

SPECIAL PURCHASE!

New Fall FELTS

Sale Priced for E. O. M.



77c

Black
Wine
Navy
Brown

Viking
Blue
Moss
Green

A scoop of fine fall felts in this special purchase of smart millinery priced at this low figure for E. O. M. Biretons, brims, turbans and bumpers in head sizes 22 to 28.

—Downstairs at Ayres.



SPECIAL PURCHASE!

Fine Throw Rugs

and Tufted Rugs From an Exclusive Decorator

A grand group of fine quality perfect merchandise. These rugs are the clearance of a large decorator and we were able to purchase them at a fraction of their original cost.

SAVE MORE THAN HALF

20x34 Tufted Bath Mats... Were \$ 4.50, Now \$1.69
24x48 Tufted Bath Mats... Were \$ 7.95, Now \$2.95
27x54 All-Wool Throw Rugs... Were \$ 3.95, Now \$1.98
27x53 All-Wool Throw Rugs... Were \$ 5.95, Now \$2.95
36x63 Twist Weave Rugs... Were \$11.95, Now \$3.95
1—4x7 Rag Rug... Was \$ 4.75, Now \$1.98
18x27 Carpet Samples... 50c

—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

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 3/4 Length Socks 10c Pr.
Plain leg 3/4 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

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

78c

Rayon and Cotton Blouses 59c
A broken assortment of rayon and cotton blouses in assorted styles and colors. Sizes 34 to 40.

Flannel Skirts \$1.00
Oiled 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 16 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, step-ins, 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 17 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
Infants' Wool Sacques
Infants' Sun Suits
Long Sleeve Cotton Shirts
Hand Crocheted Booties
Infants' Silk Bonnets

19c EACH

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 tossaway diaper belts; large size only.

Girls' Slipover Sweaters

Attractive brushed wool slipover sweaters for back to school wear, in pastel colors. Also, dark colors in long sleeve slipover sweaters, broken sizes.

59c

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

New fall simulated leather handbags. Attractive fall styles and colors. Pouches, zippers and top handles in brown, black and wine.

50c

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

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

\$1.79

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 Voiles
• Bemberg Rayons • Gingham
• Rayon • Rayon
• Sharkskins • Romanes
• Spun Rayons • Cotton Laces

Sizes for Juniors, Misses and Women

—Downstairs at Ayres.

Boys' Melton Jackets

With Leather Sleeves, Special

Leather sleeve melton jackets with zipper front, knit cuff. Part-wool melton front and back in royal blue, green and wine. Contrasting leather sleeves. 2 Slash pockets. Sizes 8 to 18.

\$2.98 Ea.

All-Wool Leather Sleeve Jackets \$3.98
Leather sleeves, all-wool melton front and back jackets. Zipper front and pocket. Royal blue, green and brown. Sizes 8 to 18.

Boys' School Shirts 59c—2 for \$1
Well-made and nicely tailored shirts. Checked and stripes in blues, greens and tans. Sizes 6 to 14 1/2.

Boys' Basque Polo Shirts 2 for \$1
Three loop striped polo shirts for school. Bright red, blue, tan, brown. Long sleeves and polo collars. Sizes 6 to 18.

Damask Cloth Shirts 2 for \$1
Long sleeves, regulation collar, pocket in blue, green, tan and red plaids. Sizes 6 to 18.

Boys' Summer Wear

REDUCED 1/2 to 2/3 for Clearance!

Boys' Sanforized Shorts... Reduced from 39c to 19c
Part-Wool Knickers... Reduced from \$1.19 to 50c
Junior Long Pants Slacks... Reduced from \$1.00 to 50c
Boys' Wash Slacks... Reduced from 59c to 29c
Short-Sleeve Polo Shirts... Reduced from 50c to 25c
Short-Sleeve Polo Shirts... Reduced from 39c to 19c
Plain Twill Overalls... Reduced from 59c to 19c
Sanforized Covert Overalls... Reduced from 69c to 34c
Sanforized Covert Overalls... Reduced from \$1.00 to 50c

Men's Summer Wear

REDUCED 1/2 to 2/3 for Clearance!

Broken Sizes

Men's White Shirts... Reduced from \$1.00 to 50c
Other White Shirts... Reduced from \$1.39 to 66c
Men's Fine Ties... Reduced from 50c to 25c
Other Ties... Reduced from 25c to 10c
Men's Muslin Night Shirts... Reduced from \$1.00 to 50c
Men's Work Shirts... Reduced from 69c to 35c
Men's Crepe Pajamas... Reduced from \$1.19 to 50c
Rayon Handkerchiefs... Reduced from 10c to 5c
Men's Work Socks... Reduced from 12c to 6c
Collar Bar and Chain Sets... Reduced from 50c to 25c
Key Ring Sets... Reduced from \$1.00 to 50c
Comb Sets... Reduced from \$1.00 to 50c
Tweezer, File and Scissor Sets... Reduced from \$1 to 50c
Soiled Dress Shirts... Reduced from 59c to 25c
Soiled Pajamas... Reduced from 59c to 25c
Knit Polo Shirts... Reduced from 25c to 10c
Turtle Neck Sweaters... Reduced from \$1.98 to 99c

Men's Fall Dress and Work Pants, \$1.00
Hand finished fabrics in dark and medium colors. Sizes 28 to 42.

