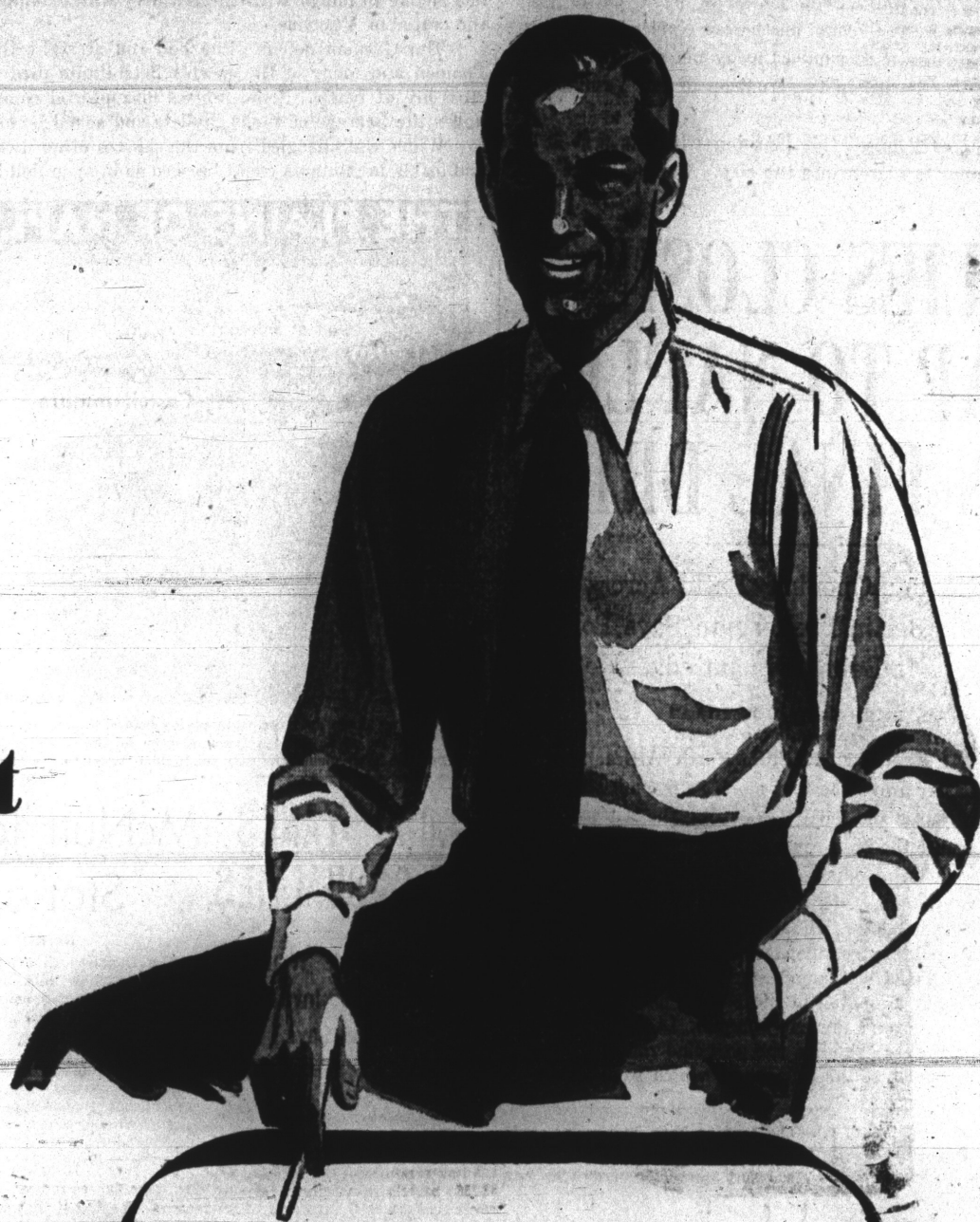


All shirts are not created equal!

the
AYRESHIRE Shirt
by Excello



your form
in fabric

Democracy notwithstanding, there are self-evident truths about Excello that set it apart from other shirts...the way custom-made shirts are set apart. This is no idle chatter... Excello Shirts are different. Excello answers a man's needs for a shirt shaped to the contours of his body. A remarkable new method of construction endows Excello with custom features...guarantees perfection in every detail of fit, comfort and appearance. *Excello Shirts priced from \$3 upwards.*

no bulge...

no bunch...

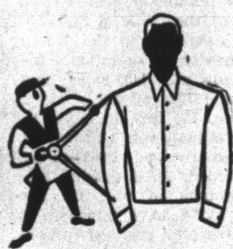
no sag or strain!

Men's Furnishings, Street Floor

Here's how the famous makers of this unique shirt overcome the long-suffered shortcomings of ordinary shirts:



*** Fabric Distribution...** By redistributing the fabric so that the shirt lies smooth and unruddled over your chest, with greater fullness at the back where fullness is required for ease in action.



*** Natural Sleeve Slope...** By setting the sleeves at the angle in which you naturally carry your arms...not at the customary awkward "scarecrow" right angle. This completely eliminates bunched surplus material under the arms.



*** Tailored Like a Jacket...** By patterning Excello after a fine tailored jacket, the entire body of the shirt is in balance, making for greater freedom of movement and comfort.



*** Costlier Workmanship...** The new sleeve setting...identical with the way a custom-shirt is made...entails a costlier single needle process unknown to ready-made shirts...lock-stitched, flat seams.

Prove to yourself the remarkable virtue of the Excello Shirt... for the first time, wear a shirt that is actually wrinkle-free, that sets you up with ace-high form and feeling.

L. S. AYRES & COMPANY