

Reduced for E. O. M. Only!



Women's Smart  
Mid-Season  
**HATS**  
**88c**

The new hat styles in felt, crepe or straw bandings. Smart styles you'll wear now until spring arrives. Choice of awaggers, brims, off-the-face styles and betrons. Black, brown and becoming pastel hues.

**New Spring Hats Reduced**

Specially reduced for E. O. M. Brand new hat styles not over two weeks old will be found in this selection. For wear now and this spring. Many types of brims and smart colors. **\$1.59**

## CLEARANCE for Infants and Tots

Infants' Part-Wool and Cotton Shirts.....  
Infants' Training Panties.....  
Toddlers' Jersey Panties.....  
Tots' Knit Vests.....  
Infants' Flannelette Gowns.....  
Infants' Flannelette Gertrudes.....  
Infants' Part-Wool Hose.....  
Toddlers' Part-Wool Hose.....

**15c**  
EACH

Tots' Wash Dresses.....  
Boys' Wash Suits.....  
Tots' Jersey Leggings.....  
Tots' Wool Slipover Sweaters.....  
Infants' Part-Wool Blankets.....  
Tots' Flannelette Pajamas.....

**39c**  
EACH

Tots' 3-Piece Snow Suits.....  
Tots' 2-Piece Raincoat Sets.....  
Tots' Corduroy Ski Pants.....

**88c**  
EACH

## Girls' Clearance

Girls' Fast Color Print Dresses.....  
Girls' Wool Slipover Sweaters.....  
Girls' Rubber Raincoats.....  
Girls' Shirley Temple Scarfs.....

**44c**  
EACH

Girls' All-Wool Skirts.....  
Girls' All-Wool Jumper Dresses.....  
Chubbie Girls' Frocks.....  
Suede Jackets.....

**88c**  
EACH

Girls' Leather Jackets..... **\$2.55**  
Genuine leather jackets in coat or cosack style. Broken size and color assortment.

Girls' Wool Dresses..... **\$1.98 to \$2.98**  
Final clearance of girls' better quality wool dresses including coat styles. Broken sizes and colors.

## Clearance! Women's Girdles, Ea.

Irregulars of better qualities. Lastex girdles and panty girdles for the slight figure. Small, medium and large sizes. **50c**

Brassieres and Bandeaux..... **39c and 59c**  
Clearance priced! Broken sizes and styles. Smart, wearable styles. For women and misses.

Foundation Garments..... **88c and \$1.88**  
Further reduced from our January Sale price. Girdles, corsets and combinations. Broken sizes and styles.

Service Weight Hose..... **19c Pr.**  
Durable rayon service weight with hemmed top and seamed back. Fully reinforced. Sizes 9 1/2 to 10 1/2.

Growing Girls' Hose..... **10c**  
Shaped like hose for growing girls. Broken sizes and greatly reduced for clearance. Irregulars.

Women's Silk Hose..... **35c Pr.**  
Odds and ends of full-fashioned chiffon and service weight styles. Broken sizes and colors. Irregulars. 3 for \$1.00.

Children's 5/8 Hose..... **10c Pr.**  
Broken sizes and colors but all sizes in lot. These have the fancy lastex cuff that holds them up.

Wool Mixed Underhose..... **19c Pr.**  
Wool mixed underhose with full foot. Genuine first quality. Reduced for clearance.

Wool Mixed Hose..... **49c**  
Clearance of women's wool-mixed hose. Some are full-fashioned first quality. Some are Real Silk Irregulars.

Clearance! Side Hook Girdles..... **50c**  
Also combinations included in this group. Broken sizes and styles. Greatly reduced.

## Sample Sale! Smart Fabric Gloves

500 pairs greatly reduced for clearance! Broken sizes. Colors are beige, gray, black and brown. Salesmen's samples of much higher priced styles. **39c** PAIR

300 Handbags for..... **19c Ea.**  
Simulated leather bags in black or brown grain types. Envelope or pouch styles. Clearance priced.

