



Choose "The Lounger's Gift" NOW
From the "One-Stop" Men's Shop!

**Men's Wool
Flannel Robes**
\$4.95

Choose a smart robe and you'll be sure to make a big hit with "Him." He'll LIKE it and wear it the year round. Our robes are all-wool flannels, smartly cut full for comfort and action. Shawl collars with belts and pockets. Plain colors with contrasting trim. Small, medium and large.

Other Gift Robes
\$3.49 to \$5.98

A splendid assortment of men's robes in all-wool flannels, bacon cloth, blanket cloth and brocade materials. All are cut full and well tailored. A complete color assortment and size range for your selection.

—Downstairs at Ayres.

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—Downstairs at Ayres.

We Want Ski Suits, Cry the Younger Generation!

**Girls' All-Wool
Twin Sweater Sets**
\$1.98

Festive twin sweater sets in brown, green, navy, red colors. A warm coat sweater with a contrasting slipover. Sizes 8 to 16 years.

Girls' Wool Skirts
\$1.98

All-wool flannel skirts in the new swing styles. Well tailored with kick pleats and pockets. Fully cut for perfect fit. Brown, green, navy, colors. Sizes 10 to 16 years.

—Downstairs at Ayres.

Mix Your Own Ski Suit From This Group of Ski Jackets and Pants!

Ski Jackets \$3.98

Ski hounds will love these bright plaid jackets! They're wool too, and warmly lined. A gay color assortment to choose from. Double-breasted style with belt. Sizes 8 to 16 years.

Ski Pants \$1.98

All-wool ski pants, full cut and well made. Plain colors in navy, brown or green. Knitted cuff bottoms. Buttons at side. Sizes 8 to 16 years.

Scarf & Beret Sets . . . \$1.00

Perky styles in knit, brushed wool and Hiland plaids. 2-piece sets. She'll adore to find this under the tree on Christmas morn.

—Downstairs at Ayres.



AYRES DOWNSTAIRS STORE

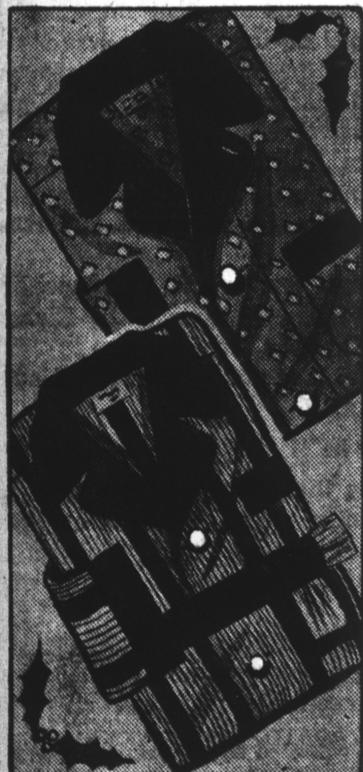
A Popular-Price Gift Store for the Whole Family



Santa
Says—

"Christmas will be the merrier if you choose all 'HIS' gifts in the 'ONE-STOP' MEN'S SHOP! I've made this complete men's store my gift headquarters for the past 16 years, and I've had no complaints from any of the thousand homes I've visited! Here are some real 'hot gift tips' sure to please any man on your gift list!"

Men's "Lounge" Pajamas



A Complete Christmas Gift
Assortment of Styles and Sizes!

\$1.98
EACH

The men on your gift list are bound to like these pajamas! You'll find just what you want in our complete assortment of colors, patterns and sizes. Coat styles with matching collar. Slipover, high neck style. Novelty prints and assorted patterns. Sizes A, B, C, D.

Men's Gift Pajamas

Fast color broadcloths, full cut for comfort and service. Coat or slipover styles in plain and patterns. Sizes A, B, C, D.

\$1.19

Men's Novelty Pajamas
Fancy broadcloths, novelty prints. Slipover and coat styles with collars. Sizes A, B, C, D.

\$1.39

—Downstairs at Ayres.

"Belnord" Gift Shirts



Make Real MEN'S Gifts!
SEVEN Popular Shades!

\$1.39
(3 for \$4.00)

These shirts are "Tops" with men! They like their generous cut, patterns, smart styling. Broadcloths and madras fabrics in a strong close weave to give good service. Printed and woven patterns, whites and dustones in SEVEN popular shades. Majority of the collars wrinkle-proofed to look neat all day long. Sizes 13 1/2 to 17; sleeves 33, 34, and 35 in group.

Other Gift Shirts . . . \$1.00
—Downstairs at Ayres.

Men's Gift Gloves
\$1.19

Snap style. Excellent wearing quality. Sizes 8 to 10 1/2. Light colors. Also grey gloves in sizes 8 1/2 to 10 1/2.

Gift-Boxed Suspenders
\$1.00

Extra length in assorted colors and patterns. Come in Scottie box which can be used for cigarettes. A practical gift at \$1.

Men's Gift Scarfs
\$1.00

All wool with fringed ends. Assorted patterns. Red, blue, tan, black and gray. Hell like one of these sporty scarfs!

Men's Gift Ties
\$1.00

You could pick one of these ties blind-folded and make no mistake. They're so good! Resilient construction, wool lined. Assorted colors and patterns. —Downstairs at Ayres.

