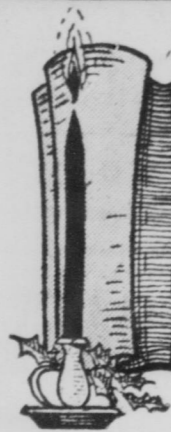
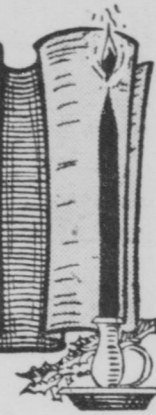


JUST 15 SHOPPING DAYS UNTIL CHRISTMAS



# AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family



*Wives! Mothers! Sweethearts!*

Here's the Gift Opportunity  
You've Been Waiting For!

*Beginning Tomorrow at 9!*

Your Choice of These Monograms:  
(Please Order By Number)



1.



2.

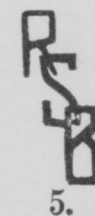


3.

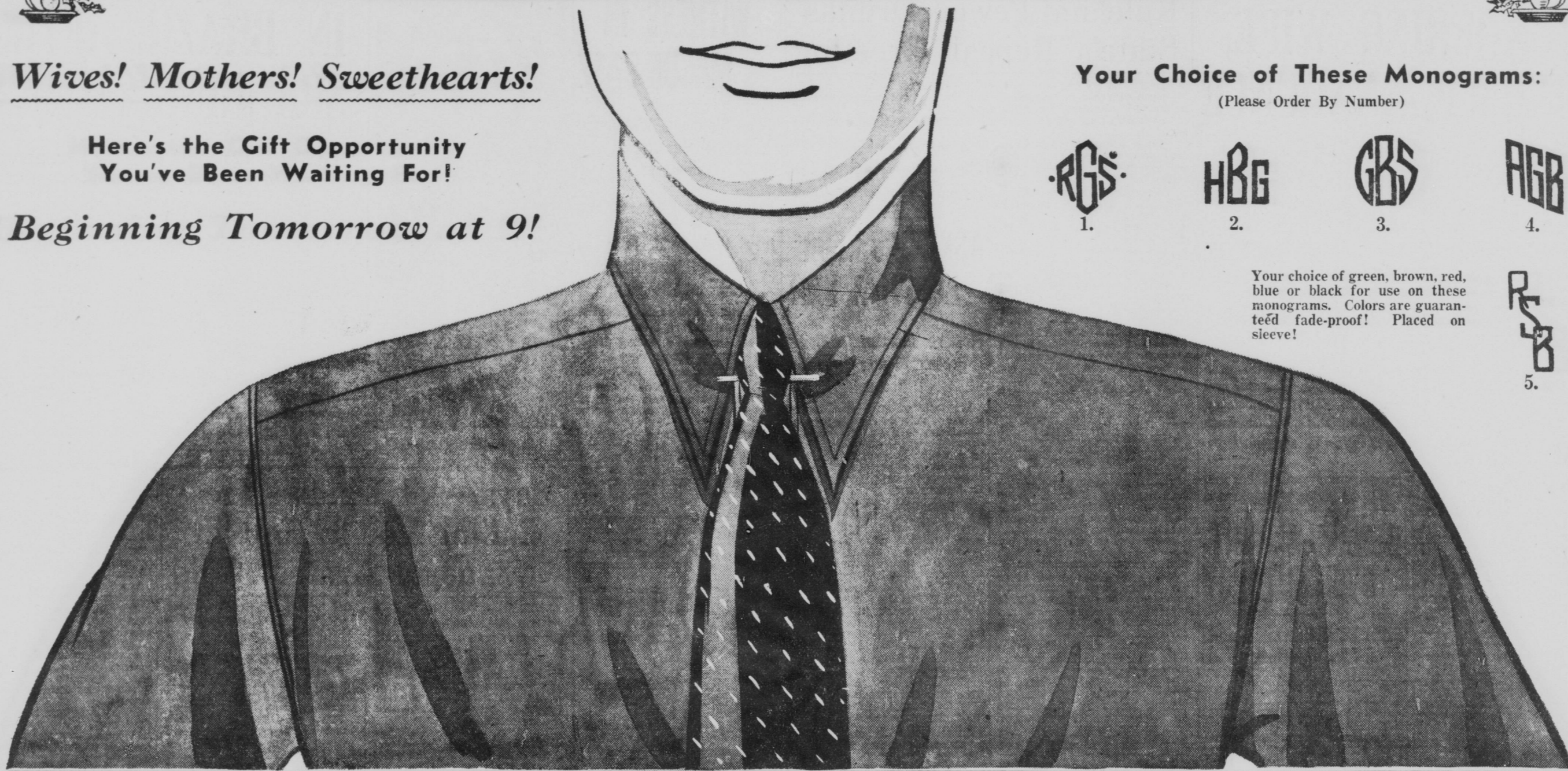


4.

Your choice of green, brown, red,  
blue or black for use on these  
monograms. Colors are guar-  
anteed fade-proof! Placed on  
sleeve!



5.



*For a Limited Time Only!—Ayres Downstairs Store Presents...*

## A Great Gift Sale of MEN'S "BELNORD" SHIRTS

### MONOGRAMMED to Your Order!

