



von wishes you a Happy Holiday
and a joyous New Year.

SPECIAL FOR CHRISTMAS!

Avon Cologne Half Ounce

in a sleek and shimmery gift carton!

★ The perfect little gift for...

baby-sitter . . . teacher . . . next-door neighbor . . . girls at work . . . den mother . . . holiday grab bag . . . carolers . . . shut-ins...hairedresser...drop-in visitors...this Christmas!

★ In every Cologne scent...

New Brocade . . . Régence . . . Unforgettable . . . Rapture . . . Occur! . . . Somewhere . . . Topaze . . . Cotillion . . . Here's My Heart . . . To a Wild Rose . . . Wishing . . . and Persian Wood!

★ At one fantastically low, low price!



Special Any two for \$1.50

Regularly \$1.25 each

BROCADE

AVON'S NEW DREAM-TRUE FRAGRANCE

ENCHANTING GIFT IDEAS, IN A BEAUTIFUL
ARRAY OF LOVELY FRAGRANCE FORMS.

NEW BROCADE COLOGNE MIST — Refillable.

SPECIAL \$399

3 oz. net. REGULARLY \$6.00 • 3-oz.-net REFILL \$4.00

NEW BROCADE COLOGNE

SPECIAL \$399

4 oz. REGULARLY \$6.00

NEW BROCADE PERFUME ROLLETTE

SPECIAL \$150

.33 oz. REGULARLY \$3.00

NEW BROCADE DELUXE GIFT SET

Beauty Dust, Perfume Rollette, and Cream Sachet.

SPECIAL \$995

REGULARLY \$12.95

NEW BROCADE BEAUTY DUST — Refillable.

6 oz. **\$600**

6-oz. REFILL and PUFF \$4.00

NEW BROCADE CREAM SACHET

.66 oz. **\$300**



- Avon's most popular fragrance form!
- Most scents ever Specialized at one time!
- Half-price on most!
- Glittering gift carton!

.66 oz. each

★ AS ADVERTISED
ON TV AND
IN MAGAZINES!

Last chance to give someone
AVON

PERSIAN WOOD • TO A WILD ROSE
WISHING • HERE'S MY HEART

Special \$100 each

Regularly \$1.75

UNFORGETTABLE • RAPTURE

Half-Price
Special

Regularly \$2.50

a little luxury for Christmas!
CREAM SACHET

OCCUR! • HONEYSUCKLE

\$125 each

TOPAZE • SOMEWHERE • COTILLION
LILAC • JASMIN • LILY OF THE VALLEY

Half-Price
Special \$100 each

Regularly \$2.00

Classic design...to enhance every decor
COLOGNE CLASSIC



A gift to complement anyone's bedroom or powder room... be it formal, modern, or traditional. A suitably stunning container for 4 ounces of your friend's favorite Avon Fragrance!

UNFORGETTABLE • RAPTURE • OCCUR!	Regularly \$5.00
SOMEWHERE • TOPAZE • COTILLION	Regularly \$4.00
HERE'S MY HEART • TO A WILD ROSE	Regularly \$3.50

Special
\$299
 each

GOLDEN VANITY

This dressing-table treasure with removable hand mirror comes complete with a New Deluxe Lipstick and a Perfume Rollette of your choice.

Choose your LIPSTICK from 31 shades including NEW Desert Dawn and Pandora Pink. (Lip Gloss and White Icing not included.)



Approx. 4" tall

Choose your PERFUME ROLLETTE in New Brocade, Régence, Unforgettable, Rapture, Occur!, Somewhere, Topaze, Cotillion, Here's My Heart, To a Wild Rose.

Special \$895
 Regularly \$10.00



**PERFUME
 GLACÉ
 petitpoint**

If she likes traditional things, she'll love this cunning "petitpoint" compact container for her favorite scent in solid form... and later, when the empty perfume tray is removed, it's an adorable pillbox. Approx. 1½" wide.

SOMEWHERE • TOPAZE • COTILLION	\$400	each
HERE'S MY HEART • TO A WILD ROSE	\$450	each



An elegant fragrance in a brand-new form!



**New
 RÉGENCE
 Perfume Oil**

The lovely, long-lasting qualities of Avon's Perfume Oil now in this most elegant fragrance.

**INTRODUCTORY HALF-PRICE
 Special \$300**
 ½ oz. Regularly \$6.00

Régence is proudly created, produced, and packaged in the U.S.A.

Give Régence...let elegance speak for itself



...in the bath



...in the bedroom



...in the outside world

Régence is proudly created, produced, and packaged in the U.S.A.

Régence Products...

BEAUTY DUST

\$4.50

6 oz. Regularly \$6.00

BEAUTY DUST
REFILL
(not shown)

\$2.99

6 oz. Regularly \$4.00

PERFUMED
POWDER MIST

\$2.99

7 oz. net Regularly \$4.00

SKIN-SO-SOFT
BATH OIL

\$2.99

6 oz. Regularly \$5.00

COLOGNE MIST

\$4.50

3 oz. net Regularly \$6.00

All at Special Prices...

COLOGNE MIST
REFILL
(not shown)

\$2.99

3 oz. net Regularly \$4.00

PERFUME
One Ounce

\$18.95

Regularly \$30.00

SAVE UP TO \$11.05

NEW PERFUME
GLACÉ
Solid Perfume

\$3.99

Regularly \$5.50
REFILL (not shown) \$2.50

PERFUME
ROLLETTE

\$1.50

.33 oz. Regularly \$3.00



Cologne Gems
 Wrapped to give singly or as a pair: set of 2 one-ounce Avon Colognes, mixed or matched in fragrance.

UNFORGETTABLE • TOPAZE
 COTILLION • RAPTURE • OCCUR!
 HERE'S MY HEART • SOMEWHERE • TO A WILD ROSE

Only **\$350** the set

Nostalgia up-to-date



Rests in a drawer...

Lavender Pomander

Remember the old-fashioned fresh smell of Grandmother's linens? Meet it again, in this charmingly modern Pomander. To give in its own quaint carton. Refillable. Approx. 4" high.



