

# In California It's Sontag

Fulfilling all the needs of the average household, plus outstanding values, service and variety has earned popular acceptance for Sontag's. Convenient locations and ample stocks make shopping at Sontag's both a pleasure and an economy.

AGAIN WE SAY...  
DO IT UP...

or DO IT DOWN

*But do it yourself*

Whether you wear an "up-sweep" coiffure or a long "page-boy" ... you'll find all the hair preparations you need at Sontag's at prices you can afford.



## MAX FACTOR PANCAKE MAKE-UP

Like magic, it creates new loveliness for you! It creates new beauty instantly for it imparts a new, smooth, flawless complexion, lovely in color. Make-up miracle.

VARIETY  
OF LOVELY  
SHADES

**\$1.50**



## GABY SUNTAN LOTION

Greaseless! No sticky oils, messy greases, or parching alcohol. For even tan, no burn

**47¢**



ANN MEREDITH'S  
HAIR MIST with SPRAY  
Like an invisible hair net, it keeps hair neat all day. Not a wax or a lacquer.  
2-OUNCE BOTTLE

**69¢**



ANN MEREDITH'S  
"HAIR-GLO" SHAMPOO  
A non-drying shampoo. Lathers freely. Leaves hair - a glow. Effective.  
REG. 3 3/8 - 3 OZS.

**23¢**



COLOR CONDITIONS HAIR  
Inecto With Lustrum  
Colors hair inside where nature does. 18 shades. Caution: use as directed.  
REGULAR PACKAGE

**\$1.09**



CLAIROL  
"TOUGH-UP" CRAYON  
To be used between regular tint treatments. No greasy smudges. Washes off easily.  
CRAYON REFILL

**\$1.00**



NESTLE'S  
COLORINSE  
Adds sparkling highlights to your hair. Choice of 7 natural looking shades.  
REGULAR PACKAGE

**23¢**



EASY-TO-USE-AT-HOME  
MOVIE WAVE KIT  
Kit includes oil shampoo, wave set, moisture-proof cap, permanent waving material.  
WITH 75 CURLERS

**94¢**

## for SUN GLASSES...

### Avoid Glare With AZURINE GLASSES

Crystal Frames

Optical quality lenses to protect your eyes. With smart leatherette slip case. At only

**69¢**

### Sun Chief Style OCULENS SUN GOGGLES

Scientific Lenses

Guarantee needed protection from harmful rays, elimination of glare. High quality frames.

**\$2.50**

Other Sun Glasses, \$1.50 to \$5.50



## for DRUGS & VITAMINS

### STUART FORMULA

Multivitamin  
Concentrate

Liquid or Tablets  
High Potency

To help promote abundant health and prevent the onset of deficiency diseases. Contains all known vitamin requirements and minerals. Potencies are substantially above minimum requirements. Economical!

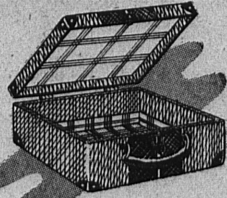
More than a Month's Supply!

16 OUNCES **\$2.30**  
or  
96 TABLETS



GEM RAZOR BLADES  
Single-edge Micromatic blades, for a smoother shave! Pkg. of 5 **23¢**  
BERKELEY BLADES  
Men! Here's the blade for your double-edge razor! Pkg. of 10 **25¢**  
GILLETTE Blue Blades  
Precision ground finest quality steel. Double-edge. Pkg. 5 **25¢**

## for EVERYDAY NEEDS



### AIRPLANE TYPE Luggage

12-inch  
TRAIN CASE

Sturdy. Grand for beach tool! **\$1.15**

18-inch  
Overnight Case  
Spacious and well made. At **\$1.50**



### Personna Razor Blades

Pkg. of 10 **\$1**  
Finest steel  
Pkg. of 50 **\$5**  
Year's Supply  
Blade Mail 10 Blades, post letter **\$1**

### PRO-PHY-LAC-TIC BONDED TOOTH BRUSHES

6 mos. guarantee. Med., hard, prof. **47¢**  
Dental Plate Brushes **47¢**



Universal  
ASPIRIN  
TABLETS  
For relief of head-aches and colds. 100's **7¢**



Universal  
RUBBING  
COMPOUND  
Grand for rubdowns. Pint, only **14¢**



Universal  
CITRATE of  
MAGNESIA  
Mild and effective laxative. **12¢**



Universal  
LIQUID  
PETROLEUM  
A natural laxative. Pint, only **17¢**



SAVE ON ALL YOUR NEEDS WHEN YOU SHOP AT YOUR CONVENIENT SONTAG DRUG STORE!

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