

ONE DAY ONLY . . .
FRIDAY
NO MAIL or PHONE ORDERS

Ayres'

E.O.M. Sale

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9:00 to 5:25

Registered
All Items Subject to Prior Sale

**(600) FULL-FASHIONED
NYLON HOSE**

1.09 . . . 1.19 . . . 1.29

Daytime sheer nylons in a broken assortment of dark colors. Broken sizes. Originally 1.25 to 1.60.

AYRES' HOSIERY, STREET FLOOR

MEN'S FURNISHINGS

(101) PRS. WOOL HOSE, originally 1.65 . . . 1.19
(92) PRS. WOOL HOSE, originally 1.50 . . . 1.19
(124) PRS. WOOL HOSE, originally 1.10 . . . 89c
(51) PRS. FANCY PAJAMAS, broadcloth, originally 5.95 . . . 3.69
(112) NECKBAND SHIRTS, white broadcloth, originally 3.50 . . . 1.69

Ayres' Men's Store, Street Floor, South Building

CANDY and EPICURE

ASSORTED CHOCOLATES, specially priced . . . 59c lb.
ASSORTED HARD AND FILLED CANDIES, specially priced . . . 29c lb.
AUSTRALIAN CLUSTERS: MUSCATEL DESSERT RAISINS, one pound, originally 1.10 . . . 55c
GLACE ORANGE and GRAPEFRUIT PEEL, 5 and 10 oz., orig. 55c and 1.00 . . . 10c and 25c
CRAWFISH WITH DILL AND TAILS, 2/3 oz., originally 1.10 . . . 59c
BABY MACKEREL IN TOMATO SAUCE, 8/2 oz., originally .72c . . . 59c
SMOKED HERRING IN TOMATO SAUCE, 9/2 oz., originally .68c . . . 49c

Ayres' Candy and Epicure, Street Floor

**Special Purchase
(500) COMPACTS**

89c ea.

Gold-finished compacts with attractively etched covers. Regularly 2.00.

AYRES' TOILETRIES, STREET FLOOR

TOILET GOODS

ROUGE AND LIPSTICK SET, "Turkey Red" by Harriet Hubbard Ayers, orig. 2.25 . . . 1.49 set*
FITTED PURSE KIT, red, navy, black and green, originally 3.00 . . . 1.98 set*
MAGNIFYING MIRROR, originally 1.25 . . . 98c ea.
LESONIER BATH POWDER MITTS, originally 1.25 . . . 98c ea.
BATH SHEEN, by Harriet Hubbard Ayers, originally 1.00 . . . 50c ea.*
MAKEUP CAPES, originally 1.00 . . . 79c ea.
DR. WEST TOOTH PASTE, orig. 39c . . . 2 for 43c
SUTTON WATER SOFTENER, orig. 35c . . . 25c*
FORGET-ME-NOT COLOGNE, by Primrose House, originally 1.00 . . . 75c*
WITCHERY COLOGNE, by Primrose House, originally 2.50 . . . 1.00*
(18) LACROSS MANICURE SETS, originally 5.00 ea. Plus 32c tax . . . 3.75 ea.

*Plus Tax

Ayres' Toiletries, Street Floor

(290) COTTON GOWNS

2.90

Broken assortment, lace and eyelet trimmed. Regular and extra sizes. Originally 3.98 and 5.96.

AYRES' LINGERIE, SECOND FLOOR

NECKWEAR AND BLOUSES

(200) RAYON CREPE BLOUSES, originally 3.00 to 5.98 . . . 1.89
(200) ARTIFICIAL FLOWERS, originally 1.00 to 2.00 . . . 19c

Ayres' Neckwear and Blouses, Street Floor

KNIT UNDERWEAR

ONE-PIECE SLEEPERS, originally 4.00 . . . 1.48

Ayres' Knit Underwear, Street Floor

**(300) RAYON
TRICOT BRIEFS**

49c

Assortment of colors and sizes. Originally 69c.

