

SPECIAL E. O. M. SALE!

Women's New Spring
STRAW HATSOne Day
Only **88c**

All of the dominant spring fashions, brought to you in spring hat values you've been waiting for. Styled in smart Turbans, Kettle Brims, Bumpers and Sailors. Save money on your spring hats by taking advantage of this selling. Colors in Black, Navy, Red and Grey. Headsizes 22 to 28.

Clearance of Fabric Turbans . . . 25c
E. O. M. clearance of fabric turbans in many pretty colors to go with new costumes. The sizes and colors are broken but they're fine values at this low price.

Other Spring Hats \$2 to \$3.95



SPECIAL E. O. M. SALE!

Kabo Lastex Girdles

With Tummy Control

\$1.00

Kabo lastex girdles with the special Tummy Control. Made of Two-Way stretch lastex with 4 hose supporters. Sizes small, medium and large. Price special for E. O. M. Dresses fit better with a fine garment like this.

Better Foundations

Take advantage of this sale of discontinued styles of Kabo Garments in Brocades, Meshes and Lastex. Practically every size but not in all styles. Reduced for clearance, \$1.00.

\$1.00**AYRES DOWNSTAIRS STORE**

SPECIAL E. O. M. SALE!

Women's Full-Fashioned

Pure Silk Stockings

Seconds from a large manufacturer of women's fine quality silk stockings. 2, 3 and 4-Thread weight in sizes 8 1/2 to 10 1/2. Smart new hosiery colors. **49c**

First Quality, Knee Length Hose, 15c Pr.
Pure silk and first quality in knee length hose, also irregulars of full length seamed back silk stockings. Sizes 8 1/2 to 10 1/2 in the group.

Clearance, Children's Anklets . . . 5c Pr.
E. O. M. clearance of children's fine anklets in broken sizes and colors.

Accessories Reduced

Ladies' Leather & Suede Gloves, 50c Pr.
Just 90 in this special group of leather and suede gloves in broken sizes and colors.

Simulated Leather Handbags . . . 10c
Simulated leather handbags in a special clearance group. Colors in Black and Brown.

Better Scarfs 29c
Better scarfs reduced, fine selection in prints and plains reduced to 29c for E. O. M.

Wraparound Turbans 29c
Wraparound turbans made of jersey cloth. A very large assortment of colors in the group.

Better Costume Jewelry 10c
Pins, Clips and Bracelets of better costume jewelry reduced for this big E. O. M. clearance.

Pouch Compacts 10c
Assorted fancy tops on smart pouch compacts. Perfect for spring costumes.

Flower Toques 50c
Flower toques made of straw with large flowers and ribbon trim. Attractive and very nice for spring.

"Dewtone" Cosmetic Clearance . . . 10c
This very fine quality line of cosmetics reduced from 39c for E. O. M. clearance. Some complete kits in the group.

CLEARANCE!**Rugs and Furniture**

1 9x12 Plain Burgundy Broadloom (Used) . . . \$19.95
1 9x12 Red Persian French Wilton (Used) . . . \$19.95
1 9x12 Heavy Axminster Green Texture (Used) . . . \$19.95
1 9x12 Green, Tone-on-Tone Broadloom (Used) . . . \$19.95
2 27x54-Inch Axminster Throw Rugs, Rust (Used) . . . \$1.98
1 7.5x9 Axminster, Brown Texture (Used) . . . \$15.00
2 6x9 Axminster, Brown Texture (Used) . . . \$11.25
4 Children's Desk and Stool Sets, Maple . . . \$4.50
14 Rayon Lamp Shades, (Slightly damaged) . . . \$50
2 3-Way Chairs in Burgundy Color . . . \$24.95

Felt Base Linoleum Mats . . . 8c to 59c
Fine to cover those worn spots in the kitchen or bath. Sizes 15 1/2x27 to 36x72 inches. Many attractive colors.

