

Final Clearance!

**E. O. M. Sale Women's
Better Felt HATS**

Reduced
to— **49c** Each

• Black! • Brown! • Navy! • Colors!

Tomorrow a big final clearance of several hundred better felt hats, all regularly selling for much higher prices! Brims, betons, close-fitting styles in choice of colors. Headsizes 22 and 23.

Downstairs at Ayres

E. O. M. for Girls and Tots!

Girls' Sweaters 19c
And BLOUSES. Broken sizes, styles and colors. Reduced for clearance.

Girls' Cotton Dresses 39c
Also BLOUSES, SCARF SETS, WOOL MIXED bathrobes, SKI PANTS. Limited quantity in each. Broken sizes and colors.

Girls' Coats, Snow Suits \$2.69
Clearance! Broken sizes, limited quantity in each item.

Infants' Dresses 39c
Also BUNTINGS, KNIT SACQUES, BATHROBES. Broken sizes, colors and patterns. Limited quantities.

Infants' Dresses, Shirts 19c
Handmade dresses, 10% wool shirts and wool gloves. Broken sizes, limited quantities.

Tots' 3-Pc. Coat Sets \$1.99
Coat sets and 3-pc. snow suits. Broken sizes, styles. Limited quantity.

Tots' Snow Suits 99c
Clearance of tots' 2-pc. snow suits and 3-pc. coat sets. Broken sizes, limited quantity.

200 Boys' Better SHIRTS

Special for E. O. M.! 200 boys' higher-priced shirts. Open neck or high neck style. Mostly plain colors in group. Broken sizes. Clearance! **39c**

200 Smart HANDBAGS

Simulated leathers in grains or smooth types. Pouches, envelopes and top-handle styles. Black or brown colors. **50c**

Clearance! Handbags 25c
Limited quantity! Simulated leathers in several styles. Black or brown.

Simulated Pearls 10c
750 strands of simulated pearls greatly reduced for E. O. M.

Women's Handkerchiefs 2c Ea.
Women's cotton handkerchiefs with colored borders. Clearance price.

Women's Chiffon Hose 39c
268 pairs of Full-Fashioned chiffon hose. Seconds. Broken sizes and colors.

700 Prs. Children's Stockings 5c Pr.
Children's full-length school stockings. Some are irregulars. Broken sizes, colors, patterns.

Wool-Mixed Underhose 10c Pr.
Women's wool-mixed underhose. Broken sizes.

"Famous Name" Stockings 49c Pr.
"Famous Name" SERVICE WEIGHT stockings. Irregulars. Broken sizes and colors.

"REAL SILK" SLIPS Sizes 40 to 44!

Substandards. Close-outs of pure silk "Real Silk" slips. SIZES 40 to 44 only. WHITE ONLY. **\$1.00**

Rayon Taffeta Slips 88c
Durable, soft, swishy rayon taffeta slips in lace or tailored style. Sizes 34 to 44. Ten rose.

Satin Dancettes 88c
Slightly soiled. Satin dancettes with fitted brassieres. Panties plain. Tailored or lace trim. Sizes 32 to 36.

Women's Part Wool U. Suits 69c
12 1/2% wool and cotton union suits with Dutch neck, elbow sleeves, knee length. Sizes 36 to 44.

Women's RAYON UNDIES, ea.

Plain or novelty weave rayon panties, stepins, briefs, bloomers or vests. Elastic run at waist. All sizes. Some seconds. **22c**

Women's Rayon Undies 19c
Novelty weave rayon panties, stepins or vests. Elastic run at waist. Tailored. Medium sizes.

Cotton Knitted Slips 45c
Women's cotton knitted slips with built-up shoulders, floss finish. Sizes 40 to 48-inch length.

Flannelette Pajamas 65c
Women's flannelette 2-pc. style pajamas with slipover neck. Also Gowns in solid colors. Sizes 16 and 17.

