

JERRY LAFLAMME'S

NEW DOWNTOWN

MEN'S STORE

(NEXT TO PALACE THEATRE)

Is now open and ready to serve you

WHO ARE YOU SHOPPING FOR

Dad? Sweetheart? Brother

OR SOME OTHER MALE?

Give

Forsyth

SHIRTS

MEN CAN NEVER HAVE TOO MANY



\$1.55 to \$5.00

He'll like the exclusive designs, smart styling and perfect fit of Forsyth. Come in and let us show you the finest range of shirts we have ever had in the store. We can help you pick out something that will be both different and pleasing.

Forsyth

TIES

\$1.00 \$1.50 \$2.00

The new cravats are here—and we've never seen a more attractive assortment of styles and colours. You'll have no trouble choosing just the ones he'll like.

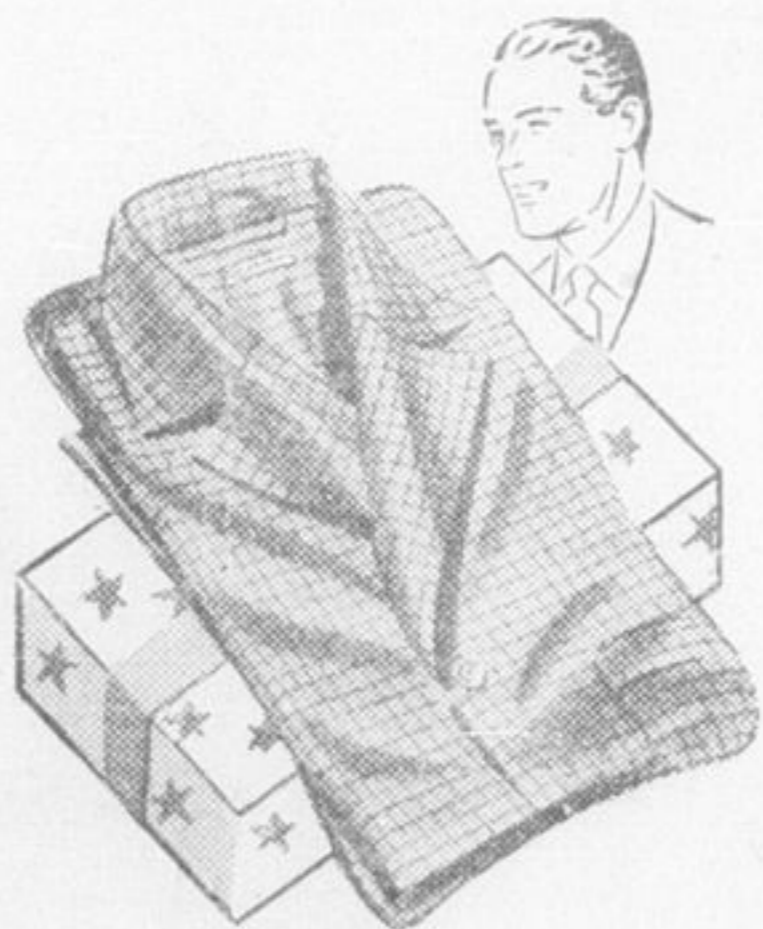


MUFFLERS

Forsyth

\$2.50 — \$3.50

Forsyth, Canada's leading men's wear stylist, has created a new range of mufflers, which we think are the most attractive we've ever seen. They are waiting for your inspection in a wide range of colour combinations and styles.



PYJAMAS

Forsyth

\$2.00 — \$3.50

We are now showing a very tasteful and smartly-designed selection of pyjamas. Novel, masculine patterns, rich colourings, fine fabrics with creative styling and workmanship of a high order.



JERRY LAFLAMME WILL HELP YOU SELECT CHRISTMAS GIFTS—THE KIND THAT EACH IS SURE TO LIKE THE BEST



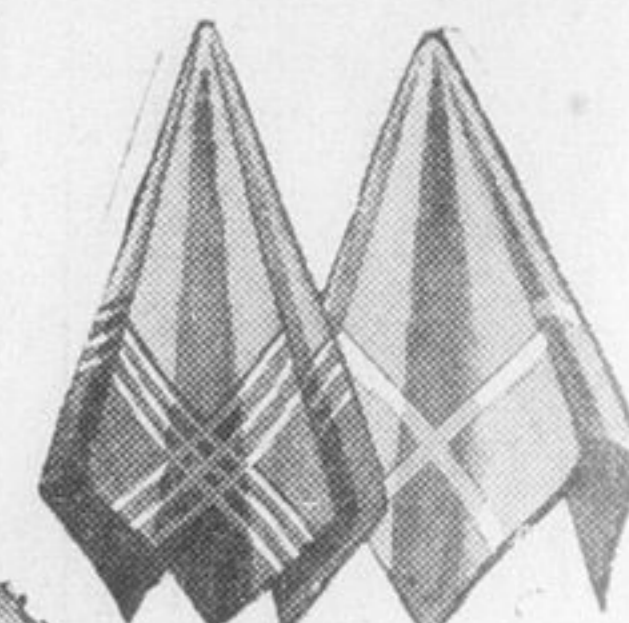
Belt and buckle Sets with his monogram in a novelty case that has other practical uses. Various prices.