...hangs in a closet



Special \$399

Regularly \$5.00

Lavender Pomander Refill \$2.50



Why is Cologne Silk an ideal gift?

- It's one of the latest ways to wear fragrance!
- It's an all-over fragrance that lasts and lasts!
- There's a wide assortment of scents to choose from!
- Now, one low price for any scent you select!

UNFORGETTABLE • RAPTURE • OCCUR!
 Regularly \$4.00

SOMEWHERE • TOPAZE • COTILLION
 Regularly \$3.75

HERE'S MY HEART • TO A WILD ROSE
 Regularly \$3.50

Special \$200 each
 3 ounces





A twice-welcome gift:

TWO LOVES

One fragrance in Cream Sachet (.66 oz.) and Perfume Rollette (.33 oz.).

HERE'S MY HEART
TO A WILD ROSE
\$350 each

SOMEWHERE • TOPAZE
COTILLION
\$400 each

UNFORGETTABLE • RAPTURE
OCCUR!
\$500 each

Your thoughtfulness will be doubly appreciated

KEEPSAKES

First, adorable box holds 3-oz.-net Cologne Mist and .33-oz. Perfume Rollette. Later, it will hold her hankies, gloves, personal memorabilia.

In UNFORGETTABLE, RAPTURE, or OCCUR!

Special \$695

Regularly \$8.50

Box approx. 9" long

AS ADVERTISED ON TV

You can hold this gift in the palm of your hand...

...yet it holds 800 sprays!



Spray Essence

The fragrance form that's so "clingable" it's been called "the perfume every woman can afford." In a dainty decanter to dazzle the eye of anyone you give it to! In a selection of scents at a low price to dazzle you! 1 1/4 oz. net.

UNFORGETTABLE • RAPTURE • OCCUR! Regularly \$4.00
SOMEWHERE • TOPAZE • COTILLION Regularly \$3.75
HERE'S MY HEART • TO A WILD ROSE Regularly \$3.50

Special \$299 each

Unlocks the gate to
Old World charm

PERFUME KEYNOTE

Keynoting Avon's unique
gift packaging for
Christmas... a ¼-oz.

Perfume container
whose "gold" handle
is the cap. The gate's
grillwork decorates
the carton.

Approx. 5" long.



HERE'S MY HEART • TO A WILD ROSE

\$5.00
each

SOMEWHERE • TOPAZE
COTILLION

\$5.50
each

UNFORGETTABLE • RAPTURE
OCCUR!

\$6.50
each



A new touch of timelessness...

PERFUME One Dram

An always cherished gift, now in a new flacon
that sets off the famous fragrance within
even more beautifully.



HERE'S MY HEART
TO A WILD ROSE

\$2.50
each

SOMEWHERE • TOPAZE
COTILLION

\$2.75
each

UNFORGETTABLE • RAPTURE
OCCUR!

\$3.25
each

RÉGENCE

\$3.75



Fragrance with the fashionable
"tortoise" look.

Fashion Perfume Glacé

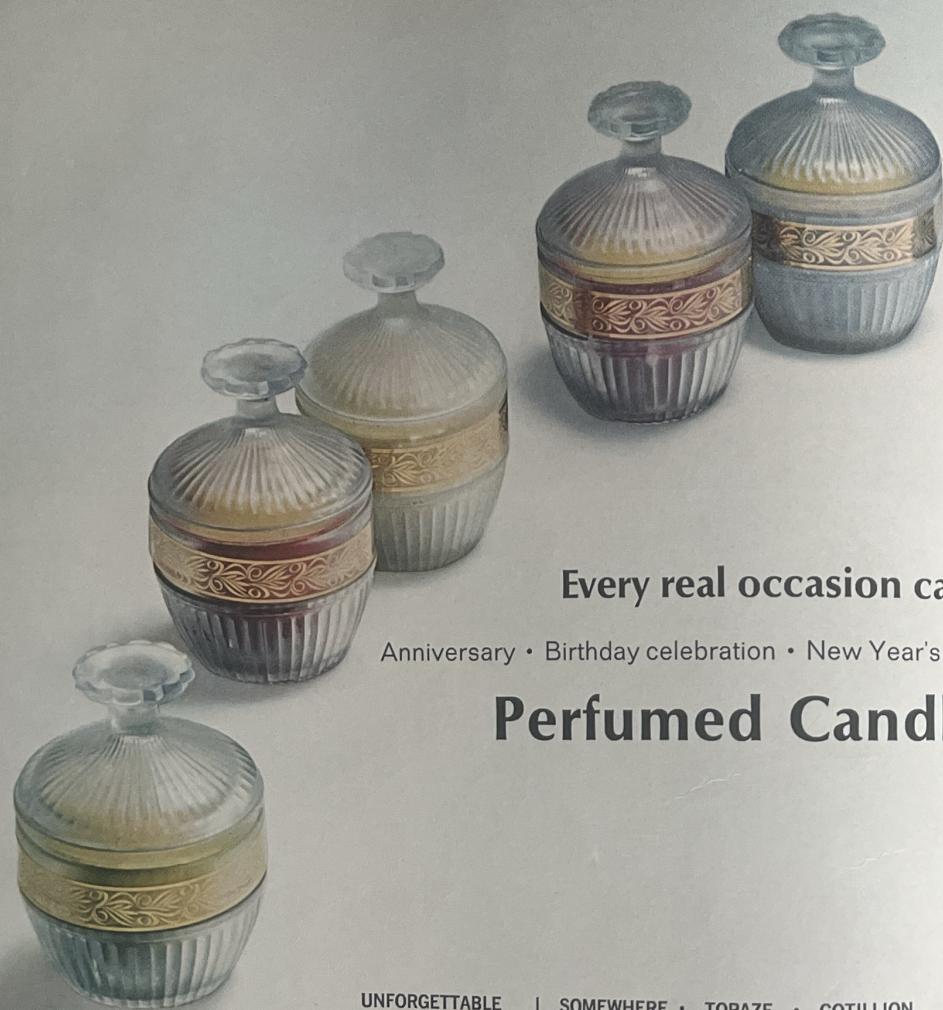
Fashion-right, totable (approx. 1½")... with a case that's matchable
to Avon's other "Fashion" items.* Contains your favorite fragrance
in a form that won't spill, can't leak. A delightful gift! Non-refillable.

