

53<sup>rd</sup>

# ANNIVERSARY SALE

## L.S. AYRES & COMPANY

### Amazing Values

#### "Ayres Special" Silk Stockings 1.35

Their wearing features are many—service weight silk, the lisle double knee, mercerized garter welt, double tip toe and high spliced silk heel. Full fashioned, making them fit perfectly. Black and many desirable colors.



#### Junior Silk Stockings, 1.35

Service weight stockings, silk with lisle lined garter welts and lisle soles. In black, white, peach, atmosphere, aztec, buff, crush, moonlight, cruiser gray, orchid, pink, blue, aurora, blonde, fawn and beige.

#### All-Silk Chiffon Stockings, 1.85



Full-fashioned, they assure a splendid fit, and the double garter welt and reinforced knee promise long wear. And the sheer, clear thread silk of the stockings, with silk sole and high-spliced silk heel make them truly beautiful in appearance.

Tan bark, peach, gravel, bran, buff, fawn, moonlight, atmosphere, beige, crush, medium gray, harvest, black.

—Ayres—Hosiery, street floor.

#### 2-pound Box Chocolates, \$1

Ayres' own chocolates, fresh and delicious. A special assortment of all kinds of candies. .95c

#### Congress Playing Cards, 59c

Cards of splendid quality with linen finish in whist size. They come with gold edges in several very attractive designs. An exceptional value.

—Ayres—Stationery, street floor.

### Tomorrow—

## The Final Day

### of Ayres'

## 53rd Anniversary Sale

Careful large-scale planning brings the end of the sale with plenty of wonderful values still on hand. But remember, tomorrow is the last day you can take advantage of them.

#### Black Enamel Suit Cases, 4.65

With riveted leather corners and cloth lined, with removable tray. Cowhide straps all around. In 24, 26 and 28-inch lengths.

—Ayres—Luggage, sixth floor.

#### Never-Break

#### Wardrobe Trunks, 29.95

Splendid values—three-quarter size trunks with plenty of hangers, shoe holder, iron holder; strong drawers and dustproof curtain. Nicely lined.

—Ayres—Luggage, sixth floor.

#### All-Silk Umbrellas, 4.45

In new short styles, with hand-carved stubby handles. Beautifully made in 16 and 10-rib styles. With wide satin borders and plain silk covers. In blue, green, brown, purple and red.

—Ayres—Umbrellas, street 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. In addition, there are handsome silk bags in a wide variety of alluring shades.

#### Bill Folds for Men, 2.95

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.

—Ayres—Leather Goods, street floor.

#### Kotex Sanitary Napkins, 35c

Each box contains twelve. Clark's O. N. T. thread in black and white, dozen spoons. .42c. Fancy rubber aprons in a wide variety of vivid colors and attractive styles. .75c. Rubberized cretonne or all-rubber aprons in several alluring styles. In large or tea sizes. .45c.

—Ayres—Notions, street floor.

## SCHOOL CHILDREN SPECIALS

#### Fur-Trimmed Coats for Girls 22.50

Trim coats, these, in imported tweed, derona and campus cloth, well made and warm. They feature the newest fall colors—the rich tones being set off lavishly by trimming of American opossum and mandel. Sizes 7 to 14.

#### Serviceable Frocks for Children, 4.95, 6.95, 8.95

Dresses for school wear—in serge, balbriggan and flannel, in both one and two-piece styles. They offer a choice of long or short sleeves and come in charming colors—rose, navy blue, wine and many others equally attractive. Sizes 7 to 12.

#### Delightful Frocks for Juniors, 22.50

Satins in black, blue, Epinaud green and brown; smart velvet combinations; clever one-piece tweeds; two-piece checked wool frocks; and rich velveteens—in sizes 13, 15 and 17.

—Ayres—Girls' Section, fifth floor.

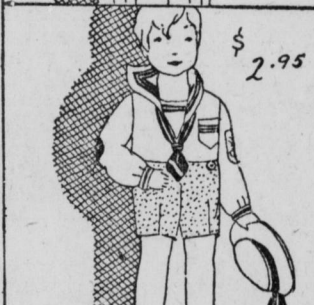
#### Jersey Panty Frocks for Little Girls, Only 2.95



\$8.95



\$22.50



\$2.95



\$2.45

In several different styles; every one of them attractive. Featuring all the desired fall shades. Warm and pretty for winter wear. Boys' jersey suits with trousers lined at the same low price.

#### Warm and Cozy Beacon Bathrobes 2.65

Warm and "comfy" for cold winter nights are these splendid robes.