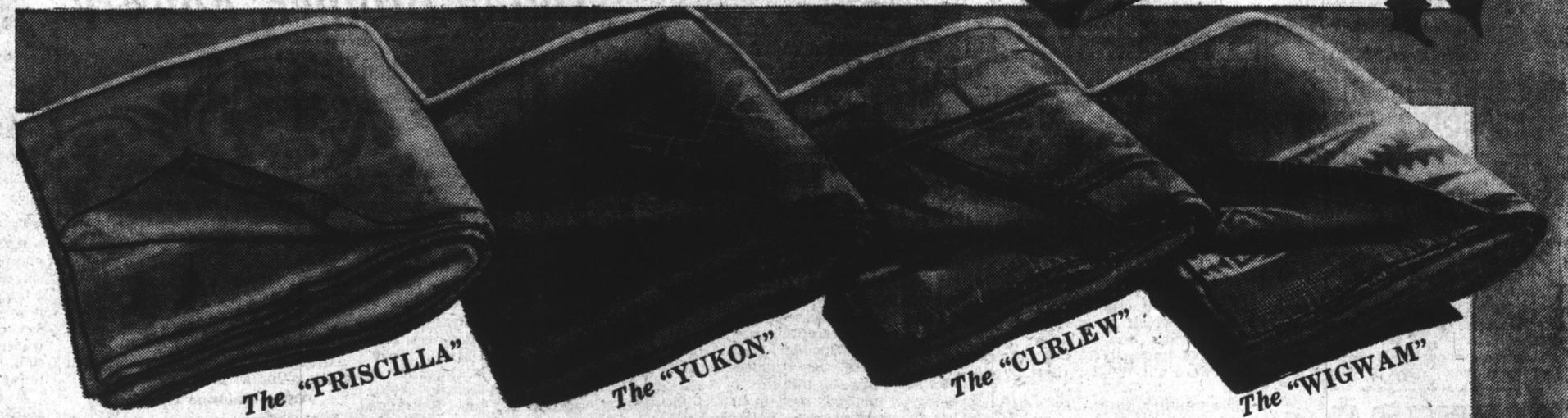
**GIFT
SALE!**
**PART
WOOL
BLANKETS**

72x90
Inches
\$2.98
PAIR

Extra
Long

Double Plaid Blankets in Bright Colors!
Weight 4 Lbs. . . Warmth Without Bulk

Blankets are always appropriate gifts for home lovers . . . and these are so beautiful that they're sure to receive a warm welcome. 72x90 inches, extra long size to tuck down under, so that toes won't freeze. Choose from bright plaid colors in blue, rose, green, lavender and gold. All have matching binding. Not less than 5% wool.



Yours for a Warm Christmas!

SALE! Beacon Blankets

The "Priscilla"

\$2.98
EACH

A soft, warm blanket in dainty pastel colors with a beautiful Jacquard Border. This blanket is an exceptional quality as well as an exceptional value at this price.

The "Yukon"

\$3.98
EACH

A heavy, rough and ready blanket as its name implies. Size 72x84; four-pound heavy. An excellent wearing beautifully styled blanket.

The "Curlew"

\$2.98
EACH

This beautiful novelty plaid blanket comes in an attractive array of pleasing colors. The "Curlew" is an excellent quality blanket and is ideal for household use or gift.

The "Wigwam"

\$2.98
EACH

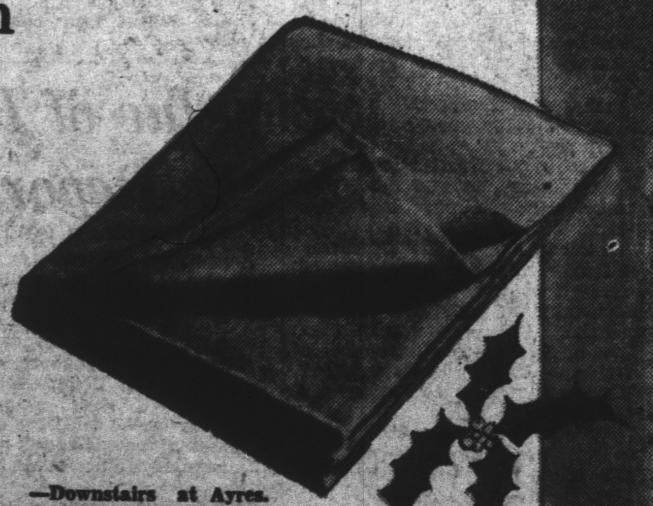
A beautiful Indian Design blanket in TRUE Indian Colors. Besides being a good blanket, this blanket may also be used as a couch cover or motor robe.

To Give With Pride on Christmas Morning!

72x90 Imported English Wool Blankets

\$5.95
EACH

When you inspect these blankets we want you to note these points: 1. Extra long 2 1/2 yds., approximately 2 yds. wide; 2. extra heavy yarns used; 3. double napped top gives rich, fluffy appearance; 4. single napped back allows blanket to retain more tensile strength. Don't fail to see these blankets tomorrow—you'll want a pair for yourself as well as for gifts!



—Downstairs at Ayres.