

For E. O. M. Only!

200 Lovely New

Spring HATS

69c



For one day only... 200 brand new "never-on-sale-before" straw and straw combinations. Choice of many new 1937 styles in the 3 most popular colors... black, brown or navy. Some other colors included. Head-sizes 22 and 23.

—Downstairs at Ayres.

Women's Better Quality

Rayon Crepe Slips

4-Gore "Swan-Ray" or "Betty-Ray" rayon crepe slips with California or straight tailored tops. Also bias cut styles in the group. Tealose and dark shades. Sizes 34 to 44.

88c

Rayon Taffeta Slips

Women's rayon taffeta slips with California V lace or tailored tops. Bias cut. Sizes 34 to 44.

44c

Coolie Coats

Discontinued styles in "Challine" Rayon Crepe or Cotton Crepe coolie coats. Full cut. Regular sizes.

89c

Panne-Satin Slips

"Swan-Glo" Panne Satin slips with Calif. V or straight tailored tops. Two-way bias or 4-gore styles. Sizes 34 to 44.

\$1.39

Porto Rican Gowns

Hand-embroidered Porto Rican gowns. V or round neck with contrasting color trim. Sizes 16-17.

50c

Women's Cotton Slips

Built-up shoulder or bodice top style. Hemstitch finish. Narrow hems. Sizes 36 to 52. White.

3 for \$1.00

Rayon Undies

Panties, step-ins, bloomers or vests. Elastic run at waist. Tailored band finish at knee. Sizes 27 to 31.

6 for \$1.00

Women's Rayon Gowns

Stout and regular sizes. V or round necks. Lace or Milanese trim. Sizes 16 to 20.

\$1.00

Tuck Stitch Union Suits

Women's one-piece style with built-up shoulders. Latex in knee. Second. Small and medium sizes.

39c

Child's Union Suits

Winter weight with Dutch style neck, elbow sleeves, trunk length. Sizes 4 to 12. Second.

25c

Tuck Stitch Pants

Flat elastic at waist, snug fitting at knee. Second. Small medium or large sizes.

17c

Tuck Stitch Undies

Tuck stitch built-up shoulder vests or snug fitting panties. Second. Small, medium or large sizes.

5 for \$1.00

2-Pc. Balbriggan Pajamas

Two-piece style with contrasting tops or trousers. Sizes 16 to 17. Second.

50c

Tuck Stitch Pajamas

Two-piece style with long sleeves. Some have collars. Second. Sizes 16-17.

69c

Women's Union Suits

Cotton knit with built-up shoulders and tight knee. Reinforced stride. Sizes 36 to 44.

3 for \$1.00

Rayon Combinations

One-piece rayon combination suits, brassiere top, bloomer or band knee. Sizes 30 to 38. Second.

50c

Full-Fashioned Hose

Just 200 pair of women's first quality full-fashioned chignon hose. Broken sizes and colors in the lot.

39c

Size 8 1/2 "Real Silk" Hose

"REAL SILK" KNEE-LENGTH hose in size 8 1/2 only! Full-fashioned chignon. Latex at knee. Assorted colors. IRREGULARS.

39c pr.

"KABO" Brassieres

"KABO" brassieres or bandeaus in broken sizes and styles. Soiled or mused, hence clearance price.

25c

"KABO" Girdles

Salesmen's samples, reduced to clear out tomorrow. You'll find Corsettes and Girdles. Broken sizes. NO EXCHANGES.

98c

★

Girls' Wash Frocks

Mothers, save tomorrow on these smartly styled wash frocks. Made of heavy cotton that'll give lots of wear. In a lovely selection of wanted styles and colors. Broken sizes in group. Each

69c

Girls' Cotton Blouses

Broken sizes and styles of girls' tailored type cotton blouses in all the wanted colors.

39c

Girls' Rayon Blouses

Taffeta and acetate blouses in smart, wanted colors. Broken sizes. Limited quantity.

69c

Girls' Sweaters

Clearance of girls' wool-coat sweaters. Broken sizes, styles and colors.

69c

Rummage for Girls! Greatly Reduced!

