

HALF PRICE SALE

Colonial Dames
EXTRA RICH NIGHT CREAM



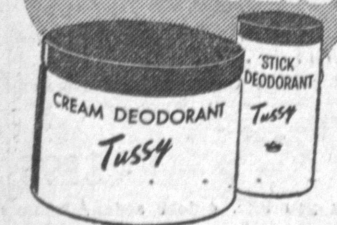
FOR VIBRANT COMPLEXION BEAUTY!
Baby your skin with this famous cream; save money while you're doing it! Smooths, softens, protects moisture. Dry skin swiftly responds with fresher beauty. A remarkable half-price value!

Splash-On COLOGNES



for Summer Loveliness
THREE DELICIOUS FRAGRANCES
LOTUS BUD
SWEET WILLIAM
CANDLELIGHT.

1/2 Price Sale



Tussy Deodorants
CREAM OR STICK
Reg. \$1 sizes only 50¢
New 24 hour protection against offending! Acid-control formula helps protect skin and clothes. Stop perspiration odor instantly...longer with Tussy!

NOW! MELT AWAY FACIAL HAIR!



Neet
FACIAL QUALITY
CREAM OR LOTION
ODORLESS! 69¢ to \$1.19

TAMPAX



MODERN SANITARY PROTECTION
REGULAR SUPER JUNIOR
3 sizes 39¢
AVERAGE MONTH'S SUPPLY

McCOWN Drug Stores

2 Super Stores to Serve You
1327 EL PRADO TORRANCE
PACIFIC COAST HWY. (at Western Avenue) LOMITA

YOUR PRESCRIPTION IS IN GOOD HANDS.
RELY ON McCOWN
Your doctor's prescription is only as good as the pharmacist who fills it, and the drugs that go into it. McCOWN assures you the freshest quality drugs available plus highly skilled personnel.

HERE'S YOUR BIGGEST DOLLARS WORTH

39¢ Pint Wizard **GLASS WAX 29¢**

Reg. 89¢ Bridgeport **BUG BOMB 69¢**

Sea and Ski Tanning **CREAM 59¢**

39¢ Cool Sport **CAPS 33¢**

Aviator Style **SUN GLASSES 88¢**
WITH CASE

Jumbo Plastic **GARMENT BAG 88¢**
Protect your winter clothes from moths, dust or dampness. Holds 16 garments. Zipper closure.

Reg. 3.98 **PLASTIC WADING POOL 2.99**
51"x9" Deep

SKIPPY REGULAR TIN **DOG FOOD 6¢**

Box 300 - Colored or White **Kleenex Tissue 2 for 39¢**

1000 SHEET ROLLS COLORED **SCOT TISSUE 9¢**

40 WAXED MARCAL **Sandwich Bags 7¢**

LUX REGULAR **BAR SOAP 4 for 19¢**

29¢ FULL PINT **Rubbing Alcohol 9¢**

Reg. 1.29 **Serva-Snack Set 99¢**
8-Piece Set

8-Cup Glass Silex **COFFEE MAKER 1.67**
Complete unit for brewing flavorful coffee.

Soft Plastic **GARDEN HOSE 1.88**
50 FT. Brass couplings. Guaranteed. Non-kink, non-rot.

SPECIAL PURCHASE POCKET KNIVES
Values Up To \$1.50



FINEST QUALITY CUTLERY STEEL
BRASS LINED
FULLY POLISHED BLADES
EVERY BLADE EDGED BY HAND!

YOUR CHOICE While They Last... 49¢

COLD WATER SOAP FOR WOOL WASH **WOOL-DO 59¢**

10¢ **POT HOLDERS 2 for 11¢**

27-INCH BLACK BROWN, WHITE **SHOE LACES 1¢** Pair

\$1.00 BOX — 30 SHEETS, 20 ENVELOPES **STATIONERY 49¢**

59¢ PLASTIC 5-COMPARTMENT **CUTLERY TRAY 39¢**

29¢ PLASTIC HEAVY DUTY **CLOTHESPIN BAG 19¢**

PACKAGE OF 5 **DUREX BLADES Double Edge 2¢**

LET'S COOK OUTDOORS

24.95 24-INCH GRILL
Barbecue BRAZIER \$15.99
Includes... Metal Hood... Spit... Lazy Susan Type Grill... and rubber tired wheels for easy mobility.

Portable **Braziers 2.98**
Prices Start from

10 Pounds **CHARCOAL BRIQUETS 89¢**

Imported **Ping-Pong BALLS 2 for 9¢**

98¢ **BANJO ASH TRAYS 69¢**

DOG FEEDING DISH 57¢

House of Houston **PARAKEET SEED 27¢**
Reg. 39¢

COTTON TABBIES 77¢
Assorted Colors

LET'S GO FISHING
Penn Star Drag **REEL 4.89**
200 yd. capacity | 5.95 value...

