

53rd

ANNIVERSARY SALE

L.S. AYRES & COMPANY



Shop in this Sale for Christmas and Save Money

Feather Pillows, 20 x 27 6.95 pair

Filled with high-grade curled goose feathers and covered with an attractive striped art ticking. Thoroughly cleansed and absolutely pure.

All-wool Plaid Blankets 11.75 pair

Full 5-pound weight, scoured and steam shrunk; of exceptional quality. Size, 70 x 80 inches; bound with 3-inch satin ribbon. In plaids of rose, blue, lavender, yellow, gray and tan.

Wool Mixed Blankets 4.45 pair

Ribbon-bound, in attractive and colorful plaids. Splendidly made, with a soft downy nap; cozy and warm. In rose, gray, blue, orchid and tan. Full-bed size.

Warm Knitted Sacques for the Baby, 89c

Nicely made of soft wool, these sacques will keep baby warm and comfortable on the coldest days. And, at this tempting price, every baby can have one. In dainty white, trimmed in pink and blue.

TWO MORE DAYS

Black Chiffon Velvet, 3.65 a yard

One of the loveliest of all dress fabrics in a grade and at a price which creates an amazing value. A soft, raised pile velvet in a deep, fine black; our own importation.

Wide Wale Corduroy 75c

"Gloria Corduroy," a soft, handsome quality, up to Ayres' high standard in every particular. A popular type for house gowns, bath robes and the like. In a choice of thirty different colors. 34 inches wide.

—Ayres—Silks, second floor

Satin Charmeuse 1.65

Soft, all-silk dress satin, 40 inches wide, one of our regular standard lines at a special reduced price. Very popular for dresses, foundations and similar uses. In twenty-five lovely colors.

—Ayres—Silks, second floor

Silk Face Duvetyne 1.65

Popular for many uses. The pile is soft, deep and handsome. Smooth as velvet, and in all the loveliest autumn colors. 36 inches wide.

—Ayres—Silks, second floor

Rich Satin Crepe 2.65

A very handsome fabric of typical Ayres quality. Shown in all the new fall shades, as well as the staple colors. Plenty of black. 40 inches wide.

—Ayres—Silks, second floor

1000 Colored Linen Handkerchief Squares 10c

Torn 12-inch squares, ready to be made into daintily colored handkerchiefs. 1300 count linen. Choice of twenty-five lovely shades.

—Ayres—Wash Goods, second floor

Kashana, 56 Inches Wide, Splendid Value 1.95

A soft, warm fabric, smart and seasonable, in a range of twenty effective street and sports colors.

At the same price, all-wool dress flannels in smartest shades.

—Ayres—Woolens, second floor

Filet and Cutwork Guest Towels 1.35

Important among a group of beautiful Anniversary values in filet and cut-work linens are these charming guest towels. They are made from and excellent grade of linen huck and are finished with hemstitched hems and lace edges. One end of each has a filet motif encircled with embroidery and cutwork.

Filet and Cutwork Pillow Cases 10.95 pair

Daintily worked linen cases, beautiful gifts. Of a fine linen with designs in filet and cutwork.

Filet and Cutwork Bridge Sets 13.95

Beautiful five-piece sets, an attractive grade of linen, cloth and four napkins nicely worked.

25-Piece Luncheon Sets, 52.50

Exquisite sets, fashioned from fine linens and adorned with beautiful filet and cutwork designs. Runner, 12 service doilies and 12 napkins.

—Ayres—Linens, second floor

"Fruit of the Loom" Mattress Covers

Well-made covers, boxed, with taped ends. Two sizes:

42 x 76 inches \$2.35
54 x 76 inches \$2.55

—Ayres—Bedding, second floor

Apparel Specials Beautiful Frocks and Coats

Smart Dresses at 27.50

Evening gowns, graceful and new in line, in beautiful colors.

Two-piece lorette dresses, well made and cleverly styled. Sketched.

One-piece lorette dresses, practical and pleasing.

Black satin with fashionable fullness, trimmed with glowing red. Sketched.

Lustrous flat crepe frocks.

Georgettes in large sizes.

