

E. O. M.

L. S. AYRES & Co.

E. O. M.

STREET FLOOR

E. O. M. Specials

Voile flouncing, 24 inches wide, at \$2.50 the yard. In light blue, pink and lavender; ruffled and tucked. Suitable for children's frocks. Cotton filet bands, 5 inches wide, at 10¢ the yard.

Barnum Cluny laces, white, cream and ecru; 2 inches wide, at 19¢ the yard. Valenciennes insertions, 35¢ the dozen yards.

—Ayres—Lace section, street floor.

Veilings, in suit shades,

at 15¢ the yard. Black, brown, navy blue and taupe. Very good value. Pique collars in white, with scalloped edges; some in navy blue. E. O. M. price, 69¢.

An assortment of odds and ends of women's neckwear, all slightly display and shelf soiled. Just 19¢ each.

—Ayres—Neckwear section, street floor.

Taffeta silk ribbon at

39¢ the yard; in pink, blue, Copenhagen blue, rose, white and green; 7 inches wide.

A collection of odd ribbons, consisting of satins, novelties and some grosgrains. To clear at 10¢ the yard.

—Ayres—Ribbon section, street floor.

Azura perfume, \$1.00

the ounce. Incense powder, 15¢ the box. Jergen's violet glycerine soap, 70¢ the dozen.

Gouroud's oriental cream, \$1.20. Bandoline, 35¢. Hand scrubs, 7¢.

47-11 Lillac vegetable, 89¢. Jergen's witch-hazel soap, 75¢ the dozen.

Puritan Beauty talcum, 19¢. Pebecco tooth paste, 28¢ tube.

Imported Spanish cas-

tle soap, \$1.29 the bar. Luthol tooth paste, 39¢. Golden Gint shampoo, 19¢. La Louise rouge, 39¢. Bone toothbrushes, 7¢. Piver's face powder, azura, 95¢. Fleur d'Amour toilet water, \$1.50 the ounce.

Sweetheart talcum powder, 9¢. Puritan Beauty powder, 35¢. Azura sachet, 85¢ ounce.

—Ayres—Toilet goods dept., street floor.

Sterling handled pieces

at \$1.00. Consisting of dinner knives, dinner forks, carving knives, bread knives, gravy ladles, pie knives and cake knives.

At 75¢ each are iced tea spoons, butter spreaders, salad forks, sugar shells and butter knives—also sterling handled.

At \$2.00 each are sterling handled cold meat forks, tomato servers, berry spoons, egg servers, salad forks, bread knives.

At \$2.00 each are sterling candlesticks.

At \$3.50 are two-piece steak sets with sterling handles.

At \$2.00 are four-piece castors (not sterling).

—Ayres—Silverware dept., street floor.

Women's sample hand-

kerchiefs, 12½¢ each, or \$1.00 the dozen. One lot of these in all white, white with colors, and white with embroidery in corners.

At 10¢ each, one lot of children's handkerchiefs, all samples. Suitable for either boys' or girls' use.

—Ayres—Handkerchief dept., street floor.

Short lengths of em-

brodery at extremely low prices. The lot includes trimmings for undergarments and children's wear, or for many other purposes.

—Ayres—Embroidery section, street floor.

500 boxes of stationery

at 19¢ the box. An excellent quality of linen-finished paper, in pink, blue, buff and white; 24 sheets and 24 envelopes with open end.

One lot of slightly soiled boxes of stationery (the contents perfect) greatly reduced for E. O. M. clearance.

One lot of envelopes, linen finished, in colors of pink, tan, lavender and buff, greatly reduced for clearance Saturday at 5¢ a package.

—Ayres—Stationery dept., street floor.

Silk umbrellas at \$4.95

and \$5.45. A clean-up of two fine lots. The silk is an admirable, heavy quality. Tips and ends are colored, some in amber; a high-priced assortment; all colors; 53 pieces in all. Very, very special.

From \$5.95 to \$9.95 are 24 of the finest India silk umbrellas; all colors, some two-tones; with beautiful handles. Every umbrella drastically reduced.

—Ayres—Umbrella section, street floor.

