

E. O. M. CLEARANCE!

Two Groups of Women's Summer HATS

Drastically Reduced!

50¢ **88¢**

A group of lower priced straws and fabrics drastically reduced for E. O. M. Clearance in White. Truly a bargain offer of this big sale.

Better priced hats reduced for clearance. You benefit by our overstock. Straws, fabrics, felts, leghorns in whites and natural colors. Broken sizes.

—Downstairs at Ayres.



743 Pairs Women's Higher Priced Summer SHOES

Original Prices Forgotten!

Now Only— **79¢** Pair

Open toes and back, high and medium heels, black mesh, black patent, blue mesh and blue calf, white kid white mesh, wheat mesh and japonica. Sizes 8 1/4 to 9 in the group.

57 Pairs Children's White Shoes

An odd lot of children's white shoes in oxfords and straps. Broken sizes. A fine buy while they last.

50¢

AYRES DOWNSTAIRS STORE

E. O. M. CLEARANCE!

Men's Slack Suits

These extra fine quality hopsacking suits, reduced for E. O. M. In and outer shirts, fine fitting slacks in tan, blue, teal and green. Waist sizes 29 to 42.

Men's Straw Hats **50¢**
Better quality straw hats, sailors with attractive band. Sizes 6 1/2 to 7 1/2.

Men's Sanforized Slacks **88¢**
Many patterns in woven material. Grey, blue, tan and green. Stripes, checks, nubs, plaids and seersucker. Sizes 29 to 42.

Men's Sport Coats **\$4.44**
All wool in latest styles, green, blue and tan patterns. Sizes 33 to 42.

Men's Shirts and Shorts

8 for \$1.00

Shirts: Derby rib knit, perfect fitting tubular shaped style. Good and long. Shaped arm holes. Sizes 34 to 46.

Shorts: Stripes and checks in blue, tan, green, covered elastic sides. Balloon seat, full stride. Sizes 30 to 42.

Men's Sport Shirts **50¢**
Mesh and crepe shirts for cool wear, greatly reduced. Slightly soiled. Broken sizes.

Summer Ties **39¢**
Hand-tailored, resilient construction. Checks, plaids, stripes in silk, rayon silk, and rayon mixtures. Blue, wine, grey and green.

Men's Pajamas **2 for \$1.00**
Brightly patterned colorful stripes and checks. Blues, tans, greens. Coat and slip-on styles. Sizes B, C, D.

Lastex Swim Trunks **69¢ to \$1.00**
Also all-wool worsted trunks. Plain colors in black, royal and maroon. Sizes 30 to 42.

E. O. M. Bargains for BOYS!

Anklets and Crew Socks **10¢ Pr.**
100 Pairs of these bargains reduced to sell. Sizes 7 1/4 to 10. Broken sizes.

Boys' Shirts and Shorts **8 for \$1.00**
Sanforized shorts, full cut; sizes 24 to 30. Shirts tubular rib knit; sizes 26 to 34.

Terry Cloth Polo Shirts **39¢**
Long sleeved terry cloth polo shirts. Also short sleeved striped polo shirts. Broken sizes.

Boys' Wash Slacks **2 for \$1.00**
Stripes and checks in greys, tans, pre-shrunk and sanforized. Sizes 6 to 18.

Cotton Polo Shirts **6 for \$1.00**
Heavy mesh cotton polo shirts. Light and dark colors, short sleeves. Small, medium and large. Broken sizes.

Rayon Polo Shirts **4 for \$1.00**
Caucasian and eyelet styles, short sleeves, dark colors. Sizes 6 to 18. Broken sizes.

Boys' Swim Trunks **39¢ and 59¢**
Cotton rib and part-wool swim trunks. Assorted colors. Sizes 8 to 16.

Rayon Satin Skull Caps **5¢**
Many odds and ends of sizes and colors.

Girls' Wear at 39¢

Girls' Shorts **39¢**
Girls' One-Piece Print Play Togs **39¢**
Girls' Cotton Chenille Sweaters **39¢**
Girls' Broadcloth Blouses **39¢**
Girls' Gym Suits **39¢**
Girls' Cotton Knit Polo Shirts—Broken Sizes **39¢**

Girls' Knit Halters **19¢**
In blue, orange and duobonnet. Also fish net head bands in colors and white.

Girls' Better Play Togs **\$1.59**
Including 2-pc. play suits and slacks sets. Broken sizes.

Girls' Crash Slacks **99¢**
Also farmerettes and bush coats in assorted colors; broken sizes.

Girls' Sportswear **79¢**
Including denim and twill slacks, farmerettes and shorts. Also better summer dresses and a few 2-pc. play suits. Broken sizes.

Clearance Girls' Summer Hats 10¢ to 99¢
A grand E. O. M. Clearance including washable piques, straws and felts.

E. O. M. Bargains for TOTS!

Tots' Play Togs **39¢**
One-pc. play togs, overalls, shorts and sheer dresses, broken sizes.

