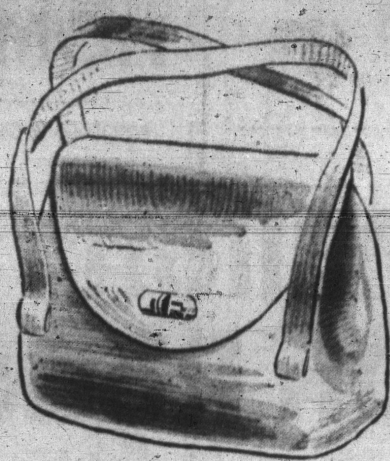


L. S. Ayres & Co. FRANKLIN 4411



Light As a Feather
In Your Hand!

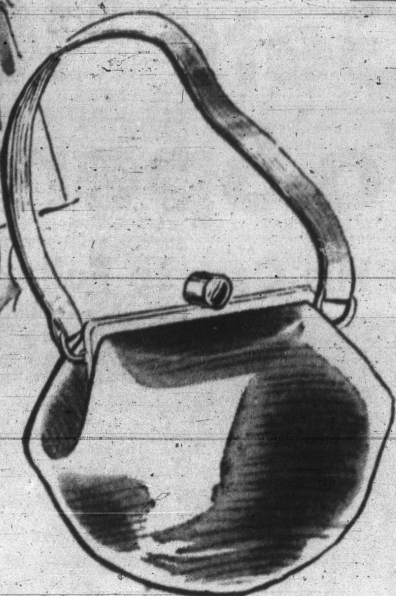
Summer Straw Handbags

3.00*

Crisp and cool looking, compact yet roomy . . . these are bags you'll carry everywhere! Vagabond or pouch styles; each in a wide selection of colors: Pastels, bright shades, dark tones and natural.

*Plus 20% tax

Ayres' Handbags, Street Floor



All white. 3.95



Red, blue. 4.45

Where there's fun . . .
There's bound to be

Kedettes

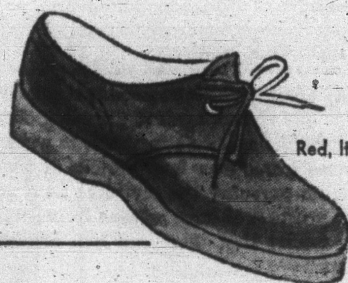
3.50 to 5.50

Wonderful, washable Kedettes . . . annual favorite of sun-lovers wherever comfort competes with fun. Non-skid rubber or crepe soles with straw or cloth uppers.

Ayres' Playshoe Bar, Meridian Shops,
Second Floor



Blue, green red. 3.50



Red, lt. blue, tan. 5.50

Your Wisest Summer Fashion Investment

Handmacher

Weathervanes*

25.00



They're cool, they're becoming, they fit without a flaw . . . they're Handmacher's answer to your request for the perfect summer suit! Choose from a wide assortment of styles . . . beautifully tailored of crisp, light weight Weathervane*, a fine Celanese* rayon suiting made especially for Handmacher. Pastel, neutral and dark shades.

*Reg.

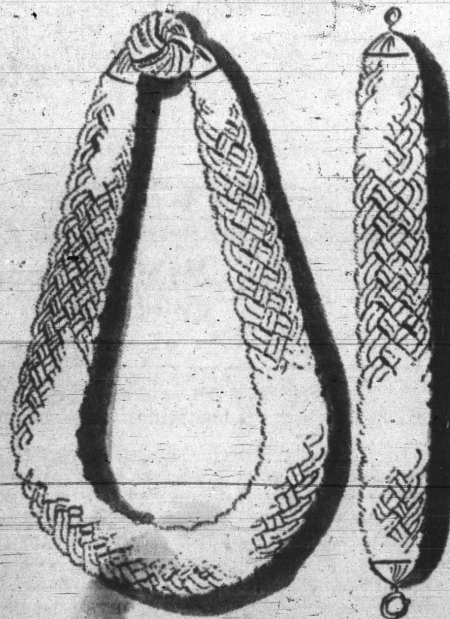
Misses' Sizes 16 to 20

Ayres' Coats and Suits, Third Floor

Collegeonne Sizes 9 to 15

Ayres' Collegeonne Shop, Second Floor

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9.00 to 5.25



Chalk White . . .

Sharp Summer Contrast

1.00 and 2.00

plus tax

Tiny seed beads braided many times into a collar to adorn your neck with the new bare fashions . . . contrast sharply with your brown skin. From a selection of white jewelry for your summer cottons.
Earrings, bracelet 1.00
Necklace-collar 2.00

Ayres' Costume Jewelry, Street Floor

Invite the summer breezes with

Eyelet-Batiste Vestee-Blouse

2.00

Fashioned to be worn inside or out . . . brief and cool with just the slightest hint of a sleeve, a round neck perfect for your summer jewelry and buttoned neatly with crystal-like buttons. White. In sizes 32 to 38.

Ayres' Neckwear and Blouses, Street Floor

