

E. O. M. SPECIAL PURCHASE!

New Spring  
STRAWS\$1.00 and \$2.00  
Values

50¢

Of all the spring excitement for beautiful new straws, these hats are the tops. Have a wonderful time selecting yours from the gigantic stock that consists of numerous styles, colors and trims. Don't stop with one, pick two or three for all your costumes.



E. O. M. FEATURE!

Men's Spring  
TOPCOATS

\$6.47

Buy one of these at once, if you don't need it now store it for next year, but whatever you do, don't miss this sale of wonderful topcoats that will bring you finer quality at lower prices than you've ever seen before. See these coats to believe the excellent quality that goes into them. Limited quantities so hurry and be here early.

## AYRES DOWNSTAIRS STORE

## Women's Lingerie

1/4-1/3-1/2 OFF

Your favorite gowns, pajamas, chemise, dancettes and panties reduced for E. O. M. They're tailored and lace trimmed and all first quality. Rayon Satin and Rayon Crepes. Sizes 32 to 40 in the group.

**Women's Batiste Gowns 88c**  
Cross bar check gown with tailored band at shoulder, lace trim neckline, full skirt, tie at waist. Sizes 34 to 40. Blue and white.

**Punch Hole Undies 33c**  
Women's punch hole or plain run resist rayon panties, stepins, bloomers, vests or briefs. Plain taped fronts, elastic backs and tailored hems. Sizes 34 to 44 in the group.

**Rayon Taffeta Slips 78c**  
Discontinued styles of better rayon taffeta and rayon denier slips. Cal V tailored and lace trimmed top, bias and 4-gore styles. Sizes 34 to 44 in the group.

**Rayon Bemberg Slips 69c**  
Women's Rayon Bemberg slips straight lace or tailored top. 4-gore panel front. Discontinued styles.

**Pencil Stripe Slips 50c**  
Rayon satin pencil stripe slips with V or tailored top and bias cut. Sizes 34 to 44, in Tea Rose and White.

**Porto Rican Gowns 25c**  
Women's Porto Rican hand embroidered gowns. V and round neck. Contrasting color trim. Sizes 16 to 17.

**Cotton Crepe Gowns 50c**  
Cotton crepe or Porto Rican gowns in solid colors or printed batiste. V or round neck line. Straight cut, some with ties at waist. Sizes 16 to 20 in the group.

**Women's Cotton Slips 35c**  
Cotton slips with built up shoulders or V top. Hemstitched at neck and arm holes. Sizes 34 to 52 in white.

**Plain and Novelty Undies 6 for \$1**  
Plain and novelty weave rayon panties, stepins, bloomers and vests. Elastic run at waist, tailored hems. Sizes 27 to 33 in the group. Tea Rose.

**Cotton Knit Union Suits 35c**  
Elastic knit union suits with built up shoulders, tight or shell knee. Sizes 36 to 44. Seconds.

Discontinued Styles, Samples  
Famous Name  
GIRDLES and  
COMBINATIONS \$1

Discontinued styles and samples from a famous maker of women's girdles and combinations. Light weight garments, boned garments, latex, side hooks, stepin and talon closings. Satins, broadcres, broadcloths. One of a kind, but many sizes.

## GIRLS' WEAR

Novelty Printed Play Togs  
Twill Play Suits  
Cotton Knit Sweaters  
Shantung Sport Blouses  
Broadcloth Cotton Slips  
"Sweetheart" Satin Slips  
Felt and Straw Hats } 44c

**Girls' Fleece Toppers \$1.99**  
Soft fleece toppers in notch collar and tuxedo styles. Colors in Red, Rose, Beige and Copen. Sizes 7 to 16.

## INFANTS AND TOTS

Infants' Cotton Shirts  
Infants' Crepe Kimonos  
Infants' and Tots' Anklets  
Flannel Gowns, Wrappers  
Children's Rayon Panties  
Sleeveless Cotton Shirts } 10c

Tots' Cotton Dresses  
Tots' Play Suits  
Cotton Knit Polo Shirts  
Boys' Cotton Suits  
Cotton Wash Suits  
Tots' Cotton Pinafores } 19c

Tots' Pastel Wool Sweaters  
Infants' White and Pastel  
Sweaters  
Infants' Hand Made Dresses  
Infants' Hand Made Creepers  
Bassinette Blankets } 39c

"Cannon" Gauze Diapers  
\$1.29 Doz.

First quality of this famous brand of diapers. Guaranteed absorbent, faster drying. Easy to launder. 20x40 and 27x27 inches.

**Infants' Training Panties 15c**  
Double knit training panties with French leg and well wearing qualities.

**Receiving Blankets 15c**  
Infants' pink and blue receiving blankets, warm and comfortable.

—Downstairs at Ayres.

## Here are the Bargains E. O. M. is Famous For!

People everywhere wait for Ayres' E. O. M. sales and rightly so. Just notice the bargain page below and see for yourself that values and prices are slashed to the bone. We've planned to make this one of our greatest E. O. M.'s and these are the bargains that will do it. You'll be money ahead when you realize the savings this great sale will bring you. No Mail, Phone or C. O. D. orders, please. Doors open at 9:30 sharp!