Heavy Carpet Samples . . . 69c to \$3.95
These are the sturdy ends cut from heavy quality carpets. They will wear and wear. Use them everywhere in the home. All colors in all sizes.

Box Springs \$15.00
Twin sizes only in a clearance of higher priced box springs. Orchid and green colors. Some Simmons in this group.

—Downstairs at Ayres.

CLEARANCE!**GIRLS' APPAREL**

Girls' Cotton Dresses 39c Ea.
Clearance of girls' cotton dresses at E. O. M. sale prices. Broken sizes and colors. Some are slightly soiled.

Girls' Tailored Blouses 19c
Broken sizes in girls' tailored blouses. White and colors. Some are slightly soiled.

Junior Cotton Slips 29c
Nicely made Junior cotton slips that will make girls' dresses fit better. Broken sizes and some are slightly soiled.

Girls' Sport Jackets \$1.49
Girls' sport jackets that are right for spring. Broken sizes. E. O. M. clearance sale priced at \$1.49.

Girls' Spring Skirts 99c
E. O. M. clearance of spring skirts for girls. Nice to wear with blouses and jackets.

Girls' Cotton Housecoats 59c
Clearance of Girls' cotton housecoats in smart new styles and nice colors. Broken sizes.

Girls' Tuckstitch Undies 5c Ea.
Girls' tuckstitch vests and panties in a value giving E. O. M. clearance sale. Broken sizes.

Women's Sportswear

Shoulderettes and Bed Jackets . . 25c
All-wool shoulderettes and bed jackets that have sold for as much as 4 times this low sale price. E. O. M. clearance price 25c.

Blouses and Sweaters 25c Ea.
Broken assortment of outstanding buys in blouses and sweaters. Buy several for yourself and friends. Sizes and colors are broken.

Chenille Sweaters 59c Ea.
Soft pastel shades in very attractive chenille sweaters. Just the thing you'll be wearing this spring. Sizes 34 to 40.

All-Wool Melton Jackets \$1.49
Just 20 of these fine values have been reduced to this shockingly low price. Plaids and plain colors. Sizes are broken.

**Spring Needs for Home and Family
at E. O. M. SALE SAVINGS!**

Friday is the Day—savings galore in every department in our New Downstairs Store. Our March E. O. M. Sale offers YOU and your FAMILY tremendous savings on Spring and Easter fashions! Odds and ends, broken sizes and assortments of Ayres' quality and fashion-right merchandise, all reduced for clearance! Because quantities are limited in many cases, we must say, Please, No Mail, Phone, C. O. D. or Layaway Orders!

SPECIAL PURCHASE OF NEW

Rayon and Wool

Spring Dress Coats

Black or Navy **\$5** Sizes 14 to 20;
38 to 52

Practical, wearable spring coats that go right with every spring wardrobe. Smart new spring treatments on every coat, nicely trimmed. Fully lined with rayon. These are the coats you'll want several of at this low price.

SPECIAL PURCHASE OF NEW
Sports or Dress Coats**\$7.88 and \$12.88**

Sport coats include tweeds, fleeces and monotones in fitted and boxy styles, dress coats come in wool crepe and boucle fabrics. Colors in Navy and black, mostly fitted styles for Misses. Sizes and styles are broken, but quality and value are worth much more than this low price.

CLEARANCE!**Infants' and Tots' Wear****19c**

Infants' Hand Finished Dresses.
Infants' Hand Finished Creepers.
Tots' Cotton Knit Polo Shirts.
Tots' Cotton Print Pinafores.
Infants' Double Knit Training Panties.
Infants' Cotton Knit Skirts.

Tots' Printed Wash Dresses . . . 39c Ea.
Tots' attractively printed cotton wash dresses that will wash and wash. Sizes are broken.

Tots' Better Play Suits 39c
Tots' better play suits that are pre-shrunk, color in blue. Broken sizes.