Tots' Undies **15¢**
Rayon satin panties, rayon slips, cotton knit underwear, also 1-pc. sun suits. Broken sizes.

Toddler's Wear **79¢**
Including silk dresses, overalls, and 1-pc. better play togs. Broken sizes. Also some pique cost sets.

Tots' Better Play Togs **\$1.59**
Including 2-pc. play togs and play suits with robes. Broken sizes.

E. O. M. Clearance of Women's Foundation Garments

Combinations and girdles in many styles to choose from. Practically every size but not in all styles. A Money-Saving Sale for E. O. M.

White Lastex Garments **98¢**
Combinations with lace brassiere, girdles and panty girdles. Sizes small, medium and large.

Better Brassieres **39¢**
Lace, broadcloth and rayon satin at a low clearance price.

It's the End-of-Summer for Us! . . . But Mid-Summer Bargain-Time for YOU!

Off with the old! On with the new! That's the battle cry in every department of this big store-on-one-floor in this big July E. O. M. Sale! All remaining stock of summer merchandise must go out—regardless of original prices! Brand new AUTUMN fashions are arriving daily. There's not room for both, so deep price-cuts will move out the summer goods—right at the time you need it most! Read every item in this closely packed page—and then come EARLY tomorrow morning! Doors open at 9:30.

Clearance of Summer Dresses

E. O. M. CLEARANCE!

100 Misses' and Juniors' Summer Coats and Suits

At Savings of 1/4—1/3—1/2

\$2.95 to \$5.95

A summer clearance of wool crepes, striped rayon sharkskin in black, green, peach and white. Sizes 12 to 20, 11 to 17 in the group. Styles and sizes broken.

150 Summer Toppers

Summer toppers in rayon sharkskin. Sugar coats and cotton toppers. Whites and a few pastels. Sizes 11 to 17, 12 to 20, 38 to 44 in the group. Broken styles and sizes.

\$1

AT E. O. M. SAVINGS OF

1/4 - 1/3 - 1/2

Group No. 1—700 Dresses at

\$2
Women's, Misses' and Juniors' sizes in Bernberg rayon, prints, rayon acetate prints, rayon sharkskins, solid spun rayons and embroidered cotton voiles. All in assorted colors and styles.

Group No. 2—70 Dresses at \$1
A grand group of reduced prices in the dresses. Broken sizes and color ranges.

Group No. 3—100 Dresses at \$3
Spun rayons, lace dresses, tailored shirtwaist, striped and printed rayons.

Group No. 4—75 Dresses at \$3.98
Junior dresses in spun rayons. All greatly reduced.

FRUIT of the LOOM Sheer Dresses

REDUCED FOR CLEARANCE!

88¢ Each

Delicate "Fruit-of-the-Loom" loveliness in these wispy sheers. Assorted styles and colors in sizes 14 to 20; 38 to 44; 46 to 52.

CLEARANCE! Regular \$1.09

FRUIT OF LOOM HOOVERETTES

Beautiful Fruit of the Loom Hooverettes in attractive florals and prints. Wide, hip to hip laps. Sizes small, medium and large.

"Simplicity" Dresses **\$1.00**
Navy polka dot dresses, organdy ruffle at collar, full skirt. Sizes 14 to 20.

Summer Dresses **2 for \$1.00**
Sheers and heavier weight dresses in floral prints. Sizes 14 to 20. Some sizes in 40, 42 and 44.

House Coats, Irregulars **\$1.00**
Attractive full-cut house coats in prints and florals. Sizes 12-52.

Summer Accessories Reduced!

White Handbags **79¢**
Simulated white leather handbags in pouches, zipper and under arm style.

Fabric Bags **29¢**
Prints, checks and floral designs in rayon fabrics in pouches and top handle styles.

Clearance Summer Jewelry **19¢**
Summer clearance of jewelry. Clips, pins and necklaces.

Clearance of Better Gloves **29¢**
Whites and colors in broken sizes.

Rayon Mesh Gloves **19¢**
Higher-priced gloves but slightly soiled and broken sizes.

Summer Sportswear Reduced!

Twill Overalls **59¢, 2 for \$1.00**
Play Suits **59¢, 2 for \$1.00**
Bush Jackets **\$1.00**
Cotton Blouses **59¢, 2 for \$1.00**
Backless Play Suits **59¢, 2 for \$1.00**
Slacks **59¢, 2 for \$1.00**
Shorts **\$1.00**
Fiesta Culottes **\$1.00**
Dressmaker Swim Sets **\$1.69**

Clearance! Fine 9x12 RUGS

Were in Regular Stock at \$49.50

Reduced to— **\$29.75**

Persian, modern and plain patterns in a sale we're proud to offer. The quality of these rugs denotes their higher prices. One of a kind so come early to get a better selection.

—Downstairs at Ayres.

E. O. M. CLEARANCE!

Discontinued Styles of

"Fruit of the Loom" Slips

Discontinued style of our famous Fruit-of-the-Loom Slips. California V lace and tailored tops. Bias cut sizes 32 to 40 in Tea Rose and white.

