

# FALL FASHIONS FOR THE LITTLE MISS

Now is the time to be fitting the little miss with clothes for school. And it's a wise mother who shops at our store, for we carry a large assortment of practical garments for the younger generation.

## School Coats for Fall

Made on growing lines that for style will appeal to the girls and for quality and price to you mothers. Many styles to choose from. Bloused or straight line backs, side ties, imitation fur or self collars. The materials include Velour, Polaire and Cassimeres in various shades of blue and brown.

Coats for Girls 6 to 9 at \$4.95, \$6.95 and \$7.95  
Coats for Girls 10 to 14, \$7.95, \$9.75 and \$10.75



### HOSIERY FOR STURDY SCHOOL CHILDREN

When a woman can select school hosiery for all the children in one place, shopping becomes a real pleasure. To her, this hosiery section becomes something more than a place to occasionally buy a pair of stockings. It becomes a real factor of service, a guide to hosiery VALUE and ECONOMY.

### Allen A Hosiery

Style with us is nothing vague or indefinite. We interpret it to mean "smartness," good appearance and quality—plus exceptional durability.

The long wearing qualities of ALLEN A Hosiery for children make it much less expensive than ordinary brands of doubtful quality offered sometimes at "bargain prices," but which nobody wants to buy a second time.

EVERY PAIR OF ALLEN A HOSIERY WE SELL IS SOLD WITH A QUALITY PLEDGE THAT MEANS SOMETHING: A PLEDGE OF STYLE THAT WEARS.



## Hose for Girls

Medium weight cotton, made with reinforced toes and heels, black and cordovan, pair..... 30c and 35c

Fine quality mercerized lisle hose, made with reinforced toes and heels, black and cordovan..... 45c and 50c

## Hose for Boys

Heavy ribbed cotton, made with reinforced toes and heels, black and brown, all sizes, pair..... 35c

Extra heavy ribbed cotton hose, made with reinforced toes and heels, black only, made to stand the hardest wear, pair..... 40c and 50c

### Girls' School Sweaters Specially Priced at \$2.98

Girls' coat style wool sweaters, two pockets, belted, pockets and collars trimmed with contrasting colors. Colors: Buff, Harding and Jockey. Priced very special at—

\$2.98

### Girls' Sateen Bloomers

Bloomers for girls 6 to 14 years, made of good quality sateen in black or white, elastic top, the pair—

65c

### Famous "Munsingwear" Union Suits

In the fall and winter weights. "Munsingwear" is famous for its perfect fit and long wearing qualities. Comes in fine cotton or wool mixed garments. Priced at the suit—

\$1.25 to \$2.75

### Umbrellas That Shed Rain

Girls' umbrellas, made with ring handles, seven rib frame and good quality cotton top, priced at each—

95c and \$1.25

## School Days Are at Hand

Once more you parents are directing your time and energy in buying the proper apparel for son and daughter. You are entitled to the most in value for every dollar you spend. Make this store your shopping headquarters.

**Larger Stocks, Better Quality Merchandise and Lower Prices** make it the ideal place to trade.



## School Days

One thing that will strike a happy chord with the boy though, is a new suit bought at our store now. It will give him a certain amount of pride and take away any gloomy thoughts he may have of getting back to books and study. Mothers, too, will appreciate our offering in

## Two Knicker Suits at \$9.85

Cassimeres, worsteds and serges, made up in the new belted styles for boys 6 to 14. Each suit has two pairs of full lined trousers. New brown, gray and blue colorings.

### A Sale of Boys' \$2.00, \$2.50 and \$3.00 Xtra Knicker Pants

\$1.65

These extra pants are in all wool and wool filled materials, fully lined, sizes 6 to 14 years, brown and gray mixed patterns.

### Boys' Pull-Over Sweaters \$3.95

School sweaters for boys of the popular pull-over style, black, maroon and blue with body stripes of orange. Sizes 28 to 34.

### "Munsingwear" Union Suits for Boys at \$1 to \$3

We carry this famous make of union suits for boys in cotton and worsted and in weights for fall and winter. Well made, perfect fitting and long wearing garments are "Munsing."



## Youth's First Long Pants Suit

Tailored of all wool cassimeres and serges. Sizes 30 to 36 chest measure. Stylish are these suits, for they are made up in the new belted models and all the newest fall colorings: blue, gray and brown mixtures, stripes, checks, etc. Moderately priced at—

\$18.00    \$20.00    \$22.50

Every pair of "Diamond Brand" shoes is made of solid leather because there is nothing as good as leather for making shoes. Solid leather shoes give better wear than shoes which contain substitutes. The heels, counters, insoles and outer soles are solid leather, well put together. We offer you the following styles at prices no higher than shoes of inferior quality are often sold at:

Misses' mahogany brown calf, round toe, "Nature's last," rubber heel, all solid leather.

Sizes 11½ to 2..... \$3.35  
Sizes 8½ to 11..... \$3.00

Boys' black waterproof blucher, heavy chrome leather, solid leather counter and leather soles.

Sizes 2½ to 5½..... \$3.65  
Sizes 11½ to 2..... \$3.25  
Sizes 9 to 11..... \$2.95

Misses' black gun metal, round toe, "Nature's last," rubber heel, all solid leather.

Sizes 11½ to 2..... \$3.25  
Sizes 8½ to 11..... \$2.85

Misses' 8-inch top English sport last, brown calf, rubber heel, fancy perforated toe, welt, guaranteed solid leather.

Sizes 11½ to 2..... \$3.90  
Sizes 8½ to 11..... \$3.35

Misses' 8-inch top English sport last, black gun metal, rubber heel, welt, guaranteed solid leather.

Sizes 11½ to 2..... \$3.25  
Sizes 8½ to 11..... \$2.85

Boys' black calf dress shoes, blucher, medium weight sole, rubber heel.

Sizes 2½ to 5½..... \$3.25  
Sizes 11½ to 2..... \$2.95

**Helliwell, Bangs & Marksbury**  
*The Daylight Store for Quality and Service*