End Of The Month Sale

—A BARGAIN EVENT—

During a month's business in a large store like this, thousands of pieces of merchandise become soiled or shopworn and size assortments become broken. It is good business to reduce their prices and clear them away. It keeps stocks fresh and in good order. It makes friends, too, for customers appreciate getting merchandise of Ayres quality at End-of-the-Month prices.

Leather bags, \$1.95, \$2.95,

\$4.95. This is an important sample lot, and contains canteen bags as well. Alligator calf, spider calf, embossed and vacquette leathers. Plenty of colored effects. Exceedingly good values!

At 49¢ each, shopping bags of water-proof material.

At \$7.95, novelty imported silk bags, plain and brocaded materials. Very special values.

—Ayres—Leather goods dept., street floor.

Cherry red cut beads at \$1.00.

Some with combinations of black beads. Effective, and certainly exceptional values.

At \$1.55, Sterling silver harpins, set with fine white French rhinestones; safety catches; some with gallery mountings.

At 85¢, novelty jewelry, imported and domestic. Earrings, necklaces and harpins.

—Ayres—Jewelry section, street floor.

Half-pound candy jars at

69¢. These of cut glass, with floral cutting. At the same price are also vases, guest sets, bowls, sugar and cream sets, spoon trays, gruels and many other such articles.

—Ayres—Cut glass dept., street floor.

400 Pairs Women's Silk

Stockings—E. O. M.

Sale Price, \$1.10

Chiffon weight pure thread silk stockings, with lisle top hems, narrow, close fitting ankles; back, African, silver and gray.

At 29¢—Three Pairs for 75¢

500 Pairs boys' English ribbed and one-and-one ribbed black stockings, in all sizes.

—Ayres—Hosiery, street floor.

600 Women's Union Suits

E. O. M. 39¢—Three

Suits for \$1.00

Regular and extra sizes, tight or wide knee, pink and white; every suit a bargain.

At 29¢—Three for 75¢

300 Women's vests in regular and extra sizes; white and pink.

Glove Silk Union Suits, \$2.95

Women's union suits and combinations of glove silk; pink, plain or fancy trimmed; slightly soiled.

—Ayres—Underwear, street floor.

1,000 Pairs Women's Silk

Gloves and Chamoisette

Gloves, Slightly Soiled,

E. O. M. Sale Price,

55¢

Gloves of Milanese and trico silk, two-clasp style; black, white and colors.

Also 12 and 16-button length gloves, two-clasp and gauntlet style, chamoisette in white and colors. All sizes 5½ to 8 in combined assortment.

Long Chamoisette Gloves

at \$1.35

300 Pairs of 16-button length gloves. Every pair perfect; white and colors. This price only for one day.

—Ayres—Gloves, street floor.

Bungalow aprons of un-

bleached muslin, stamped with attractive designs for applique and wool embroidery, 98¢ each.

Luncheon sets, 36-inch cloth with four napkins of unbleached muslin, stamped with easy patterns for French knots and applique embroidery; 79¢ the set.

Stamped tea towels, blue and white striped, 15¢ each.

—Ayres—Art needlework dept., street floor.

One table of recent fiction.

Covers slightly soiled, 40¢. Books of miscellaneous titles, mostly original editions, 20¢.

The Hoosier Year of 366 Indiana Writers and Speakers, special, 50¢.

Bubble Books, 1 or 2 records missing in each book, 40¢.

One table of books for children, 25¢, 35¢, 45¢ each.

—Ayres—Book dept., street floor.

Sweet cream caramels at 45¢

pound. A very special price on these excellent caramels, made in our own kitchens. 500 pounds. Three kinds.

—Ayres—Candy booth, street floor.

Men's Silk Socks, E. O. M.

Price, 50¢

Fine quality, pure thread silk socks; black, cordovan, white and navy; double soles, reinforced heels and toes.

18c a Pair—Three for 50¢

Men's fine gauze lisle socks, double soles and heels; in black, cordovan, white, navy and gray.

At 25¢ a pair—Men's fine gauze lisle socks, triple reinforcement; black, cordovan, navy, smoke, white and Palm Beach.

At 50¢—Men's silk neckwear, large assortment, fine quality four-in-hands in contrasting color effects.