They Said It Couldn't Be Done!  
But We DID Purchase 500 New  
Spring COATS

At the  
Same Low  
Price \$5.00  
Sizes for  
Juniors, Misses  
and Women

Everyone thought the stock of these fine expensive coats was depleted, but through super effort we managed to obtain this final shipment of more expensive coats to sell for this low price that has made coat history Downstairs at Ayres. Styles are numerous and materials and colors are typical of their former higher prices. Tweeds, Fleeces, Twills, Crepes.

Regular \$3.98 Values in

## Spring Dresses

Choose  
From 200  
Dresses \$2  
Junior,  
Misses' and  
Women's Styles

These dresses are drastically reduced for this grand E. O. M. clearance sale regardless of their former price. You'll find styles and materials that were formerly priced much higher but now they are brought to you at this one low price. Nice colors and styles to choose from.

Regular \$6.98 and \$7.98  
Values \$3  
Sizes for  
Juniors, Misses  
and Women

We have selected a very special group from the highest price lines we sell and offer them to you at the very low price you see here. These values cannot be duplicated anywhere and our stock won't last very long when you see the outstanding values offer in this group. Nice coloring and styling.

ALSO 25 DRESSES . . E. O. M. PRICED . . \$1.00

1000 Pairs  
SecondsFULL-FASHIONED  
CHIFFON  
STOCKINGS39¢  
Pair

Obtained from a famous manufacturer of women's higher priced hose. Exceptionally long wearing silk stockings that will flatter your legs and purse as well. Sizes 8 1/2 to 10 1/2. Priced at economical E. O. M. Savings.

**Clearance, Ankle Socks 5c Pr.**  
Small broken lots of ankle socks and 1/4 length socks reduced for E. O. M. clearance. Seconds in broken sizes and colors.

**Seamed Back Silk Hose 10c Pr.**  
Broken lot of seamed back silk stockings and knee length hose in broken sizes and colors. Irregulars.

**Women's Cotton Dresses 59c**  
Discontinued styles of "Fruit of the Loom" frocks that are mostly sheers. Broken sizes and colors.

**Batiste Blouses 59c**  
Batiste blouses with band bottoms in an assortment of sizes and colors. Sizes 32 to 38 in the group.

946 Pairs of  
Women's Shoes

\$1

A large selection of women's shoes that have sold for many times this low sale price. Pumps, straps, ties. Low, Medium and High heels. Colors in Black, Navy, Tan and White.

Discontinued Styles  
"Betty Shaw"  
"American Girl"  
Regularly \$4 and \$5  
SHOES

Sale  
Priced \$2.45

Shoes that set fashion precedent and are famous for comfort features now reduced to this price. Perfect workmanship and fine wearability. Hurry down tomorrow for these values, they won't last long.

456 Pairs Children's Shoes  
Children's oxfords and strap shoes in black, brown or white leather.  
Leather or composition soles, rubber heels. Sizes 8 1/2 to 3. \$1

For E. O. M. Only These Bargains  
Sample Gloves39¢  
Pair

Rayon fabrics and meshes in white, light blue, pink and yellow. Slipon styles to wear now and through the summer.

Spring Handbags  
49¢

Simulated leather, genuine leather and fabric bags. Colors in Black, Light Blue, Pink and Yellow. Pouches, Top Handle and Zipper Styles. All better bags.

**Wraparound Turbans 10c**  
Wraparound turbans in Jersey and Gabardine. Plain or striped colors. Reduced for clearance.

**Better Scarfs 10c**  
A large selection of better scarfs in plain colors, stripes, polka dots and floral designs. Clearance priced.

**White Lawn Hankies 4c**  
Ladies' white lawn hankies with rolled hems, 4-corner embroidery. Sale priced for E. O. M. only.

**Better Jewelry 25c**  
Simulated gold, silver and pastel colors in necklaces, clips, and bracelets. Perfect for your spring costume.

## GIANT E. O. M. DOUBLE FEATURE!

500 Remnants of

## Upholstery Fabrics

1 to 5 Yd.  
Lengths  
54 Inches Wide 79¢  
YARD  
Many Weaves,  
Patterns  
and Colors

Fine qualities purchased direct from a large furniture manufacturer. Suitable remnants for numerous uses in your home. A rare bargain while limited quantities last.

**Printed Dish Towels 5c Ea.**  
Mis-prints of better dish towels in two nice patterns and colors that will go fine in your kitchen.

**Bed Sheets 39c Ea.**  
Quality bed sheets and other sheets in sizes from 63x90 to 81x99 inch sizes. While a limited quantity lasts.

**Lace Table Cloths \$1.00**  
70x90-inch lace table cloths by a "famous mill" in nice patterns. Slight seconds.

**Table Cloths 59c**  
Rayon and cotton damask table cloths of lustrous quality. Limited quantities and assortments. Size 50x68 inches.

