

L. S. Ayres & Co.

FRanklin 4411

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



The Christmas
Gift that Tops
Her List . . .

Lace-Lovely Rayon Gowns

5.95

Let her look young . . . sophisticated . . . demure . . . there is a lovely gown to fit her mood. Smooth and pretty in fine rayon crepe fabric . . . and so wonderful to wear!

A. Radcliffe scooped neckline gown with ribbon drawstring at neckline and waist. Delicate lace trim and waist inset. Pink, blue or nile; sizes 32 to 40.

B. DuBenay V-midriff gown with inches deep lace trim and wing sleeves. Square neckline front and back. Pink, blue, maize or nile; sizes 32 to 38.

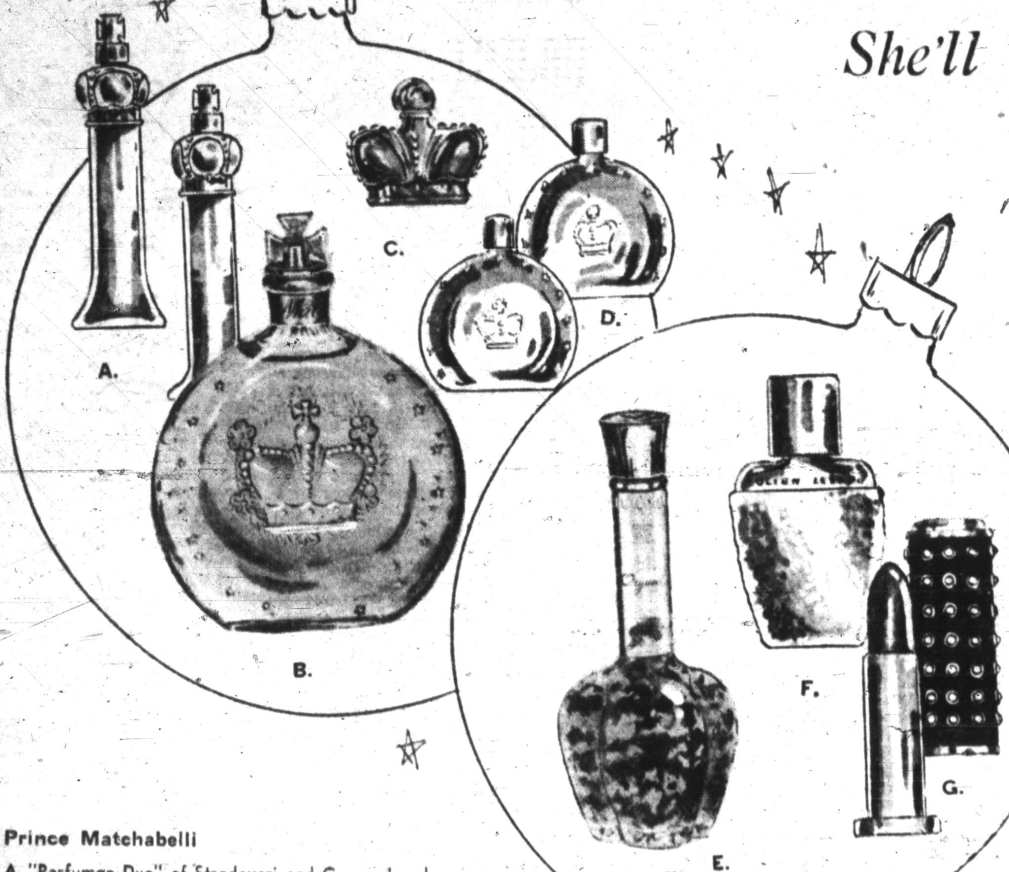
C. Corona gown with round neckline, tiny pointed collar. Lace trimmed embroidery at bodice and neckline. Pink, blue or maize; sizes 32 to 38.

Ayres' Lingerie, Second Floor

A Gift From Ayres' Means More

With Each Drop of Fragrance . . .
She'll Remember You . . .

your beautiful gift at Christmas . . .
your tribute to her charm!