Plain satins.

at 37.50

Peasant frocks of crepe de chine, with rich, colorful embroidery on front and sleeves.

Satins in flared or straight-line styles. Handsome frost crepes, beautifully fashioned.

Evening dresses of unusual loveliness.

—Ayres—Gown Room, third floor

Handsome Coats at \$65

Coats of pin point, lustrous, montebella and fawn-suede, in alluring flared, straight-line and wrappy styles. In gracklehead, bokhara, claret, cuckoo, brown dove and black, enhanced by trimming of wolf, French seal, Manchurian wolf, hode and opossum. Remarkable values.

at 98.50

A group of beautiful coats, including Mangone models, made of Kashmir dragon, roulustra, lucette, vivette, fawn-suede and montebella.

Lavishly trimmed with borders, collars and cuffs of fine fur, they come in every desirable shade, including the new reds, kingfisher blue, brown dove, cuckoo and tanager.

—Ayres—Coats, third floor



Shoes in Latest Styles 8.50 and 10.50



The Ayres Shoe Section has a high standard of excellence, a standard which ordinarily can be met only at somewhat high prices. Remarkable—then—this opportunity to secure typical Ayres shoes at such prices.

Sketched above is a cut-out one-strap pump in black satin. Its graceful lines and high heels make it ideal for dress wear.

The shoe sketched below is a splendid service oxford form Garside. It is cut to give the foot just the proper support. In gunmetal. \$10.50. Many other styles at the same prices. All sizes in the group, but not all sizes in every style.

—Ayres—Shoes, second floor

Novel Painted Sweaters 7.95

Featuring Football Designs

These are very new—the exact sweater being worn by smart, youthful misses in New York. They are turtle neck in style, of zephyr wool—and hand-painted in a distinctive football design. In powder blue, orange, Lanvin and biscuit.

—Ayres—Sweaters, third floor

Negligees 11.75 —of Exceptional Loveliness

These attractive garments are made of soft, colorful crepe de chine and satin and display those touches of dainty trimming that make negligees doubly charming. Many are lavishly adorned with lace, while others are effective with self-trim.

—Ayres—Negligees, third floor

Beautiful Underwear of Fine Quality

Heavy Crepe de Chine Chemise, 4.95

These are made from an unusually good quality crepe de chine and show all that daintiness and style which the well-dressed woman so appreciates. Lace-trimmed or smartly tailored.

Exquisite Nightgowns 6.95

Gowns to please the most discriminating woman; beautifully made from a splendid quality crepe de chine and luxuriously trimmed with rich, soft laces.

Radium Silk Bloomers 2.85

Dainty garments, made with two-inch drop in back to insure a perfect fit. Some are beautifully trimmed with lace; others follow trim tailored lines.

Hand-Made Porto Rican Underwear, 1.69

Both gowns and chemise of fine nainsook, beautifully hand-made, with fine hemstitching and exquisite embroidery.

—Ayres—Silk Underwear, third floor



Houseware Specials

"Rid-Jid" ironing boards, strong and firm \$2.49

Galvanized garbage cans, 7-gallon size 89c

Roll top bread box, white enameled, 89c

A. P. W. toilet paper, 4 rolls, 2500 sheets, each \$1.59

"Squeeze Ezy" mops, handy wringing 98c

White enameled medicine cabinets, mirror \$4.75

"Universal" scales, 20-pound size \$1.39

"Universal" food chopper, with extra knives \$1.39

"Universal" aluminum teakettles, 5-quart \$2.65

White enameled pails and sauce pan sets 89c

"Ray-Glo" gas heaters, baked enamel finish, 10-radiant size \$16.95

Bread or cake boards, with knife \$1

"Universal" percolators, 6-cup size, \$3.10

Five-sewed brooms, good quality 49c

—Ayres, sixth floor

Clearance of Odd Lots

Sargent-Gerke paints 1/2 price

Moth killer 1/2 price

Magic cleaner 1/2 price

Enameled roasters 1/3 off

Toilet paper 1/2 price

Hot plates 1/3 off

Window refrigerators 1/3 off

Window ventilators 1/2 price

—Ayres—Housewares, sixth floor



Domestic Sewing Machine 46.85

Dependable new machines, each one guaranteed for twenty-five years. Terms, \$1 a week.