Women's Triangular Scarfs..... **19c Ea.**  
Ascot triangular style in a great assortment of colors. Wools and silks. Clearance priced.

Other Triangular Scarfs at..... **10c**

## Men's Clothing at 1/2 OFF Original Prices

28 Men's All-Wool Suits..... **\$7.97**  
Broken sizes and styles. Serviceable suits for year 'round wear.

15 Young Men's Prep Suits..... **\$4.97**  
These have two pair of trousers. Styles for the high school or college student.

22 Sheeplined Coats..... **\$3.49**  
Men's and young men's blue corduroy and leatherette sheeplined coats. Broken sizes.

64 Prs. Men's Trousers..... **99c**  
Styles for dress or work. Dark shades. Broken sizes and models.

21 Men's Hats..... **\$1.14**  
Men's fur-felt hats in snap brim styles. Broken sizes and colors.



(★ REGISTERED)

**A**YRES' January E. O. M. will be a great house-cleaning event with prices cut to the bone! For immediate clearance from our shelves you'll find seasonable, wanted Ayres' quality merchandise for every member of the family and the home! Of course, size, quantity, style and color assortments are broken, but from the vast amount of merchandise on the counters you're sure to find just what you want. Doors open at 9:30 A. M. Please, NO MAIL, PHONE, C. O. D. or LAYAWAY Orders!

## Seconds and Discontinued Styles American Girl Shoes and Other Fine Brands

A famous brand of shoes combined with other fine makes of style and arch type shoes. Black, brown or blue pumps, straps and oxfords. Sizes 4 to 9, widths AAA to C but not in every size or color. **\$2.29**

325 Prs. Women's Shoes..... **\$1.00 Pr.**  
These have sold for many times more than this price. Black or brown pumps, straps and oxfords. Sizes 3 to 8. AAA to B in lot.  
Boys' High Top Shoes..... **\$1.99 Pr.**  
Just 50 pairs. Odd lots of regular \$2.99 and \$3.99 shoes. Black or brown colors. Sizes 3 to 6 for big boys.

## Rayon Taffeta Slips 49c

Famous for wearing quality! These have California V or straight lace tops and hems. Tealose color. Sizes from 38 to 44 in the group.

Printed Batiste Nighties..... **50c**  
These have V or round necks. Hand applied trimmed. Sizes for women and misses, 16 and 17.

Porto Rican Gowns..... **69c**  
Stout sizes in Porto Rican gowns with V or round necks. Contrasting color trimmed. Sizes 18 to 20.

Women's Union Suits..... **69c**  
Discontinued styles in medium weight cotton ribbed suits with Dutch neck, elbow sleeves. Sizes 34 to 44.

Women's Pongee Pajamas..... **89c**  
Silk pongee one-piece style pajamas with bright oriental trim. Small, medium and large sizes.

Women's Pongee Pajamas..... **\$1.59**  
Full cut one-piece style silk pongee pajamas. Trimmed with bright oriental patterns. All sizes.

Women's Silk Nighties..... **\$1.39**  
Pure silk nighties with V or square necks. Lace trimmed. Sizes 16 and 17. Tealose.

Women's Pettislips..... **\$1.00**  
Pure silk half pettislips in wrap around styles. Button at waist. Irregulars. Sizes 24 to 32.

Women's Half-Slips..... **79c**  
Rayon half-slips with lastex at waist and panel front. Irregulars. Tealose or white. Sizes 26 to 34.

## Men's Better SHIRTS 50c

These shirts have all been taken from higher priced groups and greatly reduced because they're soiled and slightly soiled by water sprinkler. You'll find Belnords with the Non-Wilt collars, Cranbrooks and Ashcrofts. Broken sizes, patterns and colors.

Men's Ties..... **3 for \$1.00**  
100 hand-tailored ties soiled, mused and slightly soiled by water sprinkler. Beautiful colorings and patterns.