UNFORGETTABLE • RAPTURE • OCCUR!
Regularly \$3.00

SOMEWHERE • TOPAZE • COTILLION
HERE'S MY HEART • TO A WILD ROSE
Regularly \$2.50

Special
\$1.99
each

*(See pages 29 and 34.)



Every real occasion calls

Anniversary • Birthday celebration • New Year's Eve

Perfumed Candle

UNFORGETTABLE
(coral candle)
OCCUR! • RAPTURE
(gold) (turquoise)
Regularly \$5.00
Refills \$2.75 each

SOMEWHERE • TOPAZE • COTILLION
(green) (deep gold) (deep pink)
HERE'S MY HEART • TO A WILD ROSE
(blue) (red)
Regularly \$4.50
Refills \$2.25 each

Special \$399 each



for candlelight and fragrance

• Post-game get-together • Tree-trimming party

Refillable frosted candleholder, approx. 5" high, holds colored candle cup. When lit, candle releases its delightful Avon fragrance. To snuff out use the cover, which is also a pedestaled base.

RÉGENCE
(in gold-tone container)
Special \$499
Regularly \$6.00 Refill \$3.25

Régence is proudly created, produced, and packaged in the U.S.A.



AS
ADVERTISED
ON TV



To top off a gift



To tote in a purse

Perfume Rollette

Gift wrap with flair this year! Tuck a precious purse-sized flacon of Perfume Rollette under the bow of every gift destined for a lady!

Special \$139
each

HERE'S MY HEART • TO A WILD ROSE
.33 oz. Regularly \$1.75

SOMWHERE • TOPAZE • COTILLION
.33 oz. Regularly \$2.00

UNFORGETTABLE • RAPTURE • OCCUR!
.33 oz. Regularly \$2.50



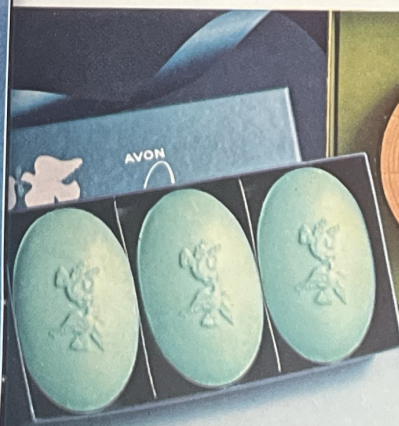
Perfumed
Gift Soaps
for the
Holiday Hostess

BUTTERFLY SOAP SET
4 cakes, approx. 1 1/2 oz. each

CHERUB SOAP SET
2 cakes, approx. 3 oz. each



Special \$129 each box
Regularly \$2.00



RAPTURE
3 cakes, approx. 3 oz. each

Special \$199 the
box
Regularly \$2.25



LONESOME PINE
2 cakes, approx. 4 oz. each

LILY OF THE VALLEY
2 cakes, approx. 3 oz. each

Special \$179 each
box
Regularly \$2.00

Why do fragrance-wise women insist upon perfume?

- Rare ingredients make it the truest expression of fragrance (like owning an "original"!)
- It's concentrated to last longest on the skin (up to four hours!)
- It complements all the other fragrance forms.

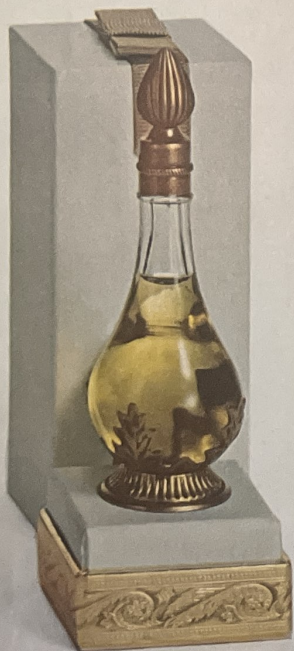
PERFUME Half Ounce

Special \$6.95
each

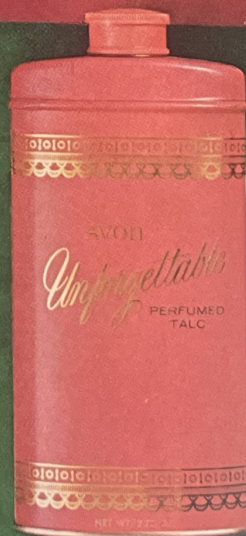
UNFORGETTABLE • RAPTURE • OCCUR!
Regularly \$12.50

SOMEWHERE • TOPAZE • COTILLION
Regularly \$11.00

HERE'S MY HEART • TO A WILD ROSE
WISHING
Regularly \$10.00



Stocking-stuffer problem all wrapped up!



Perfumed Talc

Scented with the same fragrances as Avon's fine Perfumes. Satin-smooth, and ready-for-giving in a stunning foil carton. Give one—keep one at these low, low...

Special Prices

UNFORGETTABLE • RAPTURE • OCCUR!

Any 2 for \$179

2 3/4 oz. Regularly \$1.00 each

SOMEWHERE • TOPAZE • COTILLION

HERE'S MY HEART • TO A WILD ROSE

Any 2 for \$159

2 3/4 oz. Regularly 89¢ each

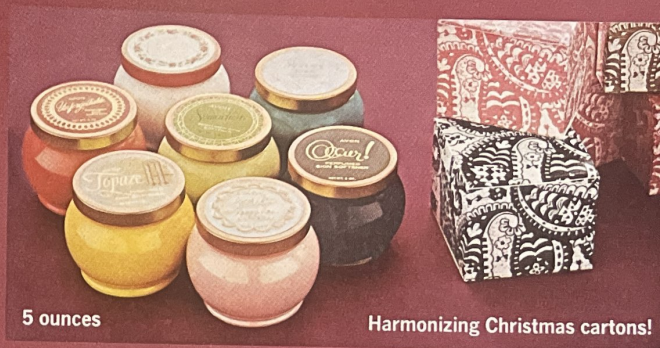
Any 2 for \$149

2 3/4 oz. Regularly 79¢ each



Treat your session

winter-dry skin to an all-over smoothing with PERFUMED SKIN SOFTENER



5 ounces

Harmonizing Christmas cartons!

