

CHRISTMAS CARDS



Regular 69c Assorted, Boxed
25 SLIM STYLE 49c
 Regular 69c Assorted
40 BOXED CARDS 49c
12 BOXED CARDS 19c

CTION OF...

Here!



Gold, Silver Sprayed
HOLLY WREATHS 1⁹⁹

4 Pine Cones on Ribbon **49c**
 30-Inch Styrofoam Red, White Stripe Cones **59c**
 30" x 28" FIREPROOF COTTON **29c**
 Metal Christmas Tree Stand **88c**



YARDLEY
 After Shave Lotion
1.10 - 1.50
 Plus Tax



Yardley **2⁴⁵**
 plus tax



Max Factor's
BUSY MAN'S BAR
 He will enjoy these three Max Factor grooming essentials—After Shave Lotion, Cream Hair Dressing and Refreshing Cologne, all with dispenser tops!

\$2⁷⁵
 Plus Tax

CANDY GIFT BOXES

Delicious Assorted Creams
CHOCOLATES

Big generous boxes for gift giving. Big assortment of tasty cream centers coated with delicious milk chocolate and best of all, a McGowan low price.

2 1/2-lb. Box **1⁹⁸**
 5-lb. Box **3⁸⁹**

Also Gift Boxes by Brach - Whitman Hoffman



150
TAGS SEALS
 Reg. 25c

19c

BUDDING BEAUTY

For Girls Under 12



Budding Beauty Doll Set, \$5
 8 inch Budding Beauty Doll, Toilet Water, Hand Lotion, Bubble Bath, Nail Polish and Remover.



Bubble Bath with soap, **\$1.25**



Toilet Water, Hand Lotion, Bubble Bath Trio, **\$1**

Glamorous Gifts of Fragrance Always Welcome!

for the woman who is every inch a female
 Christmas gifts of



PRIMITIF

bold new fragrance by Max Factor



Primitif Parfum Cologne: Spray Mist Cologne in slender spray bottle, 3 oz. **\$3.00**, Parfum Cologne, 4 oz. **\$3.00**—also 2 oz. **\$1.75**.

Other gifts of Primitif. Ask to see them all!



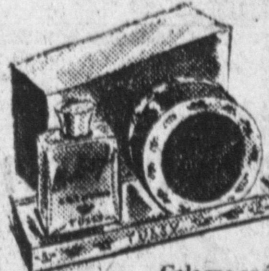
MIDNIGHT

gifts by Tussy

Spray-Mist-Cologne Concentrate, **\$2**



Glamour Set—Cologne, Hand & Body Lotion, **\$1**



Cologne and Dusting Powder Set, **\$5**



Perfume Vial, **\$1.50**



Dusting Powder, **\$1.25**

EVENING in PARIS

Gift Sets

by BOURJOIS

Four in a match—all in the same matching fragrance. Evening in Paris, cologne, cologne stick, talcum powder, and pure perfume. The box is star-studded, re-usable and glamorously satin-lined. Altogether, a beautiful and impressive gift.

3.50



Six is her lucky number—when you give her this magnificent ensemble in a glittering silver-and-blue jewel case. The fragrant six are famous Evening in Paris perfume, cologne, talcum powder, sachet perfume, cologne stick and pure perfume flacon.

6.50



Wrisley HOBNAIL COLOGNE

Old-fashioned hobnail bottle in treasured milk glass filled with flower-fresh fragrance.

IN GIFT BOX **2⁰⁰**



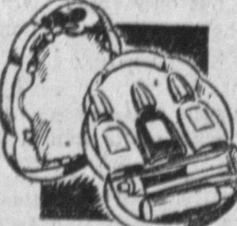
refreshing
FRENCH LILAC SET
 Cologne & Lotion as scintillating as Spring! **\$1.00**. Also in gift Soaps & Dusting Powder. All in beautiful gift packages.

