

America's own fragrance  
in a  
beautiful new dress...



EARLY AMERICAN  
**Old Spice**  
TOILET WATER 125 plus tax

The treasured, mist-cool fragrance of roses-and-spice is unchanged—but newly gown'd in a graceful, fluted bottle. Early American again takes on a new, modern simplicity in the striking charcoal, blue and gold package. By Shulton

**Headache?**

FOR MORE PAIN-RELIEVER FASTER

58¢ BUY

**Alka-Seltzer**

NOW! MELT AWAY FACIAL HAIR!

FACIAL QUALITY  
**Neet**  
CREAM OR LOTION

ODORLESS! 69¢ to \$1.19



**TAMPAX**  
(Sanitary Protection Worn Internally)  
3 sizes to meet individual needs.  
Average month's supply 39¢

20,000,000 AMERICANS suffer from

**POST NASAL DRIP**  
**SUPER ANAHIST** ANTIBIOTIC  
**NASAL SPRAY** will give you  
**FAST RELIEF** or your money back

only **98¢**

**THERAGRAN**

Patent dosage of all the essential vitamins.



BOTTLE OF 60  
**\$5.89**

**McCOWN COUPON**  
PACK OF 80 MARCEL EMBOSSED  
**PAPER NAPKNS**  
2 pkgs. **15¢**  
(Coupon Good Through March 31)

**McCOWN COUPON**  
29c 6-INCH PLUSH STUFFED  
**TEDDY BEAR** **9¢**  
(Coupon Good Through March 31)

**McCOWN Drug Stores**

1327 El Prado, Torrance  
PRICES GOOD AT HARBOR CITY STORE  
Corner Pac. Coast Hwy. & Western Ave.  
(Limit Rights Reserved)  
OPEN 9 A.M. - 9 P.M. DAILY

**EASTER CARDS**  
Beautiful assortment of  
Easter greetings by tal-  
ented  
**RUSTCRAFT**  
card makers... **5¢** up

10c  
**SHREDDED  
EASTER GRASS**  
**6¢**

**PAAS  
EGG  
DYES**  
**6¢**

2.00 "42"  
**Lemonized  
SHAMPOO**  
**98¢**

10c  
**EASTER  
CANDLES**  
**2 for 15¢**

**Easter BUNNY Specials**

Gorgeous 4-5-6-7 Bud

**EASTER LILIES**  
Fragrant white trumpets in gorgeous bloom herald the joyous Easter Season. These are beautiful growing plants in pots. Hurry, as our stock is limited.  
Limited Supply  
**YOUR CHOICE**  
**1.98**



**Candy-Filled BASKETS**  
Gay, happy baskets brimful of goodies to delight youngsters on Easter Morn. We've a large selection of all sizes to choose from.

**19¢** to 3.49  
Metal sand pail & shovel candy-filled... **88¢**

**Cuddly Plush BUNNIES**

1.49 Value	<b>98¢</b>
1.98 Value	<b>1.69</b>
2.49 Value	<b>1.98</b>
5.95 Value	<b>2.98</b>

**CANDY EGG TREATS TO FILL EASTER BASKETS**

**FRAGRANT COLOGNES**

DOROTHY GRAY COLOGNE NOSEGAY	<b>1.50*</b>
RUBINSTEIN COLOGNE HEAVEN SENT	<b>1.25*</b>
LENTHERIC COLOGNE TWEED	<b>1.50*</b>
D'ORSAY COLOGNE INTOXICATION	<b>2.75*</b>
TUSSY COLOGNE MIDNIGHT	<b>1.25*</b>
DANA COLOGNE TABU	<b>2.25*</b>

29c  
**JELLY BIRD EGGS**  
**23¢**  
Cello Bag

29c  
**Marshmallow DOVE EGGS**  
**23¢**  
Cello Bag

5c  
**Brach's Chocolate CREME EGGS**  
Maple • Cherry • Coconut  
**6 for 23¢**

10c  
**Brach's CHOCOLATE CREME EGGS**  
Assorted Flavors  
**3 for 25¢**

5.00  
**Lady Chesterfield LEATHER Billfolds**  
Superb Moroccan, elegant calfskins, pigskins. You'll be amazed at the quality for this low price... Save \$3.01.  
**1.99**

Reg. 10c  
**Marshmallow BABY Chicks**  
**9¢**

Reg. 98c  
**Sweet's Decorated EGGS**  
**77¢**

**Dozen Chocolate Marshmallow EGGS IN CARTON**  
**23¢**

6 oz.  
**Chocolate FRUIT & NUT EGGS**  
Can Be Decorated  
**29¢**

**Gift Boxed Easter CHOCOLATE**  
Choose fine quality candies by these famous makers.  
• HOFFMAN • BEAUDRY • BRACH • WHITMAN

1-Pound Gift Wrapped  
**WHITMAN SAMPLER 2.00**

**DELSEY**  
Facial Quality  
**Toilet Tissues**  
**4 rolls 39¢**

11-OZ. DECORATED GLASS TUMBLER, Reg. 12c... **9¢**  
STA-PUT CUSHION ASH TRAYS **3 for 99¢**  
Reg. 2.99 8-Cup Silex COFFEE MAKER **1.88**  
PALMOLIVE-REG. BARS BAR SOAP **4 for 19¢**

**YOUR PRESCRIPTION IS...**

...in the best of hands at McCOWN's complete Prescription Department fully stocked with the finest drugs available by LILLY-SQUIBB-PARKE-DAVIS-LEDERLE-UPJOHN-ABBOTT-SHARPE & DOMHE, to name a few. McCOWN pharmacists serve you promptly. Open evenings and Sundays.