**"Cannon" Gift Sets 1/3 Off**  
"Cannon" gift sets consisting of towel sets and sheet sets. Regular prices run from \$2.98 to \$4.98.

**Fancy Linens 39c Ea.**  
Lace dresser scarfs, lace chair sets, hand embroidered pillowcases, tied and dyed table scarfs, lunch cloths and other choice linens for your home.

**Summer Bed Spreads 79c**  
Osenberg crash with colored applique or colored crepe trim. Full or twin size.

**Chenille Spreads 3.00**  
You save 1/4 on the price of these spreads. Assorted styles in full or twin sizes. Dip-dyed two-tone colors.

Plus 1000 Samples and Remnants of

## Upholstery Drapery, Slip Cover Fabrics

10¢ Ea. 19¢ Ea. 39¢ Ea. 59¢ Ea. \$1.00 Ea.

An exceptional group of fine quality samples and remnants purchased from a well-known decorator at unusual savings—hence these LOW prices! The group includes lengths large enough for drapes, slip covers, chairs and many odd pieces of furniture needing recovering. Choose yours while quantity lasts.

**Homespun Bridge Sets 29c Set**  
Colorful and heavy woven fabric in homespun bridge sets complete with 4 napkins to the set. Fine for your home or gifts.

**Printed Lunch Cloths 25c**  
Just a few of these cloths that are mis-prints, reduced for this E. O. M. sale. 50x50-inch size.

**Rayon Samples 5c Ea.**  
1 1/2 to 1 1/2 yard lengths or rayon salesman's samples. Fine for many uses. Plains or prints.

**Remnants 5c Yd.**  
Remnants of wash goods and domestics in plain and printed cottons. Reduced for E. O. M. Clearance.

50 Men's Raincoats \$1.00

Just 50 of these fine raincoats for E. O. M. They're light weight and durable for wearing or carrying. Sizes 34 to 46.

100 Pairs Men's Work  
Pants 89c Pair

A select group of men's work pants that will fill any need you might have. Sturdy and long wearing. Sizes 28 to 42.

**Men's Corduroy Pants, \$2 Pr.**  
A limited quantity of men's corduroy pants reduced for E. O. M. only. Broken sizes and up to size 50 waists.

**\$2 Men's Hats \$1**  
Just 1/4 price on these fine hats. Broken sizes and colors, some are slightly soiled.

**Grey Covert Jackets \$1**  
Higher priced grey covert jackets that are sanforized. Zipper front. Size 44 only!

**6 Men's Suits \$5**  
Yes, 6 suits to sell for \$5. It's a give-away at this price. Sizes 36 to 38.

Men's Fine  
SHIRTS and  
PAJAMAS

50¢

The shirts are full-cut in fast color fancy patterns, semi-soft, fused collar-styles. Gathered back, fine buttons, pleated sleeves. Many patterns and colors. Sizes 14 to 17.

The Pajamas are fine broadcloth and fast color. Coat and slipover styles in bright blazer stripes. Trousers fitted at waist. Sizes B, C and D.

**Men's Shirts and Shorts 4 for 50c**

Perfect fitting shirts of tubular knit. Sizes 34 to 46 in the group. Men's fast color shorts, elastic at sides, balloon seat, full cut. Greens, blues, tans in checks and stripes. Sizes 30 to 42. Real values at 4 for 50c.

**Hi-Slax Rayon Socks 4 Pairs, 50c**

A little longer than short socks and shorter than regular length. Just what you've been looking for. Popular colors and patterns. Sizes 10 to 12. (Irregulars.)

**Men's Rayon Hose, 4 Pairs, 50c**

Double sole, garter top hose. Reinforced heel, toe. Mercerized tops. Grey, blue, brown, in cloths and stripes. Sizes 10 to 12. First quality.

**Boys' Wash Suits 50c**

Fast color wash suits in a wide variety of fabrics and colors. Sizes 5 to 10.

**Boys' Wash Shorts 50c**

Mill shrunk and sanforized wash shorts, elastic at waist, extension belt, pleated styles. New covers in tan, blue, green, plain and fancy checks in grey and tan. Sizes 6 to 16.

**Boys' Shirts and Shorts 4 for 50c**

Perfect fitting tubular knit style shirts and fast color shorts. Elastic sides, balloon seat, full cut. Green, tans, blues, in stripes, checks. E. O. M. values, 4 for 50c.

**Boys' Br'dcloth Pajamas 50c**

Fast color broadcloth pajamas in notch collar, slipover and coat styles. Greens, blues, tans, stripes, checks. Sizes 8 to 18.

**Boys' Polo Shirts 2 for 50c**

Bright blazer stripes, crew neck, short sleeves. Red, brown, tan, green. Small, medium, large sizes.

Regular \$3.50 and \$4.50

"Cranbrook" and

"W. L. Douglass"

## Men's Shoes

\$2.89

Just 118 pairs will be sold at this low sale price. Brown or black dress and sport oxfords in discontinued styles from our regular stock. Fine leather and crepe soles. Sizes 6 to 11 in the group.

—Downstairs at Ayres.