At \$1.65 a suit—Men's pajamas, fine quality pongee effect in white, blue, tan and heliotrope.

At \$1.00—Men's white muslin nightshirts, fine quality, full size and length.

At \$1.65—Men's fine woven madras shirts, extra quality, colored stripes on light grounds.

—Ayres—Men's store, street floor.

SECOND FLOOR

E. O. M. Specials

Silks in short lengths.

The best selling weaves and colors. These include taffetas, satins, crepes, pongees, Georgettes and many other favorite weaves in both plain and novelty effects.

A number of skirt lengths in this lot—one and three-fourths and two and one-fourth yards—of the finest grades of sports silks, but slightly soiled, at E. O. M. prices.

—Ayres—Silk section, second floor.

Short lengths of woolens.

This lot includes tricotine, velours, Poirer twill, French and other serges, broadcloth, vigoreux, poplin, batiste, challis, checks, plaids, stripes and novelties in a wide range of colors. One yard to full dress pattern lengths in the lot.

—Ayres—Dress goods, second floor.

Dress trimmings. Chin-

ese cord and tassels of silk, a remarkable value, in rose, purple, black, blues, greens and orange at 49¢.

Odds and ends of novelty dress trimmings, beaded and embroidered, in silk and metals; also remnants of braids, edges, bands, fringes, jets, etc.

—Ayres—Trimmings, second floor.

All-linen table damask,

\$1.00 the yard. A limited quantity of all-linen bleached table damask, 65 inches wide, in 1½, 1¾, 2, 2½, 2¾-yard lengths at \$1.00 the yard.

All linen tea towels, hemmed ready for use, red and blue borders. At 25¢ each. One lot of imported, colored striped Turkish towels, slightly soiled. At \$1.25 each.

—Ayres—Linen section, second floor.

Crochet bedspreads at \$1.95.

There is one lot of these, and they are hemmed.

At \$3.95, one lot of satin bedspreads. Full, double-bed size; a number of patterns to choose from.

At \$5.00, wool comforts, 100 per cent pure wool-filled comforts, covered with silkoline.

At 95¢, 3-lb. cotton batts, size 72x90 inches, stitched. Full comfort size. Short lengths of domestics, muslins, cambric, longcloth, sheetings, casings, and tubings.

At 25¢, pillowcases, 15 dozens, size 42x36 inches.

At \$1.19, sheets, seamless, good weight, size 81x90 inches.

At \$1.59, hemstitched sheets, one lot of bleached, Wash-Mer-sheets, threads hand drawn, size 81x90 inches.

At 12½¢ the yard, 1,000 yards of unbleached muslin, 36 inches wide, good weight L. L. muslin.

—Ayres—Bedding section, second floor.

100 hats at \$2.89. Chin-

chins, turbans, pokes, mushroom and sailors. Trimmed with flowers, feathers, ribbons and fancy ornaments. The colors are orange, red, brown, navy and black.

—Ayres—Millinery, second floor.

450 pairs high-grade shoes,

\$3.95. 450 pairs high-grade low and high shoes in women's styles and broken sizes. Narrow widths in almost all sizes in the collection. Price, \$3.95 the pair.

—Ayres—Shoe section, second floor.

1 American walnut Do-

mestic Cabinet, marred, \$79.00.

1 White box top, used, \$4.00.

1 Singer box top, used, \$6.00.

1 Domestic Vibrator, Sit-Rite, used, \$43.00.

1 Domestic Portable Electric, floor sample, \$60.00.

1 Minnesota drop-head, used, \$16.00.

1 Willard "A," new, \$36.75.

1 Electric Library Table, marred, \$90.00.

1 Jewel, used, \$6.00.

1 Domestic, box top, used, \$5.00.

Three-ounce bottle machine oil, 10¢.

Parts and supplies for all machines.

—Ayres—Sewing machines, second floor.

Short lengths of wash goods,

all usable lengths. Embraced in the assemblage are ginghams, madras, voile, swiss and other similar kinds. Remarkable values await the woman who sews, in these.

At 18¢ the yard, white outing flannel of good quality, 27 inches wide.

At 49¢ the yard, 1,000 yards of printed voiles, 38 to 40 inches wide, and in about 40 pieces. A variety of colorings and designs. Outstanding values, every piece.

