

REG. 98c
3-ROLL GIFT WRAP PAPER 320 Inches . . . **77c**

REG. 10c
WHITE TISSUE PAPER **6c**

1.00 PURSE VIAL, GIFT BOXED
Evening in Paris PERFUME **59c**

CHRISTMAS

25c Box Glittering
ICICLE FOIL . . . **19c**

79c Strand of Colored
8 TREE LIGHTS . **49c**

10c Assorted Colors
TREE LITE BULBS . . **6c**

10c PACK DECORATED SHEETS DENNISON
GIFT WRAP PAPERS **6c**

Sale—Electrical Appliances

 Face-Scalp-Body MASSAGE VIBRATOR 7.95 Value 4⁹⁵	 Chrome 2-Slice POP-UP TOASTER 11.95 Value 9⁹⁵	 2 Bowls-5-Beat FOOD MIXER 14.95 Value 9⁹⁵	 2-Speed HAND MIXER 9.95 Value 8⁸⁸
 Chrome 2-SLICE TOASTER 2⁴⁹	 S.p.c. Hair Cutting Set BARBER OUTFIT 9⁹⁵	 Wahl Relaxing MASSAGER 10⁹⁵	

to please HER

Dancing Ballerina Musical Powder BOXES
 Ballerina dances to gay tune in plastic dome. **4⁹⁸**
 Other elegant boxes in choice of tones and tunes. **2⁹⁸**

Lentheric TWEED
 Cologne and Bath Powder **3⁰⁰***

Hazel Bishop Perfume Stick
 Choice of 3 fragrances—Toujours gai—Come What May—Wild Desire. **2²⁵***

REVLON
 Manicure Sets
 Dainty implements for easy manicure in gift cases. **6⁹⁵ - 12⁹⁵**

Hang on Her Tree
TUSSY'S MIDNIGHT
 Perfume Vial **1⁵⁰***

Gaiety Bouquet
 Bubble Bath by Wisley
 Fragrant flower scented bubble-baths in gayly striped generous size bag. **2 for 1⁰⁰**

GAY COSTUME JEWELRY
 Sparkling earrings, necklaces, pins for holiday glamour. **1⁰⁰ up**

Deluxe Boxed Stationery
 by Stuart Hall **98c**

Glamorous Revlon FUTURAMA LIPSTICK CASES
1²⁵ up

Ladies' Billfolds
 Genuine leathers glamorized for milady **98c up**

Seamless NYLONS
 Glamorous, sheer stockings with reinforced toe and heel. **98c pr.**

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.

3-pc. Deluxe Comb, Brush Mirror Sets
 Gift Boxed **5⁹⁵**

Evening in Paris

GLAMOUR GIFTS—STAR-STUDED SET . . . all in matchless Evening in Paris fragrance. Cologne, cologne stick, talcum powder, purse perfume, in a star-studded gift box, richly satin lined. Very impressive at only **\$3.50**

GATE-DOOR SET The "doors" of the unique gateway box open up on six Evening in Paris fragrance treasures, nestled in rich satin. Cologne, eau de toilette, talcum, perfume, purse perfume and perfumed bubble bath oil. A royal gift at **\$7.50**

BOURJOIS • CREATED IN FRANCE • MADE IN U. S. A.

MIDNIGHT
 by TUSSY
 Glamorous set Cologne, Hand and Body Lotion in delightful Midnight fragrance. **1⁰⁰**
 *Prices Plus Tax

SALE

exotic
PERFUME POM-POM
 . . . a purse perfume plus sable-soft puff. 5 fragrances, 5 gay puff colors. Gift-packaged, with loop to hang on tree. Each **\$2**.
 CHOOSE FROM SIXTY NEW, GAY GIFTS BY
 Dorothy Gray

Perfect gift for any occasion!
 Old-Fashioned
Wisley
HOBNAIL COLOGNE
 Old-fashioned hobnail bottle in treasured milk glass, filled with your choice of four flower-fresh fragrances. Bottle makes beautiful candle holder, decorator piece, vase, lamp base.
 In lovely gift box **\$2⁰⁰ plus tax**

everybody loves a gift by SHULTON

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

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

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

FRIENDSHIP GARDEN
 "Charmers"—Toilet Water, Bubbling Bath Crystals, Talcum, Body Sachet **1.25**

H
 Dear Sally,
 I've just made the most sensational discovery... a creamy pink perfume that really clings! It's Chantilly Liquid Skin Sachet by Houbigant; put it on your skin at pulse points and just a few drops of this wonderful perfume concentrate lasts for hours and hours.
 Here's how it looks! You really should try it. Only \$2 plus tax
 Love Penny
 P.S. you can get it at...
MCCOWN'S

Shower her with
April Showers
 . . . a blend of rare flowers April Showers is a refreshing fragrance, sure to please.
 April Showers Perfume and Eau de Toilette. **\$1.50**

April Showers Dusting Powder. **\$1.10**
 prices plus tax

April Showers Eau de Toilette and Talc. **\$1.00**

CHERAMY

EXOTIC PERFUMES by LANVIN
ARPEGE 400 to 1250
MY SIN 300 to 500

CHRISTMAS

BIG VALUE GIFT BOXES CHOCOLATES

Delightful assortments of chocolate creams to delight everyone at Christmas time. Big generous boxes brim full of melt-in-your-mouth candies at low, low McCown prices. Practically all famous candy-makers represented for your selection.

BRACH'S 3-lb. box 2²⁹	BRACH'S 4-lb. box 3²⁹	MYERSON 2 1/2-lb. box 1⁹⁸	MYERSON 5-lb. box 3²⁹
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Also Chocolates by **HOFFMAN BEAUDRY**

Candy-Filled **STOCKINGS** **23c**

PEPPERMINT
Candy Canes
6 for 29c

Bishop's Delicious Christmas
HARD CANDIES
Holiday Mix
 Pound Bag **39c**

9-oz. bag, 100%
Filled Assortment 29c

9-oz. Bag Assorted
Cut Rock Mix 29c

9 1/2-oz. Assorted
Mistletoe Mix 29c

Pound Bag
Ribbon Candy 39c

PERFECT Christmas TREAT
Whitman's
CHOCOLATES
 So Fine, So Famous, So Sure To Please
 FEATURING THE DELICIOUS
Whitman's
 Sampler
 Beautifully Christmas Decorated \$2.00 a lb.
 * VISIT OUR CANDY DEPARTMENT TODAY