Odds-Ends, Tots', Infants' Wear . 25c Ea.
Odds and ends including shawls, rayon satin pillows, tots' sweaters, knit sleepers, infants' blankets and boys' suits.

Rummage Table 15c to 99c Ea.
Printed rayon housecoats reduced 2-3ds of their original price. Attractive patterns and colors, broken sizes.

E. O. M. REGROUPING OF

200 Higher-Priced

Spring DRESSES

\$5 Sizes for Juniors,
Misses and Women

An exciting dress event that offers plain and print dresses in rich alpaca rayon and suitable for afternoon or street wear. All the new spring fashions you've been wanting at a price that is unusually low for this quality dress.

Dresses in Prints and Plain Colors

250 dresses in another special grouping that brings you a lot for your money and at only \$3.00. Prints and plain colors for spring 1940. Sizes for Juniors, Misses and Women. **\$3**

200 Spring Dresses

200 spring dresses in rayon prints, spun rayons and rayon alpacas. Nice colors and smart spring patterns. Sizes for Juniors, Misses and Women. **\$2**

CLEARANCE!**Women's Wash Frocks**

These dresses all sold for much higher prices . . . now reduced for clearance! Made of strong, durable cotton fabric. Sizes and colors are broken, so get yours early. **59c**

Cotton House Coats

Extraordinary values in housecoats. Smart wraparound styles, full ankle length. Dark prints in small sizes. **59c**

Women's Uniforms 69c
Fine for working around the house to protect better dresses. Sizes and colors are broken, some are slightly soiled.

Zipper Robes 59c
Just 16 of these famous Zipper robes to sell while they last. Reduced from higher prices for E. O. M. clearance.

Printed Rayon House Coats . . . \$1.00
Printed rayon housecoats reduced 2-3ds of their original price. Attractive patterns and colors, broken sizes.

SPECIAL E. O. M. SALE!

Better Rayon Satin

Women's SLIPS

Women's rayon satin or rayon stripe slips with Cal. V or tailored top. All styles are bias cut. Sizes 34 to 44 in tea rose and white. **59c**

Women's Cotton Slips 3 for \$1.00
Fine for house dresses. Built up shoulder or V tailored top with hemstitching at neck and arm holes, narrow hems. Sizes 34 to 52. White and tea rose.

Porto Rican Gowns 25c
Hand embroidered gowns with V or round neckline. Contrasting colors trim. Sizes 16 to 17. Tea rose and white.

Rayon Crepe Slips 3 for \$1.00
Rayon crepe slips, Cal V tailored and lace tops. Bias cut. Sizes Color in Tea Rose.

Rayon Taffeta & Rayon Satin Slips, 88c
Many styles in rayon crepe taffeta and rayon satin slips with V tailored and lace tops. Bias and 4-gore styles. Sizes 34 to 44 in Tea Rose and Peach.

Rayon Bemberg Gowns 78c
Women's rayon bemberg gowns with V or round neck. Some with collars and full cuff. Discontinued styles. Sizes 16 to 17 in Tea Rose.

Large Size Rayon Undies 12c
Women's large size rayon panties, stepins, bloomers and vests with elastic run at waist and tailored hems. Sizes 27 to 33 in Tea Rose.

Cotton-Knit Union Suits 50c
Women's elastic cotton knit union suits with built-up shoulders, tight knee, some tinted with rayon stripe. Sizes 36 to 44.

Plain Rayon Undies 3 for \$1.00
Briefs, panties, stepins, bloomers and vests. Plain fronts, elastic backs, lace trimmed hems. Sizes 34 to 44 in Tea Rose.

Women's "STRYDFREE" Undies . . 50c
Women's strydfree briefs, panties, stepins and vests, plain fronts, elastic backs, tailored hems. Sizes 34 to 44 in Tea Rose.