Ski and sport clothes of all kinds in this winter's styles. See them.

Men like practical gifts and when you choose them at Jerry Laflamme's you're sure they're right, for everything is new and advanced in style. Gay gift boxes add to the pleasure of receiving a gift chosen at Jerry Laflamme's.



A luxury gift of lasting comfort. Give him a lounge robe. A large variety of styles and materials chosen for smart appearance and solid comfort. All carefully tailored. Prices range from **\$5.95 TO \$10.95**



One or two linen handkerchiefs are most acceptable especially when initialled as many of these are. Plain or fancy colours.

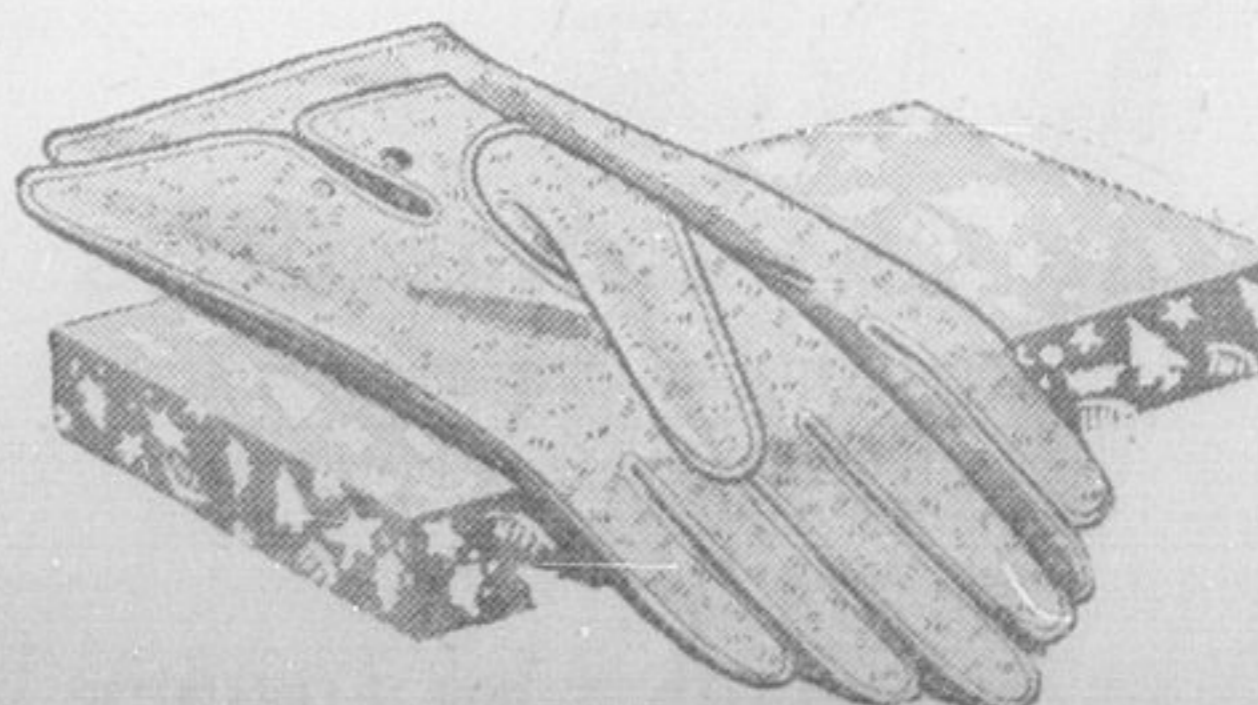
Sweaters \$1.50 to \$4.50
Packard Slippers \$1.75 to \$4.50
Socks 50c to \$2.00

HE'S SURE TO APPRECIATE FINE GLOVES

Leather Gloves

Dressy yet serviceable gloves either lined or unlined. Choice of fine leathers in a number of interesting styles. Priced from

\$1.25 to \$4.50



Woollen Gloves

Warm woollen gloves for sport or every day wear. All shades in a number of novelty knits that every man will want. Priced at

\$1.25 & \$1.50

YOU'LL WANT A NEW SUIT AND OVERCOAT FOR THE HOLIDAY SEASON—SO WHY NOT COME IN NOW.

JERRY LAFLAMME

MEN'S STORE and SHOE DEPARTMENT

21 1/2 THIRD AVENUE
Next to the Palace Theatre