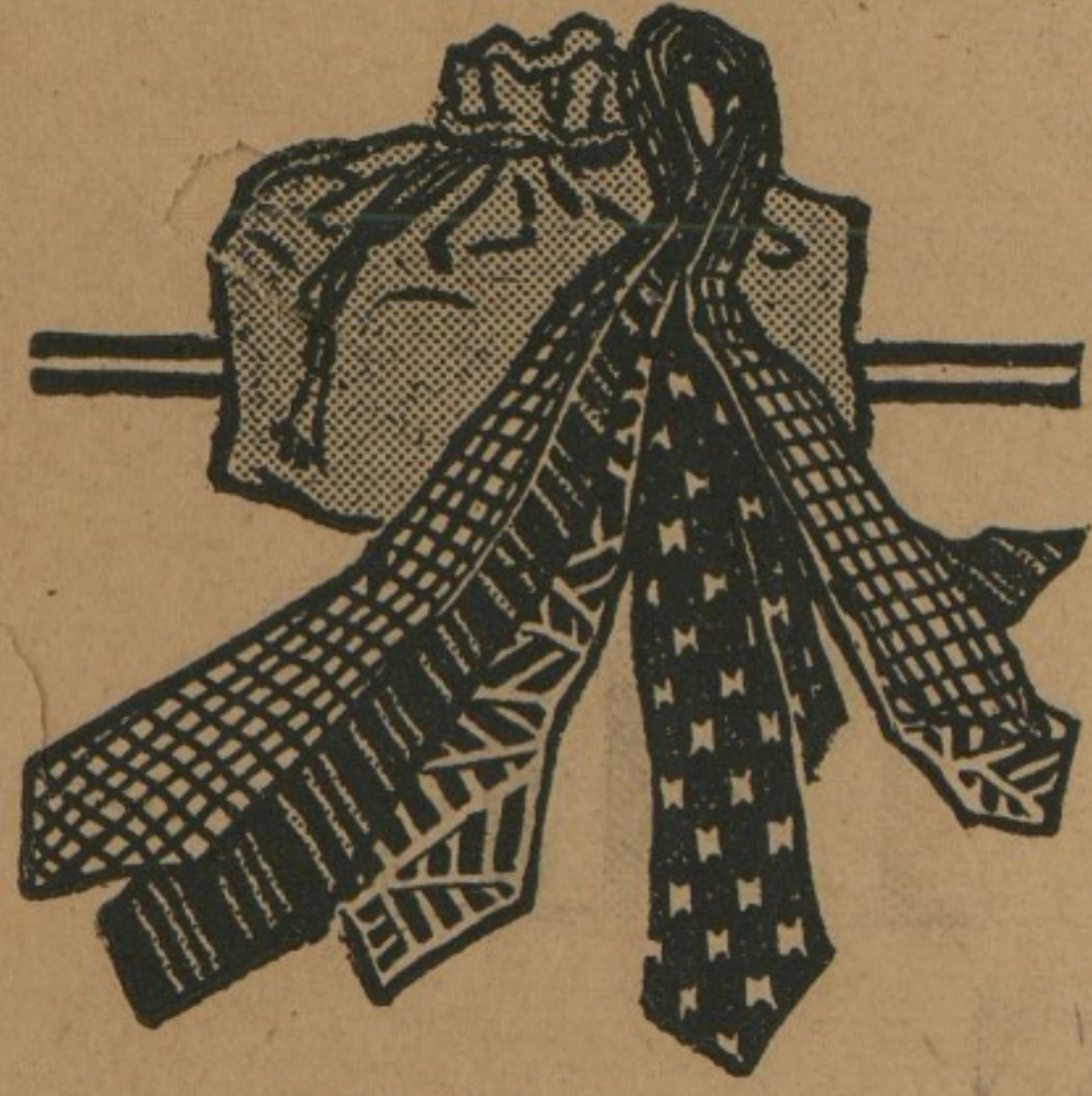


A Veritable Paradise of Gifts for "HIM"

THE VALUE OF A GIFT TO THE ONE WHO RECEIVES IT IS NOT IN ITS COST BUT IN THE TASTE, CARE AND FEELING THAT WENT INTO ITS SELECTION



GIFT TIES IN CHEERFUL HOLIDAY COLORS

50c to \$2.00

Every sparkling color you could want is here—every attractive new pattern, too—and quality that does extra time when it comes to wear.