Men's Shorts..... **5 for \$1.00**  
100 men's peppercorn shorts and broadcloth shorts. Soiled and mused. Broken sizes, patterns and colors.

Initial Handkerchiefs..... **3 for 15c**  
Box of three. Soiled and mused from display.

Men's Slipover Sweaters..... **\$1.29**  
Just 300 brushed mohair effect sweaters with belted backs and 1/2 zipper fronts. Gray, oxford, blue. Sizes 36 to 42.

Men's Fancy Socks..... **8 Prs. \$1.00**  
1200 pair fancy socks with mercedized tops. Double heel, sole and toe construction. Irregulars. Sizes 10 to 12.

## Women's Wash Frocks 79c

Clearance priced. Broken assortments of styles and sizes of much higher priced fabrics and qualities. Ripple Rays-Ray O Crepes-Broadcloths-Lin-Crashes and percales. Sizes 14 to 52 in group but not in every style.

Women's Wash Dresses..... **\$1.09**  
All higher-priced dresses, including Fruit of the Loom fabrics, broadcloths, crashes and Linda-Chintz. Broken sizes.

Hooverettes Reduced..... **\$1.39**  
Broadcloths and chintz hooverettes with organdy trims. Checks, polka dots and prints. Small, medium or large sizes.

Women's Sweaters..... **89c**  
Reduced to such a low price they'll go streaming out. Broken sizes and styles of higher priced sweaters.

Rummage Table..... **As Marked**  
This consists of sport skirts, sweaters, suede fabric jackets, tea aprons, fashionette uniforms and the white maids' aprons.

Corduroy Lounging Pajamas..... **\$1.98**  
Clearance priced! Broken sizes in one-piece styles. Plain colors and two-tone combinations.

Lounging Pajamas..... **\$1.00**  
Clearance priced! Two-piece styles in sateen, desert cloth or rayon combinations. Broken sizes and styles.

## E. O. M. CLEARANCE

## Mid-Season Dresses

For Misses---Women---Juniors

**2 for \$5** (1 Dress for \$3)

A thrilling E. O. M. group of dresses suitable for immediate wear and wear until the spring season officially opens. Styles for daytime, afternoon, office, street, classroom and bridge. Plenty of black with white, print sleeves, high shades, brown and green. Sizes 14 to 20, 38 to 48 and 13 to 19. But not in every style.

## 150 Dresses Reduced, \$2

All daytime occasion styles in wools and crepes. Suitable for business, office, street and shopping. Sizes 14 to 20 and 38 to 48, but not in every style.

## 100 Dresses Reduced, \$1

The price is so low that they'll go out like "hot-cakes!" Wools and crepes in conservative dark colors suitable for daytime wear. Sizes 14 to 20 and 13 to 19, but not in every style or color.

—Downstairs at Ayres.



## E. O. M. Sale of Fine INNERSPRING MATTRESSES

Full Size **\$9.95**  
Only!

These mattresses will give you long service and comfort. Made of beautiful rose ticking with roll edge. Hundreds of springs electrically tempered coil springs insulated with a heavy burlap covering make them very comfortable. Limited quantity.

## Double Deck Coil Springs

Here's why they're a value! Heavy side bar — reinforced side support — full length double deck—heavy gauge wire —electrically tempered coil—full size. Limited quantity. **\$5.95**