This includes "Neva-Wet" snow suits, winter coats, ski pants, hats and handbags... All at tremendous savings. Broken sizes.

Boys' Cotton Suits

Clearance of boys' cotton suits, wool jersey suits or cotton dress. Broken sizes, colors and styles.

49c

20 Coats or Snow Suits

Clearance of just 20 3-pc. coat sets or snow suits for tots. Broken sizes, styles and colors.

\$1.49

Tots' Wear

Odds and ends of cotton panties, cotton hose, knit headwear, thumb guards, tuck stitch panties. Broken sizes.

Reduced to 10c ea.

Remnants Of

Inlaid Linoleum

Tiles, cobblestones and blocks in a big assortment of colors. For your bathroom, etc. Limited quantity... first here will get cream of lot. Some up to 14 sq. yards.

50c SQ. YD.

Armstrong Embossed Inlaid

Large size remnant pieces of Armstrong's embossed inlaid linoleum. Limited quantity.

\$1.19 sq. yd.

Clearance of Used Rugs!

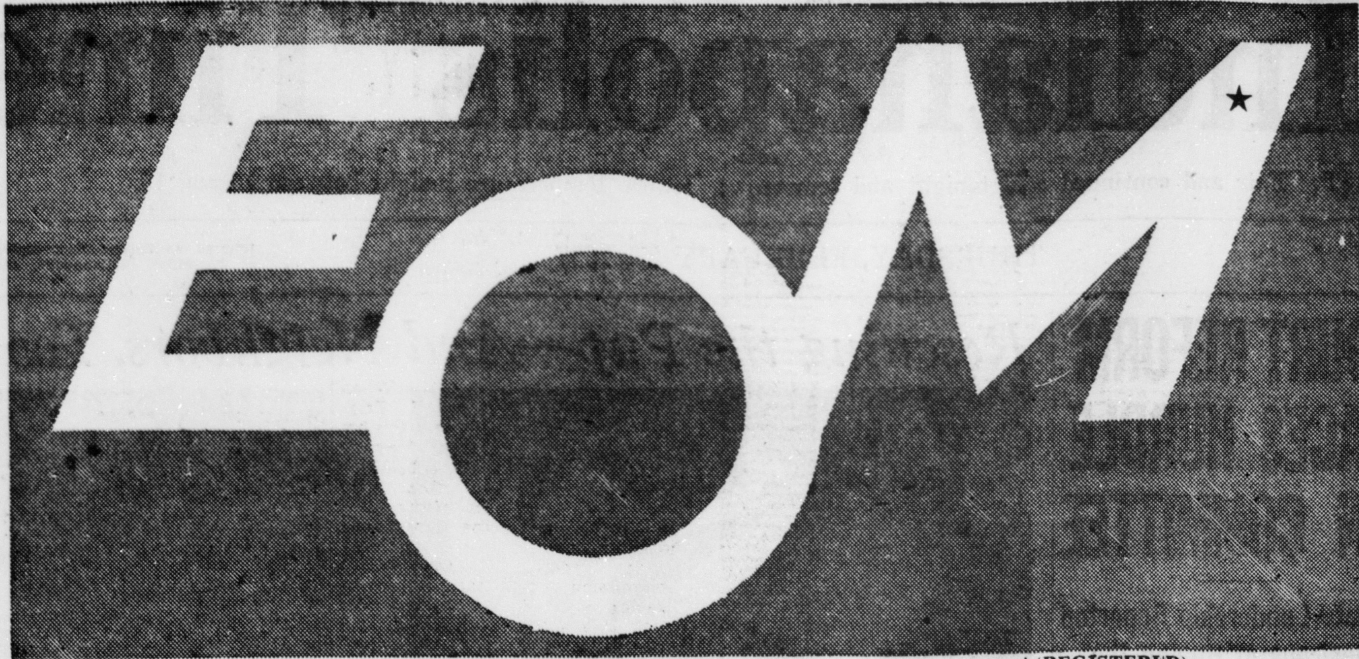
2, 9x12 Axminster, \$10.95; 1, 7x9 Wool Plain Rug, \$4.95; 1, 9x12 Plush Axminster, \$25.95; 1, 11x16 Wilton Rug, \$37.50; 2, 7x9 Plain Brussels Rugs, \$6.95; 1, 7x9 Wilton Rug, \$17.95; 1, Chenille Rug, \$2.95.