Lingerie Rummage Table 39c Ea.
Plain rayon chemise, bandeaux top slips or pettiskirts. Plain tailored. Sizes 34 to 40 in group. Tea rose colors. Limited quantity.

Special E. O. M. Clearance Values!

Women's Uniforms

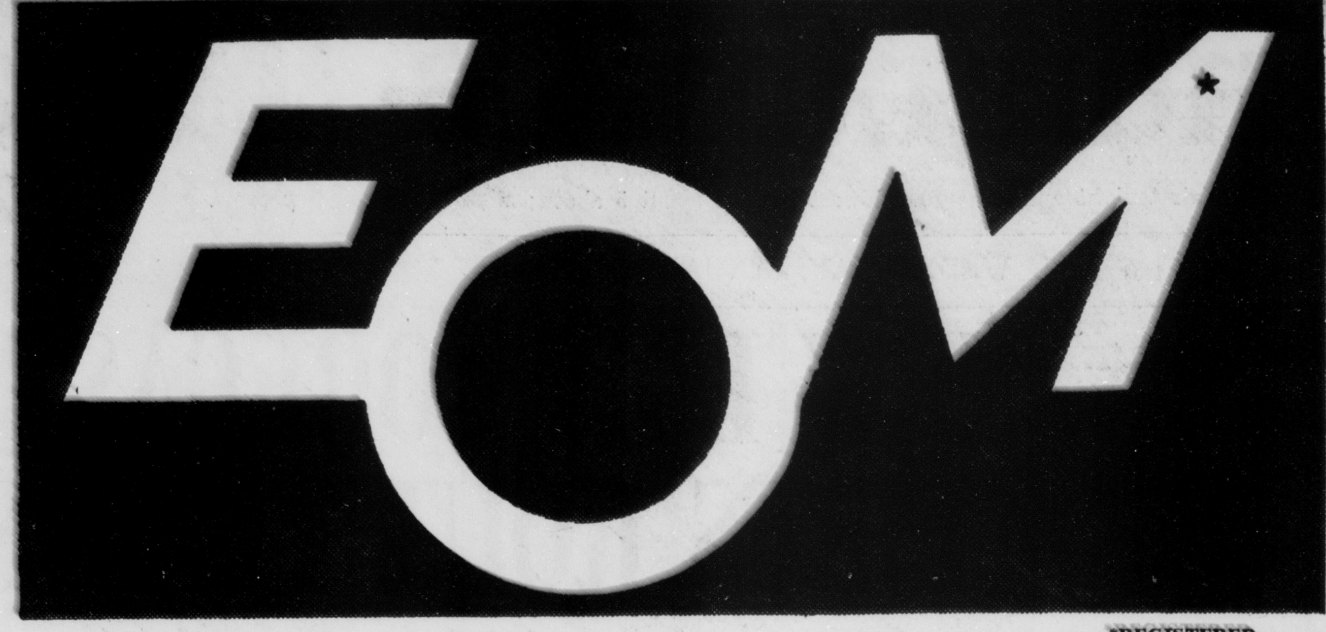
\$1.00 Each

Broken assortments of women's "Fashionette" and "Fruit of the Loom" uniforms, formerly \$1.29 and \$1.69 each. All sizes and colors in group. Some are soiled.

200 Wash Frocks 2 for \$1.00
Discontinued styles: broken sizes, odds and ends of a "Famous Fabric" wash frock. Small sizes only. Some are seconds.

All-Wool Flannel Robes \$2.98
Limited quantity. Small and medium sizes only. Formerly sold in our stock for \$4.98 and \$6.98.

Downstairs at Ayres



REGISTERED

**Thursday and Friday! A Great 2-Day
Pre-Inventory Clean-Up of Odds and Ends!**

Thursday at 9:30 we begin our January E. O. M. Sale with a barrage of values! So that we will not have to count so many pieces on Inventory, every item is radically reduced, to clear immediately! In most cases, the quantities are very limited, the sizes, colors and styles are badly broken . . . but the savings are tremendous! Added to this, we have put out special purchases of Ayres quality merchandise at greatly reduced prices! PLEASE, NO MAIL, PHONE, LAYAWAY or C. O. D. ORDERS!