## Final CLEARANCE! R-U-G-S

At Savings of 1/3 to 1/2

4— 9x12 Masland Argonne. Discontinued patterns..... **\$26.95**  
1— 9x12 Brocade, Railroad Damaged..... **\$33.95**  
1— 9x12 Royal Wilton, Blue..... **\$44.95**  
5— 36x63 Seamless Axminsters..... **\$ 3.95**  
2— 27x54 Red Persian Velvet Rugs..... **\$ 1.19**  
1— 9x7.9 Burgundy Broadloom..... **\$18.95**  
1— 9x4.3 Taupe Broadloom..... **\$ 4.95**  
5— 7.6x12 Seamless Axminsters..... **\$26.95**  
1— 9x 9 Seamless Axminster..... **\$21.95**  
1— 9x4.4 Taupe Broadloom..... **\$ 6.95**  
1— 8x7.1 Black Broadloom..... **\$11.20**  
75— 27x54 Wool Throw Rugs..... **.79c**  
4— 6x7.6 Seamless Axminsters..... **\$12.95**  
30 Yards, 1/4 Width Wool Carpet..... **\$1.00 Yd.**  
35— 18x30 Rubber Door Mats..... **.25c**

## E. O. M. CLEARANCE!

## Short Remnants of DRESS GOODS

As fine a group of short remnants you've seen for a long time. 1000 yards in all, mostly 1 to 2 yard lengths. Here you'll find silks, rayons, plain and some prints. Corduroys and 50-inch knit dress goods. Reduced for clearance. **19c** YARD

Silk and Rayon Remnants..... **10c Ea.**  
These are approximate 1/2-yard lengths from a large assortment of plain weaves and colors. A few print pieces in group.

## Cotton Dress Prints

Seconds of 80-square percales. Large selection of various patterns. Also in group are printed dark cotton tweeds. **10c** YARD

Wash Goods Remnants..... **10c Ea.**  
A vast assortment of many various cotton fabrics and smart colors. Lengths from 1/2 to 1 1/2 yards.

Soiled Blankets and Comforts..... **1/3 Off**  
Just 25 pieces in this group. Soiled from display and handling.

Rummage Table..... **As Marked**  
Rummage bargains in soiled towels, sheets—spreads, lunch cloths, etc. Reduced for clearance.

Odd Bolts and Remnants..... **1/2 Price**  
This is an accumulation of many odd bolts and remnant pieces of many different COTTON FABRICS.

"Envoy" Sheets, 2 Sizes..... **88c Ea.**  
Sizes 81x90 and 63x99. For twin or full size beds. Reduced for clearance.

## Rayon Damask Remnants

**5c to 29c Each**

We know you can find dozens and dozens of uses about the home for these handsome pieces of rayon damask. Choice of many different patterns or plain colored damask. Lengths from small pieces up to 1 1/2 yards.

40-Inch Drapery Fabric..... **19c Yd.**  
Rayon and cotton drapery fabric in a heavy corded weave. Blue and gold color only.

Soiled or Damaged Curtains..... **1/2 Price**  
Mostly one-of-a-kind styles. Soiled and damaged from display purposes. Clearance priced.

Marquessette Remnants..... **10c Yd.**  
Candlewick dot marquessette in 1 to 2-yard remnant lengths.

4 1/2-Yd. Length Curtain Material, 25c Ea.  
Fish net curtain material in a 4 1/2-yard length. Have colored borders.

Curtain Material..... **5c Yd.**  
Bolts and remnants of many different types of curtain material, 38 and 48-inch widths.

Heavy Curtain Nets..... **10c Yd.**  
Heavy mesh nets in 38 and 48-inch widths. Ecru color. Reduced for immediate clearance.

## Sharply Reduced for E. O. M.!

## Misses' and Women's Winter Coats

Just **\$18.45**  
74 at—

Just 74 coats at this bargain E. O. M. price! All are fur-trimmed dress coats in sizes 14 to 20 and 38 to 48, but not every style in every size. Trimmed with beaverette (dyed rabbit), dog, vicuna, caracul, skunk, kit fox, wolf, nich and badger.

## ... and Just 75 Coats at

Dress coats with fur-trimmed collars. Black, brown and green fabrics. Pointed dog, marmink (dyed marmot), fox paw, caracul and cross-fox trim. Sizes 14 to 20 and 38 to 48. **\$10.00**

—Downstairs at Ayres.

# AYRES DOWNSTAIRS STORE