Domestic portable electric \$49.85

—Ayres—Sewing Machines, sixth floor

Room Size Oriental Rugs \$195 to \$255

A great lot of specially purchased rugs, woven in Northern Persia and displaying the soft, deep, harmonious color combinations typical of the Heriz region. Heavy, firm, durable; skillfully woven by hand. Sizes from 9 x 12 to 10 x 14 feet.

Throw Size Oriental Rugs, 39.50

Mossouls and Kurdistans, woven from tough, strong yarn, blending rich colors with gorgeous harmonies. Sizes about 3 1/4 x 6.

Koran Worsted Wilton Rugs 77.50

Closely woven rugs, made with beautiful color combinations in the lovely designs adapted from Chinese and Persian models. The price is ridiculously low for rugs of this fine type. Size 9 x 12 feet.

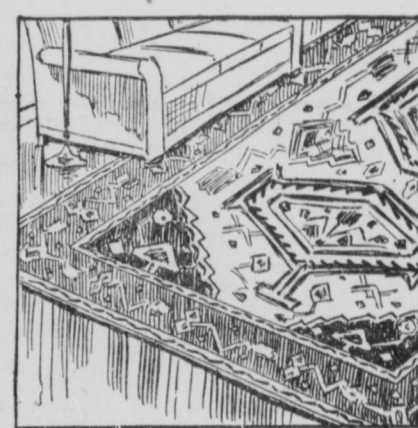
Seamless Velvet Rugs 31.20

9 x 12, beautifully fringed. Closely woven, all-wool naps. Persian and Chinese designs. Rich color combinations.

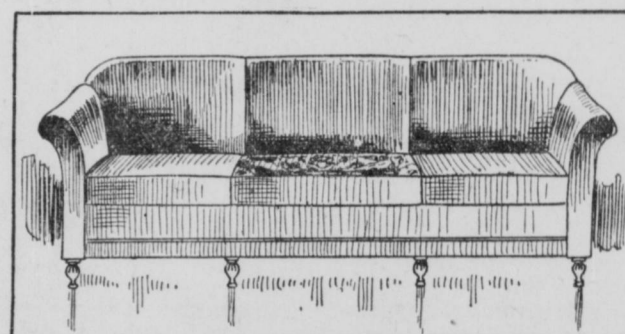
Wool-faced Hooked Rugs 14.50

Old rugs from New England, in typical early American effects. Oblong and oval shapes in 24 x 48-inch size.

—Ayres—Domestic Rugs, fourth floor



Matching Living Room Furniture Davenport \$135 Chairs \$75



Gold Encrusted Glassware, 1.98

Richly beautiful crystal ware, adorned with wide, gold bands. Included are bowls, compotes, cheese and cracker dishes, handled sandwich trays, mayonnaise and candy jars. Buy these for gifts.

—Ayres—Glassware, sixth floor

French China Dinner Set, 29.50

Limoges sets, a beautiful quality, decorated with handsome borders and coin gold handles. Outstanding Anniversary values.

—Ayres—Chinaware, sixth floor

Two Attractive Lamp Specials 8.95 19.75

Table lamp with pottery base, nicely mounted, and a shade of hand-decorated parchment.

Junior or davenport lamp, with marbled base and smart, narrow silk shade. Pull cords.

—Ayres—Lamps, sixth floor

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.

4-Post Colonial Beds 23.75

Handsome and faithful reproductions of the best styles in early American period furniture. Strongly built and beautifully finished in a rich deep brown.

—Ayres—Furniture, fourth floor

Artistic New Pillows, 5.45

Richly colored pillows of velours and tapestry, well made and very artistic in their designs. A number of attractive effects to choose from.

—Ayres—Art Needlework, fourth floor

Chinese Brass Bowls, \$5

Beautifully proportioned bowls of solid brass, mounted on handsome bases of black, oriental wood, and decorated with typical Chinese designs. 12 inches in diameter.

A smaller size \$3.50

—Ayres—Art Wares, fourth floor