Women's Cotton Pajamas **69¢**
Printed batiste or cotton crepe shorty 1-pc. pajamas, low neck, button back. Sizes 16 to 17.

2-Pc. Pajamas **89¢**
Women's cotton crepe 2-pc. pajamas. Contrasting color trim. Sizes 16 to 17.

Porto Rican Gowns **25¢**
Hand-embroidered gowns. V or round neck. Straight-cut contrasting trim. Sizes 16 to 17. White and Tea Rose.

Rayon Slips **45¢**
Rayon slips in taffeta and novelty weave stripes. Cal. V tailored tops. Bias cut sizes 34 to 44 in Tea Rose and White.

Rayon Crepe Gowns **\$1.64**
Plain colors or prints in various styles. Full cut. Sizes 16 to 17.

Rayon Satin Panties **50¢**
Elastic at waist, tailored or lace trimmed at hems. First and seconds in small, medium and large.

Cotton Knit Vests **19¢**
Built-up shoulder with drawstring. Seconds in sizes 36 to 44.

Cotton Knit Union Suits **31¢**
Built-up shoulder. Band finish, tight or shell knee reinforced. Sizes 36 to 44.

Rayon Satin Stripe Gowns **79¢**
High neck with collar or V neck. Tailored ties at waist. Seconds in Tea Rose and Blue. Sizes 34 to 42.

Rayon Undies **19¢**
Rayon briefs, panties, step-ins or vests. Elastic run at waist, plain tailored at hems. Tea rose. In sizes 27 to 31.

Better Rayon Undies **35¢, 3 for \$1**
Plain soft rayon briefs, step-ins, panties, bloomers and vests. Plain front, elastic band, band-finished at knee. Tea rose. Sizes 34 to 46.

Rayon Nighties **89¢**
First quality plain or rayon satin stripe nighties. V of square neck. Ties at waist. Tea rose and blue. In sizes 16 to 17.

Rayon Dress Goods

Good Remnant Lengths—Spun rayons and printed rayons in many patterns to select from. Good usable dress lengths to choose from. These are better dress fabrics reduced.

Yard Goods Remnants **5¢ Yd.**
Cottons, summer goods, heavy goods, in prints and plain colors.

Summer Cottons **10¢ Yd.**
Printed cotton sheers. Many colors to choose from. Also some heavy cottons.

Unbleached Muslin **4¢ Yd.**
Unbleached muslin in a very good quality 36 inches wide.

Printed Toweling **10¢ Yd.**
Printed tea toweling 16 inches wide in lengths 1 to 5 yards. Several colors.

36-In. Cheese Cloth **24 Yds. for 75¢**
Good bleached quality for many household purposes.

Linen Toweling Remnants **10¢ Yd.**
"Stevens" crash remnants 16 inches wide. 1 to 3-yard lengths.

"Cloth of Gold" Muslin **10¢ Yd.**
Again at this reduced price, this famous No. 60 cloth. 10 yards to a customer.

81x99 Percale Sheets

Again we offer this luxurious percale sheet in a second of a much more expensive line. Torn hems, bleached. A grand sale bargain offered again.

90x108 Sheets **\$1.00**
Seconds. Pure bleached white with torn hems. A larger sheet to tuck under.

Odd Chenille Spreads **\$1, \$2 and \$3**
Limited quantity, full bed size, beautiful colors and patterns.

Linens and Bedding **1/4, 1/2 and 1/2 Off**
Slightly soiled odds and ends in a big clearance of linens and domestics.

Mattress Covers **\$1.00 Ea.**
Seconds of the famous "Truth" line of muslin covers for full or twin size beds.

★ AWNINGS REDUCED

Our entire stock of ready made awnings reduced. 36x36 inch sizes in a choice of 4 beautiful patterns. The supply is limited so bring your measurements and shop early.

6-Pc. Glider Sets **\$5.95**
Water proofed fabrics in stripes or floral pattern. Three covers for the back and three covers for the seat cushions.

Metal Chair Pads **25¢ Ea.**
Striped pads for metal chairs. Hood fits over back of chair. Brown and green color combinations.

Studio Couch Covers **\$1.99**
A fine quality knitted cover with diagonal stripe and brown color.

Curtain Goods Clearance **5¢ Yd.**
Group of higher priced curtain remnants reduced for clearance. Many styles and patterns.

Soiled or Damaged Curtains **1/2 Price**
Mostly one of a kind in priscilla, lace, damask, cottage and cotton drapes.

Curtain Goods **10¢ Yd.**
Remnants in cream cushion dots. Usable lengths, quantity limited.

Spreads and Drapes to Match **69¢ Ea.**
Cotton spreads and drapes in natural cotton crash, top edging and applique design. 34 inch x 2 1/2 yards.

Drapery Home Spuns **19¢ Yd.**
Higher priced drapery fabrics reduced. Several colors to choose from. Mostly 36-inch widths.

Glider Re-Covers **1/2 Off**
One and six-piece covers; all sets reduced. Lovely patterns to choose from.