

# AYRES DOWNSTAIRS STORE



New Hats

Are Flattering  
and Easy to Wear!

A Large Selection  
In Soleil  
Finish and  
Plain Felt

\$3

—Downstairs at AYRES.

Borrowed from  
Brother!

Wool-and-Camelhair \*

Boy Coat

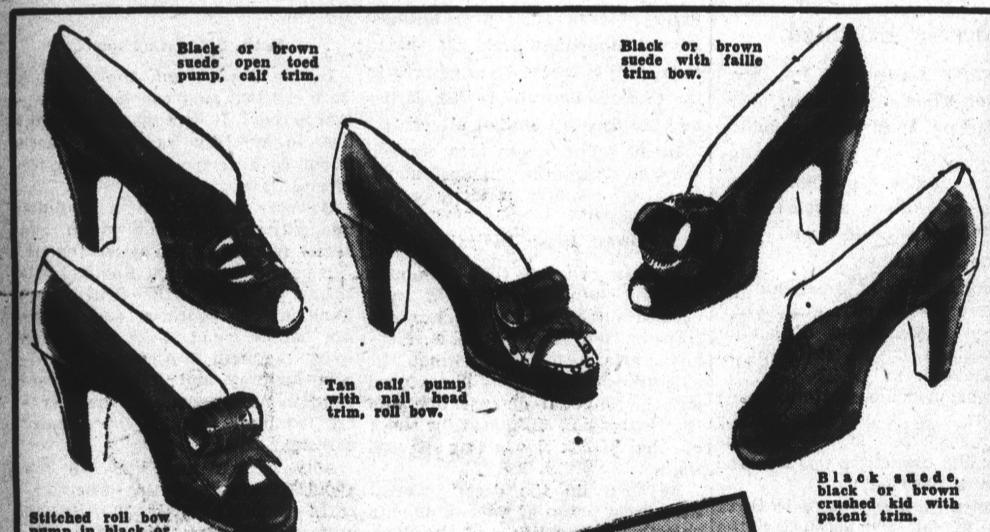
\$21.95

SIZES 12 to 20!

Brother, I've borrowed your coat! Well, not exactly, but I've copied its style, and all the qualities I've always admired in your clothes—casual lines, ruggedness, ease in motion. My Boy Coat is wonderfully warm wool and camel's hair. It's geared to give me day in, day out service, and I'm going to wear it from now on for school or play. It comes in single or double breasted styles, with large peaked lapels, two generous pockets, a vent back, and smoked pearl buttons. The lining is Duchess rayon satin.

\* 45% new wool, 15% reprocessed wool, 10% Camel's Hair.

—Coat Department, Downstairs at AYRES.



Enchanting Footnotes  
to Autumn Fashion!

American Girl  
American  
Area Shoes  
\$5.00 PAIR

These are the prettiest shoes that ever stepped out to meet a Fall. You'll wear them everywhere—day in, day out—because they're so smart, so comfortable! Some are suede, some are calfskin, all designed to make your feet look their loveliest, their most feminine.

TANS • BROWNS • BLACKS

Downstairs at AYRES

Black, tan or brown  
gandy calf pump  
too spectator.

Black, tan or brown  
calf skin, mili-  
tary heel, roll  
bow.

Black or brown  
calf skin, mili-  
tary heel, roll  
bow.

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Back to  
School  
An Apple  
for the Teacher!

And for the mothers who send their young students back to school in clothes from Ayres Downstairs Store. They know how important the first day of school can be to the members of the Coke and Sub-Coke crowd. And they know that here, in this complete store on one floor they can find dozens and dozens of smart styles—all with wearable qualities—all with the stamina required for daily school wear—and all for Little Money!

(B) Red Shetland  
Jacket

Smart little slip-on for dresses and  
skirts. Bright red shetland jacket,  
with patch pockets, brass \$3.98  
buttons. Sizes 7 to 14.

Just the Skirt for the  
Jacket

Plaids or solid color skirts, per-  
fect for your red shetland jackets.  
Plaids or gored styles. \$3.00  
Sizes 7 to 14.

Clover Cotton Blouses

In white broadcloth or white with  
color. Both with demure Peter  
Pan collars, short puffed  
sleeves. Sizes 7 to 12.

—Youth Center,  
Downstairs at AYRES.

(C and D)  
CINDERELLA  
Wash Frocks

\$2.00

Spirited little frocks that wash  
and wash, and wear beautifully.  
C. Elthine plaid, also in floral  
prints, solid colors, checks.  
Trimmed with smocking applica-  
tions or ric-rac braid. Sizes 7 to  
14. \$2.00. Youth Center.  
D. Dreamy and demure little  
plaid, also in solid colors with  
or contrasting trim. Sizes 3  
to 6x. \$2.00. Tots Department.

(A) Gay Wool Skirts

Diminutive and demure wool  
skirts for young pigtailers on their  
way to school. Sizes 3 to 6x.

\$2.00

Broadcloth Blouses

Neat and sweet little blouses in  
tailored or novelty trim. \$1.19

—Tots Department.

Downstairs at AYRES.

Protect Growing  
Feet With  
"Red Goose"  
SHOES  
\$3.85



"Red Goose" shoes with "all  
leather in vital parts" provide  
the perfect fit and durability  
every school child needs for  
school. They're smart, comfortable,  
wonderfully sturdy, and  
all with solid leather soles, in-  
soles and counters.

—Children's Shoe Department,  
Downstairs at AYRES.

Wool and Rayon  
Plaid Skirts

For School Wear

\$2.25

Perf gay plaid skirts in wool and rayon, prac-  
tically perfect for classroom or campus! In  
flared styles with front and back inverted  
pleat, or bias cut gored styles with six front  
pleats. Both have button plackets. Sizes 24  
to 30.

Long-Sleeve SHIRTS  
\$2.25

You'll want several of these sudsable rayon  
shirts for your back-to-school wardrobe—  
they're so becoming, so practical with your  
skirts or suits. Note the pearl buttons, the  
stitched pocket trimming, and the convertible  
collars. In green, red, white, maize and brown.  
Sizes 32 to 36. —Sportswear Department,  
Downstairs at AYRES.



Now's the Time to Buy  
Boys' Mackinaws  
\$7.95



In all-over plaids with two zipper pockets and two  
slash pockets! Double breasted, three piece belt  
model with attached hood. Blue, green, wine and  
brown. Sizes 4 to 18.

—Downstairs at AYRES.

SEW and SAVE

—Then Back to School!

"Durbar" Pinwale  
Corduroy  
\$1.00

36-Inch widths in fast colored corduroy,  
light weight, but sturdy enough to stand up  
under daily school wear. In ten wonderful  
Fall shades:

Alpine Rose

Copen

Rum Brown

Bright Red

Kelly Green

Burgundy

Dark Green

Cuban Rust

Royal Blue

Beige

Other Narrow Wale  
Corduroys, 79c Yd.

—Downstairs at AYRES.



Boys' Polo Shirts

79c

Long-sleeved cotton basque  
polo shirts with zipper top.  
Brown, green, blue and wine.  
Sizes 6 to 18.

Crew Socks, 35c  
Blazer striped crew socks for  
back to school wear. Sizes 6  
to 12. 35c or 3 for \$1.00.

—Boys' Department,  
Downstairs at AYRES.

