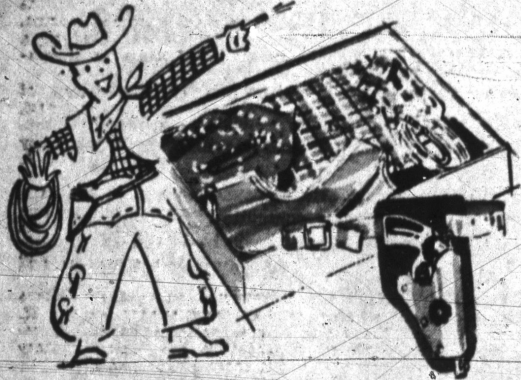




**L. S. Ayres & Co.** FR anklin 4411

**Gifts for the entire family  
...each LESS THAN 5.00**



**Red Ranger's 8-Piece  
Cowboy Outfit**

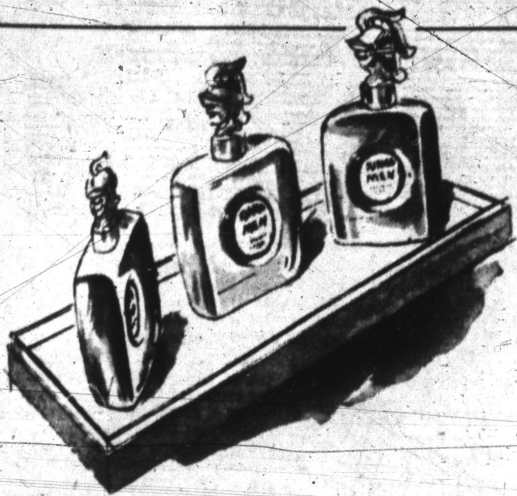
**4.98 complete set**

Western outfit includes:

- Dark ten chaps and vest
- Yellow and blue western shirt
- Clicker-type toy pistol
- Cowboy Hat
- Holster
- Leather belt
- Bandanna
- Rope Lariat

Sizes 4 to 8.

Ayres' Cowboy Corral, Fourth Floor



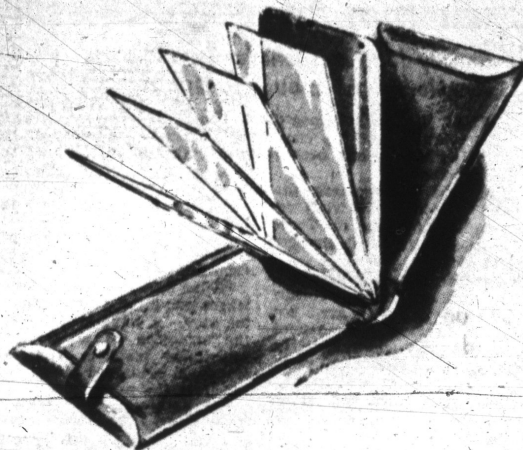
**King's Men Toiletries  
For Extra Grooming**

**2.85\***

Fine quality toiletries in an attractive gift box. In bottles, smartly styled with regal King's Men stopper. Set contains cologne, after shaving powder, and after shaving lotion.

\*plus 20% tax.

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



**Prince Gardner  
Registree Billfold**

**3.95**

This practical and attractive billfold will please any man. Of sturdy, good-looking cowhide, with stitchless construction for extra wear. The movable card case will add to its convenience. Brown, black, tan and mission.

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



**Two Lovely styles  
in Satin Slippers**

**4.50**

Two little slippers of luxury rayon satin to make her eyes shine and her feet dance on Christmas Day.

- A. Daniel Green "Quiltie" in black or wine.
- B. Oomphie platform in black, royal or red.

Ayres' Meridian Shop, Second Floor



**The Christmas  
Berry Dress**

**4.98**

Truly a holiday dress with its holly red embroidered berries! Crisp, fresh white collar and cuffs accent the dress' winter hues of navy, brown or green with red trim. Sizes 3 to 6x.

