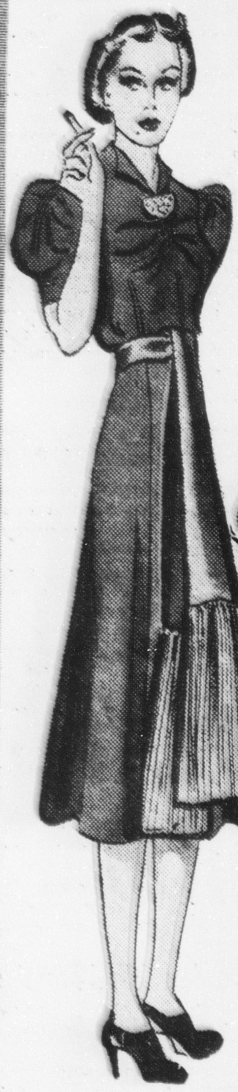




# AYRES DOWNSTAIRS STORE BACK TO SCHOOL!

STORE HOURS: DAILY, 9:30 A. M. TO 5 P. M.—BEGINNING SATURDAY, SEPT. 4TH, 9:30 TO 5:30 P. M.



We Know What You Want to Wear Back-to-School and We Have It in Our Junior-Miss Shop—Downstairs at Ayres!

## Campus Dresses

For Rush Parties!  
For Date Nights!  
For House Dances!  
For Football Games!

**\$6.98**

Here are two very clever campus dresses from an outstanding collection of the very latest back-to-school styles in our Junior Miss Shop. At top we show a gamsa crepe in mahogany. The skirt has a gentle flare that gives one that moulded appearance. Trimmed with a velvet sash and rhinestone clip. The lower dress is of black gamsa crepe studded with gold and jewels. Note the zipper openings on each shoulder.

Sizes:  
11 to 17, 12 to 20!

Downstairs at Ayres where correct fashions are less expensive.

The Best-Dressed Girls at School Wear

## Deanna Durbin Dresses A Cinderella Creation!

**\$1.98**  
Each

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 2 styles and we can show you more inspired by joyous Deanna herself. Sizes 12 to 16.

"Shirley Temple"  
School Dresses

Authentic styles inspired by darling Shirley Temple. A "Cinderella" creation. A marvelous selection of all the latest styles to select from. Sizes 3 to 12.  
Downstairs at Ayres.



## Boys' Fancy Corduroy Slack Sets

**\$6.98**  
Set

Boys go for these fancy corduroy slack sets in a big way. They're smart and very serviceable as well as warm. In plaid or window check patterns of brown, blue or blue grey. The set consists of a zipper front, full lined jacket with sport back. The slacks are full collegiate style cut with fitted waistband. Sizes 8 to 18.

## Corduroy Knicker Sets

Consists of a full lined, zipper front jacket and full cut knickers with elastic bottoms and full lined. Sizes 8 to 16 years.

## "Cranbrook Jr." Shirts

**69c**

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.

Other School Shirts.....59c  
Downstairs at Ayres



A New  
Ayres'  
Service

For You and The  
Children!

We have a brand new X-Ray outfit in our Shoe Department—and all our salespeople are thoroughly trained to use it... to insure a perfect fit when you buy a pair of shoes for yourself or the children. It shows conclusively whether the shoe is long enough—whether it is so narrow it cramps the toes—or whether it is too wide. In either words, it eliminates all possibility of a "misfit." Come in any time and have one of our trained salespeople show you how this X-Ray outfit works. No charge.

For Every Costume That Goes Back to College—There's a Correct Fashion In

## CORLISS FOOTWEAR for FALL

"Corliss" Style Shoes—"Corliss" Tarsal Arch Shoes—"Corliss, Jr." shoes! From these three outstanding groups of fine shoes, you can choose a footwear wardrobe that will meet every Fashion requirement—on the campus and off. Every new style that is worthwhile is here: Built-up fronts—in oxfords, straps, side-ties and pumps... low, medium and high heels. Exclusive with Ayres Downstairs Store.

**\$3.50**

Sizes 3½ to 9  
AAA to C

—Downstairs  
at Ayres.

- Suede
- Kidskin
- Calfskin
- Gabardine
- Black
- Brown
- Acajou
- Burgundy
- Green



Back-to-School or Back-to-Work — No  
Matter Where You're Headed — Here  
Are the Sport Coats to Take With You—

## Rain-r-Shine Sports Coats

**\$22.95**

★ (REGISTERED)

Exclusive With Ayres Downstairs Store

For the girl that majors in fashion and economy! For the girl that is getting ready to go back to work or is just starting out in the business world, a "Rain-r-Shine" sport coat will meet every exacting requirement. This season "Rain-r-Shine" coats have more styling than ever before... and with this new youthful styling comes the serviceability these coats have long been famous for. Choose from twisted tweeds in swaggar and fitted styles. Colors in grey, blue, brown and mixtures. Sizes 12 to 20 and 38 to 50 included in the selection.

... and Here's a Short Summary of These  
Coat Styles to Take Back to School

## Smart New Sport Coats

College life places a great strain on your clothes, because there are so many different places to go. One of these new sport coats will and does meet all these requirements. Choose from swaggar or fitted styles in plaid backs, striped plaids, checks and monotonies. Many of the styles are fully lined and interlined for winter warmth. In a great variety of colors. Sizes 12 to 20 and 38 to 50.

at **\$10.95**

Choice of fitted or swaggar styles in fleeces, mixtures, tweeds and herringbones. Also plaid back and checks in the group. Colors, brown, navy, red, grey, green and natural. Sizes 12 to 20 in the group.

at **\$16.75**

Choice of swaggars or fitted styles in Haireloths, tweeds, Kasha fleeces and plaids. Colors, green, grey, blue, brown and natural. Full lined and interlined for warmth. Sizes 12 to 20 and a nice selection of large sizes.

Downstairs at Ayres

