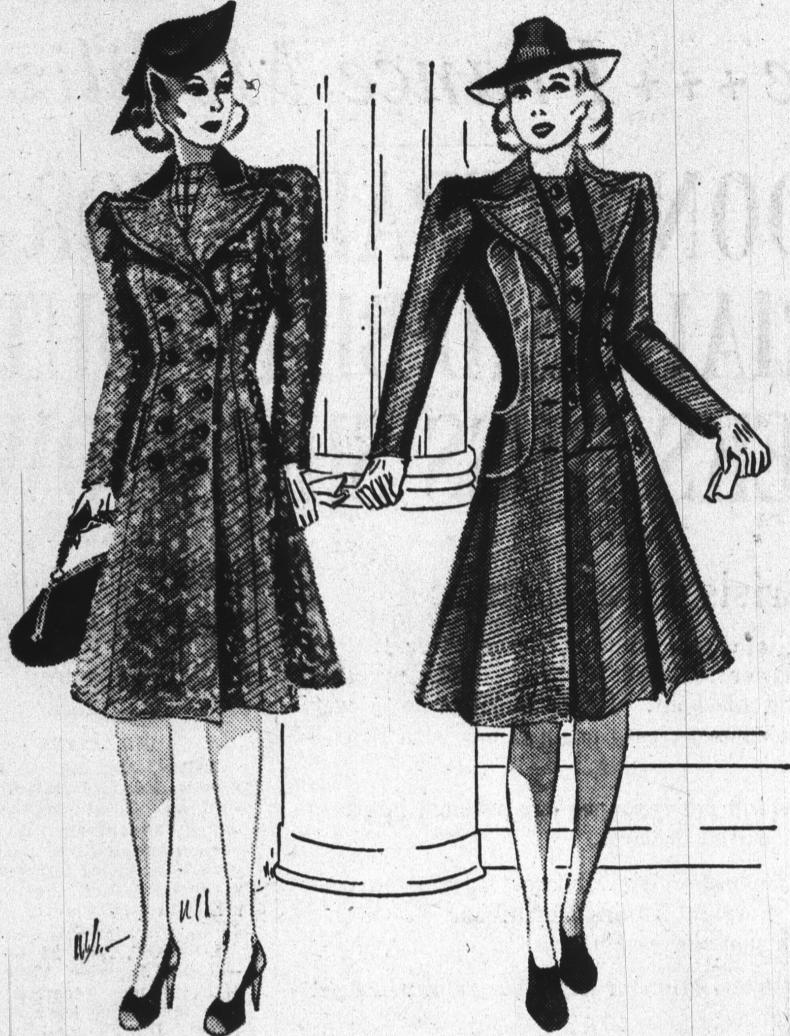


First,  
to...  
Then

# AYRES DOWNSTAIRS STORE

## BACK TO SCHOOL!



The Classic Campus Wear  
That Goes to Every Campus

### TWEED Coats and Suits

**\$16.95**

From east to west and north to south, college campuses everywhere will be dotted with tweeds, the campus classic for being chic and smartly groomed. Select your tweeds now from this grand group of tantalizing fashions.

*Tweed Reefer Coat*

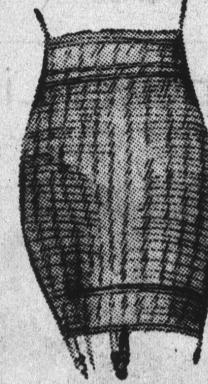
Sketch left: Smart new tweed reefer coat with striped back lining. Chamois-like animal hide inner-lining for warmth. Complete with matching muffler, and detachable velvet collar. Black and white; wine and white. Sizes for Misses.

*3-Pc. Tweed Suit*

Sketch right: 3-Pc. diagonal tweed costume suit with notch collar reefer top. Complete with cardigan jacket and full flared skirt to match. Black and white, brown and white; green and white. Sizes for Misses.

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To Slenderize  
Your Fashions



**"Kabo-Ette"**  
College Girl  
GIRDLES

**\$1.25**  
EACH

"Kabo-Ette" college girl girdles to slenderize your figure, made of two-way stretch lastex. Extra long with 4 hose supporters. Small, medium and large.

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### Here are the Dresses

You'll Wear This Fall  
for Every Campus Activity

**\$3.98**

**\$7.98**

Sheer Wool-Rayon Crepe

2-Pc. sheer wool and rayon crepe dress for dressy wear. The dress for after school hours. You'll cherish it. Pleated skirt, pique collar. Black and Green in sizes 11 to 15.

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### There's a Corliss Shoe to Take You Through Every Phase of College Life

• CORLISS Juniors

• CORLISS Arch Shoes

• CORLISS Style Shoes

**\$2.99**  
PAIR

You'll find a Corliss shoe for every occasion throughout the college year. Corliss juniors for the smaller girls, Corliss arch shoe for comfort and style in walking and the Corliss style shoe for all dress occasions. We feature black suede as the leading color and leather for fall and winter wear. A. Black suede spectator pump with dull calf trim. B. Black suede cut-out pump, open toe, high heel. C. Black suede tie with black calf trim, cuban heel and built-in steel arch. D. New round toe black suede tie, black calf trim, military heel (built-in steel arch).