Ayres' Children's Shop, Fourth Floor



**Dainty Dotted  
Swiss Dress**

**4.98**

For a little Christmas angel! Crisp dotted swiss with lovely criss-crossed white organdy and lace collar that ties in a perky bow in back. In pretty holiday pastels. Sizes 1, 2, 3.

Ayres' Toddlers' Shop, Fourth Floor



**Only at Ayres'...  
Jodelle Perfume**

**1.29\***

A lovely, clinging perfume in a special selling for limited time only. Enclosed in a shiny, plastic case for gift giving. Exclusively Ayres'.

\*plus 20% tax.

Ayres' Toiletries, Street Floor



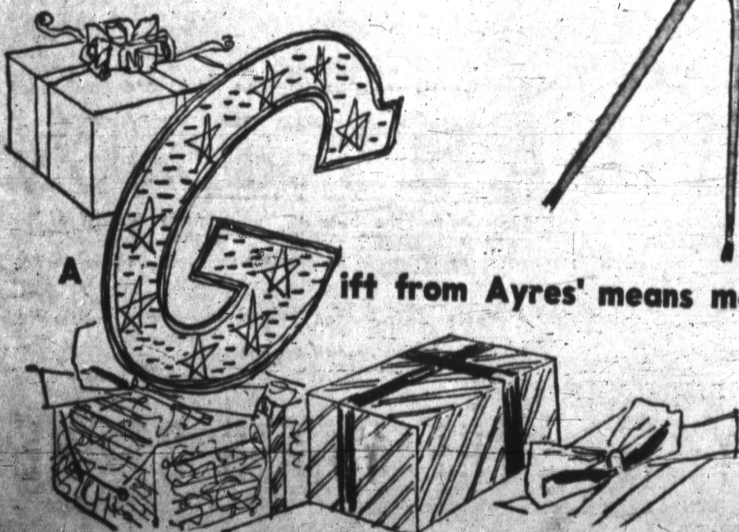
**Special Purchase!  
Christmas Compacts**

**1.95**

A beautiful selection of compacts including etched-on-gold tone and many colorful baked enamel designs. All in gift boxes.

Ayres' Toiletries, Street Floor

**OPEN MONDAYS  
FROM NOW UNTIL CHRISTMAS  
SHOP 9:00 to 5:25  
DAILY**



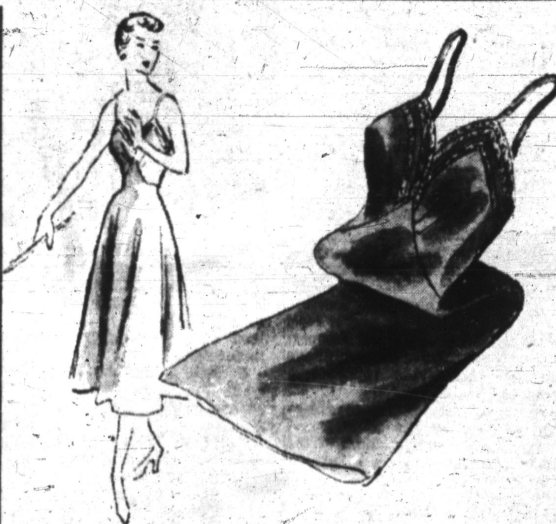
**Proportioned For Her...  
The "Image" By Artemis**

**3.50**

A smooth-fitting Bur Mill® rayon slip that's styled to flatter every figure type. Dainty lace trim and insert, dyed to match. Short, regular and long lengths; white, pink and black; sizes 32 to 44.

\*Reg. U.S. Pat. Off.

Ayres' Lingerie, Second Floor



**Our New "Three-Way"  
Stadium Glove**

**3.98**

Layer number one is a soft wool knit; number two, a smooth finished cotton. Wear them separately, or together to form a wonderfully warm, cuffed casual. Black with white; beige with brown, camel with red or brown, red with white, chambray with green or brown, gray with wine.

Ayres' Gloves, Street Floor

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