

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.
—Ayres—Silverware, street floor

Hand-Made Ribbon Novelties, each 89c

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

Lingerie pins and cunning nosegays, hand made, in attractive colors85c
—Ayres—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 yard85c
—Ayres—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.

—Ayres—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 1/4 to 3 inches.

Fancy embroidered bands, in a good color range\$1.35
—Ayres—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.

—Ayres—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 hems55c
Novelty handkerchiefs for men, in new and attractive colorings\$1
—Ayres—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.

—Ayres—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

Ayres' Special Glove Silk Underwear

Chemise\$2.85 Union suits\$3.85
Bloomers\$2.85 Vests\$1.35
—Ayres—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.

—Ayres—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.

—Ayres—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 epinard green, cuckoo and black.

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

—Ayres—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.

—Ayres—Gown Room, third 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 opossum.

—Ayres—Coats, 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 white39c
Pillow-cases of fine mull, daintily hand embroidered69c
Diapers of 27-inch birdseye or domest flannel, per dozen\$1.59
Baby hose in white, sizes 4 to 6 1/2, in a combination of wool, cotton and rayon39c
—Ayres—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
—Ayres—Girls' Section, fifth 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 combinations 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

Almco shades of plaited georgette, lined and interlined with silk.

—Ayres—Lamps, sixth floor.

Matching Furniture for the Tasteful Living Room

Davenport\$135
Chairs\$75
Fireplace Benches\$41.50

Beautiful pieces of soundest construction, made by one of the leading makers of fine American furniture. Covered in richly patterned damasks and handsome wool embroideries, choice of seven different styles. These pieces may be purchased together to form beautiful matching suites. Or may be had separately where just one piece is desired.

Solid Mahogany and Walnut Tea Carts, 22.50

Tea carts are a real necessity in all homes where the social graces are cultivated. In apartments, especially where furniture must be limited, they meet many needs. These come in the very newest style with drop handle, large rubber-tired wheels and convenient drawer. They are priced complete with a glass tray.

Unusual Console Tables for the Sale, 8.75

At this low price are featured two handsome tables in a rich dark finish which makes them suitable to general home use. They are soundly built, and the designs in both styles have that simplicity which makes for distinction.

Ruffled Grenadine Curtains, with Valance and Tie-backs, 2.75 Pair

Beautifully made curtains of ivory-colored grenadine, finished with shell edges in blue, rose, green and orchid. Ruffled valances and tie-backs match.

—Ayres—Drapery, fourth floor.

Sale Values in Meakin's Famous Blue English Wear

Meakin's semi-porcelain is one of the finest wares of its class; made by one of the old English china firms, it possesses rare beauty and excellence. This pattern is one of the loveliest, a beautiful underglaze pattern—the Stoneledge—in a lovely tone of blue. The shapes are graceful and well proportioned.

Bread and butter plates50c
Pickle dishes50c
Fruit saucers12c
Oatmeal20c
Soup plates30c
Cups and saucers25c
Vegetable dishes, oval or round50c and 75c
Bowls45c
Platters50c, 75c, \$1.25
Sugar and creamer\$1.60

Amazing Values in White Enamel Ware

A Great Lot of Quality Kitchen Utensils
A remarkable Anniversary offering—snow-white, heavy, triple-coated white enameled "Santrox" kitchen utensils, beautiful, sanitary, durable, at prices but little over usual wholesale costs.

2 1/2-quart coffee pots95c
10-quart pails89c
5-quart teakettles\$1.05
2-quart double boilers\$1.49
12-quart dish pan, round95c
10-quart dish pan, oval79c
3-piece pudding pan set79c
Sink strainer39c
3-piece sauce pan set89c
10-quart preserving kettle79c
6-quart covered kettle95c
6-quart covered pot95c
3-piece mixing bowl set95c

Luncheon Sets, Stamped for Embroidery, 95c

Beautiful sets of white art weave fabric, stamped in attractive basket designs for simple but effective embroidery. Cloth measures 44x44 inches. Four napkins.

Five-piece breakfast set, including center scarf; same designs as breakfast set25c
Dresser and buffet set, same designs as breakfast set25c
Tea towels, of striped toweling, stamped in knot49c
various designs10c
—Ayres—Art Needlework, fourth 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, plymouth, camel and gray. Sizes 5 1/2 to 7 1/2.

—Ayres—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 powder75c
Coty's face powder69c
Beautiful perfume burners\$1 and \$3
Mistaken perfume, small sealed bottles69c
Colgate's Cashmere Bouquet soap, large size; cake16c
—Ayres—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.

Remarkable values at this low price.
—Ayres—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 Thieme Hosiery Mills. The double sole and double garter welt make them real service stockings. Splendid for yourself or for Christmas gifts.

—Ayres—Hosiery, street floor

Handsome Club Bags, 9.95

Of fine heavy cow hide and genuine walrus, 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

—Ayres—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 of65c

Two groups of fiction, all delightfully interesting33c and 65c
—Ayres—Book Shop, street floor.

Splendid All-Silk Umbrellas, 4.85

Umbrellas that are highly fashionable and decidedly serviceable are these, made with smart, stubby handles of carved bakelite, with 10 and 16 ribs. Each has a satin border and a plain silk cover.

In blue, purple, brown, green and red.

—Ayres—Umbrellas, street floor.

Men's Cut-Silk Neckwear, 1.95

Imported ties and hand-made scarves with linings that do not wrinkle easily. They are in a wide range of colors and patterns that men are sure to like.

—Ayres—Men's Shop, street floor.

All-Rubber Sanitary Aprons, 45c

A fine quality rubber, in regulation size. With silk tops.

Tailored, elastic belts with fitted fronts. Full size range23c

Rubber bloomers with net tops, especially adapted for athletics65c
—Ayres—Notions, street floor.

Fresh Salted Almonds, pound \$1

A special Anniversary price. Fresh, crisp almonds; roasted in our kitchen daily.

—Ayres—Candies, street floor.

Notable Savings in Bedding

Just at a time when they are most needed

Mixed Wool Blankets, pair 4.45

Plenty large enough for full size beds, with a soft, downy nap that promises additional warmth on cold nights. They are ribbon bound in plaids—rose, gray, blue, orchid and tan.

Lamb's Wool Filled Comforts, 7.95

Covered with fine sateen in attractive colors and filled with 100 per cent pure wool—a combination that can't be beaten for beauty and quality, 72x84 inches in size.

—Ayres—Domestics, second floor.

Linens Distinguished for Their Quality

Hot roll doilies of fine Madeira linen, elaborately embroidered75c

Madiera cases for handkerchiefs and napkins, each50c

Linen damask towels, in diamond weave, beautifully hemstitched hems, each 55c, dozen\$6

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, each75c

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

Linen damask towels, in diamond weave, with dainty hemstitching, 15 1/2 x 22 inches; each 35c, or, a dozen,\$4

—Ayres—Linens, second floor.