To a Wild Rose • Here's My Heart
Somewhere • Topaze • Cotillion
Rapture • Unforgettable • Occur!

Regularly \$3.00
Regularly \$3.25
Regularly \$3.50

Special \$199 each



PERFUMED PAIR

Scented-to-match Talc (2 3/4 oz.) and Soap (approx. 3 oz.) in gift-able foil Cherub-patterned cartons in harmonizing colors.

HERE'S MY HEART
TO A WILD ROSE

\$139
each set

SOMEWHERE • TOPAZE
COTILLION

\$149
each set

UNFORGETTABLE
RAPTURE • OCCUR!

\$159
each set



Bubble Bath . . .
with a holiday look

CHRISTMAS ORNAMENT

Four ounces of Avon Bubble Bath in a glittering silver, red, gold, or green glass bauble. Approx. 4" high. Each in its own colorful gift carton. Couldn't be Christmas-ier!

\$175 each



First Christmas

PERFUMED CANDLE

... touched with the gleam of "gold"
and the fragrance of frankincense and myrrh.

\$500



approx. 3" high

Portable Perfume...
gift cartoned in "gold"

**Perfume
Mist**

Over 200 metered sprays in one dainty
flacon. Non-refillable. .32 oz. net wt.

UNFORGETTABLE
RAPTURE
OCCUR!

\$375 each

SOMEWHERE
TOPAZE
COTILLION

\$325 each

HERE'S MY HEART
TO A WILD ROSE

\$300 each



Deluxe Duo...
a-gleam in
matching golden tones

NEW DELUXE COMPACT

A glamorous gold-like finish be-
decked this refillable beauty that
comes with .5-oz. Powder-Pak.
Flannel protector and stunning
gift carton.

**Special
\$450**

Regularly \$5.50

DELUXE COMPACT REFILL

.5 oz. 95c



NEW DELUXE LIPSTICK

Match-mate for the Compact, re-
fillable case contains your choice
of Lipstick shades, including new
Desert Dawn and new Pandora
Pink. (White Icing and Lip Gloss
not included.) Gift cartoned.

Special \$169

Regularly \$2.00

ENCORE-LIPSTICK REFILL \$1.10

SEE COLOR CHART FOR SHADES

Avon Beauty Basics



TONE 'N' TINT, 8 shades, 2 oz.

EVEN TONE, 8 shades, 1½ oz.

FOUNDATION SUPREME for Extra-Dry Skin
8 shades, 1.9 oz.

HIDE 'N' LITE (white highlighting cream), ¾ oz.

FINISHING FACE POWDER, 3 shades, 2½ oz.

NATURAL RADIANCE, 3 shades, ¼ oz.

\$150 each

LIP DEW

DEW KISS, 1½ oz.

\$125 each

QUICK COVER

2 shades

\$135

ULTRA-COVER, 8 shades, 2.1 oz.

\$175

Select your "Sure Shades" of Makeup and Powder-Pak from Avon's Makeup Demonstrator and the Avon Color Chart . . . ask your Representative.

For Day and Night



Holiday Happenings: Avon Compacts



Simplicity Compact

Casual purse accessory. Holds .5-oz. Powder-Pak.

Just **\$175**

Powder-Pak Refill
.5 oz. 95¢

Fashion Compact

Matches Fashion Lipstick. Holds .7-oz. Powder-Pak.

Only **\$225**

Powder-Pak Refill
.7 oz. \$1.00

Imperial Compact

Holds loose Powder or .5-oz. Powder-Pak Refill.
Comes with Sifter and Puff. (Powder not included.)

Special \$599

Regularly \$7.00

Powder-Pak Refill .5 oz. 95¢

Competite

Fits in smallest purse. Holds .25-oz. Powder-Pak

Special \$399

Regularly \$4.50

Powder-Pak Refill .25 oz. 90¢

AS
ADVERTISED
ON TV

Glamour-Eyes for Christmas!

EYE SHADOW WAND
MAKING EYES MASCARA
CAKE EYELINER
EYEBROW BRUSH-A-LINE
Regularly \$1.50 each

CAKE EYELINER BRUSH
EYE MAKEUP BRUSH
Regularly \$1.35 each



These six products

Special \$1.19 each

Select shades from the Avon Color Chart

OTHER EYE MAKEUP AT THRIFTY PRICES:

SILVERY POWDER EYE SHADOW
POWDER EYE SHADOW BRUSH

\$1.50 each



POWDER EYE SHADOW

\$1.35



Great for giving, since
the choice is hers!

POWDER SHADOW COLLECTION

Selection of four fashion-
right Powder Eye Shadow
shades (White Sparkle, Clear
Blue, Aqua, Soft Haze)
tucked into a convenient tortoise-like portable case
(approx. 2" x 4"). Brush included.

Special \$3.49
Regularly \$5.00



Motto for gift-givers:



NEW PANDORA PINK . . . a vibrant peony with tempting candy-pink overtones.



WHITE ICING . . . a snowy shimmer to frost over any and every shade!

Great gift combination! Or consult Avon Color Chart for any other 2 shades you might prefer, including new Desert Dawn.

The more, the merrier!

MERRY LIPTINTS

An adorable "little something" to tuck into a lot of Christmas stockings! Any two Encore Lipsticks (each in a gay gift carton) paired in a velvetized outer gift wrap.