LUXURIOUS SILK MUFFLERS

\$2.00 to \$5.00

Never before have we offered such handsome mufflers at so low a price. It's one of our most generous holiday specials, and gives you quality and style you'd ordinarily pay far more for.



SHOPPING FOR A MAN'S GIFT IS EASY HERE--

Because ours is a man's store and we make a specialty of the practical furnishing he needs every day--

HERE are the things that men like to wear and choose for themselves; necessities that are selected with such care that they seem like luxuries; and luxuries that are so useful they seem like necessities.

Look through these suggestions and let us help you make your selections.

- BATHROBES
- BELTS
- BUCKLES
- CAPS
- COLLARS
- CUFFLINKS
- DRESSING GOWN
- EVENING CLOTHES
- FANCY WOOL HOSE
- GARTER SETS
- GLOVES
- GOLF HOSE
- HANDKERCHIEFS
- HATS

- KNICKERS
- MUFFLERS
- NECKWEAR
- OVERCOATS
- PAJAMAS
- RAINCOATS
- SHIRTS
- SILK HOSE
- SUSPENDERS
- SWEATERS
- SWEDE JACKETS
- TUXEDO JEWELRY
- UMBRELLAS
- WAISTCOATS

GIVE HIM A GIFT CERTIFICATE when you can't decide

When you want to be absolutely sure of pleasing a man of rather difficult tastes, a gift certificate with a good store's name is just the thing

