

AYRES' DOWNSTAIRS STORE

E. O. M.

End Of The Month

Help Yourself to These Bargains

Within a few minutes after the store opens Saturday morning, the Ayres Downstairs Store is going to be a mighty busy place.

Here Are the Reasons Every One a Golden Opportunity

- 22 Dotted Swiss Dresses to Sell at \$2.95
13 Dark Voile Wash Dresses at \$1.50
7 Only, Small Serge Dresses at \$7.95
1 Taffeta and Georgette Dress at \$10.00
1 Accordion Pleated Serge Cape at \$5.00
12 Chiffon Party and Dance Dresses, \$14.95
15 Women's and Misses' Wool Coats at \$19.50
10 Baby Lamb Fabric Coats at \$19.50
4 Silk Lined Serge Suits, Choice, \$19.50
1 Georgette Beaded Blouse, Only \$2.95
14 Wool Sweaters, Your Choice at \$3.95
125 Flannelette and Crepe Kimonos at \$1.50
163 Voile Wash Blouses, Choice, 45c
25 Large House Dresses, Soiled, Only 98c
30 Tea and Bib Aprons, Choice at 59c
22 Cotton Jersey Bloomers, Choice, 69c
1 Electric Seal Muff, Sale Price, \$15.00
1 Brocaded Velvet Scarf, Only \$3.95

—Ayres—Downstairs store.

Fifty Trimmed Hats are Reduced to \$2.95

Priced to sell as fast as we can wrap them up. Large, small and medium shapes—of velvets in attractive colorings.

Stylishly trimmed in various ways. Real bargains—every one.

—Ayres—Downstairs store.

Women's Shoes and Oxfords

E. O. M. Sale 136 Pairs E. O. M. Sale
For One Day Reduced to \$3.50 For One Day

Speaking of real bargains, here they are! 136 pairs of women's high-grade shoes, discontinued lines, patent leather and black kid, button and laced. Sizes 3 to 7, but not all sizes in each style. Come early for these.

And 230 Pairs Women's Oxfords at \$2.50 the Pair

Values such as you'll find but once each month—in the Ayres E. O. M. sale. Of black glazed kid leather, lace style, Cuban and military heels. Sizes 2½ to 7½.

1,200 Pairs Women's Rubbers to Sell Saturday at 75c a Pair

—Ayres—Downstairs Store.

E. O. M. Sale Groceries

- Coca, Hershey's pure and rich, ½-pound can, 19c.
Jell-O and Jiffy-Jell, all flavors, box, 12½c.
Borden's Eagle brand sweetened, condensed milk, 2 cans for 75c.
Soup, Van Camp's chicken, tomato and vegetable, can, 10c.
Salmon, Plymouth Rock, No. 1 tall cans, pink salmon, 25c.
Peaches, Mission Bell brand, yellow free peaches, halves, No. 1 cans, 20c.
Asparagus, Monsoon brand, green points, No. 1 tall cans, 20c.
Rumford baking powder, pound cans, 26c.
Peaches, Regal brand, yellow cling fruit in heavy syrup, No. 2½ cans, 38c; dozen cans, \$4.20.
Grated pineapple, Monsoon brand, No. 1 flat cans, 12½c.
Flour, Certainty, a blend of hard and soft wheat, 24-pound bags, \$1.65.
Macaroni and spaghetti, Red, White and Blue brand, small size, 7c; pound box, 14c.
Apple butter, Libby's brand, pound cans, 19c; 2-pound cans, 33c.
—Ayres, Downstairs Store.

L. S. AYRES & Co.

E. O. M.

L. S. AYRES & Co.

Every Month's End, a Bargain Feast, You are Invited

STREET FLOOR

Men, Here They Are!

1,020 FINE WOVEN MADRAS SHIRTS

E. O. M. Their former price E. O. M. Sale Price, doesn't matter. It was enough to make these shirts at \$1.95. \$1.95

A RARE BARGAIN.

White with pin stripes in blue, gold, tan, pink, black, helle and green. French cuffs, fast colors. These shirts are from one of America's best makers.

Men's and Boys' Sweaters at \$3.95
A reduced price for one day's selling. Broken assortments most of them slightly soiled. Slip-over style, button in front style, jumbo knit with roll collar and fancy knit and military style; navy, gray, khaki and red, plain colors or fancy stripes. MEN'S UNION SUITS, WOOL UNDERSHIRTS REDUCED TO \$1.69. REDUCED TO 75c.

