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L. S. Ayres & Co. FRanklin 4411



Say "Hello" to Summer in

PICOLAY PASTELS

8.95

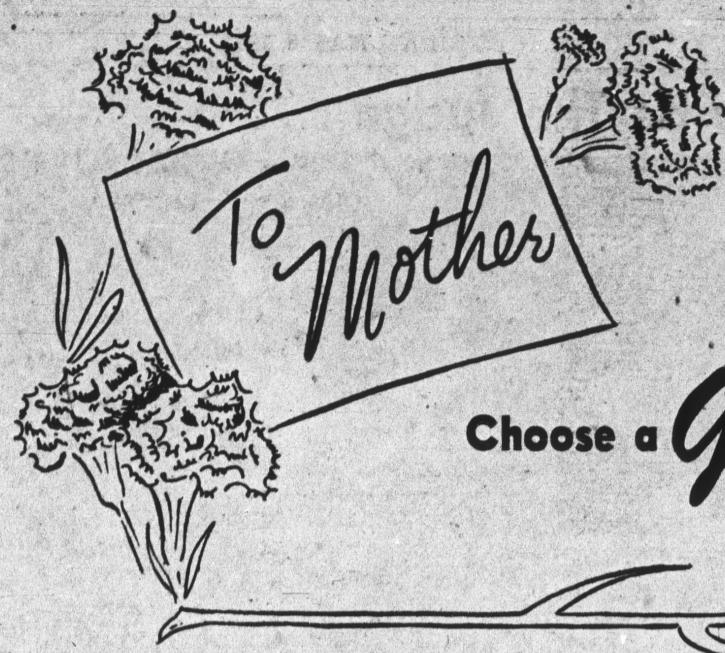
Crisp-as-a-crisp picolay... recent addition to the novelty cotton family... designed to keep you fresh and cool on a shimmering summer day! Pink, blue, lace, maize, white and aqua in the group.

*A Beta Laboratory Tested fabric

Collegienne sizes, 9 to 18

Ayres' Collegienne Shop, Second Floor

CLOSED MONDAYS
SHOP, TUESDAY THRU SATURDAY
9.00 to 5.25



EVERY
Day
Is
Mother's
Day

Choose a *Gift*
that will last . . .

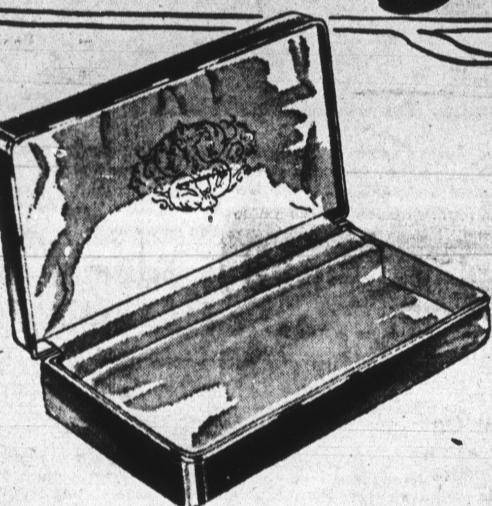
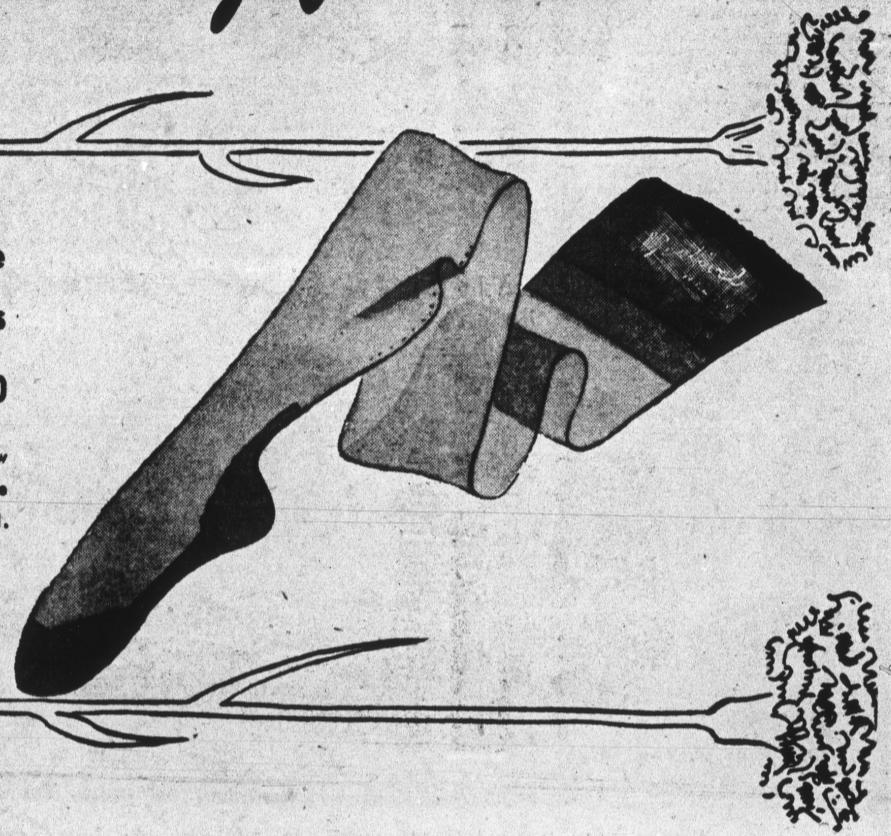
Keynote for Foot Notice

Barbara Lee Nylons

1.55 3 for 4.50

Wonderfully sheer 15-denier, 51-gauge nylons in new summer shades to meet all the requirements of the particular woman. Sizes 8 1/2 to 11.