MERRY LIPTINTS

Any 2 Shades

Special \$199

Regularly \$2.20



MANICURE COMPLETE

Dressing-table tray holds:

- 1 Cuticle Remover, 1 oz.
- 1 Nail Beauty, 1 oz.
- 1 Double Coat, ½ oz.
- 1 Nail Enamel, ½ oz. (any shade in Satin or Pearl, plus Clear)

- Enamel Remover Pads 10 packets
- 1 Orange Stick and 1 Emery Board

Special \$399

Regularly \$5.00

MERRY FINGERTIPS

Give one . . . give a pair! Just like the Liptints, they're cartoned, then fitted by twos into a gay gift wrap. Pick any 2 from Avon's 26 shades, including Clear.

Special \$159

Regularly \$1.70



GINGERSNAP

ROSEBERRY

Whatever way you shade it, Avon makes a great case for color!

Appliqué Lipstick

Gift delight! Refillable jewelry-like case has a snap-open mirror! Comes with any of Avon's Lipstick shades, including new Pandora Pink and Desert Dawn. (Shown here: go-over-any-shade Lip Gloss.)

Only **\$350**

Encore-Lipstick Refill \$1.10



FASHION LIPSTICK

That fashion-right "tortoise" look . . . to hold your favorite Avon Lipstick shade. (Model wearing New Desert Dawn shade.)

Only **\$135**



FLOWER PRINTS LIPSTICKS

Red . . . in Daisy Case
Peach . . . in Sunflower Case
Pink . . . in Poppy Case
Mauve . . . in Carnation Case

Pick the whole bouquet!
(This model picked Red)

Special
99^c each

Regularly \$1.50



MAKEUP BRUSH

The brush for both Avon Blushes! Silky-soft brush in telescopic case.

\$225



Select your Lipstick and Blush shades from the Avon Color Chart

SPARKLING BLUSH

Subtle color plus a soft shimmer to highlight complexion. 3 shades. Non-refillable. .5 oz.

\$200

AVON BLUSH

Brush on over makeup, or wear alone, for a healthy glowing look. 4 shades. Non-refillable. .5 oz.

\$150

AVON Facial Cleansers and Fresheners



DEEP CLEAN CLEANSING LOTION for Dry Skin, 6 oz.
DEEP CLEAN CLEANSING CREAM for Dry Skin, 4 oz.
DEEP CLEAN WASH-OFF CLEANSER for Normal Skin, 6 oz.
DEEP CLEAN CLEANSING LOTION for Normal Skin, 6 oz.
DEEP CLEAN WASH-OFF CLEANSER for Oily Skin, 6 oz.

\$125 each



SKIN FRESHENER for Dry Skin, 4 oz.
SKIN FRESHENER for Normal Skin, 4 oz.
ASTRINGENT FRESHENER for Oily Skin, 4 oz.

\$125 each

A woman
and

is a woman is a woman ...
Ultra-Sheer suits them all



ULTRA-SHEER FINISHING GLO
To shimmer color over any and every complexion tone. $\frac{3}{4}$ oz. net.

ULTRA-SHEER POWDER
Super-fine powder "sets" makeup, yet adds no color of its own. $1\frac{1}{4}$ oz.

POWDER • FINISHING GLO

Special
\$199 each

Regularly \$2.50



ULTRA-SHEER PRESSED POWDER
No-color powder plus foundation complete with its own mirror and lamb's wool puff. A lovely gift!

Special \$249
.5 oz. Regularly \$3.00

ULTRA-SHEER LIQUID FOUNDATION
Sheer loveliness in Rose or Beige to add a soft, subtle glow to the complexion.

Special \$179
1 oz. Regularly \$2.25

Pamper away that
hectic
holiday
feeling

Bubble Bath



Indulge yourself this Holiday season by stealing away for the luxuriousness of a lavish bubble bath. Pamper-pink unbreakable bottle adds its own deliciousness to the occasion. Glittering peacock-design gift box.

Special \$179

8 oz. Regularly \$2.00



Relaxing bathtime Foaming Bath Oil

A froth of her favorite fragrance to give her a bathtime "lift"! A 6-ounce treat to give in its own gay carton!



refreshment your busiest friend would love! Foaming Bath Oil



All at Special Prices

OCCUR! • UNFORGETTABLE
RAPTURE

\$269 each

Regularly \$3.00

HERE'S MY HEART
TO A WILD ROSE


\$229 each

Regularly \$2.50

COTILLION • SOMEWHERE
TOPAZE

\$249 each

Regularly \$2.75



Eight fabulous gifts... at one fabulously low price!

Beauty Dust

A bevy of refillable beauties... each holding six ounces of Avon's own lavishly perfumed dusting powder. Velour puff is color-keyed to the decorator-style container.

RAPTURE • OCCUR! • UNFORGETTABLE
Regularly \$5.00

COTILLION • SOMEWHERE • TOPAZE
Regularly \$4.00

HERE'S MY HEART • TO A WILD ROSE
Regularly \$3.25

Special \$2⁹⁹
each

(For Refills, see next page.)

AVON Beauty Dust Refills

...AT ONE LOW PRICE!



TO A WILD ROSE
Regularly \$1.95

OCCUR!
Regularly \$2.75

UNFORGETTABLE
Regularly \$2.75

RAPTURE
Regularly \$2.75

TOPAZE
Regularly \$2.25

SOMEWHERE
Regularly \$2.25

COTILLION
Regularly \$2.25

HERE'S MY HEART
Regularly \$1.95

6 ounces each
Interchangeable... will fit
any Beauty Dust container
(except Brocade).

Special \$179 each

SAVE UP TO 96¢

Pleasure is a Skin-So-Soft bath.

Christmas is the time
we give pleasure
to others.



BATH LUXURY

Ready to give in its own gay carton! Four ounces of emollient-rich Skin-So-Soft Bath Oil, plus 5" plastic-handled sponge.

Special \$299

Regularly \$4.50

SKIN-SO-SOFT BATH URN

A simply elegant gift! It's elegantly simple... with curving classic lines reminiscent of urns used for Cleopatra's beauty baths. Contains 8 ounces of skin-smoothing Skin-So-Soft Bath Oil. Approx. 11" high. Refillable.

