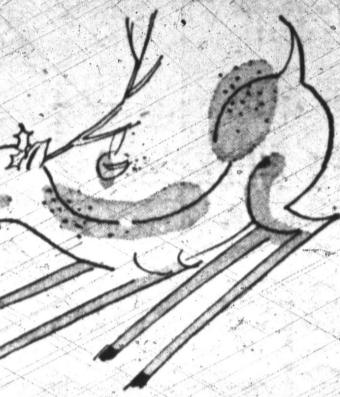


L. S. Ayres & Co.

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



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. "Perfume 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 "Pot-pourri" cologne . . .	1.00

Lucien Lelong

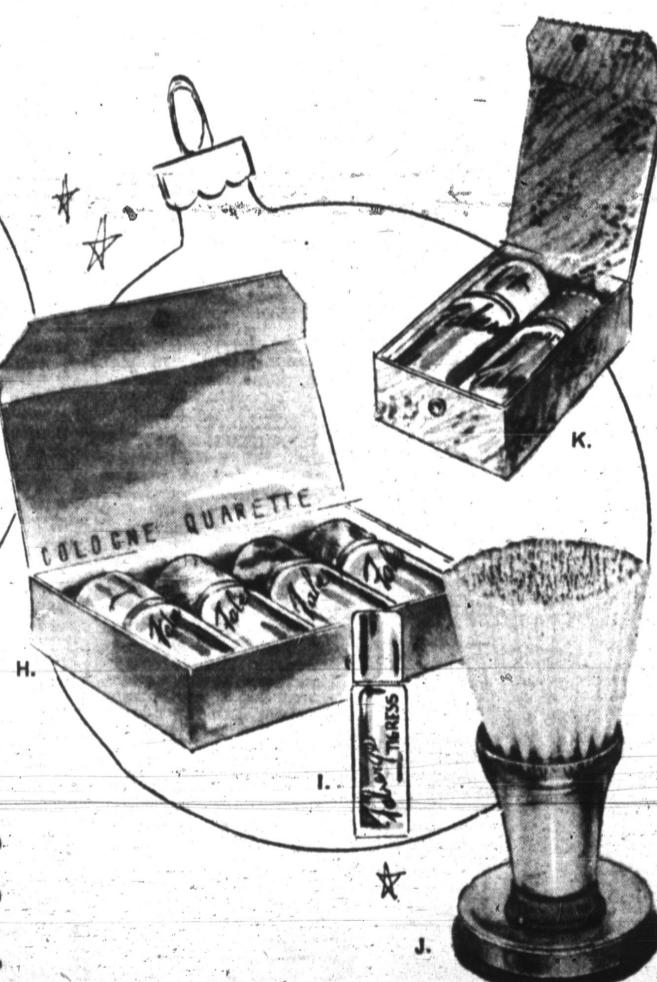
E. New "Orgueil" cologne . . .	5.00
F. "Round Trip" bottle of "Orgueil" golden fragrance . . .	7.50
Other fragrances in Round Trip at 5.00 and 6.50	

G. Simulated Jewel Lipstick . . . 5.00

All Prices Plus Tax

Ayres' Toiletries, Street Floor

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



*"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 propellor pen. 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.

Quantity Color

Name

Address

City Zone State

Charge Check C.O.D.

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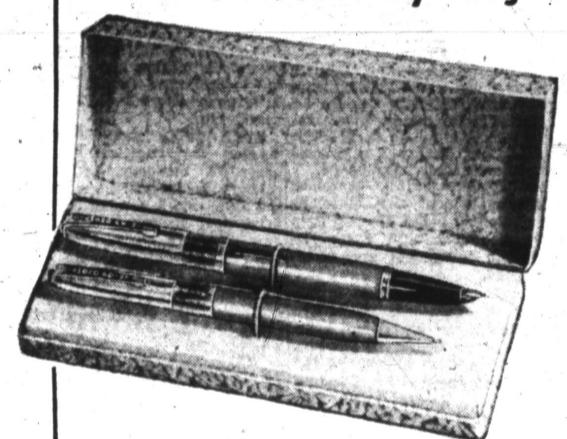
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**STRAUSS
SAYS:**

*A Christmas Gift
to Meet Every Budget!*



COLORS
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Cream
Wine
Green
Brown