Ayres' Hosiery Booth, Street Floor



Put Her Jewels in a Box

By Farrington

1.95

To keep the jewelry she is bound to receive accessible and bright. In turquoise and rose. Velvet and satin lined.

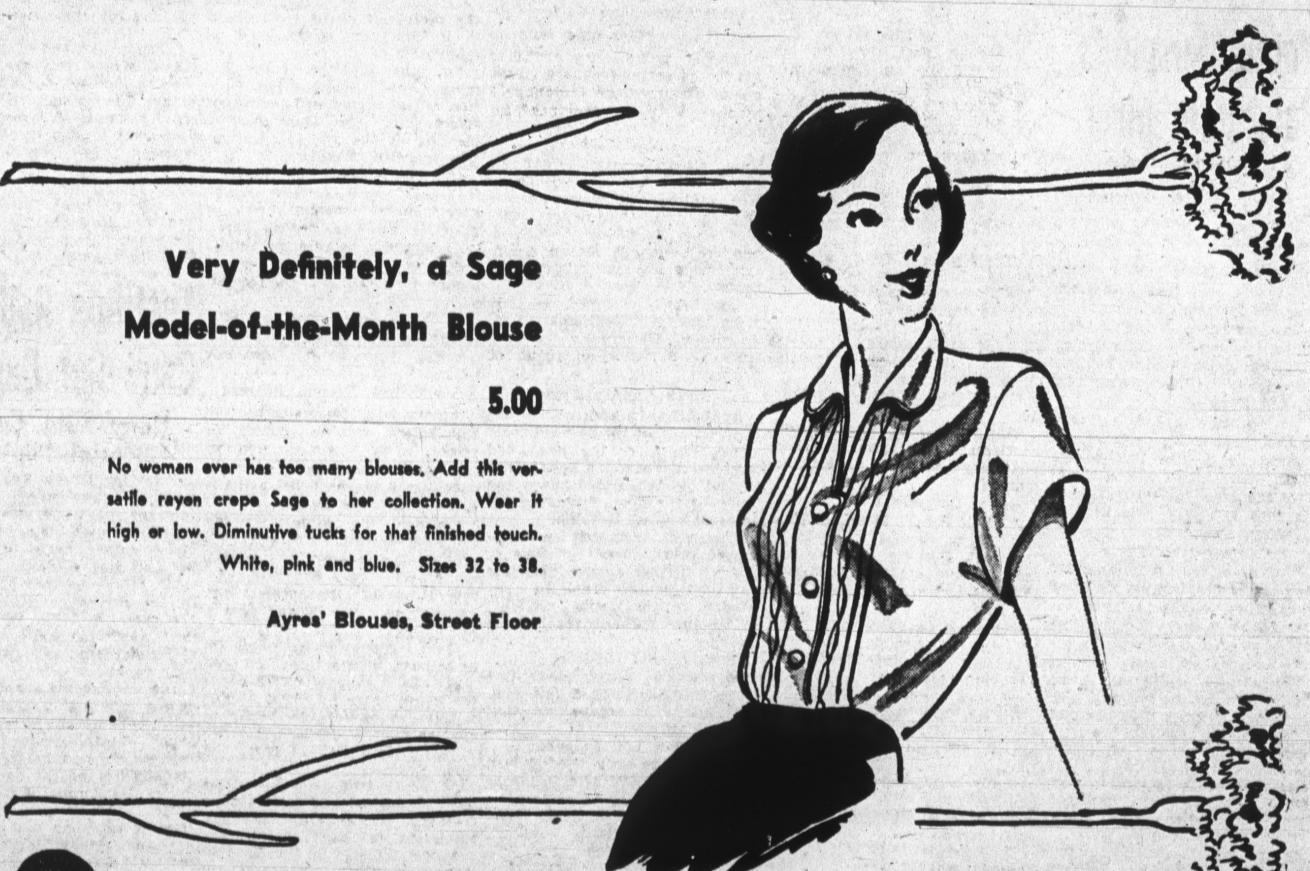
Ayres' Jewelry, Street Floor

Very Definitely, a Sage Model-of-the-Month Blouse

5.00

No woman ever has too many blouses. Add this versatile rayon crepe Sage to her collection. Wear it high or low. Diminutive tucks for that finished touch. White, pink and blue. Sizes 32 to 38.

Ayres' Blouses, Street Floor



Two Words for Good Taste . . .

Gold Cross

10.95

Shoes known country wide for their constant style, comfort, and good taste. In styles to suit the taste of women of every age.

A. "Heather" Blue calf, black suede and white kid.
B. "Walde" Black, brown or blue calf.

Ayres' Shoes, Second Floor

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