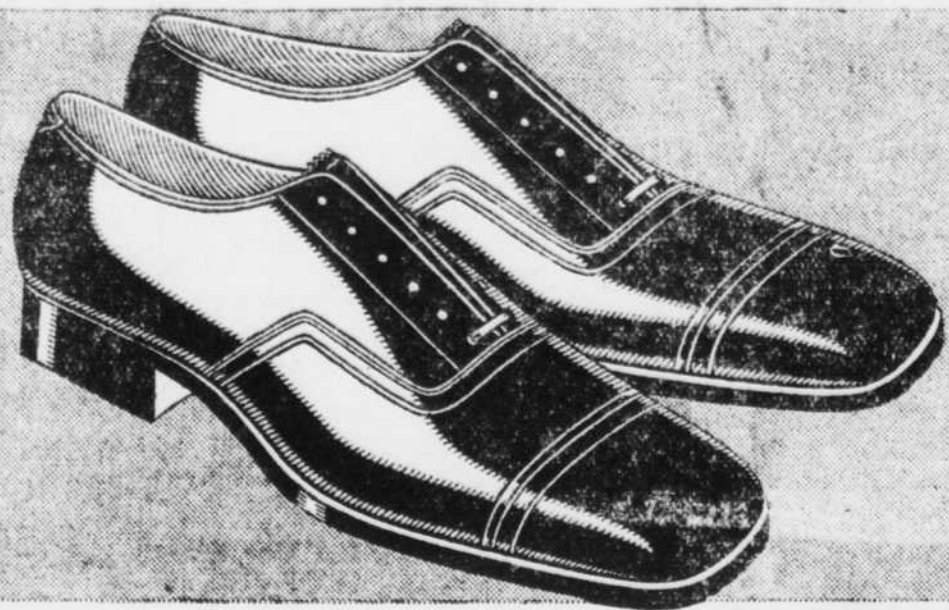


# BECKLEY'S FORMAL OPENING TOMORROW NIGHT

## THE FLORSHEIM SHOE



With FLORSHEIM'S many easy fitting lasts, we can give your feet that comfort and fine appearance which mean so much in every day satisfaction. . . . The MODE is a trim, smart shoe that has established itself as the style with thousands of wearers . . . .

Most Styles  
\$10

We invite the people of Las Vegas to attend the formal opening of our new store, tomorrow night (Wednesday) from 7:30 to 9.

We have many surprises for you. We know that you will enjoy yourselves.



*Merry Christmas*  
*is best said with*  
**PHOENIX**  
**HOSIERY**

at BECKLEY'S

## STETSON . . .

*the*  
*quality*  
*hat*



STYLE LEADERS FOR  
THREE GENERATIONS

**DRESS BETTER . . .**  
*you'll feel better and do better*



### GRAYCO CRAVATS AND SHIRTS



GRAYCO style studios produce those perfectly hand tailored shirts and cravats chosen by Hollywood

### CONGRATULATIONS

TO  
**WILL BECKLEY**

FROM THE  
**GRAYCO STYLE STUDIOS**

Makers of

GRAYCO  
CRAVATS  
AND  
SHIRTS

STYLED IN HOLLYWOOD



**ALLEN-A**  
UNDERWEAR  
STYLE NO. 1272



**\$3.50** per suit

A medium weight union suit, spring-needle knit, with swiss ribs and mercerized cross-stripe. This fabric takes an actual extra mile of yarn per garment. That is why it does not bulge, nor gape at the knee, seat or elbow.

There's real satisfaction in underwear that gives this kind of comfort. We have priced it specially, \$3.50—to start you out right this season with Allen-A.

Other styles from \$1.50 to \$6.50

**Beckley's**  
EST. 1903  
LAS VEGAS, NEV.

**THE STORE**  
**OF QUALITY**  
**MERCHANDISE**

Hart, Schaffner & Marx Clothes