

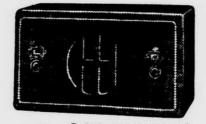




Vibro-Power 10 tube Double Action



ower 10 tube Double-Action Multi-Wave Selyne receiver for regular broa ms and short wave broadc



\$3495 Stable portable re-

Only American Bosch Has-VIBRO-POWER

The Great New Radio Discovery

With the Presentation of Vibro-Power, American Bosch Announce a Great Radio Contest

\$10,000 in Prizes 93 Separate Awards

For the Best 50-Word Essay on "Why My Favorite Radio Stars Sound More Lifelike Over an American Bosch Vibro-Power Radio." Read About it on Page A-12

1st Prize, \$2,500; 2nd Prize, \$1,000; 3rd Prize, \$500. 90 Other Awards.

Get Your Entry Blank and Details of the Contest Now, in Our Radio Department-Fourth Floor.



The Smart Younger Set Comes to Us for

COATS

YOUNGER MEMBERS prefer Tally-ho Fleeces-warm **S** little coats with matching beret and leggings. Blue, green, **tan**, or brown; sizes 2 to 6. Other coats, \$7.95 to \$39.50.... 0.75

JUNIOR MISSES choose these good-looking swaggerline coats in treeds. Brown, rust, green, and tan are favorite colors. And they must have big, high-buttoning raccoon collars; sizes 11 to 17. Other coat fashions, \$29.50 to \$79.50 **Q**.50

GIRLS like the well tailored swagger polo coats—in warm samelshair—double breasted. In natural tan, brown, blue or green—7 to 14. Other coat fashions, \$10.75 to \$39.50...... **Z**.75

JUNIOR MISSES', GIRLS' AND JUVENILES' APPAREL, FOURTH FLOOR.

Has Very Decided Ideas

SHOES

And these are the most popular choices-for all occasions-at a most popular price.

Girls' Kiltie Tongue Oxfords, in a deep tan elkskin-sizes 31/2 to 8......\$5 Patent Leather Opera or Strap Pump-for "very best" occasions\$5

Boys' Moccasin-toe Oxfords-built to withstand really hard wear, sizes 21/2 to 8....\$5

Not Sketched-

Girls' official Scout Oxfords\$5 Prince of Wales Tie \$5

CHILDREN'S SHOES, FOURTH FLOOR.

"Jack and Jill" Sundae

-is just about the best treat you could possibly have. So, if you are coming to shop tomorrow, do ask Mother to bring you to the Children's Fountain Room for lunch-and do have a "Jack and Jill" Sundae.

FOUNTAIN ROOM ADJOINING DOWN STAIRS STORE.