Prince Matchabelli

- A. "Parfume Duo" of Stradavari and Crown Jewel colognes 2.75
- B. "Potpourri" crown top flask cologne 1.00, 2.00
- C. "Crownette" of Stradavari perfume. Purse flacon 2.00
- D. "Cologne Carole" of "Holly Berry and "Potpourri" cologne 1.00

Lucien Lelong

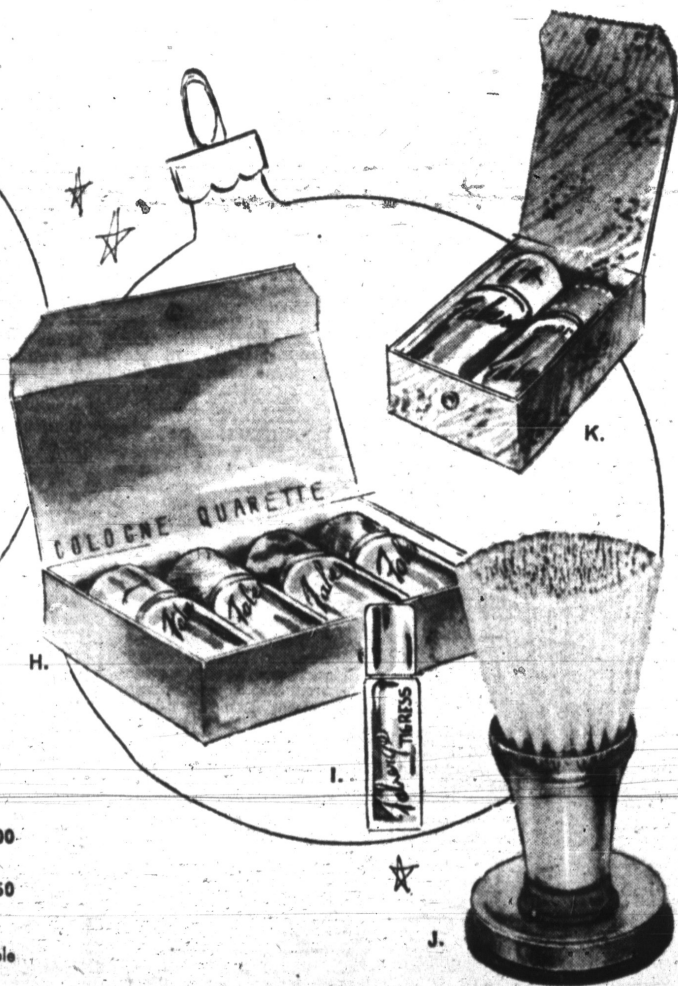
- E. New "Orgueil" cologne 5.00
- F. "Round Trip" bottle of "Orgueil" golden fragrance 7.50
- Other fragrances in Round Trip at 5.00 and 6.50
- G. Simulated Jewel Lipstick 5.00

All Prices Plus Tax

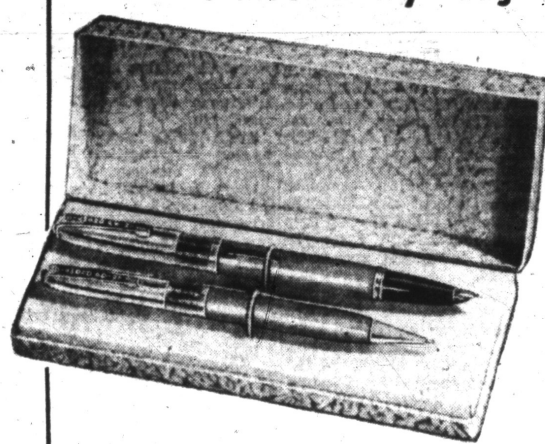
Ayres' Toiletries, Street Floor

Faberge

- H. "Cologne Quartette" of Aphrodisia, Woodhue, Strawhat and Tigress 5.00
- I. "Fabergette" purse bottle. Strawhat, Woodhue, Aphrodisia or Tigress perfume 2.50
- J. Body Duster with lucite and gold-tone base. 5.00 Refillable
- K. "Mr. and Mrs." Gift Set of Aphrodisia or Woodhue cologne for him and for her 2.50



A Christmas Gift
to Meet Every Budget!



"New Diamond"
Fountain Pen and
Pencil Set
1.00

Handsome "Diamond" Point pen and pencil set in junior or senior sizes for a wonderful low-priced Christmas gift! Metal-tipped propel-repel pencil. Pen has semi-hooded point. Strong spring clips on both. Set has 5-year guarantee and is gift-boxed. In burgundy, green, blue, grey, or black with gold-colored metal cap and trim. Order several today for your gift list!

Ayres' Stationery, Street Floor

Come In, Write, or Phone FRanklin 4411

L. S. AYRES' & COMPANY, Indianapolis 9, Ind.
Please send me the following Diamond Point Pen and Pencil Sets @ 1.00 set.
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Name
Address
City Zone State
Charge ☐ Check ☐ C.O.D. ☐

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