Plaid Rag Rugs

While 150 last. Size 20x36 inches.

39c ea.

—Downstairs at Ayres.



★(REGISTERED)

Ayres QUALITY Merchandise Reduced for CLEARANCE!

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Store Hours:

9:30 A. M.

to 5:30 P. M.

Friday... at 9:30 a. m. the doors open on our February E. O. M. Sale! Every department in this great store on one floor is represented with hundreds of items... Ayres' quality merchandise... slashed to new low prices, because we want to clear it from stock. Broken sizes, styles, patterns and colors. Few-of-a-kind, odds and ends, soiled or mused articles, are included in this group... all serviceable and useable. PLEASE, NO MAIL, PHONE, LAYAWAY or C. O. D. Orders!

E. O. M. Only! A Rousing Old-Time

Sale! Women's Shoes

600 Prs. Zappone

HOUSE SLIPPERS

59c Pr.

D'Orsay style in red, blue or black zappone with black cuff. Leather soles and boxwood military heels. Sizes 4 to 8, no half sizes.

Worth Much More!

\$1.00 PAIR

Tomorrow we offer around 800 pairs of women's higher-priced shoes at the amazing low price of \$1.00 a pair. In the group you'll find a big assortment of serviceable styles in Pumps, Straps, Ties, Oxfords. In long-wearing kid, calfskin or suede leathers. Black, brown or blue colors... all three popular for spring wear. High heels, medium heels. Sizes 4 to 9, widths AA to C but not in each style. Come early for the best selection of styles and leathers.

—Downstairs at Ayres.



An Exciting E. O. M. Value!

500 DRESSES

GREATLY REDUCED

2 for \$5.00

What a fashion value for E. O. M. 500 early spring dresses, PRINTS, Crepes, Paper Taffetas, Combinations and Polka Dots. Smart styles, large selection of colors. Sizes for every woman... 11 to 17, 14 to 20 and 38 to 48.

100 Dresses

Early Spring styles in Paper Taffetas, Prints and Crepes. Have sold for much more in our own stocks. Sizes 14 to 20, 38 to 48, 11 to 17, but not in every style.

Reduced to \$4.45

83 Dresses

Originally \$3.00. For general daytime wear, you can't beat these styles. NO EXCHANGES, NO REFUNDS, ALL SALES FINAL!

Reduced to 59c

—Downstairs at Ayres.

24x24 Upholstery Squares

These are samples of very fine upholstery fabrics, mostly in a piled construction. Just 500 pieces, approximately 24x24 inches. Florals, figures, checks and plaid patterns. Several of a kind in each pattern. For chairs, pillows, etc.

49c EACH

Imported Lace Curtain Panels

One pattern only! Just 241 panels. Ecu color. Ready-to-hang top.

44c ea.

Remnants of Curtain Goods, as Marked

Nets, marquisettes in many patterns, and in useable lengths for short curtains.

Curtains and Drapes

Soiled, odds and ends, mostly one-of-a-kind styles.

1/2 Price

Curtain Materials

A few odd bolts of curtain goods and cretonne materials.

10c yd.

Curtains

Broken assortments of ruffled or tailored style curtains. Limited color selection.

69c pr.

Rayon Remnants

Useable lengths of plain rayons and acetates. Many different qualities in group.

1-3 OFF

Odd Bolts Cotton Goods

Odd bolts of several qualities of cotton goods. Whites, plain colors, fancy patterns.

15c yd.

81x90 Nevatere Sheets

Limit of 6 Sheets to a Customer

Our best selling sheet, offered to-morrow, while quantity lasts at a money-saving price. Pure white, no filling, torn size before hemming.

79c

EACH

Candlewick Bedspreads

Discontinued patterns, or soiled, or slightly damaged spreads. Various patterns, colors, prices.

1/4 OFF

Table of Rummage

This includes... lunch sets, breakfast cloths, scarfs, towels, spreads and sheets.

