline effects, with effective trimming of squirrel, wolf, hode and opsum. —Ayles—Coats, third floor.

Housefurnishing Departments Offer—

Beautifully Patterned Karnack Wilton Rugs, 9x12, 98.85

Among the finest of all domestic rugs, distinguished for their enduring firmness of weave and the rich, tasteful beauty of their color and design schemes. The patterns in this group are designed after gorgeous Oriental motifs and display marvelous combination of soft rose, lovely blue and subdued taupe shades. Only worsted wool yarns are used.

Sale Rugs in 9x12 Size, 31.20 to \$150

Within this range of prices you can secure almost any style or type of room-size rug you may desire. Velvet, Axminster and Wilton weaves are included, all of them of a quality which make their respective prices low indeed.

Small Wilton Rugs, 27x54-inch, 7.85, 8.65, 11.75

For throw-size rugs, such as are needed through every home, you could make no more economical or tasteful selection than these wool and worsted wool Wiltons. Designs are excellent.

Sale Prices on Fine

LAMPS

Bridge Lamp, 4.95

Slender, metal base; hand decorated and beaded parchment shades in lovely effects.

Bridge Lamp, 12.95

Clever, new metal base, effectively lined shade of georgette.

Table Lamp Bases, 3.95

Handsome pottery bases for living room or console table. Black, rose or green.

Junior Lamp, 16.95

Slender base, with shade of changeable colored silk in tailored style.

New Bridge Shades, \$10

Almo shades of plaited georgette, lined and interlined with silk. —Ayles—Lamps, sixth floor.

Linens Distinguished for Their Quality

Hot roll doilies of fine Madeira linen, elaborately embroidered 75c

Madeira cases for handkerchiefs and napkins, each 50c

Linen damask towels, in diamond weave, beautifully hemstitched hems, each 55c, dozen 66c

Hemstitched linen breakfast sets, beautifully made, come in blue and white and gold and white. Each set consists of cloth and six napkins; a set, only, \$3.95

Porto Rican hand-embroidered, guest towels, in pink, blue, yellow and lavender, each 75c

Linen huck guest towels, one end elaborately embroidered \$1

Linen damask towels, in diamond weave, with dainty hemstitching, 15½x22 inches; each 35c, or, a dozen \$4

—Ayles—Linens, second floor.

Smart Cape-Skin Gloves, 2.35

A splendid opportunity to secure smart tailored gloves to harmonize with street costumes at an exceptional price. They are P. K. sewn with tailored backs and come in the newest shades: acorn, willow, plimouth, carmel and gray. Sizes 5½ to 7½.

—Ayles—Gloves, street floor



Guerlain's Toilet Water, Large Size Bottle, 6.75

A choice of L'Heure Bleu or Rue de la Paix.

Coty's talcum powder	75c
Coty's face powder	69c
Beautiful perfume burners	\$1 and \$3
Mistiken perfume, small sealed bottles	69c
Colgate's Cashmere Bouquet soap, large size; cake	16c
—Ayles—Toiletries, street floor	

Five-Piece Desk Sets, 3.95

Handsome mica sets including desk pad, inkwell, letter-rack, calendar and blotter. In beautiful colors—gold, blue, rose, lavender, green, yellow and gray.

—Ayles—Stationery, street floor

Black All-Silk Stockings, pair 1.95

636 pairs of heavy-weight, all-silk stockings, full-fashioned, of a clear thread silk. All are first quality stockings from the Thiemer Hosiery Mills. The double sole and double garter welt make them real service stockings. Splendid for yourself or for Christmas gifts.

—Ayles—Hosiery, street floor

Handsome Club Bags, 9.95

Of fine heavy cow hide and genuine wafers, full-leather lined. They are large and roomy, 18 inches in length, very substantially made.

Never-break wardrobe trunks, three-quarter size, with shoe box, ironing board and iron holder. A special value.

\$29.95

—Ayles—Luggage, sixth floor

Bargains in Children's Books

Here are books that never grow old and all children love. Included are The Child's Garden of Verse, Treasure Island, Heidi and many other favorites, at the remarkable price of 65c