



AYRES DOWNSTAIRS STORE

BACK TO SCHOOL!



\$16.95 \$19.95

Choose Now! Use Our Layaway!

Girls' Winter Coats

Inspired by Deanna Durbin

\$16.95 and \$19.95

Deanna Durbin, the inspiring young radio and screen star, inspired the designer to new heights—when he produced these lovely coats! There are smart, smirking swaggers, and dignified young fitted models to choose from. All are extraordinarily well tailored—of fine quality materials—warm and firm. Specially designed for the teen-age girl. In wine, green, brown, rust or red. Plain tailored at \$16.95; furred styles at \$19.95. Sizes 11 to 16.

Laskin Lamb Fur Coats at \$29.50

Girls' Warm New Tailored Coats

For General School Wear

\$10.95

Smartly tailored, warm coats in good looking belted and princess styles—trimmed with bright wool plaid scarfs at the neckline. This price group also includes dressy, fur trimmed styles. In blue, rust, brown or green; sizes, 10 to 16.

Girls' Warm Wool Twin Sweaters

\$1.98

All-wool twin sets, including a heavy coat sweater—with a matching or contrasting slipper; in brown, green, rust or wine; sizes 8 to 14.

Girls' All-Wool Waistband SKIRTS

\$1.98

Girls' all-wool waistband skirts in an attractive assortment of styles; navy, brown or green. Also suspender styles in bright plaids; sizes 8 to 16.

"Gone With the Wind" Winter Coats

In Attractive Fur Fabric

\$16.75

Again Margaret Mitchell's fine book has inspired a "best selling" Girls' fashion! This time, a flared skirt coat—made of grey "Silva-Krimma" fur fabric. The lining is fully guaranteed. Buy NOW for winter! Sizes 12½ to 16½.

Girls' All-Wool Coat or Slipon Sweaters

\$1.15

All-wool sweaters in your choice of either coat or slipover styles; novelty weaves in all the new fall colors. Buy several! Sizes 8 to 14.

"Back to School"—In New "Cinderella" Dresses

Inspired by
Deanna Durbin

\$1.98
EACH

Inspired by
Shirley Temple

It's smart to dress like Shirley Temple in dresses just like the styles she wears in her newest pictures. This fall you'll find the new Shirley "Temples" smarter and cuter than ever. Here are two of the very latest styles, and we have a grand selection of other styles. Sizes 3 to 12.

"Cinderella" Wash Dresses

In Attractive Fall Styles

\$1.15

Gay Teen-Style fashions designed for Deanna Durbin—that bright screen and radio star. These new Deanna Durbin dresses have a vivacity and irresistible appeal that is young and new. Here we show one style and we can show you more inspired by joyous Deanna herself. Sizes 12 to 16.

Junior Girls' Better School Dresses

(Nice Enough for Parties)

\$2.98

Beautifully made dresses—in printed rayon material—or plain colored silk crepes! A large selection of styles to choose from; jacket effects, swing skirts. Newest fall color combinations. Sizes 8 to 16.



\$2.98
\$1.98

These are the old reliable "Cinderella's"—at a very low price considering their quality! Swing skirts, princess lines, and jacket effects! Made of printed and plain color cottons—attractively trimmed. Sizes 8 to 16.

Feather-Lite Silhouette Rain Capes

\$1.00

Girls' Regulation Everlast Gym Suits

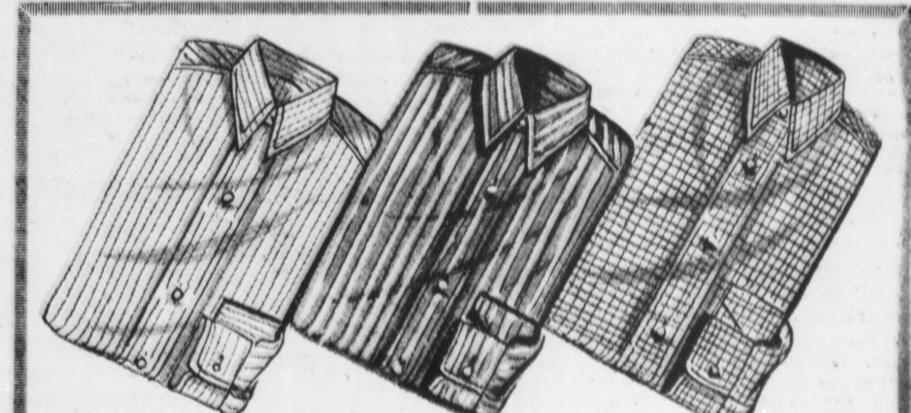
88c

Sturdy gym suits that can "take it"—in fast color "Everlast" fabrics; in regulation blue. Fully reinforced and full cut; in sizes 8 to 20.

Junior Girls' Felt Hats

\$1.98

Smart little wool felt hats... all genuine Deanna Durbin styles; beret, roller brims, casual swaggers, and off-the-face styles; all colors and sizes.



Boys Need Lots of SHIRTS

"Cranbrook, Jr."

69c

New "Crusader"

59c

The finest in quality and wearability at the price! In white, plain colors and neat fancies; full cut and carefully tailored; Junior sizes, 8-12; boys, 12½-14½.

Boys' Raincoats

\$1.98

Black leatherette rain coats in popular double breasted model. Full belted. Sizes 8 to 16.

Polo Shirts

79c

Basque stripe, top zipper polo shirts in bright stripes and colorings; 10 to 18.

Polo Shirts

59c

Boys' Basque model polo shirts; button neck; plain and fancy colors. Sizes 12 to 18.



Boys' Smart New SWEATERS

Novelty Slipovers

\$1.98

Top-Zip Slipovers

\$1.69

Crew neck, top zippers, full zippers, plain backs, fancy backs. In plain colors, two-tone and contrasting trims. Regular weaves and brushed effects. 30 to 38.

Corduroy Overalls

\$1.79

Fancy corduroy overalls with full bib and suspenders; checks and plaids; 4 to 10. Also plain color overalls, sizes 4 to 12.

5 Length Socks

4 Prs. \$1

Boys' Anklets Slack Socks

5 Prs. \$1

Snappy, new bright stripes and conservative colors: "Turner - upper" length. Sizes 8 to 11½. Irregulars.

Your Back-to-School Wardrobe Needs a Variety of Serviceable

Lace or Tailored

SLIPS

Of Pure Silk Crepe or Bemberg Black Satin

\$1.00
EACH

College life puts an extra great strain on your undie wardrobe. The first requirement for a successful school year is plenty of slips. These slips are just what you need, and the price is real economical. Pure silk crepe lace trimmed or tailored styles or satin slips with a bemberg back that keeps them from "hiking up." Sizes 34 to 42 in the group.

Rayon Gowns \$1.98
Made of a very pretty printed rayon crepe with light or dark backgrounds and contrasting color trims. Sizes 16 and 17.

Tuckstitch Pajamas \$1.00
Two-piece tuck stitch pajamas with V or high neck lines. Long sleeve style with contrasting color trim. Teal color. Sizes 16 and 17 only.

—Downstairs at Ayres.