Hold your breath! Here's the most exciting news you've had in a long time! **THOSE FAMOUS "BELNORD" SHIRTS** can now be had *monogrammed* to your order, at sale prices much lower than the usual price of the shirt without a monogram. "Belnord" means fine quality and perfect fit, and we think they are the best shirt on the market today because of these eight superior features:

4-Hole ocean pearl buttons—7 buttons down the front—Cut Full Length—Center box pleat extends to shirt hem—Extra Fine Stitching—Cuffs carefully tailored—Plenty room at the shoulder—Uniform collar points.

**\$1.00**

(Price Includes Monogramming)

Belnord, full preshrunk shirts with perfectly fitting collars. In the colors that will show off the monogramming on the sleeve. In broadcloth of good quality. All collar-attached styles . . . Neckband styles in white only. Sizes 14 to 17.

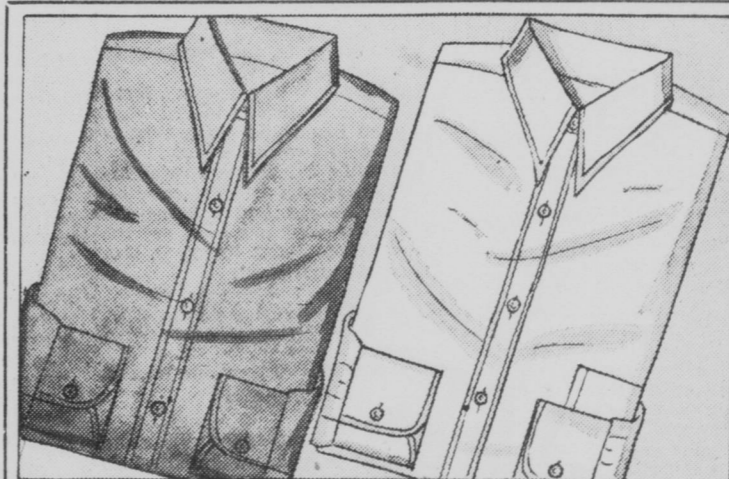
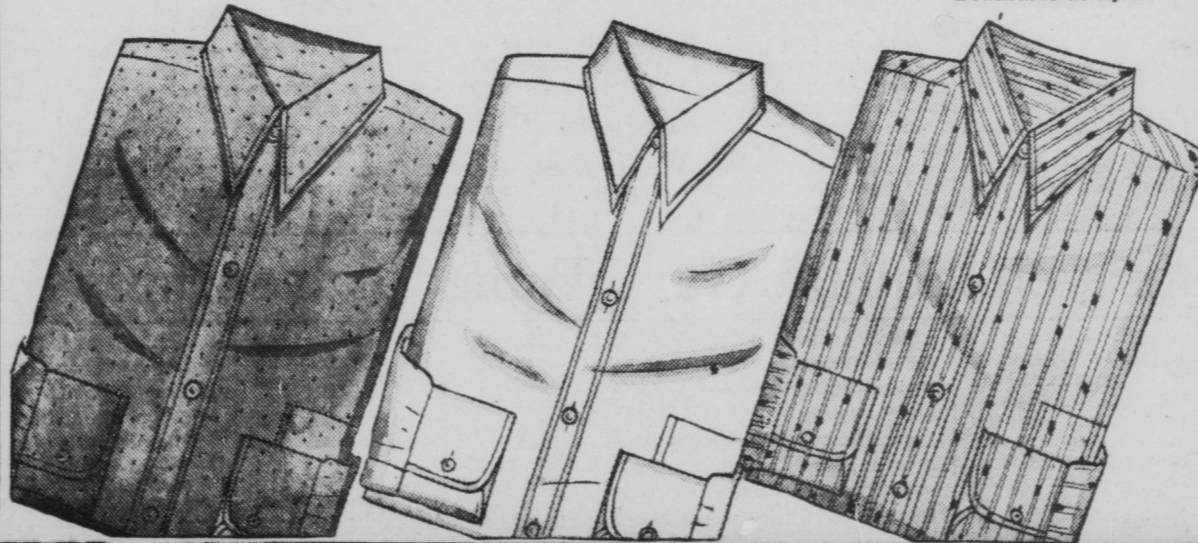
• Plain White • Plain Color  
• Fancy Patterns

