

53rd

ANNIVERSARY SALE

L.S. AYRES & COMPANY

Just Three More Days!

"Ayres Special" Glove Silk Underwear



Fine Vests, 1.35

Of first quality glove silk, full cut with bodice top, and reinforced. With self-shoulder straps, reinforced. Pink, peach, orchid, Nile and white.

Chemise, 2.85

Extra full-cut chemise, with self-shoulder straps, reinforced. Pink, peach and white. Sizes 36, 38, 40, 42.

Bloomers, 2.85

Knee length, reinforced, well cut with a comfortable fullness. In peach, pink, orchid, Nile and maize. Sizes 5, 6, 7 and 8.

Union Suits, 3.85

Of extra heavy glove silk, knee length, with bodice top. Reinforced. Pink, peach, orchid and white. Sizes 36, 38, 40, 42 and 44.

—Ayres—Knit Underwear, street floor

Flat Crepe de Chine

Rich, Lustrous, Enduring
A value far from ordinary, at

1.75 a yard

Exhaustive tests have convinced us that this is in every particular a superior quality silk. Its full-bodied texture, its exquisite lustre, its smoothness—all commend it to the discriminating. 40 inches wide.

In the Season's Best Colors

Black Sports Shades Pastel Shades White
Smartest Evening Hues Newest Street Shades

—Ayres—Silks, second floor

All-Wool Dress Flannels, 50 and 54 inches wide,

1.95 yard

These are of fine quality, in every way suitable for smart sports frocks. In fall weight and in all the season's newest and smartest colors—one of our best standard qualities.

A Wide Assortment of Colors

Pastel Sports Shades Evening Colors

—Ayres—Wool Dress Goods, second floor

Shoes in Alluring Variety

6.45

Among the many smart styles included in this group are:

D'Orray pumps in patent and black satin with box heels; patent and black satin one-strap pumps, with effective stitching, and French heels; Three-strap pumps of Memphis brown kid with dark brown kid appliques and box heels.

At \$8.50—Chic D'Orray pumps with French heels and hand-turned soles in patent leather, black and autumn satin and silver metal cloth.

Also handsome strap pumps in patent and black satin with French or box heels and cut-out strap pumps in black kid; these with modified Spanish heels. —Ayres—Shoes, second floor



Madeira Embroidered Lunch Napkins,

4.50 dozen

Madeira lunch napkins with rose point scallops. Neat patterns embroidered in corners of napkins.

Linen Breakfast Sets

3.95

Consisting of cloth 54 inches square and six napkins 14 inches square. In blue, or yellow checked with white, and hem-stitched.

Madeira Lunch Cloths, 3.95

Of fine quality linen, elaborately worked with eyelets. Just the right size for bridge tables, too.

Italian Cutwork Guest Towels, 1.35

These are made of linen huck, hemstitched with attractive fillet edge and fillet motif combined with cut work.

—Ayres—Linen, second floor

Tea Wagons, 22.50

of solid walnut or mahogany

Unusual values in this tea cart; made with drop leaf on two sides, has a large glass tray, and a convenient drawer. It has 14-inch rubber-tired wheels in front.

Gate Leg Tables, 15.50

With a top made of five-play built-up mahogany; 36 x 48 inches when open. Legs beautifully turned; table well built.

Colonial Spinnet Desks, 39.50

In the best tradition of design, built carefully and well, of solid mahogany throughout. The finish is rich and beautiful.

—Ayres—Furniture, fourth floor

Grenadine Curtains, Valance, Tie Backs, 2.75

Finished with dainty shell edge in colors; beautifully made; 2 1/4 yards long. Heavy cretonne in bright array of patterns, yard.

—Ayres—Draperies, fourth floor

Karnak Worsted Wilton Rugs 98.85

Made of the finest of yarns and colored with the finest of dyes, beautiful color combinations in the choicest of designs adapted from Chinese and Persian models. Size 9 x 12 feet.

Fringed Wool Akbar Wiltons 59.75

The colors are beautifully blended to form Chinese and oriental designs, in tones of taupe, sand, blue and rose. Closely woven. Size 9 x 12 feet.

—Ayres—Rugs, fourth floor

The end of this great Anniversary Sale is now in sight. Saturday night it will be but history. Take advantage of its remarkable values and shop now. Impressive specials are listed here.



Smart Coats

—of exceptional quality

At special Anniversary prices you are buying coats of unusual quality, luxuriously fur-trimmed, in the smartest, loveliest styles and colors.

\$125

Mangone coats in exceedingly beautiful fabrics, styles and furs, with the unsurpassed Mangone tailoring. Fashioned in flares, straightline and wrappy effects, in a wide assortment of fashion-right fabrics.

98.50

Another group of Mangone coats fashioned of smart sports fabrics, carmina, veloria and rich suede cloth, beautifully fur-trimmed. With them are other coats, equally fine in quality and appearance.

\$65

An unusual group of coats in every size, in soft, durable pile fabrics. Well made, in youthful flared and straightline effects, with effective trimming of squirrel, wolf, hode and opossum.

—Ayres—Coats, third floor

Beautiful Dresses

—as lovely as they are moderately priced

Petite Shop Frocks

29.50

The animated lines and striking color combinations of these frocks will win every youthful heart.

They are of lustrous crepe de chine and satins, each one fashioned with the tastes of youthful risings in mind, and each featuring a fashion-sponsored color.