Spring Wash Goods

Vast clearance of remnants and bolt goods of higher priced wash goods. Fine fabrics in spring colors and patterns. Also solid colors. Shop early for this fine value. **12c**

Rayon Dress Goods Samples . . . 15c Ea.
Dress goods samples in approximately 1-yard lengths. Various prints, dots and plain colors.

**Soiled Curtains
HALF PRICE!**

An exciting group of soiled and slightly damaged curtains that include cottage sets, Priscillas, Tailored and odd damask drapes. Also lace panels in the group. Mostly one of a kind.

Odd Crash Drapes 79c Pr.
Crash drapes reduced for E. O. M. Osenberg applique crash drapes 2 1/2 yards long. Broken assortment of colors.

300 Drapery Samples 10c Ea.
Odd samples and remnants of Drapery Fabrics in various lengths and widths. Fine for pillows and covers.

Odd Chenille Spreads

Better quality chenille bedspreads drastically reduced for E. O. M. clearance. Various patterns and colors. Fine for everyday use. **\$1**

Lace Dollies 3c Ea.
Odd sizes and shapes in lace dollies. Linen color lace that will beautify those odd tables and stands. Reduced for clearance.

"Cannon" Printed Towels 16c Ea.
Cannon part linen printed towels. "Dryfast" made extra absorbent by a new process. Special E. O. M. price.

"Bates" Bedspreads \$1.59 Ea.
Heavy quality Bates bedspreads in many colors. Full size and bound to give you plenty of long wear.

Better Chenille Bedspreads . . \$1.59 Ea.
Broken assortment of colors and designs in better chenille spreads, reduced for E. O. M. clearance. Full size.

Fancy Linens 19c to 39c
A select group of fancy linens, including homespun, tied and dyed pieces, lace scarfs, chair back sets and petal pillows.

**Men's Soiled Shirts
HALF PRICE!**

A group of men's shirts have become slightly soiled, hence we reduce them half price for E. O. M. Includes whites, plain colors and fancy. Broken sizes.

Men's Fast Color Shorts . . . 8 for \$1.00
Elastic at sides, balloon seat and full cut shorts. Greens, blues, and tans in checks and stripes; some are soiled. Sizes 32 to 42.

Men's Rib Knit Shirts 8 for \$1.00
Perfect fitting shirts of tubular rib knit. Some are soiled. Sizes 34 to 44 in the group.

Men's Sport Shirts 1/2 Price
In-and-outer sport shirts for men. Plain and fancy patterns. Some are soiled. Sizes small, medium and large.

Odds and Ends of Boys' Wear, 1/2 Price
Including shirts, wash slacks, sweaters, wash suit ensembles, gloves and polo shirts. Broken sizes in the group.

682 Pairs Women's Shoes Reduced

321 Pairs, Regular \$2.99

"CORLISS" Shoes

E. O. M. Sale Priced at

\$1.89

From the 8 famous groups of corliss shoes, STYLE, ARCH and JUNIOR, we present this group from our regular stock. Including Pumps, Straps, Ties and Oxfords in Kid, Patent and Alligator calf. Sizes 4 1/2 to 9, widths AAA to B in the group.

Children's Shoes Reduced

Children's and misses oxfords and strap styles with Goodyear welt and flexible chitch down soles. Brown elk and black patent. Leather soles, rubber heels. Sizes 4 1/2 to 11.

\$1.29**"American Girl" Fashion Arch Shoes**

Regularly \$4.95 and \$5.50

\$2.45

361 Pairs at

Clearance of "American Girl" and "Betty Shaw" shoes in a sale that will cause plenty of excitement. Oxford, Tie and Strap styles in Black, Brown, Tans and Navy. Sizes 4 1/2 to 9, widths AAA to B in the group. Special for E. O. M.

Mens' Oxfords Reduced

Men's Goodyear welt oxfords, mostly in brown. Medium or wide toes, neat dressy last. Long wearing composition soles, rubber heels. Sizes 6 to 11.

\$1.79

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