

JUST 14 SHOPPING DAYS UNTIL CHRISTMAS

AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family



Hurry! Order Now in Our Gift Sale of Men's Monogrammed "Belnord" Shirts



Your Choice
of These Smart
Monograms:

(Please Order By Number)

1. RGS.

2. HBG

3. GBS

4. AGB

5. RSB

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

You Get "Belnord" Quality and a Smart 3-Letter Monogram at Special Sale Prices!

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 superlative 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 13 1/2 to 17. Collar-attached styles. Also neckband style in white only.

• White • Tan
• Blue • Green

—Downstairs at Ayres.

Men's Smartly Tailored 2-Pants Suits Topcoats and Overcoats

\$12.95

The Suits have smart styling, faultless tailoring and fine fabrics! The selection and assortment is large enough that we can fit you no matter what size you require, in regulars, longs, stouts, slims. Fine looking single or double breasted models. The value is exceptional for times like these, especially since you get 2 pairs of trousers.

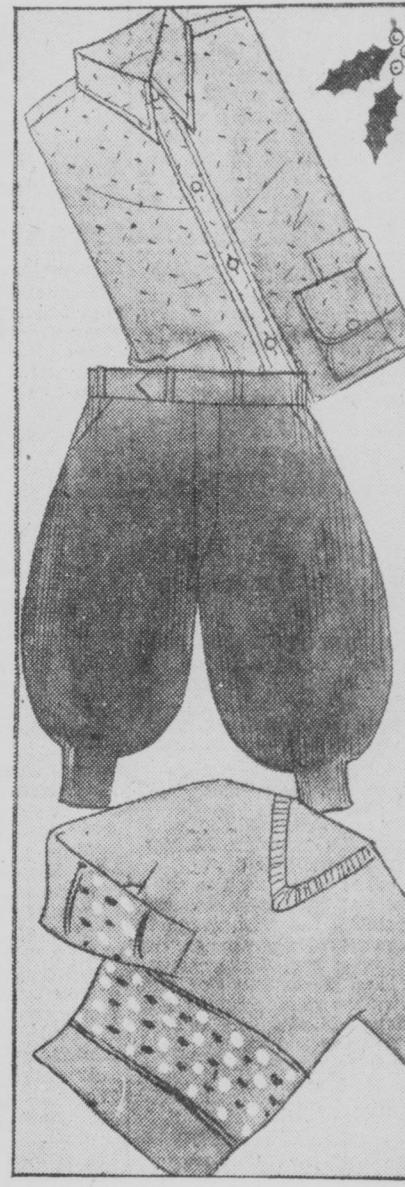
Topcoats and Overcoats are also exceptional in value. You'll get good service... good looks... smart tailoring in each garment. They're garments that you can wear with real satisfaction for they have the correct styling for this season, they come in blues, grays, browns and tans. Half and full belted styles. Models for men and young men!

—Downstairs at Ayres.



It's an EASY Job to Choose Gifts for Boys ... In Ayres Downstairs Store!

So many people dread to buy gifts for boys... because they feel that boys are so CRITICAL! However, that is no problem at all... if you'll do all your "boy shopping" in our great Downstairs Boys' Department! Everything under the sun that a boy wears can be bought here... in just the styles, colors, and qualities that he prefers! Every item is sturdy enough to give rough-and-tumble service—yet is priced quite low!



Fast Color Gift Shirts

Give a good shirt... we think there is none better than these well made, full cut, perfectly fitting "Model" Shirts. White, blue, green, blue and fancy patterns. All fast colors, and the kind that boys will feel proud to wear. Sizes 8 to 14 1/2.

88c

Boys' Corduroy Knickers

\$1.98

Fancy corduroys in grays and tans. Full lined for warmth. Knit grip bottoms for a neat appearance. Sizes 6 to 14.

Fancy Corduroy Jackets

\$4.98

Good looking, warmly lined jackets in either gray or brown. Zipper front in sizes 6 to 18.

Boys' Warm Sweaters

\$1.19

Heavy serviceable weight sweaters, part wool. Plain colors and border trims—brown, green, grays, blues and maroons. Sizes 28 to 36.

"Mickey Mouse" Sweat Shirts

69c

Popular fleece lined mickey mouse sweat shirts the delight of any boy. Fast color stamp. White, tan, blue or gold. Sizes 24 to 32.

Boys' Corduroy Overalls

\$2.39

Plain colors in good looking and long wearing corduroy overalls. Belt and suspenders attached. Sizes 5 to 12 only.

Boys' Leatherette Coats

\$2.98

Black leatherette warmly lined with sheep's wool. Large furry collar that can be turned up around the face. Sizes 6 to 16.

—Downstairs at Ayres.



All-Wool Jersey Brother-and-Sister Suits

89c Each

Dress-up brother and sister alike in these matching suits of jersey. Short pants with elastic at waist or tiny pleated skirt on muslin waist. Both have slipover blouses. Applique or embroidery trim. Combined shades. Sizes 2 to 6.

Children's Wash Dresses, **98c**

Prints, lawns, broadcloths. All new styles in dainty patterns. Puff sleeves, ruffles, ties. Fast color. Sizes 1 to 6.

Boys' Wash Suits, **59c**

Fruit-of-the-loom cloth. Button at waist style. Some belted. Some collar styles, vat dye. Plain shades or combinations. Sizes 3 to 6.

Infants' Walking Dresses, **89c**

Pastel shades in silk, with dainty embroidery trim. Some collars others smocked and button trimmed. Sizes 1 to 3.

Nursery Chairs, **\$1.69**

Green enamel chairs with delightful nursery designs and beads. Enclosed commode. A very, very special gift sale price!

Children's Snow Suits, **\$1.98**

Tan or navy chinchilla with helmet to match. Button-down the front style. Collar and belt trim. Small sizes.

Coat Sets, **\$1.79**

Coat and beret to match in chinchilla for baby. White, pink or blue. Hand embroidered. Warmly lined. Collar style. —Downstairs at Ayres.

Dolly Goes a Traveling

98c Complete

"Bobby Anne" is all set for going places and doing things. She has a complete change of costume for morning through evening. If you don't want to take Dolly and her wardrobe, the trunk is large enough to carry a few "Personals" in.

Electrically Lighted
Dump Trucks, **29c**

Gleaming red trucks that have solid rubber tires, 2 headlights that light when you turn them on. Solidly constructed to stand a lot of abuse. Eveready battery used for lights.

Rubber Bodied
Baby Dolls, **\$1.00**

The body is made of rubber so it can be bathed very, very often. The head is made of composition with eyes that go to sleep. Both the arms and the legs are movable! Fully clothed with diaper!

—Downstairs at Ayres.

