

Ayres DOWNSTAIRS STORE

Presents the Pupils of
Miss Florence McShane

IN A COMPLETE

BACK
TO
SCHOOL

FASHION SHOW

Tomorrow Afternoon
at 2:30!

—Featuring Ayres' Quality Apparel
for Boys and Girls of All Ages—
from Kindergarten to College!

FOR the past 16 years Ayres Downstairs Store has helped you get the children off to school, all spic-and-span in brand new school apparel—meeting YOUR exacting requirements of fashion rightness, service and economy. Tomorrow, in our Third Annual Back-to-School Fashion Show, we again show you the correct, serviceable and economical clothes you'll want to assemble for your children's school-bound ensemble.

We take great pleasure in presenting the pupils of Miss Florence McShane's Dancing School, who will model fashionable wardrobes of school and "dress-up" clothes from our complete stocks of Ayres' quality clothing! There will be outfits for the kindergarten age, the primer age, the "teenage", the high school age and for the college-bound! We urge you to come and see why it's smart and economical to shop for your back-to-school outfits in this complete store-on-one-floor.

Downstairs at Ayres, Where Correct
Fashions are Less Expensive!

Above—
Donald Rademacher wears an all-wool plaid melton jacket, \$3.98 (sizes 6 to 18), with collegiate style corduroy slacks at \$1.98 (sizes 8 to 18).

Above—
Billy Thomas is ready for cold weather in a corduroy jacket at \$1.98 (sizes 4 to 12), and a corduroy oversize to match at \$1.98 (sizes 4 to 12).

Below—
Janet Budd is off to the "big game" in a camel's hair swagger coat, \$19.95. A green wool skirt, \$2.98. A brown wool slipover sweater, \$1.98, and Corliss shoes, \$3.98.

Above—
Corwin Weaver prefers cassimere slacks at \$1.98 (sizes 8 to 18), and a brushed wool effect $\frac{1}{2}$ -zipper front sweater at \$1.19 (sizes 30 to 36).

Below—
Doris Egert makes it a twosome in a brown lapin swagger, \$49.50. A two-piece plaid wool dress, \$5.98 (sizes 14 to 20). Brown felt hat, \$2.98, and Corliss shoes, \$2.98.

Below—
Peggy Selmer is waiting for her best girl friend in a Temple coat with fur-trimmed collar, and a topper-off with a hat to match, complete outfit, \$16.95. (Sizes 7 to 10.)

Below—Left—
Betty Cronley takes a little friend to school in a Cinderella frock, \$1.15 (big sister style, sizes 7 to 14). This dress is a washable, fast color novelty print.

Below—Right—
Virginia Lee Agnew dresses like her chum, Betty, in a Cinderella frock, \$1.15 (little sister style, sizes 7 to 10). This dress is a washable, fast color novelty print.

Left—
Patsy Hanning and Mary Lou hand-in-hand shot a picture in a winter weather. Patsy wears a plaid wool skirt, \$1.98, and a rolled brim felt hat at \$1.98. Sizes 7 to 16.



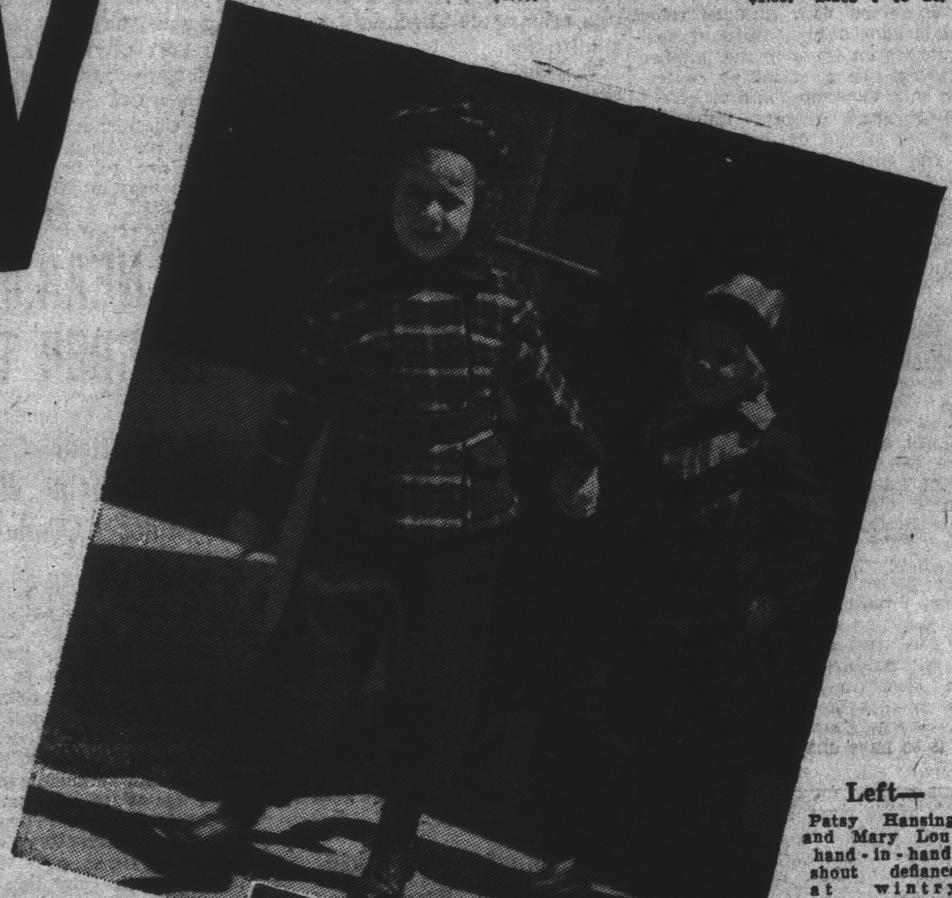
Above—

Marian Blasengym knows that a wool flannel skirt at \$1.98 (sizes 10 to 16) and a twin sweater set, \$2.19, with a Felt Breton, \$1.98, is the "tops" for Shortridge, 1010 N. Meridian.

Above—

Virginia Blasengym takes a fashion tip from her sister Marian. She wears an "all-wool" mixed plaid "teenage" dress, \$1.98 (sizes 10 to 16), topped off with a rolled brim felt hat at \$1.98.

Above—
Julie Saunders knows that Shortridge O. K.'s sport type fashions for girls are the "tops". She wears an all-wool slip-over, \$1.98, a plaid wool skirt, \$1.98, and a rolled brim felt hat at \$1.98. Sizes 7 to 16.



Above—Left—

Mary Lou Clark is all set for the first day in a plaid wool Shirley Temple Snow Suit, \$5.95 (sizes 8 to 10).

Above—

Lon Clark is all set for the first day in a plaid wool Shirley Temple Snow Suit, \$5.95 (sizes 8 to 10).



Right—
Donald Rademacher is discussing the first day's assignment with Aileen. He wears a plaid melton jacket, \$3.98, and collegiate style corduroy slacks, \$1.98.

Above—Left—

Aileen Quack walks to her first class in a plaid wool jacket, \$3.98 (sizes 7 to 16); an all-wool flannel skirt, \$1.98 (sizes 10 to 16).

Above—

Jean Maschmeyer greets her new teacher in this adorable Shirley Temple tailored Princess style coat, \$10.95. (Sizes 7 to 10). . . . and the coat has the hat to match.