Medium weight cotton, long sleeves, ankle length. Superior and other makes, slightly soiled. Llama wool, medium weight, long sleeves, sizes 34, 36 and 38 only. Bargains.

—Ayres—The Men's Store—Street floor.

E. O. M. Umbrella Bargains

Exceptionally high values in odd lots of fine silk umbrellas for women and of rainproof 'brellas for children.

Children's rainproof umbrellas in both colors and black, and of the best in stock, are E. O. M. priced at only \$2.50.

A clearance of silk umbrellas for women brings choice models in a variety of shades with fancy bakelite rings and silk cords, to the E. O. M. price of \$4.75.

—Ayres—Umbrella dept., street floor.

E. O. M. Values in Books

A greater number of books than usual have been corralled for this E. O. M. disposal, because we must have room immediately for Christmas stocks. We have taken those which have lost freshness and grouped them on several tables at greatly reduced prices.

Worn books from the circulating library are grouped at 25c the copy.

—Ayres—Book section, street floor.

E. O. M. Odds in Laces

Oddments in length and oddments of pattern are the only reasons for the otherwise unjustifiable low prices on lovely lace pieces, and then only to dispose of them quickly.

The assemblage for E. O. M. day embraces Valenciennes, filets, orientals, nets and metallic laces, all arranged in price groups for easy choosing.

At 5c, 10c, 25c, 50c, \$1.00 and upward.

—Ayres—Lace section, street floor.

E. O. M. Handkerchief

The men come in big here, first: There's three fine lots of handkerchiefs, soiled from display, and the men have a large share with the women and boys. There are initial handkerchiefs, handkerchiefs in colored borders or in the all-white and of batiste. Linens are found in the assortments, and all are greatly reduced to 15c each.

In all white and colors are some with embroidered corners for women and children. Priced in E. O. M., 8c.

—Ayres—Handkerchief section, street floor.

Suede-Lined Silk Gloves Are Reduced to 95c

Two hundred pairs of them (slightly imperfect), ideal winter silk gloves. Two-clasp, white, gray and brown. Some slightly soiled.

Slip-on Washable Gloves, 50c
Good chamousette gloves are certainly a bargain at 50c. There are 100 pairs of these—broken lots from regular stock; colors, tan and gray.

And Fine Kid Gloves at \$1.35
Broken assortment of sizes. Kid and capeskin, one and two-clasp, white and colors. You'll buy these with pleasure at \$1.35.

—Ayres—Gloves, street floor.

Sample Neckwear in E. O. M.

Sample assortments are usually offered at advantageous prices, but take off the E. O. M. reductions besides, you can be assured that this neckwear is a fine bargain.

One lot includes sets and collars for 25c. Another assortment is shown for 50c. Gilets and vests are included for 95c.

—Ayres—Street Floor.

For several years it has been the Ayres habit to set aside the last day of the month for the disposal of accumulated remnants, oddments and broken lines. The sale has grown in importance as it has in popularity; now almost every department on seven selling floors participates, each bidding for business with the best values it is possible to achieve.

Look for the Bright Coral Signs and Price Tickets, They Indicate Superlative Values

STREET FLOOR

Unusual! Stretton Union Suits for Women, Reduced to \$1.39

Broken assortments, otherwise they would cost considerably more. Medium weight, high neck, long sleeves; low neck and elbow sleeves and low neck and sleeveless, ankle length.

Stretton Pants and Vests at 59c

Separate garments, broken assortments, of cotton winter weight, high neck and long sleeves, Dutch neck and elbow sleeves, knee and ankle length drawers.

Silk and Wool Union Suits, \$4.59

"Sterling" underwear, full fashioned, silk and wool mixed, silk and cotton and natural wool union suits; pink, white and natural; high neck, long sleeves.

—Ayres—Underwear, street floor.

Silk and Wool Stockings

At 50c, \$1.00, \$1.50 and \$2.00

They're damaged, some but slightly—a bit of darned cotton—a little time—and you'll have fine silk stockings worth several times their cost. There are 500 pairs of them.

Plain Silk, Lace Silk, Wool and Some Embroidered Silk

Black and colors. Every pair out of our regular stock. You'll want a half dozen pairs of these just the minute you see them.

Children's Stockings at 33c

There are 400 pairs of these, English and plain ribbed—full length—black, white and brown—every pair worth more.

—Ayres—Hosiery, street floor.

