

Cigars
in Christmas Boxes of 10s, 25s and 50s

## Cigarettes

in Christmas Cartons. No Matter What He Smokes You'll Find it at the Beacon

## BEACON DRUG CO.

## $\pm$ $\equiv$ <br> 

Let your voice say "Merry Christmas" or "Happy New Year" to the folks at home
T WILL mean so much to someone! 1 The cost is low. And even lower, if you call "station-to-station" - the term used to describe inter-city calls when you will talk with anyone who answers. "Information" will gladly give you the

Southern Cluifonnia Tauphons Conpravy
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$$ number if you don't know it. It's easy to make an intercity call.

The holidays are here




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Wise Seasoning Gives Added Zest
By ETIENNE ALLOD. Chat, M/ Mit

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