



# CHRISTMAS TREE-LIGHTS

HY-GLOW INDEPENDENTLY WIRED  
**SET OF 7 TREE LIGHTS 1<sup>98</sup>**

HY-GLOW INDEPENDENTLY WIRED  
**SET OF 15 TREE LIGHTS 2<sup>29</sup>**

HOLLY SET  
**8 BUBBLE LITES 1<sup>98</sup>**

**7 OUTDOOR LITES 2<sup>37</sup>**

**15 OUTDOOR LITES 4<sup>49</sup>**

**25 OUTDOOR LITES 7<sup>98</sup>**



25c 3-OZ. BOX  
**ICICLE FOIL 19c**



10c Beautiful  
**GIFT WRAP PAPERS 5c**  
By DENNISON

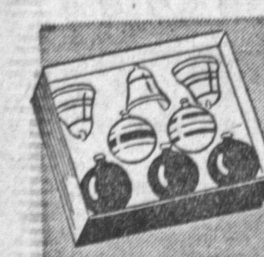


Evergreen for Door  
**HOLLY WREATHES 77c - \$1<sup>89</sup>**

10c G.E. COLORED CHRISTMAS  
**TREE LITE BULBS 6c**

75c CHRISTMAS  
**GIFT TIE RIBBON 3 spools 39c**

STURDY FOR YOUR CHRISTMAS TREE  
**METAL TREE STAND 88c**



2 1/4-in. Solid Color or Assortment  
**ORNAMENTS 12 for 77c**



Giant Push-Button Tin  
**SPRAY SNOW 98c**  
VALUE 1.69c  
FREE WITH EACH CAN 20 STENCILS



Tags - Seals - Cards  
150-pc. Assortment  
Everything for Your Gifts  
**25c**

## for him



Genuine Leather  
**BILLFOLDS 88c**  
Choice of cowhides, calfskins, pigskin, etc. in smart groups of popular styles.



Smart  
**LIGHTERS by Ronson**  
The 'king of them all, prized by smokers everywhere.

**3<sup>95</sup> TO 8<sup>95</sup>**



Max Factor's  
**BUSY MAN'S BAR**

Three famous Max Factor grooming essentials: After Shave Lotion, Cream Hair Dressing, Refreshing Cologne. With dispenser tops! **\$2.75.**



Max Factor After Shave Lotion—soothing, smoothing skin conditioner. Large size, \$1.00. Refreshing Cologne. Large size, \$1.25.

Other gifts from 60¢ to \$2.95  
PRICES PLUS TAX

SEE THEM HERE  
**EASTMAN GIFT CAMERAS**



**BROWNIE HAWKEYE FLASH OUTFIT 12<sup>55</sup>**  
Includes camera, flashholder, VP620 Duo-Pak and instruction book  
Many other models to select

Chico  
**SENSATIONAL BUY NEW LOW PRICES**

**ELECTRIC HAIR CLIPPER SET**  
There's no mystery to cutting hair... You'll do it very well in no time at all.



Set includes ATTACHMENT COMB, SANDER COMB & SHEARS, DRY TOWEL TODAY  
Free Instruction Booklet  
**6<sup>88</sup>**

**Shulton's OLD SPICE for Dad**



Pressurized Smooth Shave 1.00 Pre-Electric Shave Lotion \* Price Plus Tax Lotion, Cologne 2.00

ALWAYS POPULAR  
**PAPERMATE BALL PEN 1<sup>95</sup>**

WATERPROOF, DUSTPROOF  
**TIMEX WATCHES 12<sup>95</sup>** Plus Tax

Assorted Imported  
**BRIAR PIPES 1<sup>00</sup>** up

NYLON WITH ZIPPER FOR TOILETRIES  
**KIT TRAVEL BAG 98c**

Matching Set  
**PEN, PENCIL, LIGHTER 98c**

POPULAR FAVORITE  
**Yardley's SHAVE BOWL 1<sup>25</sup>**

WITH 6 BLUE BLADES  
**GILLETTE RAZOR 1<sup>00</sup>**

SHAVE LOTIONS AND COLOGNE SET  
**KING'S MEN 2<sup>10</sup>** Plus Tax

FOR THE MEN  
**SPORTSMEN COLOGNE 1<sup>25</sup>** Plus Tax

IN TORRANCE  
**1327 EL PRADO**  
ALSO—IN HARBOR CITY  
Pacific Coast Hwy. & Western Ave.  
—Limit Rights Reserved—  
Prices Good thru December 1  
OPEN 9 A.M. TO 9:30 P.M. DAILY



Gift Headquarters for

HEAVENLY FRAGRANCES  
by Lenthéric



Five fabulous fragrances—Shanghai, Dark Brilliance, Tweed Miracle and Confeite... all by Lenthéric... all in one gay gift package.  
**\$1.50** plus tax

Delightful Gifts

In Smart Christmas Gift Pickings

★ Helena Rubinstein ★ Dorothy Gray  
★ Houbigant ★ Yardley ★ Tussy ★ L...