7 1/2 Ft. Glass Deep Sea **BOAT ROD 7.95**
Reg. \$9.95

50-Yards 10-Lb. Test **CASTING LINE 44¢**

1.25 Aluminum **Fish Landing Nets 89¢**

Reg. 37¢ **HOUSEHOLD ENVELOPES 19¢**
Pkg. 100

Special **Casting REEL 49¢**

Black Jack LEVEL WIND CASTING REEL 1.97

3 ounce Oil Packed **SALMON EGGS 29¢**

Baby Week Buys

for the **CRIB CROWD**

TRAINING PANTS 6 for 1.00

GERBER'S STRAINED BABY FOODS 6¢

BIRDSEYE DIAPERS 6 for 88¢

BABY OIL JOHNSON MEDIUM SIZE 49¢

BABY SHAMPOO JOHNSON'S NO TEARS 59¢

BABY POWDER BY MENNEN IT'S WET RESISTANT 30¢

BABY MAGIC BY MENNEN PREVENTS DIAPER RASH 60¢

SIMILAC LIQUID INFANT FOOD 24¢

"American Beauty"
CURTAIN PANELS 1.44
34"x81"
Lacey, perma-finish curtains need no ironing or stretching after washing. Special sale price.
Reg. 1.89

MEDICINE CHEST NEEDS

4 OUNCES **19¢ Boric Acid Solution 9¢**

12 OUNCES **23¢ Citrate of Magnesia 9¢**

1/2 OUNCE TINCTURE OF **21¢ Merthiolate 11¢**

2 OUNCES WITH CODEINE **39¢ Terpin Hydrate 24¢**

2 OUNCES **19¢ Acetone 9¢**

NEW! MAGIC COLETE

LONG BEAUTIFUL NAILS IN MINUTES!

SCIENTIFIC NEW NATURAL NAIL FORMULA BUILDS OUT SHORT NAILS! Not a Polish. Not a "false", but a treatment to LENGTHEN NAILS! Repairs torn nails... Smooths jagged edges!

INTRODUCTORY OFFER!

\$2.98
No Fed. Tax

it's here! a completely **new kind of lipstick**
created by Max Factor based on his make-up research for color TV

new! the color won't come off until you take it off!

new! no waiting for it to set! no blotting!

new! it never, never dries your lips!

new! the brilliant beauty of high fidelity colors!

Now you can find everything you want in one new kind of lipstick—Max Factor's Hi-Fi. It's your dream lipstick come true! In 9 high fidelity shades—all new!

Max Factor's **hi-fi Lipstick \$1.25**

FAST PAIN RELIEF BAYER ASPIRIN 62¢
100 TABLETS
LESS THAN IN A TABLET

m&m's THE CHOCOLATE TREAT THAT'S NEAT TO EAT! 27¢
FAMILY SIZE

Why FORCE your child to take a Laxative?
Children Enjoy Taking **CASTORIA 64¢**
the laxative made especially for them
Extra mild—Contains no harsh drugs

McCOWN COUPON
25-FT. ROLL — Limit 1
SARAN WRAP 24¢
(With This Coupon... Good Thru May 5)

He will **WHISTLE for his milk!**
with the NEW **"Whistling Milk Mug"**
Beautifully decorated... will encourage your child to drink more milk! All children love these cute milk mugs with the cheery WHISTLING BIRD on the handle! You'll be amazed at the fun he'll have "Whistling for his milk!" It's Safe! It's Different!
Priced at a low **29¢** IN PINK or BLUE
ON SALE AT

Adult or Junior **PANTS CREASERS 3 PAIR \$1.19**
Regular 59¢

McCOWN COUPON
REG. 49¢
Cannon Bath Towels 3 for 99¢
20"x40"
(With This Coupon... Good Thru May 5)

McCOWN COUPON
REG. 49¢
33¢ SALTED COCKTAIL PLANTERS PEANUTS 3 Vacuum Tins 74¢
(With This Coupon... Good Thru May 5)

Alka-Seltzer 58¢
FOR MORE PAIN-RELIEVER FASTER
BUY

NEW! JOHNSON'S BABY TRAVEL KIT \$2.50
Folding plastic case goes everywhere with everything. Refillable sizes, Johnson's
• Baby Oil • Baby Lotion
• Baby Cream • Baby Soap
• Baby Powder • Cotton Buds
Johnson & Johnson

Reg. \$1.58 value **NOW ONLY \$1.23**

2 bottles of 200 SQUIBB ASPIRIN FAST • PURE • SURE 1.23
SAVE 35¢ SQUIBB ASPIRIN TABLETS REGULAR \$1.58

STOCK UP AND SAVE 35¢!

Lanolin Plus TRIPLE-PURPOSE Hair Spray Set
SHINES, SOFTENS and SETS YOUR HAIR

FREE Generous Supply of Lanolin Plus "Hard Water" Shampoo when you get

Lanolin Plus Hair Spray at regular price of **\$1.35** plus tax