Special \$399

Regularly \$5.00

SKIN-SO-SOFT COMPLEMENTS

Two "smoothies" in one gift set! Three ounces of Satin Talc with Skin-So-Soft fragrance, plus two cakes (approx. 3 oz. each) of rich Skin-So-Soft Soap.

Special \$219

Regularly \$2.50

Bouquets to you from AVON!



FLORAL MEDLEY

Pick an Avon fragrance posy, and find its fragrance paired in Perfumed Talc (3½ oz.) and Cream Sachet (.66 oz.). A gay gift in its bouquet-bedecked box!

LILAC • JASMIN
LILY OF THE VALLEY HONEYSUCKLE
\$289 each set **\$348** the set



FLORAL FOAMING BATH OIL

Make someone's bathtime, Springtime, with 8 ounces of fragrant Bath Oil. All ready to give in its own special holiday carton.

JASMIN • LILAC
LILY OF THE VALLEY HONEYSUCKLE
\$250 each **\$300**



FLORAL AFTER BATH FRESHENER

Holidays have you down? Try a refreshing "pickup" after bath-or any time-with this lavishly scented splash-on. 8 ounces. Gift carton.

LILY OF THE VALLEY • LILAC • ROSE GERANIUM • JASMIN
Special \$199 each
Regularly \$2.50



Why not scented greeting cards?

Powder Sachet

Add your own fragrance "signature" to each greeting card and note you send! Sift it under drawer and shelf linings, too. .9 oz.

THREE FRAGRANCES

Special
\$149
each

SOMEWHERE
LAVENDER (not shown)
OCCUR!

Regularly \$2.00
Regularly \$2.00
Regularly \$2.50

Fill it up!
Puff it on!

Fluff Puff

Just remove cap from back of puff and pour in fragrant Beauty Dust from the 3½-oz. canister included. Then puff away to your skin's content! Refillable with any Beauty Dust or Talc. Or, dip puff directly into your regular Beauty Dust container. Puff is approx. 4½" wide.

Only \$5.50 the set

UNFORGETTABLE
COTILLION
TO A WILD ROSE
RÉGENCE

To refill your Fluff Puff with flowers: Avon Floral Perfumed Talc

Four Spring-bright fragrances. 3½ oz. each.

Lily of the Valley
Lilac • Jasmin

89^c each

Honeysuckle

98^c

Two gifts
in one!

today...
a Bath Oil decanter!

tomorrow...
a seasoning shaker!

Bath Seasons

Comes filled with 3 ounces of Avon Floral Foaming Bath Oil. When empty, decorated opal glass decanter becomes a handy and ample seasoning or condiment shaker. Approx. 5" tall. Gift-cartoned.

CHOOSE:

Lily of the Valley—green on white
Honeysuckle—orange on white

Jasmin—yellow on white
Lilac—lavender on white

Special \$19.99 each

Regularly \$2.50

★ AS ADVERTISED IN NATIONAL MAGAZINES!

Cabinet
checkup
time!



HABIT DEODORANT
An anti-perspirant. 1¼ oz.
TOUCH-ON DEODORANT
Nylon-covered applicator. 1¾ oz.
STICK DEODORANT
Economy-size push-up stick. 2¾ oz.
PERFUMED DEODORANT
Popular splash-on. 4 oz.

\$125 each

**DECORATOR TOOTHBRUSH
TRIO PAK**
Regular or soft bristles.
Reds, Yellows, or Blues

\$135
Each Pak

SMOKER'S TOOTHPASTE
For every member of the
family. Minty flavor. 5 oz.

79c



DANDRUFF SHAMPOO
Improved formula. For the entire family.

8 oz. Dandruff Liquid 3 oz. Dandruff Gel

\$150 98c

**HI-LIGHT GEL SHAMPOO FOR TINTED,
BLEACHED or DAMAGED HAIR**

Special \$129

9 oz. Regularly \$1.75



Handles
your skin
with care:



HAND LOTION

Ten full ounces of an almond-scented treat for
winter-roughened hands. A super smoother in an
easy-grip plastic bottle with captive cap.

\$150

HAND CREAM

Three ounces of lanolin-rich creamy care for red,
rough hands. The lightly scented smoother in a
stand-up tube.

69c

Bayberry
is
Christmas!



BAYBERRY GIFT SOAP

Refillable caddy holds three cakes (approx. 3 oz. each) of
richly scented Bayberry Soap. Hang in bath or linen closet.

Special \$249
Regularly \$3.00

Bayberry Soap Refills: 69¢ each cake

BAYBERRY SPRAY SACHET

To "deck" the very air with Christmas! Aerosol Sachet
scents closed-in areas. Also available in: Lavender, Rosiest,
Carnation, and Ribbons 'n' Lace. 6 oz. net

Only \$150 each



NEW
MISS LOLLYPOP LIP POP

Cherry, Orange, or Strawberry colored and flavor-scented in the tube, but only gloss on the lips. The "face" is a tiny mirror! Gift boxed.



MISS LOLLYPOP
CREAM SACHET

A cute kitten naps on the lid of this creamy version of the special-for-little-girls fragrance. Adorably gift boxed. .66 oz.

\$200

Miss Lollipop suits both sisters!
for every little girl, 4 to 12



★ AS ADVERTISED
ON TV AND
IN MAGAZINES!

MISS LOLLYPOP
COLOGNE MIST

Dress up the bottle in neck-lace and hat band (enclosed), then remove hat to spray on the special Miss Lollipop scent. 3 oz. net, approx. 6" high.



\$269
Regularly \$3.00



MISS LOLLYPOP
SOAP & SPONGE

Soap (approx. 4 oz.) looks just like a peppermint drop. The lollipop is a handled sponge (approx. 9" long). Both great bathtime fun!

\$199
the set
Regularly \$2.50



MISS LOLLYPOP
COLOGNE

A smart drum majorette's boot holds 2 ounces of the charming and light Miss Lollipop fragrance.