Typical of these frocks is the one pictured. Made of heavy crepe de chine, it has the new youthful bolero front with vest of flesh crepe and a smart box-pleated skirt, and is trimmed with pearl buttons.

Gown Room Frocks

27.50 and \$55

These frocks, remarkably priced at \$27.50 are in pastel shades, exquisitely suited for evening wear. In pink, green, orchid, blue, black and white.

A dress of unusual loveliness is a copy of a Chanel frock, with ideal lines for the larger woman. In black, beige and blue. \$55.

At the same price is a Callot copy delightfully styled with slenderizing lines for the larger woman. In black beautifully combined with color.

—Ayres—Petite Shop and Gown Room, third floor

Smart Coats

—for Juniors

59.50

Here are coats with chic, well made of excellent materials—dubloom and suede cloth. Shades are new and made even more alluring with collars of squirrel, caracul, and Australian fox.

Junior Frocks

22.50

These are frocks with style features splendidly suited for junior misses. They are for afternoon and evening wear, fashioned of attractive crepe romaine. Colors are lovely—bois de rose, jade, and powder blue being prominent. Sizes 13, 15, and 17.

Serviceable Coats

for Girls

17.50

At this extremely low price are practical coats of Germania chinchilla, nicely made and warm, in navy, rust, reindeer and French blue. Sizes 7 to 14.

—Ayres—Girls' Section, fifth floor



A Handsome Desk Set 4.95

This set comes in mica over moire and is most effective, especially for boudoir use. Pad, ink well, letter rack, calendar and blotter in blue, gold, rose, lavender, green, yellow and gray.

Box Stationery 75c

Dignified, distinctive stationery with large sized, deckle-edged paper in white and colors. Each box contains 24 sheets and 24 envelopes.

—Ayres—Stationery, street floor

English Broadcloth Shirts

3.35

Very fine English broadcloth fashions these shirts, which have been cut large and full and are exceptionally well tailored.

They are made in neckband and collar-attached styles, in white and blue only. A special Anniversary value. Sizes 14 to 17.

Men's Dressing Gowns

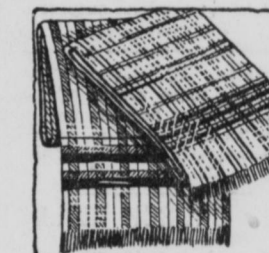
10.95

Handsome, rich-looking dressing gowns of silk and matelasse, tailored to Ayres standard. Cut large and full, with bound seams; neatly trimmed down the front and at pockets and cuffs with braids or cord. Shawl collars and silk girdles. All sizes and colors.



Men's Imported Cashmere Mufflers

1.85



"Loch Lomond" mufflers, woven from finest cashmere in a gorgeously colored array of plaids, checks and stripes. Smart as they can be; warm as you'll want; gay as the vogue demands. Remarkable values.

—Ayres—Men's Store, street floor

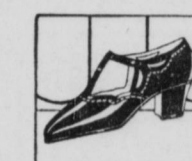
A Bewildering Array of Attractive Jewelry at \$1

Every woman can make her costume fashion-right by the addition of an attractive piece of jewelry from this amazing collection at this remarkable price. Included are brilliant hat ornaments, brooches, novel bar pins, unusual festoon necklaces, collarettes, flashing tin cut chokers, pearl beads, bracelets, cuff links, vanities and Baby Peggy jewelry.

—Ayres—Jewelry, street floor



Smart One-Strap Pumps for Juniors, only 5.95



Unusual values—shoes smartly styled and modeled over a last designed to fit the foot correctly and emphasize its graceful lines.

It is equally suitable for street wear as it comes in patent, black satin, coffee satin and coffee brown kid. Sizes 2 1/4 to 8; widths AA to C.

—Ayres—Children's Shoes, fifth floor

Beautiful New Handbags 4.95

Splendid leathers of all kinds have been used—pin seal, velvet calf, Persian leather, patent leather and many others.

—Ayres—Leather Goods, street floor



Anniversary Values in Lingerie

Beautiful Silk Chemise

3.85

A charming assortment of step-in chemise in heavy crepe de chine and radium. Some of them are exquisitely trimmed with delicate lace; others are in handsome, tailored styles.

Nightgowns of a very good quality crepe de chine, beautifully trimmed with fine net or lace, \$4.85.

Costume Slips Special

At 3.75

A remarkable collection of slips, featuring all wanted colors, in charmeuse satin and genuine tricot. Nicely made and splendidly suited as foundations for slim fall frocks.



Lace Trimmed Negligees

11.75

Made of beautiful crepe de chine and satin—lovely in color, well made, and exquisitely trimmed with lace. In either coat or side-tie styles; charming for yourself or as gifts.

—Ayres—Silk Underwear, Petticoats and Negligees—third floor



Domestic Desk Electric Sewing Machine

A famous sewing machine, in a handsome and practical model. Walnut or golden oak.

79.85

Down payment of \$1 delivers this machine. Balance in small weekly payments. No interest.

—Ayres—Sewing Machines, second floor



"Triumph," a New Wm. Rogers Plate

Highly decorative; guaranteed 20-year plate; secured at these prices for Anniversary only. Model handled knives, set of six, \$2.68. Forks, table spoons, soup spoons, set of six, \$1.96. Teaspoons, set of six, .98c. Butter knives, sugar shells, .35c. Cream and gravy ladles, cold meat forks, .88c.

—Ayres—Silverware, street floor