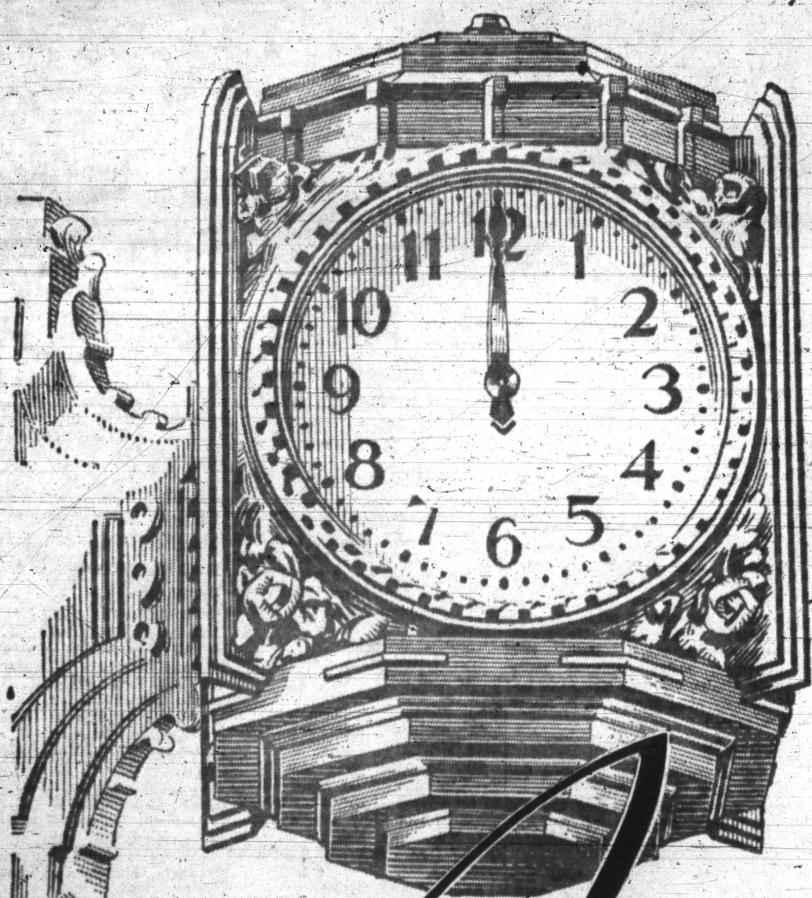
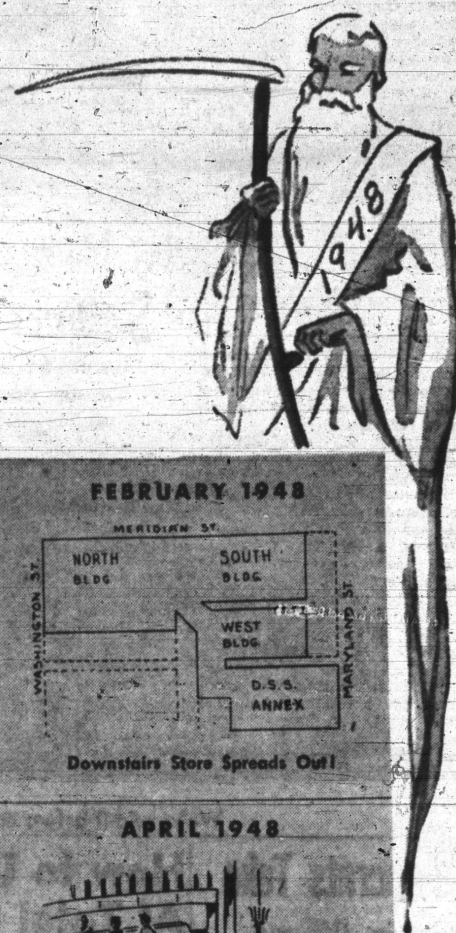


L. S. Ayres & Co.

It's
been
a
busy
year
at



Ayres'



JANUARY 1948

CLOSED MONDAYS!
Starting another 11 months of
Monday closings.

FEBRUARY 1948

Downstairs Store Spreads Out!

MARCH 1948

Something for the boys—our new
complete Men's Store

APRIL 1948

Better eating below! Remodeled
Downstairs Store Lunchroom opens.

MAY 1948

All is not gold that glitters!
"It's Silvertime at Ayres!" in our
re-designed Silver Department.

JUNE 1948

Sorry, wrong number! Fifteen new
trunk lines change ours to
FRanklin 4411

JULY 1948

Help yourself! Accommodation and
Service Desks now located in
Downstairs Store.

AUGUST 1948

Moving time! Housewares now on
5th Floor, Rugs and Carpets
on 7th Floor.

With the bustle and confusion that attends a time

of good business and healthy growth. We look back

over a year's progress... proudly noting our modern new Men's Store

and Meridian Shops... and remodeled departments throughout the store.

We look forward to a wonderful new year... our 77th... with new hopes

and plans to make your shopping pleasant... your presence welcome

in the store where hospitality lives.



a Very Happy New Year
to You!

SEPTEMBER 1948

Ayres' goes to the Fair with
Fashion on Parade.

OCTOBER 1948

One-stop service! Meridian Shops
open on 2nd Floor.

NOVEMBER 1948

Santa Claus comes to Ayres
... via helicopter.

DECEMBER 1948

5 Monday openings... 4 extra
Christmas shopping days for you.

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