Midnight Perfume to fill your life with excitement. 1 dram, \$1.25, 1/2 oz.

in SHULTON packages



NEW! Spray Perfume 3.50  
Bubbling Bath Crystals 1.50  
ESCAPADE  
NEW! Spray Cologne 2.50



Toilet Water, Dusting Powder 3.00  
Both Salts 1.50  
EARLY AMERICAN OLD SPICE



Toilet Water, Hand and Body Lotion 2.75  
Purae Perfume 1.50  
DESERT FLOWER



Toilet Water, Dusting Powder 3.00  
Liquid Petals Cream Perfume 1.25  
FRIENDSHIP'S GARDEN

HURRY FOR THESE — STOCK UP NOW — MAIL EARLY

## SALE OF CHRISTMAS CARDS

"FRIENDLY ASSORTMENT"  
**BOX OF 15 CARDS 23c**

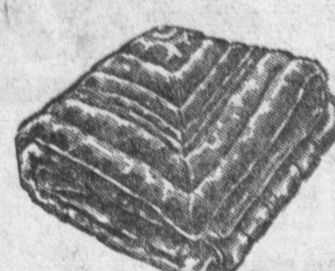
"STUDIO ASSORTMENT"  
**BOXES OF 20 2 for 77c**

BIG VALUE BOX  
**BOX OF 50 CARDS 88c**

Thousands of Gift Items Throughout The Store!

12.95 LUXURIOUS 72" X 84"

## COMFORTER



Reg. \$12.95 value. Quilted Dacron filled and light as a feather for comfortable sleep.

**\$7<sup>98</sup>**

Merry Christmas

1.69 INFA-RED  
**HEAT LAMP BULB 77c**  
250 WATT

Baby Safety  
**SHEARS Value \$1.50**  
For Baby's Finger & Toenails  
SPECIAL NOW ONLY  
**98c**  
INCLUDING PLASTIC CASE

COLORED PLASTIC  
**TOILET SEAT 3<sup>98</sup>**  
19.95 VALUE VALIENT

**ELECTRIC MIXER 12<sup>95</sup>**  
Mixer, 2 Bowls and Stand

Miniature  
**Ornaments Box 12 12c**

15  
**Sleep-Eze TABLETS 79c**

SOOTHES EYES  
**MURINE 54c**

For Headache  
**BROMO SELTZER 57c**

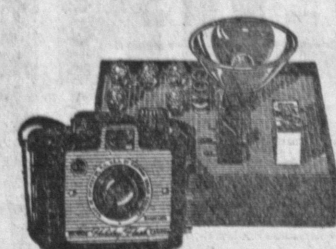
No Shrinking  
**WOOD-DO Cold Water Soap! 59c**

2.00  
"42"  
**Lemonized SHAMPOO 98c**

VICK'S  
**COUGH SYRUP 57c**

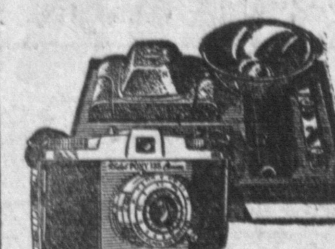
50-FT.  
**HEAVY ROPE 87c**

See them here...  
**KODAK and BROWNIE GIFT CAMERAS... OUTFITS**



**BROWNIE Holiday FLASH OUTFIT**

Amazingly low-cost outfit for indoor-outdoor snaps  
Here's everything needed for round-the-clock snapshot fun. Kodak's easy-to-use Brownie Holiday Flash Camera, film, flashholder, bulbs, batteries, and full instructions—all in a handsome gift box. A wonderful gift even for very young snapshot-lovers... a wonderful buy, too!



**KODAK Pony 135 CAMERA OUTFIT**

Round-the-clock outfits for color-slide making  
For salon-worthy color slides, crisp black-and-white photos, the new Kodak Pony Camera, Model C, with fine 1/3.5 lens, shutter synchronized for flash indoors and at night, speeds to 1/300 for action. PLUS flashholder with guard and fast-action field case to protect the camera. What a gift it makes!

McCOWN COUPON

McCOWN COUPON

McCOWN COUPON

McCOWN COUPON

Set of 8 Christmas  
**TREE SETS LIGHTS 49c**

Plastic 54"x54" Colored  
**TABLE CLOTH 37c**

10c Card of Colored  
**THUMB TACKS 4c**

10c Hardwood Spring  
**CLOTHES PINS 5c doz.**

with coupon only—Good thru Dec. 1 | with coupon only—Good thru Dec. 1 | with coupon only—Good thru Dec. 1 | with coupon only—Good thru Dec. 1