

# L. S. Ayres & Co.



## 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.

### Get This Man a Wool Flannel Robe

"The house is like an iceberg when I get up in the morning. How about a nice warm robe—a well-tailored one I can lounge in, too. Either maroon or navy would be fine."

13.95

Try to manage a pair of fleece-lined, leather slippers, too. When he zips those up around his ankles, he really will be warm. 7.00



### 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 jacquarded 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 punchoon, 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



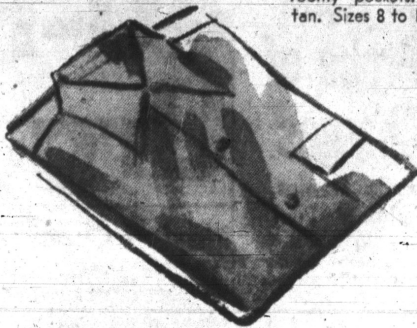
### And Tom Needs Sport Shirts

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



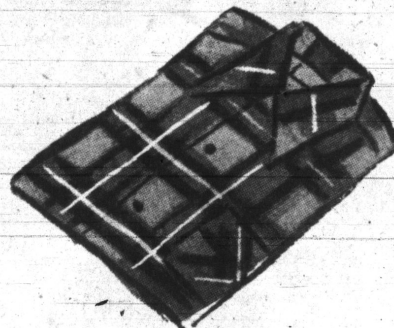
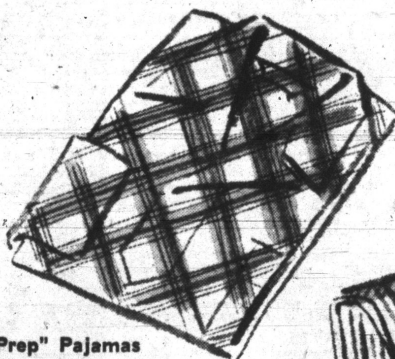
### Beacon Robes

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

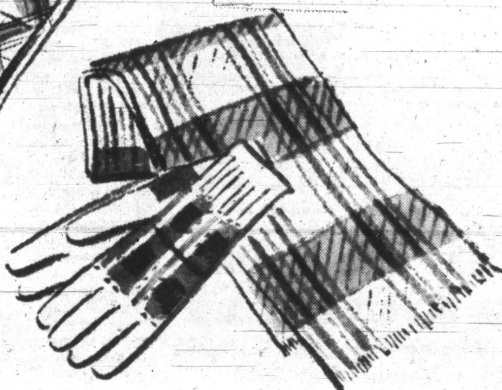
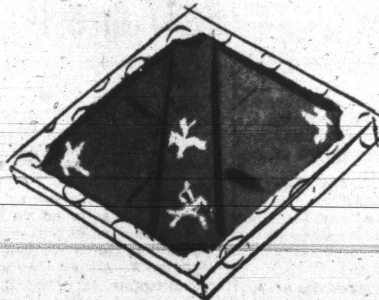


### Cotton Flannel Shirts

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

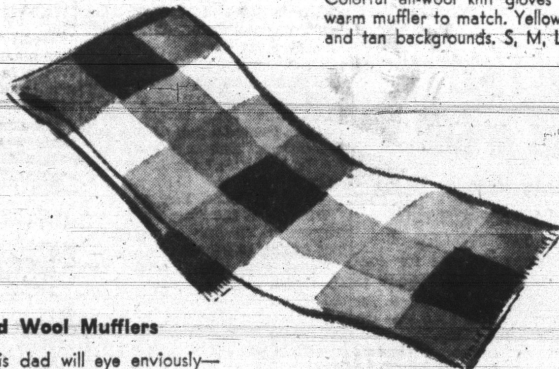
### Weldon "Prep" Pajamas

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.



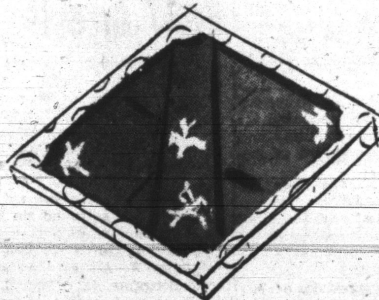
### Glove and Muffler Sets

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