E. O. M.'s Intrigued Jewelry

So the lowest possible prices govern lingerie clasps in the narrow engraved styles; collar pins engraved in one piece and hatpins bearing both the enamel and sterling tops. All priced according to E. O. M. at 15c each.

Sterling silver and gold front engraved lingerie clasps are priced at 25c. Engraved sterling silver pins for soft collars are priced the same.

Odd pieces of imported and domestic jewelry, bangles, brooches and earrings are reduced to 65c.

Large crystal beads and oval cut beads in several colors, priced 95c.

—Ayres—Street floor.

E. O. M. Cut Leather Goods

Silk bag oddments, both the pouch and purse style, have been priced lowered to \$2.95.

One-piece silk bags of the French persuasion and with silk covered frames, are priced in the E. O. M. at \$1.95

Khaki travelling cases for men, completely fitted, some with real ebony military brushes, are especially attractive values at \$1.95.

"Kiddies' Kanteens"—the nifty tricorn shape with a large mirror inside of the frame and fitted with the pannier handle, are priced at \$1.00.

—Ayres—Street floor.

Embroidery Remnants in E. O. M.

Cut radically are the markings on pretty embroidery remnants of swiss, nainsook and cambric. They are suitable for finishing dainty underwear and even baby's dresses will find here a pretty touch.

—Ayres—Street floor.

SECOND FLOOR

Interesting E. O. M. Shoes

Quick clearance is the purpose of these shoes and low shoes.

The first group includes 289 pairs of high-grade shoes, broken sizes in discontinued lines of Hanan and Garside, priced only \$8.45.

The second group features 305 pairs of shoes, 253 of which are low cut. Broken lots and discontinued lines show partiality to small feet for this offering. Priced \$3.45 the pair.

—Ayres—Second floor.

Warm Bedding, Low-Priced

The biting weather will more than emphasize these values:

Fifty pairs of white cotton blankets, 68x80, are of a good, firm quality, with pink and blue borders. Priced \$2.98 the pair.

Wool-filled, silkoline-covered comforts, wherein the wool is 100% new carded, are yarn-tied amid a floral pattern in harmonies of pink, blue and yellow, priced \$8.25.

Fifty all-wool Q. D. army blankets prove a good, warm weight and are of all new wool in an extra fine finish, at \$5.95 each.

Auto robes are demanded in these all-wool plaids, fringed, and showing a good weight, in a variety of nice patterns. A needed investment these days, in this 60x80 size, at \$8.69.

Comfort size cotton batts, 72x90, are of good quality cotton in one sheet, at 98c.

700 yards of fine quality bleached muslin, mill lengths, from 2 to 20-yard lengths, at 23c the yard.

Fourteen swiss embroidered bed sets, for twin bed sizes only. These are made on fine pique sheeting in colors of blue, pink and lavender, at \$6.95.

—Ayres—Second floor.

Towels and White Goods

The fact that they are slightly mused places these Turkish towels at inviting E. O. M. reductions. They are finished with fancy pink and blue borders and priced only 75c.

Turkish wash cloths at 10c each.

Centerpieces, scarfs and dollies, all hand embroidered, bear convincing E. O. M. sale prices because they are slightly soiled and mused.

Short lengths of art linen, crasches and handkerchief linen are offered at E. O. M. sale prices.

Short lengths are being weeded from the white goods, also at reduced prices. Organdies, volles, dimities, longcloth and nainsook are found in lengths ¼ to 5 yards. —Ayres—Second floor.

E. O. M. in Woolens

These, too, are in comparatively short lengths, ranging from various sized smaller pieces to entire dress patterns. And every wanted fabric is included: Serge, gaberdine, tricotine, jersey, broadcloth, poplins, batiste, figured challis, coatings, novelties, checks, blocks, plaids and stripes. E. O. M. prices of the complete disposal type prevail.

—Ayres—Dress goods dept., second floor.

E. O. M. in Silk Goods

The usual collection of odd lengths that pile up in a month's time are the offerings in silk fabrics, but they are invariably usable for some purpose, either in the making of garments or for needlework.

This month's assemblage embraces plain and fancy silks in checks, plaids and stripes, silk shirtings, Georgette crepe, pongee, both plain and printed; velvets, velveteens, corduroy and numerous others. E. O. M. prices are conducive to picking up many a fine bargain for future fashioning.

—Ayres—Silk goods dept., second floor.