AYRES' KNIT UNDERWEAR, STREET FLOOR

HANDBAGS

A group of handbags, including plastic patent, suede, broadcloth, corde, rayon faille, reptile, leather and evening bags.
(76) HANDBAGS, originally 5.00 to 20.00 . . . 3.99*
*plus tax

Ayres' Handbags, Street Floor

COLLEGIENNE SHOP

(30) RAYON CREPE DRESSES, originally 17.95 to 22.95 . . . 8.00
(100) DRESSES, including wools, rayon crepes and prints, originally 16.95 to 29.95 . . . 11.00
(22) DRESSES, including rayon crepes and wools, originally 39.95 to 49.95 . . . 22.00
(148) WOOL and RAYON BLOUSES, originally 5.00 and 5.98 . . . 3.90
(34) WOOL SKIRTS, originally 7.98 . . . 2.90

Ayres' Collegienne Shop, Second Floor

**(240) FELT AND
KNIT HATS**

1.00 to 3.99

A wide variety of colors and all suitable for immediate wear. Originally 5.95 to 15.00.

AYRES' MILLINERY, THIRD FLOOR

AYRES' MERIDIAN SHOPS, SECOND FLOOR

MERIDIAN SHOPS SUITS

(15) ALL-WOOL GABARDINE SUITS, in misses' sizes. Black, brown and gray included, originally 39.95 . . . 28.00

Ayres' Meridian Shops, Second Floor

**(170) LACE TRIMMED
RAYON SLIPS**

2.90

Special Purchase
Pretty for dress-up, practical for everyday wear. Sizes 32 to 40. Regularly 3.98.

AYRES' LINGERIE, SECOND FLOOR

LINGERIE

LONG-SLEEVED CHAILE GOWNS, originally 5.95; 7.95; 8.95 . . . 2.90
FLANNELETTE GOWNS, originally 3.98 . . . 2.90
FLANNELETTE PAJAMAS, originally 5.00 . . . 1.90
RAYON SLIPS, broken assortment, originally 8.95 to 14.95 . . . 3.90
COTTON SLIPS, originally 2.98 and 3.98 . . . 1.90

Ayres' Lingerie, Second Floor

CORSETS

GIRDLES, CORSETS and PANTY GIRDLES, originally 12.50 to 39.50 . . . 8.99 to 19.99

Ayres' Corsets, Second Floor

WOMEN'S SHOES

(470) PRS. DARK SHOES, including DeLiso Debs, College Bred, Hill and Dale, Upper and Below Tru-Poise, orig. 13.95 to 16.95, now . . . 5.85 pr.
(73) PRS. BETTER EVENING SHOES, originally 11.95 to 22.95, now . . . 5.85 pr.
(628) PRS. DARK GOLD CROSS and DEBONAYRE SHOES, originally 7.95 to 10.95, now . . . 2.85 pr.

Ayres' Shoes, Second Floor

**Special Purchase
(1000 YDS.) RAYON
BUTCHER WEAVE
FABRIC 79c yd.**

The "Just-right" fabric for your spring and summer wardrobe. Washable, crease-resistant. Selection of 14 colors. Regularly 1.19 yd.

AYRES' FABRICS, FOURTH FLOOR

SPORTSWEAR ACCESSORIES

(98) WOOL JERSEY BLOUSES, originally 5.98 . . . 2.90
(80) BLOUSES, including some cottons, some rayons, originally 5.98 . . . 3.90
(55) BLOUSES, includes some novelty cottons, originally 7.98 . . . 5.90
(25) BETTER BLOUSES, originally 10.95 to 16.95 . . . 8.00
(50) PULLOVERS, pure cashmere, short-sleeved, originally 12.95 . . . 8.00
(30) PURE ANGORA PULLOVERS and CARDIGANS, originally 14.95 and 16.95 . . . 5.90
(85) SKIRTS, including rayon crepes, wools and corduroys, originally 5.98 to 12.95 . . . 4.40
(33) CREPE AND TAFFETA AND EVENING SKIRTS, originally 10.95 to 16.95 . . . 8.00

Ayres' Sportswear Accessories, Third Floor

**(297) PASTEL
COTTON UNIFORMS**

2.90

Short-sleeved uniforms, suitable for beauticians, waitresses and maids. Assorted pastel shades with white collars and cuffs. Sizes 10 to 18 included. Originally 4.00.