**\$1.29**

(Price Includes Monogramming)

Belnord super quality, preshrunk plain colored gift shirts. Fine woven broadcloth, all fast colors. In all the popular shades so suitable for perfect monogramming. Sizes 13½ to 17. Collar attached styles. Also neckband style in white only.

• White • Tan  
• Blue • Green  
—Downstairs at Ayres.



...and a Sale of  
Our Famous

### "Silverloom" Shirts

For **Only 77c**

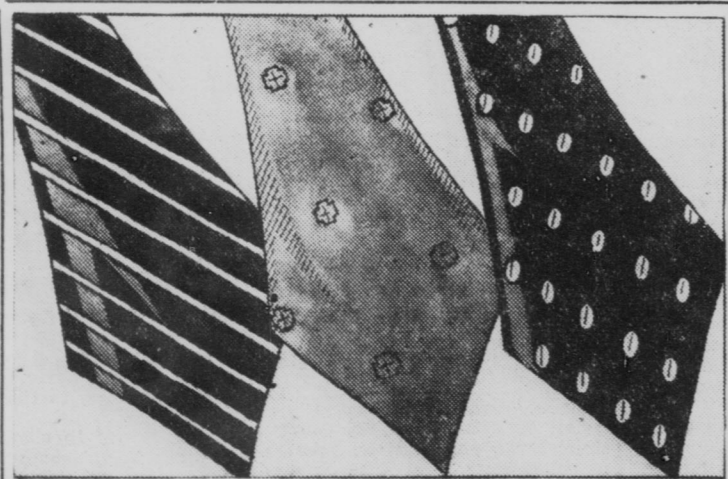
Does Not Include Monogramming!

A gift Shirt that is sure to click with all the men on your Christmas list . . . because they are so well-made and fit so perfectly at the collar. Full-cut, with fine ocean pearl buttons. Plain colors in white, tan, green and blue. In sizes 14 to 17, with sleeves of corresponding lengths.

Men's Pajamas, \$1.00

Good looking coat style pajamas. Plain white or neat woven stripes. These are brand new and just on sale for the first time tomorrow. Sizes A, B, C, D.

—Downstairs at Ayres.



### A Companion Sale of Hand-Tailored Neckties **69c**

A group of beauties that will be "his" pride and joy! Hand tailored—in patterns and colorings that you will be proud to give. Full length and full of resilience for a smooth knot. Stripes, all-over designs and other combinations of delightful colors. Every one a sure winner!

**25c**

A splendid offering of Mogadores and fancy tipped-end gift ties. Your choice of patterns and colors. Stripes, dots, all-over design, diagonals, figures etc. You'll be surprised at their good looks and "Tieability."

**85c**

A magnificent group of hand-tailored ties. Resilient construction. Patterned after high priced imported and domestic designs. Will tie beautifully. Both ends tipped. In a large assortment of colors and designs.

—Downstairs at Ayres.