100 Chic, Hats, \$2.89

What else but the occasion of an E. O. M. sale could warrant this incredibly low price.

Chin-chins, pokes, mushrooms, turbans and sailors, variously trimmed with feathers, flowers, large bows of ribbon, or decorative ornaments of gold and silver. Colors of navy blue, brown, purple, taupe, mahogany, burnt orange and black. Materials are panne and Lyons velvet.

—Ayres—Millinery section, second floor.

THIRD FLOOR

E. O. M. in Petticoats

Silk petticoats and jersey silk petticoats with silk flounces are in black, brown, green, purple and navy blue. There aren't a great number, but the few offered are especially good bargains. E. O. M. price, only \$3.45.

—Ayres—Petticoat dept., third floor.

Hand-made E. O. M. Blouses

A table full of hand-made blouses, of soft white batiste, trimmed daintily in tucks and drawn-work, have been slightly soiled, but every one of the 100 are splendid values. Priced at \$3.95.

—Ayres—Third floor.

E. O. M. in the Petite Shop

Wherein, the bargain-hunting miss may find a feast to content her.

Six slightly soiled chiffon dresses, \$19.75.
Six slightly soiled evening dresses, in taffeta and chiffon net, at \$19.75.

Four heavy brown winter capes at \$4.95.
Four warm winter coats at \$23.95.
Six winter coats again, at \$33.95.

—Ayres—Third floor.

Suits at Surprising Reductions

Jersey suits in the heather mixtures, blue and brown and oxford tones, with convertible collars, self belts and self-tucked backs; range in good choice at \$25.00.

Suits in silverstone, checked velour, Bayoner invisible check, in navy blue, brown and oxford, show smart straightline models, in the semi-tailored style. Duckie short ripple models are also included in this choice at \$29.50.

—Ayres—Third floor.

E. O. M. Fur Bargains

Scarfs and chokers of fur are very smart and very comfortable these days. The E. O. M. sale is timely in presenting them at lower prices than you would expect.

Brown and taupe fox scarfs in double and lined effects. E. O. M. price, \$24.00.

Canadian wolf scarfs in brown only. E. O. M. price, \$24.00.

Black caracul chokers, one of the most fashionable of the season's furs. E. O. M. price, \$17.00.
Natural squirrel chokers, E. O. M. bargains at \$17.00.

—Ayres—Fur section, third floor.

In the House Dress Department

Slightly soiled narrow collars and cuff sets, trimmed with embroidery and lace. For maids' wear. E. O. M. price, only 29c.

Maids' soiled white caps, E. O. M. priced at 19c.

Maids' soiled white bows, E. O. M. priced at 10c.

Allover ayrons, dark and light effects. E. O. M. price, \$1.25.

Dresses of gingham, percale and voile. E. O. M. price, \$1.95.

Sixty soiled dresses of gingham and percale, with short or long sleeves. E. O. M. price, \$3.95.

—Ayres—House dress section, third floor.

Coats—E. O. M. Values

Coats of undeniable smartness fit for a day only with you at extremely low prices.

Fifteen short coats of polo cloth with lovely collars of sealine or Australian opossum. In tan or tweed mixture, full lined. E. O. M. price, \$29.50.

Ten Bolivia straight coats with raglan sleeves and collars of sealine, in brown or blue. Full silk lined. E. O. M. price, \$29.50.

Odds and ends in suede sport coats in tan and gray. E. O. M. prices, \$5.95 and \$9.95. And a leathertex coat at \$19.50.

Angora coats, full length, with shawl collars that extend into throws. Brown only. E. O. M. price, \$39.50.

—Ayres—Coat section, third floor.

E. O. M. Dress Values

These prices speak for the high values which dresses of many descriptions have assumed for a day in order to be cleared from stock.

Eleven slightly soiled evening dresses, two each at \$22.50, \$27.50 and \$39.50, and five at \$49.50.

Three tricotette dresses, small size. E. O. M. price, \$15.00 each.

Two Georgette crepe dresses in white, slightly soiled. E. O. M. at \$2.50.

One tricotette dress in a small size. E. O. M. price, \$15.00.

Ten dotted voile frocks, the dots embroidered. E. O. M. price at \$5.00.

Four dark challis frocks, good styles. E. O. M. price, \$15.00 each.

Three navy blue serge dresses. E. O. M. priced at \$19.50.

Two gray Georgette crepe dresses, beaded. E. O. M. priced at \$6.00.

—Ayres—Gown room, third floor.