CHOOSE FROM SIXTY NEW, GAY GIFTS BY

Dorothy Gray

GIFTS BY CUTEX

"5-Minute" MANICURE SET



Only **\$1²⁵**
 plus tax



Gay plastic case contains all manicure necessities plus lipstick, hand cream, and manicure cotton. Only **\$1⁹⁸**
 plus tax



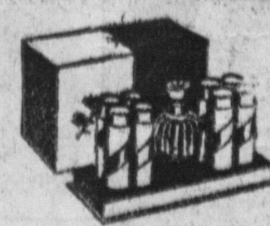
dramatic VOLTAGE CONCENTRATE

... outrageously sophisticated! 2 oz. **\$1.50**. Also in Nosegay and Night Drums. All in beautiful gift packages.

CHOOSE FROM SIXTY NEW, GAY GIFTS BY

Dorothy Gray

everybody loves a gift by SHULTON



BABY AMERICAN OLD SPICE Toilet Water, Bubbling Bath Crystals, **2.50**



DESERT FLOWER Toilet Water, Hand and Body Lotion, **2.75**



ESCAPEE Spray Cologne **2.50**
 Also available in Desert Flower, Early American Old Spice and Friendship Garden



FRIENDSHIP GARDEN "Charm"—Toilet Water, Bubbling Bath Crystals, Talcum, Body Sock, **1.25**



YARDLEY English Lavender

Enjoy the clean, crisp, refreshing feeling that only the unique essence of Lavender can give you. And you'll look wonderful because you'll feel wonderful.

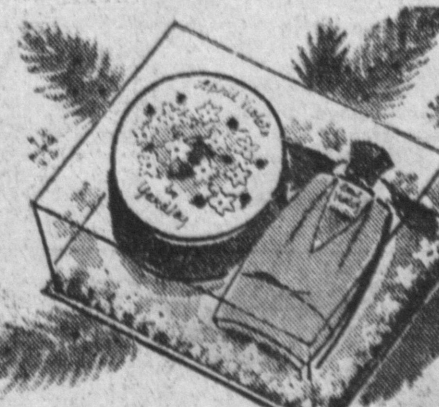
\$1³⁵ to \$3⁰⁰

... for someone special ...

romantic APRIL VIOLETS

by YARDLEY

A delightful package of flower-fresh APRIL VIOLETS Cologne and Dusting Powder. Just one of many fragrant gifts by Yardley awaiting your selection.



4⁴⁰
 Plus Tax

COSTUME

JEWELRY

Pine Earrings Necklaces **1⁰⁰** and up

Nylon Blend

Double Bed

BLANKET 4⁹⁹

Accurate

BATH

SCALES 4⁹⁵

Shoe Rack

Holds 9 Pair

Reg. 1.29 **99c**

PINT

VACUUM

BOTTLE

Reg. 1.29 **98c**

Planter's Salted

PEANUTS

Vacuum Tin **3 for 1⁰⁰**



Deluxe

Comb, Brush, Mirror Set

Reg. 7.95 **5⁹⁵**



Dupont Nylon

KIT BAG

Zipper Opening

Rubberized Interior **98c**

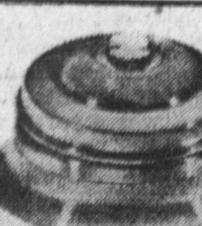


Novelty Matching

CUFF LINKS

and TIE SLIDE

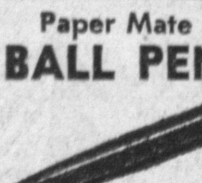
Gift Boxed **1⁷⁷**



Musical

POWDER

BOXES **2⁹⁸** and up



Paper Mate

BALL PEN

With Extra Refill **1⁶⁹**



Cushion

ASH

TRAY **59c**

Reg. 7.95

DEBTEEN DOLLS

Beautifully dressed. All vinyl body and face. High-heel shoes... rooted hair... jointed arms and legs - Turning waist and head. Teen-age figure.

5⁹⁹

A REAL VALUE!

BABY DOLL CARRIAGE

ONLY

4⁴⁷

Made by South Bend Carriage