—Ayres—Colored wash goods dept., second floor.

THIRD FLOOR

E. O. M. Specials

Wool sweaters, \$2.50 to

\$7.50. The Tuxedo style predominates, although there are a few attractive slip-ons and tie-ons. In both light and dark colorings.

—Ayres—Sweater section, third floor.

Back lace corsets at \$1.19.

Made of coutil and batiste, in low and medium bust styles. Sizes from 19 to 28 inclusive.

At \$2.25, Gossard front-lace corsets of pink and white coutil, low bust and long skirt. Large sizes only, 31 to 35.

At \$3.50, odds and ends of back and front lace corsets, formerly very much higher priced. Of coutil and pink brocade. Medium and low bust. Sizes 21 to 30.

—Ayres—Corset section, third floor.

Sveltline silk dresses at

\$29.50. Of taffeta and crepe de chine, in navy blue, brown and black. Sizes 42 to 48½.

At \$12.50, two navy blue and one serge dress, all sized 42½.

At \$35.00, taffeta, satin and jersey dresses in navy blue, black, brown and taupe. Sizes from 42½ to 52½.

At \$14.95, a navy blue serge coat, size 44½.

At \$2.95, Georgette blouses, sizes 39 to 45.

At \$29.50, three-quarter length coats in brown, tan and blue.

At \$1.50, muslin drawers, sizes 29 to 33 by waistband measurement.

At \$1.95, practical aprons in light colorings; large sizes.

—Ayres—Gray shop, third floor.

Hand-made blouses, \$3.95 to

\$12.95. Slightly soiled. About 40 different models, some low neck and collarless, others high neck with roll collars. Frills, touches of color and other dainty decoration. All of them fine and well made. Greatly reduced in price.

—Ayres—Blouse section, third floor.

Silk-founced petticoats at

\$1.69 each, 200 skirts in all. In two styles—one has the brilliant top and taffeta silk founce, in plain or changeable effects; the other has the cotton jersey top with the silk jersey, accordion-plaited founce, decorated with diamond-shaped insets of contrasting shades. In navy blue, taupe, brown, green, gray and many other shades.

—Ayres—Petticoat dept., third floor.

Eighteen suits at \$19.75.

All beautifully tailored. Of duvet de laine, checked velours and tricotine. In brown, navy blue and black. Extraordinary values.

—Ayres—Suit section, third floor.

Five topcoats, one wrap, at

\$15.00. Of plaid velours, in bright blue and tan plaids and tan and brown combinations. Also plain coating velours. Plain colors are English hunting red, orchid and Masilla tan. All faultlessly lined with silk.

—Ayres—Coat section, third floor.

Plaid plaited skirts, special

\$7.50. Box and side-plaited models in a range of good-looking color combinations. Ordinarily would sell for a great deal more.

Reduced to \$4.50 is a wide variety of styles in plaid skirts in box and side-plaited models. Smart color combinations.

—Ayres—Skirt section, third floor.

Natural squirrel chokers,

\$11.75. An extremely big value. Other equally good E. O. M. specials in this section are:

At \$15.00, scarfs of Australian opossum.

At \$28.50 and \$38.50, fine wolf scarfs, dyed blue, brown and taupe. All smart animal effects.

—Ayres—Fur section, third floor.

Tricotelette and Poirer twill

dresses, \$13.50. About twenty of these, very modish in style and very nice in quality.

At \$6.95, about fifteen serge and velour dresses, in navy blue, brown and Copenhagen blue.

At \$9.00, \$17.50 and \$19.75, some very special bargains in wool frocks.

—Ayres—Gown room, third floor.

100 soiled aprons, in blue,

pink and figured percale, at 95¢.

16 Soiled gingham dresses in plaids and checks, long and short sleeves. At \$3.45.

7 Dresses, slightly soiled. At \$1.45.

—Ayres—House dresses, third floor.

20 taffeta, tricotine and

sports dresses at \$15.00.

15 Navy serge suits, braid trimmed, at \$15.00.

20 Soiled voile and organdy dresses, at \$2.50.

10 White plaited middy skirts, slightly soiled, sizes 14, 16, 18, at \$1.75.