



If Men Wrote Letters to Santa . . .

this is the sort of thing that jolly old man would read . . . and the notes he would jot down for his next trip to Ayres' Men's Store.



He Needs a Rayon Brocade Robe

"Was my face red when early Sunday callers caught me in my robe, vintage 1890. One of those handsome jacquard rayons to give me that "well-dressed" look—but quick—is first on my list." **25.00**



Ask for a Hollywood Rogue

Shirt, Here

" . . . Something unusual, like that smooth "After-Hours" rayon tropical shirt with the tapered neckline. It's especially fine in puncheon, but grey, tan and maroon are nice, too." **10.00**



Flannel Sport Shirt for Jim

"Santa, you wouldn't forget a man who needs a warm wool flannel sport shirt, would you? Any color will do as long as McGregor does the styling." **7.95**



Golfer Wants a McGregor

Drizzler Jacket

" . . . and a McGregor's Drizzler Jacket would save me a lot of grief on rainy golf days. That water-repellent, windproof fabric is keen—and so is the Quick-Exit Zipper." **10.95**



And Tom Needs Sport Shirts

"I'm just plain out. Old Boy—not a decent sport shirt to my name. These good-looking gabardines or Tecas would fill the bill—the little woman likes them washable. Pastels or deep tones—like them all." **5.95 and 6.95**



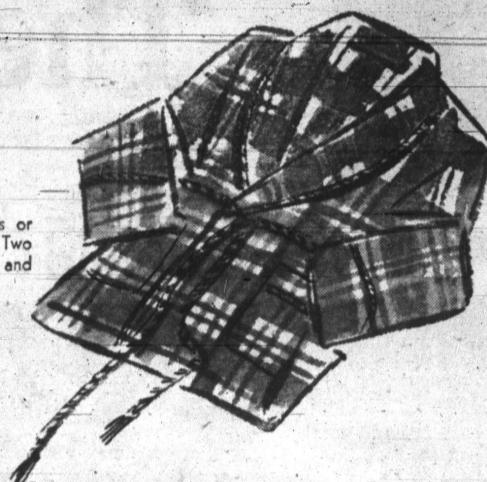
Ayres' Men's Store, Street Floor, South Building

L. S. Ayres & Co.



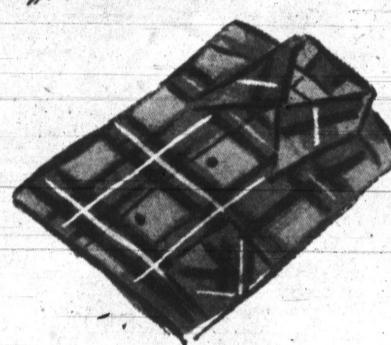
Beacon Robes

Thick, soft robes in bold plaids or solid tones with piped edges. Two roomy pockets. Maroon, blue and tan. Sizes 8 to 12. **7.50**



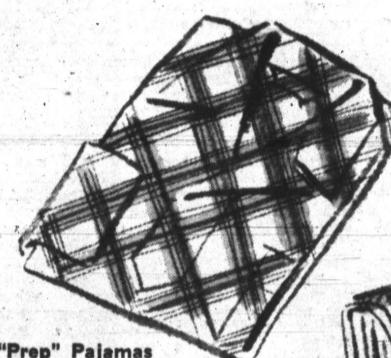
Spunray Shirts

Washable Spunray rayon styled for wear with a tie or as a sport shirt. Long sleeves. White, grey, green, blue and tan. Sizes 6 to 12. **3.50**



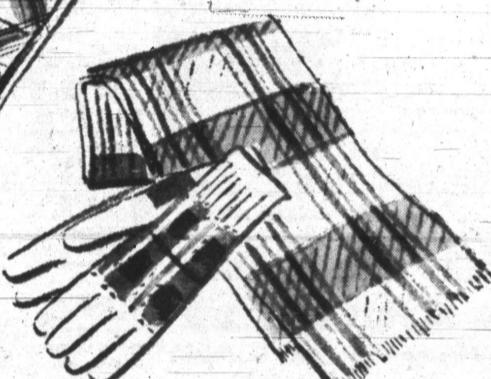
Cotton Flannel Shirts

Colorful shirts in plaids that will come smiling through many washings. Sanforized. Assorted colors. Sizes 6-12. **3.00**



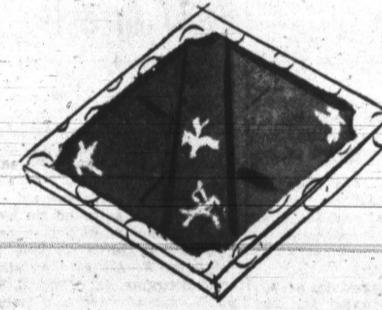
Weldon "Prep" Pajamas

Smart, middy-style, cotton pajamas with dot snap fasteners and side elastic waistband in trousers. Prints in brown, green, maroon and blue. Sizes 6-12. **3.50**, Sizes 12 to 20. **3.95**



Glove and Muffler Sets

Colorful all-wool knit gloves with a warm muffler to match. Yellow, white, and tan backgrounds. S, M, L. **3.50**



Tie and Handkerchief Sets

For the young "Westerner"—bright rayon ties and large matching handkerchiefs with painted cowboy design. Red, maroon and blue. **2.00**



Imported Wool Mufflers

A gift his dad will eye enviously—warm wool woven to a silky softness. Made in Czechoslovakia. **3.50**. Other mufflers, **1.00 to 3.50**.

Ayres' Boys' Shop, Fourth Floor

Something Special for the Boys! in Bright, Comfortable Clothing



High School Sweaters

His day-in, day-out favorite—a soft, virgin wool, V-neck sweater in his high school color. Sizes 32 to 40. **5.00**



OPEN MONDAYS
UNTIL CHRISTMAS
SHOP DAILY
9:00 TO 5:25

A GIFT FROM AYRES' MEANS MORE