AYRES' UNIFORMS, FOURTH FLOOR

DAYTIME DRESSES

(109) RAYON and COTTON DRESSES, originally 7.95 to 12.95 . . . 5.90
(39) RAYON SPRING DRESSES, mostly plain colors, originally 14.95 to 17.95 . . . 10.90

Ayres' Daytime Dresses, Fourth Floor

**(350) BILL SIMS
COTTON DRESSES**

2.29

Zipper front dresses in assorted multi-colored stripes. Sizes 16 to 44 included. Originally 3.95.

AYRES' PINAFORE SHOP, FOURTH FLOOR

SUB-DEB SHOP

(20) WINTER COATS, a few with zip-in linings, broken sizes, originally 35.00 to 65.00 . . . 16.60 to 29.00
SUB-DEB DRESSES, including rayon crepes, taffetas, velveteens and a few evening dresses, originally 8.98 to 29.95 . . . 13.90 to 14.90

Ayres' Sub-Deb Shop, Fourth Floor

SUB-DEB ACCESSORIES

HATS, originally 2.95 to 5.95 . . . 4.90 to 1.99
WOOL SCARVES, orig. 1.00 to 3.00 . . . 3.90 to 9.90

Ayres' Sub-Deb Accessories, Fourth Floor

SPRING WOOLENS

1.98 yd.

Crepes and suiting for spring sewing. Choose your favorite solid shades or stripe pattern. Originally 3.50 to 4.95.

AYRES' FABRICS, FOURTH FLOOR

GIRLS' WEAR

DRESSES, a group including some rayons, wools, cottons and corduroys, originally 4.98 to 12.95 . . . 1.90 to 5.90
SWEATERS, slippovers and cardigans in broken sizes, originally 3.98 to 12.95 . . . 1.90 to 3.90

Ayres' Girls' Shop, Fourth Floor

**(300 PR.) CHILDREN'S
NITEY-NITE PAJAMAS**

1.59

Two-piece cotton knit pajamas in peach, blue, yellow and aqua. Sizes 4, 6 and 8. Originally 2.50.

AYRES' CHILDREN'S UNDERWEAR, FOURTH FLOOR

BOYS' CLOTHING

(40) PRS. KNIT PAJAMAS, originally 2.95 . . . 1.99
(37) SPORT SHIRTS, originally 4.95 . . . 2.99
(149) WOOL SCARFS, originally 1.00 . . . 50c
(72) ZIP-NECK SHIRTS, long sleeves, originally 5.95 . . . 3.49
(50) ZIP-NECK KNIT SHIRTS, long sleeves, originally 3.95 . . . 2.49
(52) WINTER WEIGHT UNION SUITS, originally 2.00 and 2.50 . . . 1.49

Ayres' Boys' Shop, Fourth Floor

Special Purchase

BLUE JEANS

1.29

In sturdy navy denim. Sanforized. Sizes 2 to 5.

AYRES' CHILDREN'S SHOP, FOURTH FLOOR

**LITTLE GIRLS' AND LITTLE
BOYS' WEAR**

(81) BOYS' WOOL SWEATERS, cardigan and slipover styles, originally 3.95 . . . 1.89
(37) COTTON BLOUSES, originally 1.95 . . . 79c
(11) COTTON POLO SHIRTS, orig. 1.95 . . . 1.00
GROUP OF DRESSES, originally 1.89 . . . 1.00
POLO SHIRTS, sizes 6 and 6x only, orig. 1.95, 1.29
(25) DRESSES, originally 4.95 to 6.95 . . . 2.98
(50) DRESSES, originally 3.95 . . . 1.98

Ayres' Children's Shop, Fourth Floor

LINENS AND TOWELS

PERMA PADS, table pads, made from glass cloth . . . 1/3 Off
Hot Dish Pads, originally 59c to 1.69 . . . 39c to 1.09 ea.
Table Leaves, originally 4.25 to 4.45 . . . 2.79 to 2.99 ea.
Table Pads, originally 11.95 to 24.95 . . . 8.95 to 16.50 ea.
BRIDGE TABLE COVERS, glass cloth, originally 4.95 . . . 2.95 ea.
MITTEN-TYPE POT