As Marked!

Steven's Towels

First quality Steven's pure linen dish towels. Striped border design. LIMIT OF 6 TO A CUSTOMER!

6 for \$1.00

For E. O. M. Only!

600 Wash Frocks

Only—69c Each

{ 300 "Seconds" of "Famous Fabric" and }
{ 300 Better Dresses, Greatly Reduced }

You've paid as much as \$1.59 for some of these dresses in our stock. You've paid \$1.09 for the other styles, but because they're "seconds" you save, tomorrow only! Sizes 14 to 52 in the group, but not in every style or color.

Rummage! Greatly Reduced

76 uniforms, 71 Hoover aprons, 69c ea. 6 Corduroy Pajamas, \$1. 30 prs. Riding Breeches, 25c. 20 prs. white culottes, 25c. 75 cotton sweaters, 25c. 70 wool dresses, 50c.

—Downstairs at Ayres.

Misses' and Women's

Twin Sweater Sets HALF - PRICE

\$1.49-\$1.98

You'll want several of these twin sets for wear this spring with your skirts. Short sleeve slipover in bright shades with a contrasting cardigan. Sizes 34 to 40 in the group.

Slipover Sweaters

All-wool slipovers, mostly long sleeve styles in dark shades. Sizes 34 to 40 in lot.

1/2 Price—99c

Wool Slipover Sweaters

Long or short sleeve styles in either dark or pastel shades. Sizes 34 to 40 in the group.

69c

Cotton Slipovers

Limited quantity of cotton slipovers or coat sweaters, to go for this very low price.

25c

★

For E. O. M. Only! Over 700

HANDBAGS

Simulated leathers in calf, seal or morocco grains. Black or brown colors. A smart selection of under arm, pouch or top handle styles.

Regular \$1.00 Bags

69c

Leather Gloves

Slip on styles in capekin or lambskin leather. Black or brown. Assorted sizes. Clearance!

\$1.00 pr.

Clearance! Bags

Simulated leather bags in black or brown. Pouches, envelopes, top handles. Slightly soiled and mused.

39c

Sample Gloves

Final clearance of women's sample bengaline or suede cloth in assorted sizes and colors.

29c pr.

For E. O. M. Only!

Boys' Polo Shirts, 4 for

\$1.00

300 new mesh polo shirts in white, canary, yellow or blue. Short sleeves with polo collar. Small, large and medium sizes.

Boys' Shirts and Blouses

"Crusader" shirts in white or fancy patterns. Sizes 8 to 14 1/2. Shirt-tail blouses in white or fancy patterns. Sizes 5 to 10.

44c ea.

Just 600 MEN'S

Shirts and Pajamas

2 for \$1.00

THE SHIRTS—In plain white, plain colors and fancy patterns. Collar attached styles. Sizes 14 to 17. THE PAJAMAS—Fast color fancy patterns in coat or slipover styles. Sizes A, B, C. LIMIT OF TWO SHIRTS AND TWO PAJAMAS TO A CUSTOMER!

Sample Socks

Salesmen's sample socks in neat fancy patterns. Included are a limited quantity of golf socks.

8 pair \$1.00

Men's Shorts

Men's fast color, vat dye patterned shorts. Full cut with elastic sides and full seat. Sizes 30 to 44.

6 for \$1.00

Men's Polo Shirts

300 new mesh eyelet polo shirts in light weight knit. White, maize, blue colors. Small, medium or large sizes.

39c

140 Men's Shirts

Just 140 shirts for E. O. M. Clearance. Broken sizes, colors and patterns. Soiled and mused.

38c

For E. O. M. Only!

400 Prs. Men's Heavy

Work Pants

\$1.09 Pair

Heavy quality work pants in blue or brown. Choice of French backs, whipcords, coverts, heavy cotton stripes and heavy cottonades. Waist sizes 29 to 50 in the group.

50 Prs. Men's Shoes

Dress oxfords of higher-priced shoes. Mostly odds and ends, some black, mostly tan colors. Sizes 6 to 10, but not in each size.

\$1.89 pr.

—Downstairs at Ayres.

AYRES DOWNSTAIRS STORE