

L. S. Ayres & Co. FRanklin 4411

Open all Day Saturday 9:00 to 5:25

Saturday Shopping Guide

OPEN ALL DAY SATURDAYS
Shop Tuesday thru Saturday,
9:00 to 5:25
CLOSED MONDAYS



Special Purchase

Judy Bond Nylon Blouses

Regularly 5.98 **3.29**

A brief, cap sleeve blouse with dainty smocked yoke below a simple round neck for your summer jewelry. And, it's NYLON CREPE. White only in sizes 32 to 38.

Ayres' Blouses and Neckwear, Street Floor



Special Purchase

Pima Broadcloth with the Organdy Touch

6.90

Beautiful and soft... pima broadcloth deftly turned in a bare dress happily piped with white organdy and frankly fake pearl buttons. You'll love it in aqua, olive, brown or light blue. Sizes 9 to 15.

Ayres' Collegienne Shop, Second Floor



Special Purchase

Summer Nighties for Children

Regularly 2.98 to 3.98

2.29 2 for 4.00

Cool, cool nighties in dainty batiste and seersucker. From a wide selection of white ground prints and pretty pastels. Sizes 4 to 16.

Ayres' Children's Underwear, Fourth Floor



The Men's Store, Complete On The Street Floor

Men's AMC Undershirts

Regularly 75c **59c**

White, porous, men's knit undershirts. Made of fine combed cotton that wears longer... washes with ease. Now is the time to stock up on undershirts. These undershirts that can be worn the year 'round. They're exclusive with Ayres'.

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

Continuing our
Annual July Sale of Women's White Shoes

1/2 Price

Also a special group of dark shoes

1/4 to 1/3 OFF

Ayres' Shoes, Second Floor

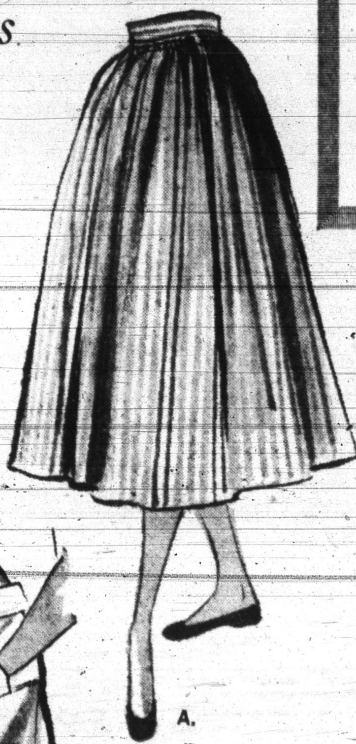
Cotton Summer Skirts

3.49

Novelty cottons and bright, bold stripes to defy the summer sun and remain crisp and cool at the same time. Teammates for your blouses, shirts or midriff-tops.

- A. Multi-stripe wine or green, sizes 10 to 16.
- B. Double pocket in pink or lilac, sizes 10 to 16.
- C. Double pocket in lilac or pink, sizes 10 to 16.

Ayres' Sportswear Accessories, Third Floor



Smart and Thrifty

Vacationing with Anklets by

Buster Brown*

39c pr. 3 pr. 1.15

White, pink, copen blue, yellow, red, brown, royal blue, kelly, grey, beige. Sizes 8 1/2 to 11.

*Reg.



Ayres' Hosiery, Street Floor



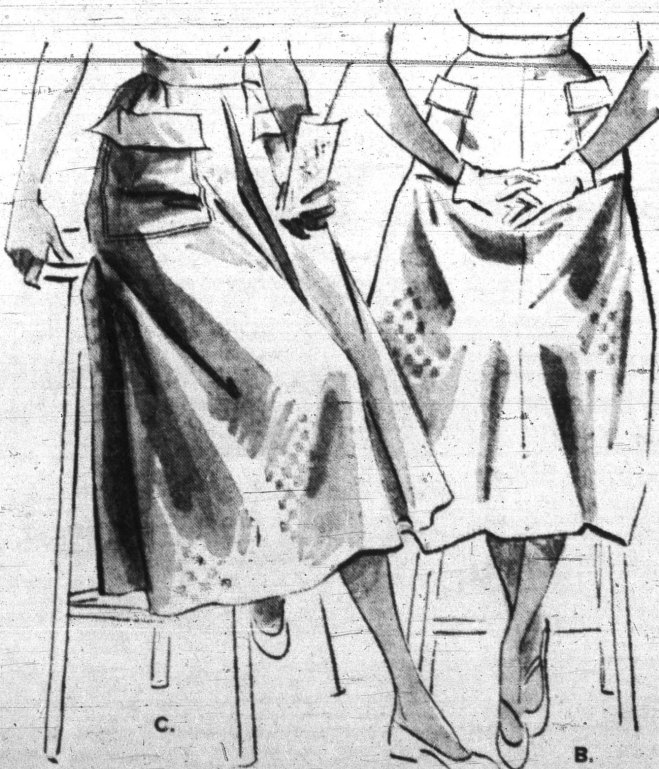
Special Purchase

Par-Form Lastex Swim Suits

8.90

Swimming or sunning, these are wonderful and flattering in sleek lastex... designed with smooth, slim lines for figure control. Of rayon crinkle faille lastex in cafe lime, lemon, hunter green, shrimp, turquoise, blue water. Sizes 32 to 38.

Ayres' Active Sportswear, Third Floor



Always Carry Your Chaga-Plate
Reg. U. S. Pat. Off.

Cotton Sundresses for Very Little Women

1.98

Bright as the sun... gay as a field of flowers. Two pretty pastel sundresses. Sizes 3 to 6x. Other sizes 1 to 3.

Ayres' Children's and Toddlers' Shop, Fourth Floor

AYRES' WILL BE OPEN ALL DAY SATURDAY 9:00 TO 5:25