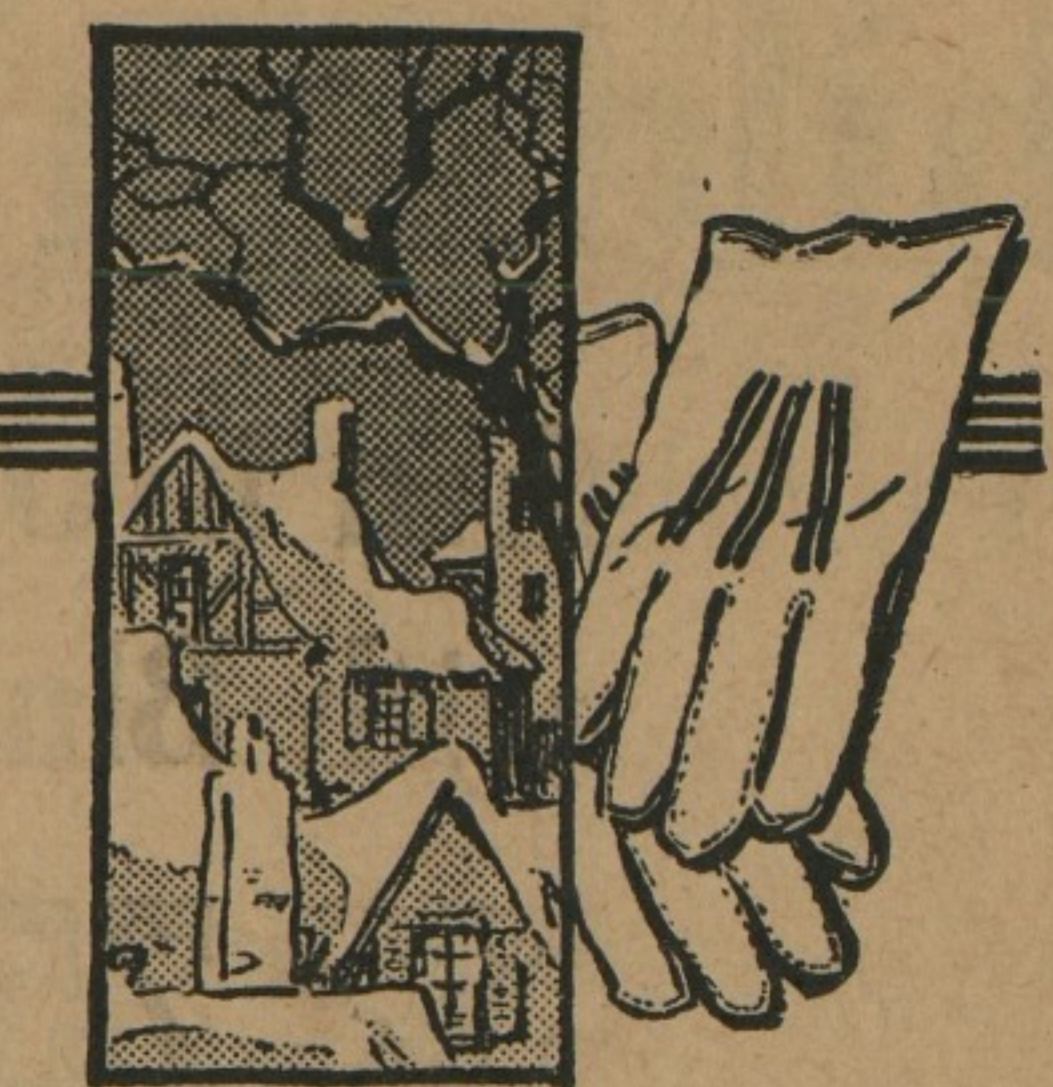


INTERWOVEN WOOL HOSE

they're great savers

50c, 75c, \$1.00

They save you money because they're fine enough to outwear most socks. They come in silk hand clocking, partridge and ladder stripes, mosaic effects.



GLOVES

make a good homecoming gift They're yellow washable calfskin or pigskin, hand sewn, harness stitched to prevent ripping—the kind that are enriched by wear.



LOTS OF COLOR IN THE NEW PAJAMAS

\$1.50 to \$5.00

Striking combinations of pastel colors—soft materials that launder like a fine linen handkerchief—coat and pull over styles with comfort in every line—prices that couldn't crowd in more value.



TO ANYBODY WHO KNOWS SHIRT VALUE

Here's something to talk about at

\$1.50 to \$5.00

Broadcloth shirts, collars attached or detached; 2 1/2 to 3 inch points. Soft fine fabrics; rich colors; interesting patterns.



CREW NECK SWEATERS FOR COLLEGE MEN

\$6.50 to \$8.50

V neck and coat sweaters for Golf and Sport wear They're both here, black, navy, harvest browns, tans and soft pastel shades; rich imported yarns.



The new note in wind breakers is—HEAVIER LEATHERS

\$12.00 to \$15.00

These new wind breakers for all out-door sports have the softest and richest leathers. They're as warm as a fur coat, but lighter and easier to wear—easier to buy, too.



BOYS' CLOTHES

That Are Style Leaders

Boys have an urge for leadership in sports—in school—even in clothes. The style they want and the quality and values you want are here in—

SHIRTS All white and patterned; full cut, well tailored. \$1.00

LEATHER WINDBREAKERS Just like Dad's \$9.00

Made of soft dark brown glove leather, knit wrists and collar, plaid wool lining.

NECKWEAR Bright and soft colors, plain and patterned; wrinkle proof. 50c



GIFTS

for the real Santa Claus

"DAD"

Give DAD an overcoat or a new suit, or maybe he would like a luxurious silk lounging robe or a warm bath robe and slippers

Perhaps he would like a shirt or two; we have the patterns that are sure to please him. And handkerchiefs and hosiery and ties. Oh! so many really worth-while articles that you'll just have to come in and see them.



GIFTS

For the foot loose traveler

Our line of luggage is complete, ranging from fibre suitcases at \$1.50 to the finest hand sewn cowhide bags at \$25.00.

SUITCASES

\$1.50 to \$20.00

Sizes 22 and 24 inches

BAGS

\$5.00 to \$2.50

Sizes 16, 18 and 20 inches

BORDLEY & SON

OLD ADVICE BUT GOOD

"SHOP EARLY"