



53rd ANNIVERSARY SALE

L.S. AYRES & COMPANY

Clark's O. N. T. Thread 42c a Dozen

In black or white, all numbers.
Kotex sanitary napkins, 12 in box35c
Dr. Parker's waists for boys and girls, all sizes.....33c
Hickory waists, well made, in all sizes.....33c
Six-pocket cretonne shoe bags, 65c. Eight pockets.....85c
Full-size dress bags, to match shoe or laundry bags.....85c
Laundry bags, two sizes; reg. size, 45c. Family size.....65c
—Ayres—Notions, street floor.

Silver Plated Well & Tree Platters, 6.95

In convenient, 16-inch size, in satin or hammered finish.
—Ayres—Silverware, street floor.

Pound Paper, box, 35c

Ivory white pound paper in single or folded sheets—54 sheets to a box.
Envelopes to match, 25 in a package.....12½c
—Ayres—Stationery, street floor.

Beautiful Velvet Corsages, 1.39

Made in all the wanted shades of very fashion-right velvet. Many have long trailers and are delightful for frocks.
Dainty, hand-made ribbon novelties—nosegays, lingerie pins23c
—Ayres—Ribbons, street floor.

Neckwear in Attractive Styles, 1.35

Included are fine quality collar and cuff sets and jabots; also linen and organdy vests, beautifully made and smartly styled.
—Ayres—Neckwear, street floor.

Three-Strand French Pearls, 1.95

Pearls with an exquisite lustre, of beautifully graduated; with clasp of sterling silver filigree.
At the same price—tin cut beads, brooches, hat ornaments and chokers, in fascinating patterns.
—Ayres—Jewelry, street floor.

Women's French Handkerchiefs

All-linen with hand-rolled hems and hand-embroidered initials. Splendid for yourself or gifts. 6 for \$3.95; 3 for \$1.75
Initialed handkerchiefs for women; of lovely Irish linen, very neatly embroidered. 6 for\$1.25
—Ayres—Handkerchiefs, street floor.

Satin Quilted Robes, 11.75

Made of good heavy satin in sile-tie style, with warm interlining of lamb's wool. A good assortment of attractive colors.
—Ayres—Negligees, third floor.

Beater and Bowl, 89c Set

Covered brown earthenware bowl with egg beater. Cover prevents spilling.
Five-sewed Brooms—Good quality kitchen or house brooms49c
—Ayres—Housewares, sixth floor.

Costume Slips, 4.75

Costume slips of heavy crepe de chine and radium, in a large assortment of colors; 16-inch hem.
—Ayres—Petticoats, third floor.

Excellent Modart Corsets, 4.95

An unusual quality of peach colored brocade and elastic fashions these splendid, long-wearing corsets. They are lightly boned at sides with side opening—comfortable yet restraining. All sizes in the group.
—Ayres—Corsets, third floor.

Attractive Sports Skirts, 2.95

Trim skirts, these, of imported and domestic tweed, velours and novelty fabrics; in checks, plaids and stripes. A good color range.
—Ayres—Skirts, third floor.

Smart Tailored Silk Overblouses, 5.95

Made with fashion-right long sleeves and club V and round collar. In white only. Sizes 34 to 42. Jersey overblouses are smartly styled and nicely tailored. In attractive colors. Sizes 34 to 42.
—Ayres—Blouses, third floor.

Natural Opossum Coats, \$135

Smart coats are these in tomboy style, of soft natural opossum with gay plaid linings. Delightful for sports or college wear.
—Ayres—Fur Coats, third floor.

Silk and Metal Flouncing, yard, 2.95

The combination is charming for both day and evening frocks; newly imported. 36 inches wide.
36-inch flouncing in plain and two-tone effects in jade, rose, lavender, powder blue, tan and black, yard\$1.95
—Ayres—Laces, street floor.

Disc Wheel Scooter, 2.79

Roller bearing scooters with bright red disc wheels and rubber tires; splendidly built; designed for speed and endurance.
Scarey Ann—a novelty doll whose hair stands straight up when you press the button39c
—Ayres—Toys, sixth floor.



"Ayres Special" Silk Stockings

1.35

"Ayres Special" silk stockings are full-fashioned with many wearing qualities—service weight silk, lisle double knee, mercerized garter welt, double tip toe and high-spliced silk heel. In all the smartest fall colors.

French Kid Gloves

2.35

With two-tone cuffs, the colors blending with those of fall and winter costumes, and contrasting embroidered backs. One-clasp style, P. K. or over-sewn. All sizes.
—Ayres—Hosiery and Gloves, street floor



Slenderizing Dresses —for the stout woman

\$17

Beautiful satin and wool frocks, with lines designed to slenderize stout figures. Most of them are in dark, rich shades, almost invariably heightened by colorful touches of trimming—embroidery, buttons or lace. Sizes 40 to 50. Very splendid values.
—Ayres—Lower-Priced Dresses, third floor.

Smart New Coats \$65

Rich pile fabrics—pin point, venise and lustrosa—and suede fabrics fashion these coats. They are in both flared and straight line styles, luxuriously fur-trimmed and feature the glowing tones sponsored for winter.
—Ayres—Coats, third floor.