★

A Brand New Special Purchase of 101 Coats for E. O. M.!

Sale! Fur-Trimmed Coats



E. O. M. Price— **\$6.95** Each Limit of 1 Coat to A Customer!

All Made to Sell for \$13.95 and More!
65 Coats, Sizes 14 to 20—36 Coats, Sizes 38-50!

A manufacturer's surplus stock of very fine coats—bought less than half price! The most outstanding coats you've ever seen for this price! In size 14 to 20 group, colors in black, brown, all trimmed with Manchurian Wolf. In 38 to 50 group, black coats only, trimmed with Manchurian Wolf. Not all sizes in each of the colors or styles.

8—Plush Coats, Imitation Broadtail. \$6.95
23—Plush Coats, Imitation Broadtail \$6.95

★

Clearance! Winter Coats

23 Sport Coats, were \$10.95 \$4.79
33 Sport Coats, were \$13.95 \$8.79
53 Sport Coats, were \$16.75 \$10.39
17 Sport Coats, were \$19.75 \$12.99
43 Sport Coats, were \$25 \$16.75
34 Fur Trimmed Coats, \$19.75 \$13.59
20 Fur Trimmed Coats, \$24.75 \$15.99
20 Fur Trimmed Coats, \$34.75 \$19.99
33 Fur Trimmed Coats, \$39.75 \$28.79

Final Clearance! Odds and Ends from Manufacturer's End-of-Season Stock!

E. O. M. Sale Better Dresses

E. O. M. Clearance of RUGS!

2—Carpet Rugs, 4x6, were \$15.95 \$4.95
2—8.5x10.6 Lustre Type Rugs, were \$28.95 \$13.95
1—5x11.6 Broadloom, Burgundy, was \$39.50 \$23.95
50—18x27 Carpet Samples 49c Ea.
16—27x27, 27x36 Carpet Samples 89c Ea.
1—8.5x10.6 Worsted Wilton, was \$89.50 \$49.50
1—6x9 Texture Rug, was \$29.75 \$15.95
1—8.5x10.6 Rust Broadloom, \$39.50 \$24.95
1—12x12 Green Broadloom, \$79.50 \$29.75
1—Simmons Bedspring, \$19.75 \$16.95
4—Walnut End Tables, were \$5.95 \$2.95
1—Bedspring, was \$16.95 \$13.95

Gold Seal Congoleum Rugs—\$1 ea.

Just 28 4 1/2 x 7 1/2 foot size Gold Seal Congoleum Rugs. These are bordered on 3 sides. These are from a sample line . . . and all greatly reduced.

Linoleum Remnants!

Inlaid Pieces, reduced more than 1/2 69c sq. yd.
Felt Base and Gold Seal Remnants 25c sq. yd.

Reduced to— **\$1.00** Each For E. O. M. Only!

Made to Sell for \$3.95 to \$7.95!

- Knits
- Black
- Blues
- Prints
- For Street
- For Women
- Rayon
- Crepes
- Greens
- Browns
- For Work
- For Misses
- Rayon
- Jerseys
- Wine
- Reds
- For Afternoon
- For Juniors

We've reduced this lot of dresses from a higher price . . . and tomorrow you'll save dollars on each one! If you need a smart, serviceable dress for street, office or general daytime wear . . . you'll find one here in this group. Not every style in each size or color, but all sizes in lot.

Sizes 12 to 20 and 38 to 44 in Group!

E. O. M. Special Value!

**1,000 Men's Shirts
and Pajamas**

2 for \$1.00

Limit of 2 to a Customer!

1000 brand new fused collar shirts, pajamas. THE SHIRTS in fast color fancy patterns in sizes 14 to 17. The PAJAMAS in plain colors or fancy patterns in coat or slipover style. Sizes B, C, D. Some are soiled.