They are ribbon-trimmed with silk cord; in a wide variety of both light and dark colors. Sizes 2 to 8. Another group in 2 to 6 sizes at \$1.95.

#### Warm Knitted Sacques, 89c

In white, trimmed in dainty pink and blue. A special Anniversary value. Yarn booties. .25c and 39c. Birdseye diapers, 27x27 inches, dozen. \$1.59.

—Ayres—Children's Store, fifth floor.

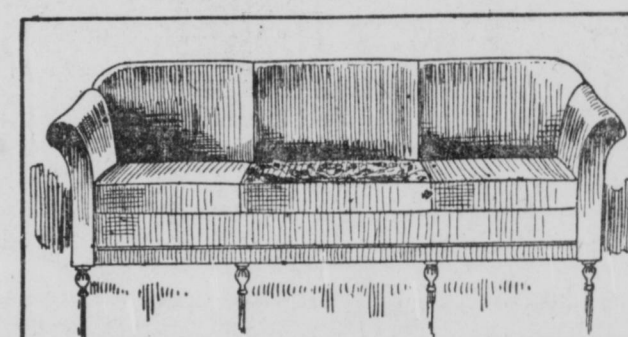
## Five Typical Furniture Specials

#### Solid Mahogany End Tables 6.75

All solid mahogany and finished a tasteful and rich brown tone. With convenient book trough beneath.

#### Colonial Spinnet Desks of Mahogany 39.50

The spinnet desk is a general favorite for home use; its compactness and beauty make it welcome even where the prevailing decorative scheme is not early American. The desks on sale at this price are in the best tradition of design, are built carefully and well, and are of solid mahogany throughout. The finish is rich and beautiful.



#### Mahogany Smoker 8.50

A handsome piece of furniture and a real convenience for the smoker. Handy drawer. Design on wood lined in gold.

#### Four-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.

#### Matching Furniture for a Tasteful Living Room

#### Davenports, \$135 Chairs, \$75

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.

#### Artistic New Junior Lamps, 18.95

With base finished in either silver or gold effect and plaited georgette shade of smart new slender type. With lovely flat trimming. Various colors.

—Ayres—Lamps, sixth floor.

#### Saturday Values in Misses' Frocks and Coats Smart, Practical Dresses, 29.50

Designed with the youthful miss in mind, these frocks exemplify the trim tailored styles she is sure to like. They are made of crepe Siam, crepe faille and satin two-piece styles.

#### Rubberized Raincoats, 3.95

Here are splendid values—practical and fashion-right rubberized slickers in the bright colors girls like—red, green, blue and purple. With corduroy strap collars. A full size range.

#### More Formal Frocks \$35

Typical of these delightful afternoon frocks is one of charmeuse in bolero style with high neck. In navy, Epinaud and brown with vest in pastel shades.

#### Tasteful Coats 39.50, 49.50, \$65

Coats with splendid features—new fabrics, beautiful in appearance; trimming of soft, luxurious furs; rich colors; and smart new lines, favored for fall and winter.

—Ayres—Petite Shop, third floor.

## Ultra-Smart, Colorful Dresses! \$17

These dresses were secured through quick action on the part of our buyer as a special last-day Anniversary offering.

Dresses whose fine quality is apparent at a glance—in lustrous satins and smart wool weaves, the materials first in fashion's favor for winter. Evening models as well, in effective fabrics and colors are also shown.

Sizes 16 to 44—from the lower-priced dress section

With the smart style features women find most becoming—one and two-piece effects; inverted pleats; flares; fullness; long trimmed sleeves; novel necklines.

In black and all the rich, glowing colors. Trimmed in smart, unusual way with contrasting colors, buttons, gold lace and clever self trim.

#### Philippine Underwear 1.79 a Garment

Gowns of splendid nainsook, each one embroidered in an exquisite pattern. Round, square, V or Jenny necks.

Equally lovely are the chemise. Some have built-up tops; others are made with straps. All are beautifully embroidered.

#### Exquisite Nightgowns 4.85

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

#### Hand-Tufted Cotton Crepe Kimonos, 4.95

Excellent made are these attractive kimonos, in appealing colors and fascinating designs that you are sure to like. Delightful for gifts.

#### Beautiful Nightgowns 3.85

A charming assortment of gowns in heavy crepe de chine. Each one is beautifully lace trimmed and in a variety of styles and colors.

#### Breakfast Coats 11.75

Fashioned of fine heavy crepe de chine and satins in all the lovely pastel shades. Either lace or self trimmed.

—Ayres—Silk Underwear and Negligees, third floor.