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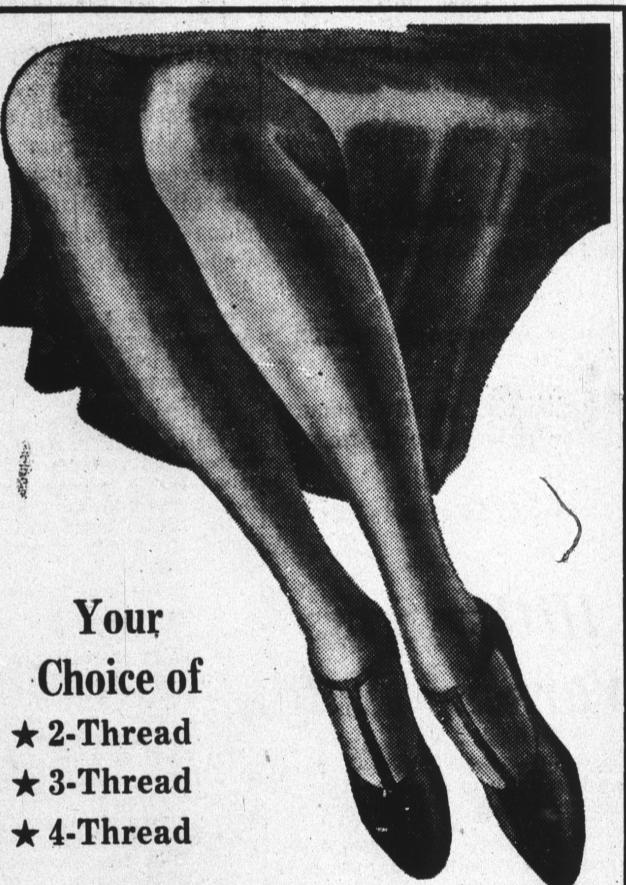
To Schools Everywhere,  
They're Going Back in

### Bustle-Back HATS

**\$2.00**  
EACH

Goods far and near will bustle back in bustle back millinery. The old made new again to flatter YOU. They're made of felt and the colors are wine, black, moss, green, brown and navy trimmed in grosgrain and satin in sizes 22 to 23.

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Your  
Choice of  
★ 2-Thread  
★ 3-Thread  
★ 4-Thread

SUBSTANDARDS of

### Crepe-Knit Hose

Well Liked Because They  
Are So SNAG-RESISTING!

Full-Fashioned **69c** 3 Pairs  
for \$2

If you haven't tried these grand stockings you've got a very pleasant surprise awaiting you. They're irregulars of a famous manufacturer in this fine genuine crepe chiffon. Make your choice of three different weights that are fully reinforced at points of wear. We feature all of the smart new novisery shades in these stockings. Sizes 8 1/2 to 10 1/2.

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### August SALE

Little Brother  
and Sister

### Coat Sets of Wool Fleece

**\$5.98**  
SET

A special purchase of these warm all-wool fleece coat sets. Nicely tailored with double-breasted coat, flap pockets and belted back. Complete with lined, bib top, leggings with zippers, and lined peak helmet. Colors in oxford gray and warm-tone brown. Also all-wool Navy regulation coat sets. Sizes 2 to 6.

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### Tomorrow! Specialized Styles and Sizes in Chubbie-Girl COATS

**\$16.98**

#### CHUBBY GIRLS' New "Cinderella" Frocks

"Cinderella" Frocks for the chubby girl in novelty stripes and checks, solid colors. Straight lines and gored skirt styles. Sizes 10 1/2 to 16 1/2.

**\$1.98**

#### Chubby Girls' Skirts

Chubby girls' wool flannel skirts in swirling styles. Stitched down gored skirt with zipper style. New life colors in wine, teal, navy and brown. Sizes 10 1/2 to 16 1/2.

**\$1.98**

#### Chubby Sweaters

Full cut coat style, all-wool zephyr sweaters for the chubby girls. Shoulder-flex construction and completely hand sewn. White and deep-tone colors. Sizes 8 1/2 to 16 1/2.

**\$1.98**

#### Chubby Girls' Undies

Cotton Slips for chubby girls. Neatly tailored of fine quality muslin. Slenderizing lines. Sizes 8 1/2 to 14 1/2. **\$1.98**

Rayon Crepe Slips for chubby girls. Lace top and ruffle bottom. Reinforced seams for long service. Tea rose. Sizes 8 1/2 to 14 1/2. **29c**

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### ... and Another Rare Value! Children's SHOES

at **\$1.99**  
PAIR

With These Features:

- Made over lasts that fit growing feet! A, B, C, D widths.
- Sizes 8 1/2 to big 3 in the group!
- Black or brown smooth leather uppers and black patent.
- Either high shoes or oxfords!
- Constructed so re-soles is easy.
- Flexible, chrome-reinforced, water-resistant soles. Lasted heel seat.

—Downstairs at Ayres.