300 Prs. Men's Socks 10 Pr. \$1.00
Men's plain cotton and fancy rayon hose in broken sizes and colors. Clearance!

Downstairs at Ayres



**E. O. M. Sale! 346 Pairs Women's
Higher-Priced Shoes**

A golden opportunity to get a smart pair of shoes for wear now until spring, for just \$1.00 a pair. You Save Dollars! Black and brown suedes in straps, ties and pumps. Sizes 4 to 8, AA to B widths. Not in each style or color. **\$1.00** Pair

161 Prs. Women's House Slippers 39c
Odd lots and broken sizes of women's comfortable slippers.

121 Prs. Children's Shoes \$1.00
Regularly sell for \$1.99 and \$2.99 pair. Broken sizes and styles.

75 Prs. Men's House Slippers 79c
Regularly sold for \$1.59. Sizes 6 to 7 1/2 only.

20 Prs. Men's Shoes \$2.00
Odd lots, broken sizes and styles. All sold for much higher price.

20 Prs. Big Boys' Shoes \$1.39
Black and brown shark-tip oxfords with "Gro-Cord" soles. Broken sizes.

Tots' House Slippers 50c Pr.
Regularly sell for \$1.00. A cute little bow-wow and bunny house slipper set. Sizes 7 to 12.

Women's Flannel Sport Skirts

Made of "Parker Wilder" Flannels. Sizes 26 to 32 in the group. In black, green, brown, navy, red and wine colors. **\$1.49**

Table of Sports Wear 25c Ea.
Short sleeve wool slippers, Bermuda Sport Shirts, irregulars, and "Doeskin" shirts. Broken sizes, colors and patterns. Sizes 34 to 40.

WASH GOODS, YARD

Plain colored pique, white pique, white broadcloth and many lovely print patterns in this selection at 10c a yd. Quantity Limited. **10c**

Rayon Remnants 10c Yd.
Dark lining colors in remnants of all rayon taffeta.

Rayon Remnants 19c Yd.
An accumulation of many weaves in rayon remnants. Rayon French crepes, rayon satins, rayon taffetas, spun rayon, etc.

21 All-Wool Blankets \$3.98
Final clearance! Size 70x80. Rayon bound ends.

30 Beacon Blankets \$2.98
"Yukon" brand. Sizes 72x84. Seconds. Heavy quality. Several patterns.

Plaid Sheet Blankets 49c
Just 48. Size 66x87. First quality. Several colors.

Jacquard Blankets 59c
Just 16. Dark colored, fancy blankets. Heavy quality.

Dresser Scarfs 39c
All-over lace scarf and vanity sets in natural and colors.

Bedspreeds 1-4 Off
"Bates" and other brands. In discontinued patterns. Broken color assortments.

Mattress Protectors \$1.00
36-Inch mattress protectors. Just 18 in lot.

Pillowcases 10c Ea.
Regulation size. Limited quantity.

SOILED CURTAINS, Reduced

A great assortment of pretty curtains, all types and sizes. Most of them are soiled from display. Mostly one of a kind color, style and material. **1/2 Off**

50-In. Cretonne Remnants 25c Yd.
Limited assortment of colors, patterns and pieces.

Day-Bed Covers 59c Ea.
Just 41 in the lot, to close-out. All one color.

Tailored Rayon Spreads 1-3 Off
Various qualities, colors and styles. Slightly counter soiled and mused.

Double Feature Event for E. O. M. Only!

CURTAINS

39c EACH or PAIR

1. HOLLYWOOD RAYON GAUZE PANELS—In sand, ecru or cream colors in various weaves of rayon marquisettes. For sheer glass curtains. Various lengths.

2. TAILORED PAIRS—Odd lots of various types of tailored pair curtains, including cushion dots, pin dots, woven figures and some rayon marquisettes. Various lengths.

Curtain Marquisettes 19c Yd.
40- and 50-inch widths in fine quality marquisettes. Several patterns. Lengths up to 15 yards.

Downstairs at Ayres

**AYRES
DOWNSTAIRS
STORE**