Quick Snacks!  
Quick Drinks!  
Quick Meals!

**Valiant Electric MIXER**  
COMPLETE WITH 2 BOWLS and STAND  
2-Speed Control  
Powerful motor does every stirring job with ease. A 19.95 value for only **10.88**

No kitchen is complete without this mixer.

**New HAND MIXER**  
Now delight your whole family  
New dishes of all kinds!  
This fine 2-speed motor enlarges your entire cooking repertoire. Now no new recipe is beyond you. The powerful motor gives you stirring action to suit every purpose.

Quick Snacks! **14.95**  
Quick Drinks! **VALUE**  
Quick Meals! **8.88**  
Get Yours Today

**DELUXE ALPINE ALARM CLOCK**  
Your home deserves this smartly styled Alpine 40-hour alarm clock. Choice of colors, dependable movement and clear bell alarm. Fully guaranteed. **1.69** plus tax

**ROUND BAMBOO BASKETS**  
18-in. diameter, 14 inches deep. Excellent for laundry, picnics, toys or use in yard. Round style is easier to carry. **77¢**

**GARDEN HOSE** 50 Feet **1.88**  
**MEN'S BRIEFS** 3 for **1.00**  
**DISH DRAINER** Reg. 98c **77¢**

1.98 Colored Braided **NYLON RUG** 24"x48" **1.77**  
3.98 24"x90" Braided Nylon **HALL RUG** **3.47**  
18c Wicker Hot **BREAD BASKETS** 2 for **15¢**  
42"x36" Muslin Cannon **PILLOW CASES** 2 for **77¢**  
14c Snug Fit Plastic **SHOWER CAPS** 2 for **15¢**

**Colorific**  
**PAPER-MATE TU-TONE PENS**  
In the multi-million-dollar new car colors!  
Look for these two hearts. They mean Paper-Mate quality. World's easiest writing pen!

**\$1.69**

**ANNOUNCING COLGATE'S NEW BRISK FLUORIDE Toothpaste**  
**BRISK**  
FLUORIDE TOOTH PASTE  
HARDENS TOOTH ENAMEL  
WORKS ALL DAY to defeat tooth decay

ECONOMY SIZE **69¢**  
GIANT SIZE **53¢**

**Evening in Paris**  
**DEODORANT STICKS**

**SPECIAL OFFER**  
2 for **1.00**

**special offer!**  
2 for **1.00** FOR LIMITED TIME ONLY  
STEP OUT REFRESHED... delight in this fragrant protection that keeps you lovely to be near! Stop perspiration odor! Keep underarms dry! Delightfully fragrant.  
**BOURJOIS**  
Created in France Made in U.S.A.

Softer, younger-looking skin **OVERNIGHT** with **Lanolin Plus**

This Exclusive Formula Will Give It To You  
Imagine! You can acquire a silky-smooth complexion while you sleep. Apply a few drops of Exclusive Formula LANOLIN PLUS Liquid at bedtime—see skin dryness disappear overnight. And right now—get Lanolin Plus Hand Lotion free with Lanolin Plus Liquid. \$1 plus tax.

15c **COLORES CANNON WASH CLOTHS** 2 for **15¢**  
19c Jumbo Waffle Weave **DISH CLOTHS** 10 for **99¢**  
7-Coil Spring Hardwood **CLOTHESPINS** 3 doz. **19¢**  
12c Cashmere Bouquet **BATH SOAP** 2 bars **19¢**  
49c - 40 Sheets - 40 Envelopes **STATIONERY** Super Pack **29¢**  
**MILD AND MELLOW KING EDWARD CIGARS**  
Box of 50 **2.19**

**EAT ANYTHING WITH FALSE TEETH!**  
If you have trouble with plates that slip, rock, cause sore gums—try Brimms Plasti-Liner. One application makes plates fit snugly without powder or paste, because Brimms Plasti-Liner hardens permanently to your plate. Replaces and retires loose plates in a way no powder or paste can do. No need to pass up favorite foods. With plates held firmly by Plasti-Liner, YOU CAN EAT ANYTHING! Simply lay soft strip of Plasti-Liner on troublesome upper or lower. Bite and it molds perfectly. Easy to see, tasteless, colorless, harmless to you and your plates. Removable as directed. Money back if not completely satisfied.

**BRIMMS PLASTI-LINER**  
THE PERMANENT DENTURE RELINER  
AMAZING COMFORT with Patented **RUPTURE-EASER**  
T.M. Reg. U.S. Pat. Off. (A Prior Breast Tissue) For MEN, WOMEN and CHILDREN

Pat. No. 280551 **\$3.95**  
Double **\$4.95**  
NO FITTING REQUIRED  
Designed to aid Nature relieve affliction of hernia in most effective way with gentle support. Strong, form-fitting, washable—with soft flat grain pad. No steel or leather bands. Snaps in front, adjustable leg strap and back lacing. Just measure around lowest part of abdomen and state right or left side or double. Over 1,000,000 Grateful Users!