\$149
Regularly \$2.00

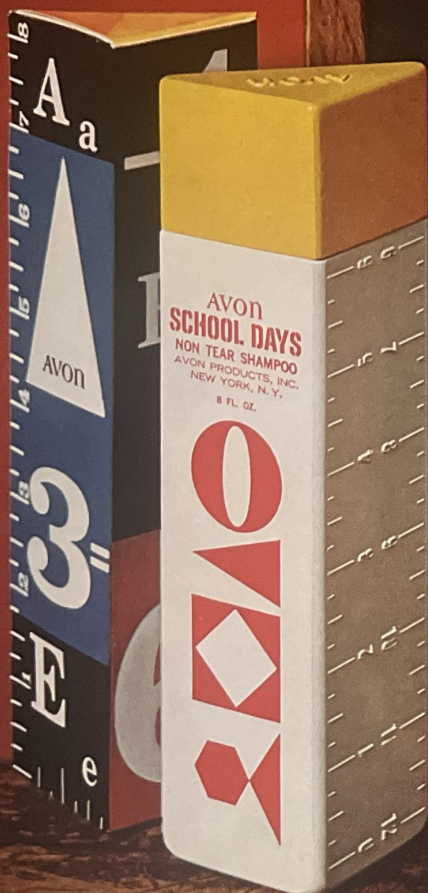


MISS LOLLYPOP
POWDERETTE

Here she is, the drum majorette herself! This time, a 3½-oz. container of Perfumed Talc with a plume that's a long-handled puff. (approx. 9").

\$219
Regularly \$2.50





Empty,
it's a pencil box!

School Days

Comes filled with 8 ounces of Non-Tear Shampoo. Container itself is an accurate ruler. An ideal gift for both boys and girls from 4 through 8.

Special
\$119

Regularly \$1.98



Paddle 'n' Ball Set

Paddle (approx. 8" long) contains 6 ounces of children's Shampoo. Empty, and with ball attached with elastic string, it's a great toy for the 4- to 10-year-old!

Special \$129

Regularly \$1.75

Look what Santa brought!



Santa's Helper

Sponge "stocking" is really a sturdy bath mitt, 7" high. Comes with a 6-ounce tube of Gel Bubble Bath, in a gift carton. Bath-time fun for the 3- to 7-year-old!

Special \$219

Regularly \$2.50



play with it!



hang it up!



scrub with it!

AVON Little Champ

A gift set for boys 4 to 8 that packs a knockout punch when it comes to hair care! Yellow "glove" bottle holds Hair Trainer, and blue one, "non-tear" Shampoo. Each, 4 ounces; approx. 5".

Only \$250 the set





GAYLORD GATOR

Gaylord's "tummy" is really a cake of Soap (approx. 3 oz.) and Gaylord himself, a floating soap dish (approx. 10" long). But to any child 2 to 8 he'll be a happy bathtime companion!

GAYLORD GATOR
SOAP Refill:
approx. 3 oz.
59c

Special \$199
Regularly \$2.25



Colorful gift carton.



SMILEY THE WHALE

Unscrew his tail and there you have 9 ounces of Bubble Bath! When that's all used up, he's a delightful plastic playmate for any 2- to 8-year-old. Approx. 9" long.

Special \$169
Regularly \$1.98



Carton shows Smiley at sea.

FRIENDS FROM OZ

And friends of children aged 3 to 8:

Mr. Lion Bubble Bath
Tin Man "non-tear" Shampoo
Straw Man Hand Lotion

Topping each, a fun-to-blow bubble-pipe!

\$150
4 oz. each



TIC TOC TIGER

Time for a bubble bath! (There are 8 ounces of Bubble Bath inside.) When empty, he's a coin bank and his hands move, so he's educational, too. This tiger has a lot for 4- to 8-year-olds to love! Approx. 5" high.

\$175





**Stops Mom's coaxing,
because it makes brushing fun!**

TOOFIE

A bike-riding raccoon peddles across a 3½-ounce tube of Avon's fine-quality children's Toothpaste. Magenta toothbrush included.

Special 99^c

Regularly \$1.25



Avon's Children's (They clean, too!)



RING-AROUND-ROSIE

What goes on Rosie's nose? Why, Soap! (Approx. 3 oz.) And Rosie goes on tub or tile wall — close to a bathing 2- to 8-year-old, Rosie approx. 5" x 3".

\$198

Novelties for Christmas



LITTLE SHAVER

Any little "copycat" 2 to 6 will love this. Soap-on-a-rope (approx. 4 oz.) with a "plug" on the end. Just like Dad's!

\$135



AVON YO YO SET

The 4-to-10 set will go for both yo yo's . . . one, Soap (approx. 3 oz.) to bathe with, the other, an official wooden yo yo to play with!

Special 99^c

Regularly \$1.50



SPONGAROO

Mama Kangaroo's approx. 15" tall, with a hang-up loop and a handy pouch for Baby Ru Soap (approx. 3 oz.).

Special \$149

Regularly \$2.25

Avon
tub toys
have the
whole town
talking!



TUB TALK

Talk about fun for 2- to 6-year-olds! Now they can have their own "extensions." Approx. 7" long, phone is filled with 6 ounces of non-tear Tot 'n' Tyke Shampoo.

\$175



Once upon a time, there were Three Little Piggies



...who came from Avon bringing Baby Lotion (pink), Bubble Bath (blue), and non-tear Baby Shampoo (yellow). Empty, they're playmates for Baby.

Moral: Don't huff and puff about a baby gift. Send these three a-visiting in their own "house" cartons!

Special \$110 each

3 oz. Regularly \$1.35

"Piggies" approx. 4½" high



Educational...
easy to assemble...
and Bubble Bath, too!

AVON Birdfeeder

Something really special for all ages! An honest-to-goodness birdfeeder, approx. 11" tall, that comes filled with 7½ ounces of Powdered Bubble Bath! Carton accurately depicts and identifies the feathered friends most likely to gather around when the feeder is hung outside.

Special \$299

Regularly \$3.50



AS
ADVERTISED
ON TV

If he yearns for his own special
WILD COUNTRY
 fulfill his wish this Christmas!



