

L. S. Ayres & Co. FRanklin 4411

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9.00 to 5.25

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ICES

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Summer specials

HERE THEY ARE... WHAT YOU WANT... AT SPECIAL PRICES

SORRY, NO PHONE OR MAIL ORDERS



PECIALLY PRICED!

Puritan's "Forever Young" Bemberg*

in women's half sizes

at a low **7.95**

A major event in Ayres' Meridian Dress Shop... lovely, cool Bemberg* sheers in figure-slimming, fashion-wise styles at a price to make you laugh at a budget. Soft, beautiful prints in a series of flattering color combinations.

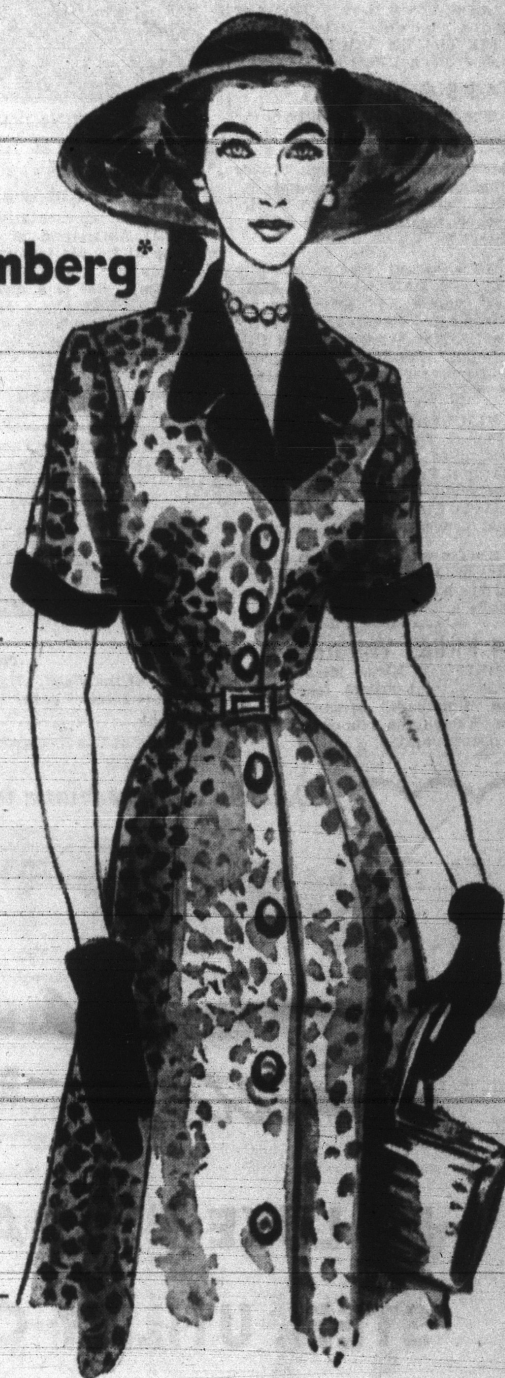
Sizes 14 1/2 to 22 1/2!

- A. Green, navy, brown.
- B. Navy or Brown.
- C. Blue, red or green.
- D. Blue or red.

Buy several at this low price for a summer filled with sheer delight.

Reg. U. S. Pat. Off.

Ayres' Budget Dresses, Meridian Shop,
Second Floor



84.95

Center cluster
stat control



PECIALLY PRICED!

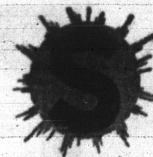
Mayflower's Famous "Golf 'n Play"

6.95

regularly 8.95

Trim, classic dress with patented sleeve... designed in crisp chambray for active and practical living. Two roomy pockets, three-quarter button front. Aqua, pink, blue, or lilac. Sizes 12 to 42 included.

Ayres' Daytime Dresses,
Fourth Floor



PECIALLY PRICED!

Nylon Tricot Slips and Gowns

- A. Barbara Lee nylon slip..... **5.88**
Regularly 6.95

Soft knit nylon, trimmed at top and hem with dainty nylon net and lace. White only! Sizes 32 to 40.

- B. En Vogue's nylon tricot slip..... **4.88**
Regularly 5.95

Smartly styled all nylon slip; dotted net and ribbon trim at bodice and hem. White only! sizes 32 to 40.

- C. En Vogue's nylon tricot gown..... **6.88**
Regularly 7.95

Delicately styled with V-neck front and back; elastic shirred waistband; net and embroidery trim. Pink or blue; sizes 32 to 40.

Ayres' Knit Underwear, Street Floor

