

## SPECIAL PURCHASE!

## New Fall FELTS

Sale Priced for E. O. M.

77c



Black  
Wine  
Navy  
Moss  
Green

A scoop of fine fall felts in this special purchase of smart millinery priced at this low figure for E. O. M. Brettons, brims, turbans and bumpers in headsizes 22 to 23.

—Downstairs at Ayres.

## AYRES



## DOWNSTAIRS



## STORE

## SPECIAL E. O. M. SALE!

1000 Pairs Full Fashioned

## Chiffon Stockings

The big opportunity to stock up on fall and winter stockings. 1000 pairs of these beautiful full-fashioned chiffon hose. Seconds in broken sizes and colors. 29c pr.

Fall Anklets 8c pr. Women's, misses' and children's anklets in blazer stripes and plain cotton. Seconds in sizes 6 to 10.

Boys' and Girls' Crew Socks 8c pr. Plain colors with heavy rib top, elastic in tops. Assorted plain and fancy colors. Sizes 8 to 10.

Children's 5/8 Length Socks 10c pr. Plain leg 5/8 length hose with fancy turn down cuff. Assorted colors in seconds. Sizes 6 to 10.

Silk Chiffon Hose 19c pr. Genuine crepe silk chiffon hose for women in a smart color range. Seconds. Sizes 8 1/2 to 10 1/2.

## SPECIAL E. O. M. SALE!

## PLAIN PUMPS

\$1.00 PAIR



A pump made to sell for many times this price. High heels, in black and brown suede, brown kid, black calf and blue kid-skin. Sizes 4 1/2 to 9, widths AAAA to B in the group. —Downstairs at Ayres.

## Summer Wash Frocks

At HALF-PRICE and LESS

59c 2 for \$1 and 74c

A large group of summer wash frocks reduced 1/2 and more. A broken assortment of styles and sizes. Each dress is an outstanding bargain.

Sun-Burst Uniforms 74c White poplin sun-burst uniforms at a very reduced price. Rick-rack trim. Sizes 12 to 40.

Rummage Table. Priced as Marked. Assortment of summer goods in broken sizes and colors, soiled goods and seconds

## Special! "Betty Shaw"

## SPORT SHIRTS

78c

Betty Shaw action back shirts with convertible collars in shantung broadcloth. White, navy, brown, aqua, french blue and bittersweet. Sizes 32 to 40.

Rayon and Cotton Blouses 59c A broken assortment of rayon and cotton blouses in assorted styles and colors. Sizes 8 to 40.

Flannel Skirts \$1.00 Pleated or flared styles in fine quality flannel. High shades in sizes 26 to 32.

Beach Wear and Play Togs Our remaining stock of beach wear and play togs. Drastically reduced.

## E. O. M. CLEARANCE!

## Women's White Slips

\$1.39

A special clearance group of discontinued styles in women's white slips. California V or lace trimmed in 4-gore and bias styles. Sizes 32 to 40 in the group.

Porto Rican Gowns 25c Solid colors in V or round neck. Hand embroidered in contrasting colors. Sizes 16 to 17.

Women's Cotton Gowns 50c Cotton crepe or printed batiste gowns. V or round neck. Hand embroidered. Contrasting color trim. Tie at waist. Sizes 18 to 17.

2-Pc. Pajamas and Gowns 89c Cotton crepe 2 pc. pajamas and gowns. Square and V neck. Tailored and embroidered trim. Seconds in tearose and blue. Sizes 16 to 20.

1-Pc. Shortie Pajamas 50c Square neck and open back in one-piece shortie pajamas. Printed batiste or cotton crepe.

Rayon Crepe Nighties \$1.44 Discontinued styles in rayon crepe nighties. Plain and printed colors. Tailored and lace trimmed styles. Sizes 16 to 17.

Rayon Undies 19c Plain or novelty weave rayon briefs, panties, stepins, bloomers and panties. Elastic run at waist. Tearose in sizes 27 to 31.

Rayon Satin Stripe Gowns 79c V or round neck, some with collars, ties at waist. Tearose and high shades. Sizes 34 to 40. Seconds.

Cotton Knit Vests 19c Built up shoulders with drawstring. Seconds in white. Sizes 36 to 42.

Women's Union Suits 35c Elastic cotton knit or tinted rayon stripe union suits. Built up shoulder, hand finished, tight knee. Sizes 16 to 44.

## It's the Last E. O. M. Before School!

Tomorrow is the time for action! Tomorrow is the last E. O. M. before school begins . . . and it offers you a grand opportunity to buy many things you need for your children, for their school day wear, at drastic price reductions. Many items are reduced from stock for clearance! Others are special purchases or specially priced for E. O. M. Only! And for you, your home and husband . . . you'll find value excitement in every department. Please, No Mail, C. O. D., Layaway or Phone Orders. Doors Open at 9:30!

## Clearance Infants' Wear

Infants' Dresses 19c  
Infants' Wool Sacques  
Infants' Sun Suits  
Long Sleeve Cotton Shirts  
Hand Crocheted Booties  
Infants' Silk Bonnets (Slightly Soiled)

Tots' Summer Wear 10c  
Clearance of tots' summer wear including sun suits, underwear, satin panties; in broken sizes; limited quantity.

Tots' 1-Pc. Pajamas 39c  
Cotton crepe and broadcloth pajamas in sizes 2 and 8 only.

Tots' Rubber Rain Capes 5c  
Rubber rain capes and also tosaway diaper belts; large size only.

Girls' Slipover Sweaters 59c  
Attractive brushed wool slipover sweaters for back to school wear, in pastel colors. Also, dark colors in long sleeve slipover sweaters, broken sizes.

Button-on Style Blouses 59c  
Sheer and heavy button-on style blouses in white with color trim, broken sizes.

Summer Pajamas 59c  
Girls' summer pajamas; greatly reduced in broken sizes.

Girls' Wool Skirts \$1.49  
Wool skirts in pastel colors for back to school. Broken sizes and colors.

Girls' Hats 10c  
Clearance of girls' summer hats. A grand E. O. M. bargain.

Clearance—Girls' Play Togs 59c  
Chubbie sizes in one-piece suits with skirt. Green, navy, and dubonnet.

Women's Fall Handbags 50c  
New fall simulated leather handbags. Attractive fall styles and colors. Pouches, zippers and top handles in brown, black and wine.

Ladies' Hankies 7c Ea.  
Attractive prints, woven borders and plain white linen. Ideal for school.

## Special E. O. M. Sale!

"Fruit of the Loom" Lastex

COMBINATIONS \$1.79  
"Fruit of the Loom" lastex combinations. Made of two-way stretch lastex with lace brassiere. Small and medium sizes.

Girdles and Combinations \$1.25  
Final clearance of many higher priced girdles and combinations. Priced to sell.

## CLEARANCE!

We're Practically Giving Away Our Remaining

Late Summer DRESSES \$1 and \$2  
All of these attractive late summer frocks . . . 250 of them . . . must go! You'll find many styles and colors in this grand clearance group to help you finish out the summer. The styles are right, the materials grand, so get yours now and don't be disappointed by waiting too late.

• Triple Sheers • Chiffon Volles  
• Bemberg Rayons • Ginghams  
• Rayon • Rayon  
• Shantung • Romaines  
• Spun Rayons • Cotton Laces

Sizes for Juniors, Misses and Women

—Downstairs at Ayres.

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