**WILD COUNTRY
 BODY POWDER**

"Cowhide" box corrals a hefty lamb's wool applicator and for-men-only all-round absorbent powder.

**Special
 \$349**

6 oz. Regularly \$4.00

**WILD COUNTRY
 SHOWER SOAP**

He'll really take to "roping in" this man-sized, hard-milled Soap after every hard-working day on the "range"!

**Special
 \$169**

Approx. 6 oz. Regularly \$2.00

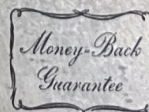
WILD COUNTRY

ALL PURPOSE COLOGNE

A rugged and masculine scent that speaks to the "untamed" in every man!

**Special
 \$299**

6 oz. Regularly \$4.00



Spray on... splash on
 ...the same suave scent



Avon Leather

ALL PURPOSE COLOGNE SPRAY

**Special
 \$299**

3 oz. net Regularly \$3.50

ALL PURPOSE COLOGNE

**Special
 \$399**

8 oz. Regularly \$5.00

Avon's "COLLECTOR SERIES" for Men

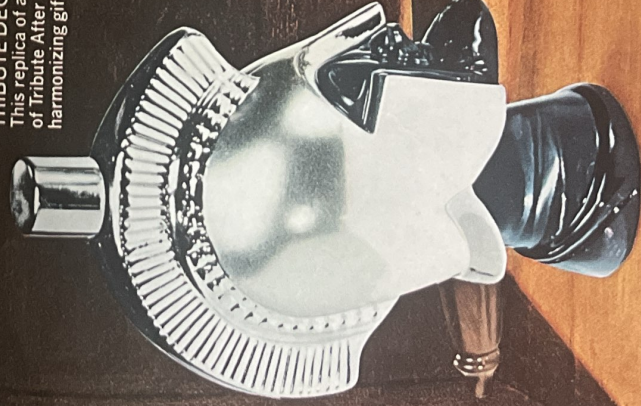


Why not start an After Shave "library" by giving him all three book-shaped decanters... one containing Bay Rum, another Avon Leather, and the third, Wild Country! 6 oz. each, approx. 3" x 5". Gift carton is another "book."

FIRST EDITION
Choice of 3 fragrances

Special
\$199 each "book"
Regularly \$3.50

TRIBUTE DECANTER A tribute to your good taste. This replica of a Greek warrior's head holds 6 ounces of Tribute After Shave Lotion. Approx. 6". Comes in a harmonizing gift carton.



GAVEL DECANTER For the man of distinction. Glass gavel head holds 5 ounces of his favorite After Shave Lotion. Handle is screw-off cap. Approx. 8" long. Carton is decorated with "stock certificates." Choose: Island Lime, Original, Spicy.



TRIBUTE DECANTER

Special \$349

Regularly \$4.50

GAVEL DECANTER

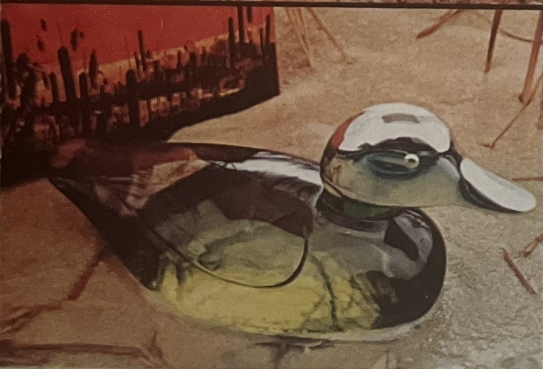
Special \$299 each

Regularly \$4.00

WESTERN CHOICE

Horn-shaped, 3-ounce bottles lift out from the balanced base to dispense Wild Country and Avon Leather After Shave Lotion. Gift cartoned. Approx. 8" wide.

\$600



MALLARD DECANTER

Just remove the silver-toned head for easy access to six ounces of After Shave Lotion. Decanter approx. 7" long.

Choose BLUE BLAZER, TRIBUTE, or SPICY

\$500 each



TWICE SPICE!

...is twice as nice for giving, since he'll be getting two expressions of the same dashing scent: Talc for Men (3½ oz.) and After Shave Lotion (4 oz.).

\$223

A winter-timely trio he'll appreciate



ALL AT SPECIAL PRICES

PROTECTIVE HAND CREAM FOR MEN

A 3-oz. tube of silicone-enriched cream that helps to guard against chapping.

99c
Regularly \$1.25

AFTER SHOWER FOAM FOR MEN

Puffs on emollient foam to help relieve itchy, weather-roughened skin. 4 oz. net.

\$179
Regularly \$2.50

WARDROBE FRESHENER FOR MEN

Sprays away "stuffy" odors—like those caused by wet woolen things—from closets and drawers. 6 oz. net.

\$169
Regularly \$2.00



SPORTS RALLY

CLEAR SKIN SOAP†, 2 cakes, approx. 3 oz. each
ALL PURPOSE TALC†, 3½ oz.
HAIR DRESS, 4 oz.

\$100 each

AEROSOL DEODORANT, 4 oz. net
CLEAR SKIN LOTION†, 4 oz.
BRACING TOWELETES†, box of 12 packets

\$125 each

BRACING LOTION†, 4 oz.
DEODORANT SOAP†, approx. 4 oz.

\$150 each



For active boys
9 to 15

†Contains hexachlorophene



**NEW
TAG-ALONGS**

Wherever he goes, he can take along Tag-Alongs!

Delightful, inexpensive gift the busy man will appreciate whether at home or away. One handy unbreakable container holds 3½ ounces of After Shave Lotion—Spicy. The other, 3 ounces of Squeeze Spray Deodorant.

Special \$199 the set
Regularly \$2.50



Give three to one or one to three!

AFTER SHAVE CHOICE

One special man? Give him all three After Shave Lotions (Avon Leather, Wild Country, and Tribute) in a shiny outer wrap. Three males on your list? Give each one a 2-ounce bottle . . . in its own gift box.

Special
\$399 the set
Regularly \$5.00