Men's Wash Slacks 79c
Sanforized wash slacks in a clearance. Good patterns in sizes 29 to 42.

E. O. M. SALE!

A Special Purchase!
Values Up to \$29.50

WINTER COATS \$19.99

A very special purchase of grand winter fur-trimmed coats trimmed in jap con, persian, black fox, blue dyed fox, squirrel, Guanaco and wolf. Mostly fitted styles in black. Sizes 12 to 18 in the group.

Also 12 Fur-Trimmed Coats, Were \$39.50, Reduced to \$29.99

White Summer Toppers, Were \$2.95, Now 50c

Summer Toppers and Suits, Were \$7.95, Now \$1.00



E. O. M. CLEARANCE!

Floor Sample Rugs

Slightly Stock Soiled—1 of a Kind REDUCED 35% to 50%

12x12 Burgundy Twist Yarn Was \$79.50, Now \$39.50
9x18 Mohawk Texture Rug Was \$98.00, Now \$49.50
11.3x12 Taupe Axminster... Was \$49.50, Now \$29.75
9x15 Mohawk Texture... Was \$79.50, Now \$39.50
9x12 Firth Texture Rug... Was \$54.50, Now \$39.50
9x13.6 Texture Broadloom... Was \$49.50, Now \$26.95
4.6x6.6 French Boucle Rug... Was \$11.95, Now \$ 5.95
27x54 Wilton Rugs... Was \$ 6.95, Now \$ 3.95
9x12 Worsted Wilton... Was \$98.50, Now \$49.50



SPECIAL E. O. M. SALE!

New Fall Spun Rayons

Spun rayon challis and plain colors in remnants and misprints. All of the new fabrics and colors in a limited quantity.

19c Yd.

Dress Goods 39c
A small lot of 54-inch part-wool fabrics and also 36-inch velveteen in brown, remnants.

Rayon Satin Lining Remnants 19c
Coat lining rayon satins in dark colors and good heavy quality. Lengths 1 to 3 yds.

Percal Prints 10c Yd.
36-inch percale, fine quality, fast color, many patterns and colors for school dresses, aprons and quilts.

Summer Wash Goods 5c Yd.
Plain and printed sheets and some heavier fabrics in remnants and full bolts.



81x108 "Midwood" Sheets

Extra long and extra wide midwood sheets. Midwood sheets are the seconds of famous "Truth" sheets. Fine quality.

79c

72x108 Extra Long Sheets 69c
"Homelike" sheets slight seconds of a famous brand. Fine for going back to school.

Bates Colonial Spreads

Seconds of a nationally known brand. Patterns designed for making into drapes, for bedroom ensembles. A true E. O. M. bargain for you.

\$1.98

Chenille Spreads \$1.39
87-inch cut size. Can be used on full or twin beds, clever well covered pattern.

Mattress Covers 69c
Full bedsize mattress covers for innerspring mattresses.

Comfort Batts 33c
70x90 unbleached cotton comfort batts. 2 1/2-lb. weight cotton.



Rayon and Cotton Lunch Sets

Fine quality rayon and cotton lunch sets that make ideal party gifts or use them in your own kitchen. 1 50x80 lunch cloth; 4 napkins. Heavy quality.

49c

5-Pc. Dresser Scarf Set 29c
Consisting of 1 42" scarf; 1 34" scarf; 1 3-pc. vanity set of flock dot organically with colored trim.

Stamped Pillowcases 10c
Just 137 pieces. Slightly soiled from display.

Dish Cloths 2 for 5c
Many qualities in this group. Seconds but usable and well worth the money.

Printed Linen Towels 10c
Printed linen towels reduced because of slight misprint. Very useful.

Cannon "Miracle" Dish Towels 8c
Seconds of this famous no-lint absorbent dish towel.

Flour Sacks 5c
For cleaning cloths and tea towels. Seconds. Very useful around the house.



SPECIAL E. O. M. SALE!

Lace Curtain Panels

Three beautiful patterns in panels for living rooms or dining rooms. Complete and ready to hang. A Grand E. O. M. bargain.

44c Ea.

Curtain Goods Remnants 5c Yd.
A small group of remnants in various materials. Suitable for sash or door curtains.

Drapery Samples 10c Ea.
Samples and remnants of many fabrics. Useful for making laundry bags, sewing bags and pillow tops.

Soiled Curtains 1/2 Price
Display samples and odds and ends of drapes and tailored samples. Also odd pairs.

Panel Curtains 19c
Panel curtains in many kinds. 4 to 10 alike in colors and novelty designs.