Shoes in New Styles

8.50

Featured in the collection are D'Orsay pumps in patent, black and autumn satin and silver metal cloth. Also handsome strap pumps in patent and black satin and smart cut-out strap pumps in black kid.

—Ayres—Shoes, second floor.

Unusual, Chic Hats

7.50 and \$10

Both small and large hats in felt, velour, satin and velour, smartly trimmed with fancy ornaments, fur, self trimming and metallic ribbon. Colors are alluring. Turbans of gold or silver are also included.
—Ayres—Millinery, second floor.

3000 Yards of the Famous Hope Muslin, 12 1-2c a Yard

Owing to the great demand for this famous material we are forced to limit each customer to an 8-yard purchase. No phone orders.

EL-ES-A SHEETS
63x99 inches\$1.59 81x99 inches\$1.89
EL-ES-A PILLOW CASES
42x38½ inches45c
—Ayres—Bedding, second floor

Distinctive Dresses, 27.50, 37.50

47.50, \$55

A large collection of dresses in satin, jersey, loreline, flat crepe, twill silk, satin faille, plain chiffon and brocaded chiffon. Styles are newest and smartest, and suitable for both afternoon and evening wear. Some are in light colors, delightful for southern wear.
—Ayres—Gown Room, third floor.

Chic Youthful Frocks, \$25 and \$35

Charming frocks delightfully styled with clever new touches—fullness, bright ornamentation and novel necks being prominent. In satin and crepes in alluring colors for afternoon and evening wear—the kinds of frocks the youthful miss likes best.
—Ayres—Petite Shop, third floor.

54-Inch Kashana, yard 1.95

Rich soft pure wool fabric in a choice range of the season's best street colors; also white and black.
—Ayres—Woolens, second floor.

Satin-sheen Twill, 2.95

Handsome Poirer twill fabric in a most effective satin weave. Unusual range of rich fall colors. 54 inches wide.
—Ayres—Woolens, second floor.

Madeira Napkins, dozen 4.50

Luncheon size napkins of fine grade linen with rose scallop edges. Each napkin has one corner elaborately embroidered. At \$4.95—Madeira luncheon sets, with center, six plates and six tumbler doilies.
—Ayres—Linens, second floor.

Italian Hand-Worked Linens

At \$24.95—25-piece luncheon sets with runner, twelve oblong service doilies and twelve napkins. Of cream art crash elaborately worked.
—Ayres—Linens, second floor.

Cotton Lingerie Fabrics, yard 28c

Lace-checked voiles, shadow checked voiles, checked and drop-stitch batiste in honeydew, maize, pink, orchid, peach and blue.
—Ayres—Wash Goods, second floor.

Anniversary Values in Fine Underwear

Milanese Glove Silk Underwear
Chemise, cut full and reinforced, in pastel shades\$2.85
Princess slips, in good size range. In rich colors\$3.95
Bloomers, full cut, in pastels and sports shades\$2.85
Vests, full length, with bodice top. Pastel shades\$1.85
—Ayres—Glove Knit Underwear, street floor.

Lovely Silk Underwear
Bloomers of radium and crepe de chine, full cut, in either plain tailored or trimmed styles. All colors\$2.85
Step-ins of heavy crepe de chine, tailored or trimmed with fine lace. In beautiful colors\$2.85
—Ayres—Silk Underwear, third floor.

Imported Gingham, yard 39c

32-inch gingham in checks and novelty effects; choice of variety of colors.
—Ayres—Wash Goods, second floor.

J. & G. Meakin's "Piedmont" China Half-Price

A handsome border pattern in a famous English semi-porcelain ware; priced so low because the pattern is being closed out by the importer. All wanted pieces.
—Ayres—Chinaware, sixth floor.

Diamond Optic Glassware, 35c

Beautiful pink stemmed table glass, goblets, saucer champagne, footed ice teas and sherbets.
At \$1—imported luster glass in a lovely amber tint; candy jars, bowls, vases and other pieces.
—Ayres—Glassware, sixth floor.

Metal Base Bridge Lamp, 12.95

Handsome lamp with slender base and handsome Spanish arm, complete with georgette lined shades in choice of various colors.
At \$2.95—doll lamp complete with hand decorated and ruffled parchment shade.
—Ayres—Lamps, sixth floor.

Toilet Specials for Wednesday

10,000 bars Ivory soap, regular size, 10 bars for59c
200 jars Dorothy Gray's fine bath salts; large pound jar\$2.65
200 large attractive cans of splendid bath dusting powder45c
500 gunmetal vanities with loose powder, each50c
500 tubes Barbasol shaving cream, a tube18c
Pullman comb and brush sets\$4.95
—Ayres—Toilet Goods, street floor.

Silks at Anniversary Sale Prices

2.65

Satin crepe of exceptional richness, extra weight and fine texture, 40 inches wide.

3.65

Black chiffon velvet, 40 inches wide, a superior quality at a remarkably low price.

2.95

Black charmeuse, in the popular 54-inch width; heavy and very rich in quality.
—Ayres—Silks, second floor.