

## 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** 88¢

Cross bar check gowns with tailored band at shoulder, lace trim neckline, full skirt, tie at waist. Sizes 34 to 40. Blue and white.

**Punch Hole Undies** 33¢

Women's punch hole or plain run 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** 78¢

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** 69¢

Women's Rayon bemberg slips straight lace or tailored top. 4-Gore panel front. Discontinued styles.

**Pencil Stripe Slips** 50¢

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** 25¢

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

**Cotton Crepe Gowns** 50¢

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** 35¢

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** 35¢

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, lastex, side hooks, stepin and talon closings. Satins, brocades, broadcloths. One of a kind, but many sizes.

**GIRLS' WEAR**Novelty Printed Play Tops  
Twill Play Suits  
Cotton Knit Sweaters  
Shantung Sport Blouses  
Broadcloth Cotton Slips  
"Sweetheart" Satin Slips  
Felt and Straw Hats

44¢

Girls' Fleece Toppers \$1.99  
Soft fleece tops 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  
Flannelette Gowns, Wrappers  
Children's Rayon Panties  
Sleeveless Cotton Shirts

10¢

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

19¢

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

39¢

**"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** 15¢  
Double knit training panties with French leg and well wearing qualities.**Receiving Blankets** 15¢  
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****\$5.00**  
At the Same Low Price

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.

**1000 Pairs  
Seconds****FULL-FASHIONED  
CHIFFON  
STOCKINGS****39¢**  
Pair

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

**Clearance, Ankle Socks** 5¢ Pr.

Small broken lots of ankle socks and 1/2 length socks reduced for E. O. M. clearance. Seconds in broken sizes and colors.

**Seamed Back Silk Hose** 10¢ Pr.

Broken lot of seamed back silk stockings and knee length hose in broken sizes and colors. Irregulars.

**Women's Cotton Dresses** 59¢

Discontinued styles of "Fruit of the Loom" frocks that are mostly sheers. Broken sizes and colors.

**Batiste Blouses** 59¢

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

**500 Remnants of  
Upholstery Fabrics**

1 to 5 Yd. Lengths

54 Inches Wide

**79¢**  
YARDMany 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** 5¢ Ea.

Mis-prints of better dish towels in two nice patterns and colors that will go fine in your kitchen.

**Bed Sheets** 39¢ 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** 59¢

Rayon and cotton damask table cloths of lustrous quality. Limited quantities and assortments. Size 50x88 inches.

**Regular \$3.98 Values in  
Spring 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 in**  
**\$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

**For E. O. M. Only These Bargains  
Sample Gloves****39¢**  
Pair

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

**Spring Handbags****49¢**  
Pair

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** 10¢

Wraparound turbans in Jersey and Gabardine. Plain or striped colors. Reduced for clearance.

**Better Scarfs** 10¢

A large selection of better scarfs in plain colors, stripes, polka dots and floral designs. Clearance priced.

**White Lawn Hankies** 4¢

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

**Better Jewelry** 25¢

Simulated gold, silver and pastel colors in necklaces, clips, and bracelets. Perfect for your spring costume.

**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** 29¢ 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** 25¢

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

**Rayon Samples** 5¢ Ea.

1/4 to 1/2 yard lengths or rayon salesmen's samples. Fine for many uses. Plains or prints.

**Remnants** 5¢ Yd.

Remnants of wash goods and domestic in plain and printed cottons. Reduced for E. O. M. Clearance.

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.