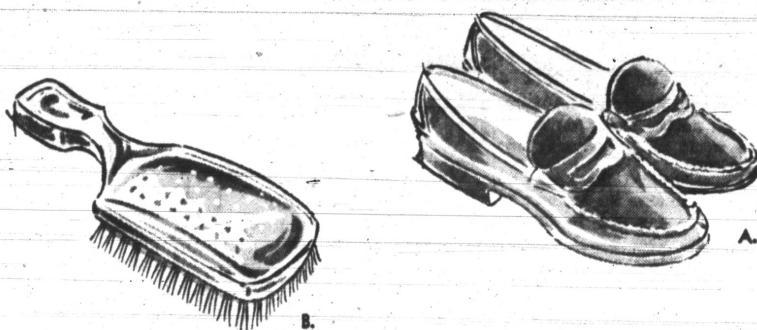


L. S. Ayres & Co. FRanklin 4411

THE MEN'S STORE COMPLETE ON THE STREET FLOOR

OPEN MONDAYS
FROM NOW UNTIL CHRISTMAS
SHOP 9:00 to 5:25
DAILY



We're Chock-full of Christmas Spirit...

At Ayres' Men's Store!

... so don't be surprised if the man selling those clever miniature hats is whistling "Jingle

Bells" ... and the lady behind the counter has donned a festive bit of holly. We

just can't help being enthused about this first Christmas in our new Men's Store ...

proud of our grand assortment of gifts ... and our conveniently located,

accessible counters. Come in soon ... we want to help you plan a merrier

Christmas for the men in your life!

(A) Heywood Hand-Sewn Loafers 11.95
Soft, flexible moccasins made to give
years of comfortable wear. Sizes 6 1/2-12.

(B) Mohawk Hairbrush 3.00
A clear Lucite brush with handle shaped
to-the-hand. Nylon bristles.

(C) King Accordion Tie Rack 3.95
Opens to bring 96 ties into full view—
closes to save space, prevent wrinkling.

(D) Prince Gardner Billfold 5.00 Plus Tax
The famous Registrar with detachable
card case. Brown or black goatskin.

(E) Tobacco Variety Kit 1.25
Five choice blends—one for every taste.
Packaged for easy mailing.

(F) Knox Hat Gift Certificates Give him a
miniature hat with a chance to choose his
own fine Knox. 5.00 to 20.00

(G) Hickok Belt 2.50
Black or brown seal top with smart leather-
edged buckle. Sizes 32 to 44.

(H) Kings Men Cologne 5.00 Plus Tax
Refreshing cologne or after-shave in a
handsome 23-karat gold-fried container.

(I) Men's Umbrella 7.50
Polished wood handle, with black cotton
cover. Other styles 5.00 to 25.00

A GIFT FROM AYRES' MEANS MORE

(K) McGregor Drizzler Jacket 10.95
Windproof—water repellent—washable—
ideal for the sportsman. Beige, grey,
green, maple, brown, maroon.

(L) McGregor Royal Aspen Shirt 7.95
Thick, warm all wool flannel in maroon,
red, green, brown, grey, tan.

(M) McGregor Sweater-Coat 5.95
A washable sweater featuring the Quick-
Exit zipper. Maroon, brown, blue, tan,
green.

TO THE MEN! We're even prepared to help you select gifts for the fair sex.

Consult the shopping guides ... ladies with ideas ... on our mezzanine.

