

AYRES DOWNSTAIRS STORE



New Hats
Are Flattering
and Easy to Wear!

A Large
Selection
In Sole
Finish and
Plain Felt

\$3

—Downstairs at AYRES.

**Borrowed from
Brother!**

Wool-and-Camelshair *

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.

* 85% new wool, 15% reprocessed wool, 10% Camel Hair.

—Coat Department, Downstairs at AYRES.



**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 buttons. Sizes 7 to 14. **\$3.98**

Just the Skirt for the
Jacket

Plaids or solid color skirts, perfect for your red shetland jacket. Pleated or gored styles. Sizes 7 to 14. **\$3.00**

Clever Cotton Blouses

In white broadcloth or white with color. Both with demure Peter Pan collars, short puffed sleeves. Sizes 7 to 12. **79c**

—Youth Center,
Downstairs at AYRES.

(C and D)
CINDERELLA

Wash Frocks
\$2.00

Spirited little frocks that wash and wash, and wear beautifully. C. Blithe plaid, also in floral prints, solid colors, checks. Trimmed with smocking applique or ric-rac braid. Sizes 7 to 14. **\$2.00**. Youth Center.
D. Dreamy and demure little plaid, also in solid colors with self 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. Straight or pleated styles in plaids or solid colors. Sizes 3 to 6x. **\$2.00**

Broadcloth Blouses
Neat and sweet little blouses in tailored or novelty trim. **\$1.19** med styles. Sizes 3 to 6x. —Tots' Department,
Downstairs at AYRES.

"Half the Fun
of Having
Feet"



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, insoles and counters.

—Children's Shoe Department,
Downstairs at AYRES.

**Wool and Rayon
Plaid Skirts**
For School Wear

\$2.25

Pert gay plaid skirts in wool and rayon, practically 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 38. —Sportswear Department,
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.



**Enchanting Footnotes
to Autumn Fashion!**

**American Girl
Arch 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.

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.



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.