

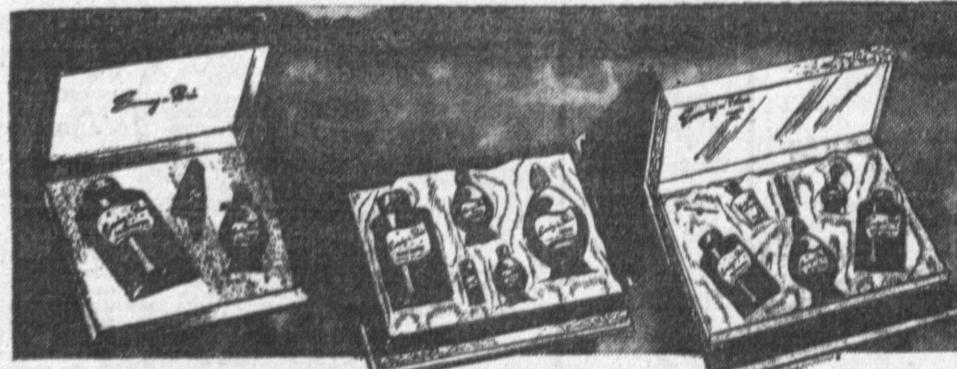
**SET OF 8 INDOOR TREE LITES**  
 Strand of 8 C-6 assorted color lights. A big value at this low McCown price.  
**49c**

**1 3/4 INCH TREE ORNAMENTS**  
 Popular Colors Your Choice  
**3c ea.**

**Rx PRESCRIPTIONS**  
**YOUR HEALTH Is Our First Regard**  
 During the hustle of Christmas shopping let us not forget McCown pharmacists fill prescriptions only and do not work in other departments. Service is quick, accurate and undisturbed. Your health comes first at McCown Drug Stores. Only the finest freshest drugs are used... each prescription DOUBLE-CHECKED!  
 Help Fight TB  
 Buy Christmas Seals

**McCown Drug**  
**OPEN EVENING**

**Exciting Gifts of Fragrance!**



SHE'LL LOVE YOU FOR IT... THE GIFT THAT BECOMES A VERY PART OF HER!

*Evening in Paris*

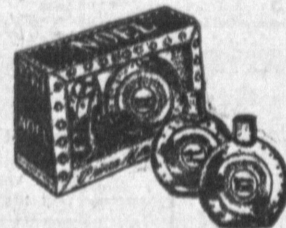
THE HAUNTING, FABULOUS FRAGRANCE OF FRANCE

**GIFT TRIO:** Evening in Paris cologne, purse perfume and talcum powder, each in a sparkling silver and heavenly blue gift box. So very French and so very surprisingly priced... only \$2.50

**DOUBLE DOOR TO GLAMOUR:** A fabulous ensemble of Evening in Paris beauties in a magnificent satin-lined gift box. Five accessories: perfume, eau de toilette, talcum powder, cologne, purse perfume... a beautiful buy for only... \$5.00

**MUSIC BOX:** A love song every time she opens the lid! And a symphony of Evening in Paris fragrance gifts: perfume, eau de toilette, talcum, bath crystals, sachet perfume, purse perfume. A truly romantic gift... only \$10.00

misletoe is fun... but **Prince Matchabelli** makes it Christmas!



**NOEL COLOGNES**  
 A charming gift sure to please any woman on your shopping list. Two sparkling flasks of Popover and Summer Shower Colognes in a delightful gold-embossed package. \$1 plus tax.

Many Other Gay Fragrant Gifts by Prince Matchabelli

for the woman who is every inch a female  
 Christmas gifts of **PRIMITIF**  
 bold new fragrance by Max Factor



Sophisticated holding in his paws a 1 1/2 dram vial of Primitif Parfum. \$1.50.

**Primitif Parfum**  
 Cologne: \$3.00  
 Spray Mist: \$3.00  
 also 2 oz. \$1.75.

Other gifts of Primitif. Ask to see them all!

**MAX FACTOR**  
*Exquisite Gift Fragrance*

she'll concentrate... concentrate on you when you give **HYPNOTIQUE**  
 the magnetic new fragrance

**SPRAY MIST COLOGNE.** Just a breath of spray casts a golden spell that attracts... persuades... holds! \$3.00.

**THE HYPNOTIZER.** This year's most enchanting, tantalizing gift... holds a precious vial of Max Factor Hypnotique Perfume. \$1.75

**PARFUM COLOGNE.** For the woman who was born to enchant men... exciting new power! Four oz., \$3.50. Two oz., \$2.00. All prices plus tax.



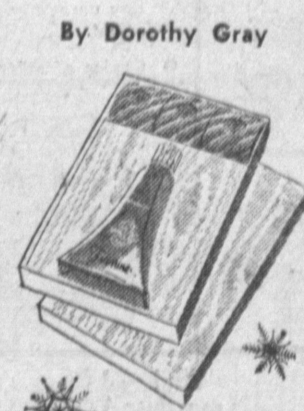
**GAY FIGURINE**



By Dorothy Gray

SET, \$1.00  
 Beautifully gift packaged

A joyous fragrance in Cologne and hand lotion to match the holiday mood.



SET, \$1.25  
 Beautifully gift packaged

A gift of fragrance—to wear... to bathe in. Set of Cologne and Guest Soap.

**Shulton Gives Special Pleasure!**



**DESERT FLOWER GIFT SET 4.50**  
 Dusting Powder and Spray Cologne beautifully gift-packaged in gold, green and white.



**FRIENDSHIP'S GARDEN "Chorner" Set 1.25**  
 Guest sizes of Toilet Water, Bubbling Bath Crystals, Talcum, Body Sochet.



**MIDNIGHT by Tussy**  
 Glamour Set — 1.00\*  
 (Hand and Baby Lotion and Cologne)  
 Many Other Gift Combinations.

**MAX FACTOR**  
**BUSY MAN'S BAR** (with dispenser top)  
 Convenient... complete... the perfect gift for men! Set of three Max Factor grooming essentials: After Shave Lotion... Cream Hair Dressing... refreshing Cologne: \$2.75  
 Also available—Max Factor's "man alive" After Shave Lotion; large size: \$1.60... or large size Cologne: \$1.25  
 Other men's gifts from 60c to \$4.25 (ALL PRICES PLUS TAX)

**for Gentlemen**

Tussey's New **Americana** Spirited Fragrance

**SHULTON'S OLD SPICE** Gift Sets

2-Pc. Set, After Shave, Deodorant 2.25

3-Pc. Set After Shave Smooth Shave and Talcum 3.00\*

4 oz. cologne \$2.00

**BEST GIFT BUYS**

**SALE CHRISTMAS CARDS**  
 Beautifully Boxed Assortments

1.00 BOX OIL CHROMETTE  
**16 CARDS 49c**

1.00 CHRISTMAS VALUE  
**40 CARDS 49c**

29c Quality Assortment  
**12 CARDS 19c**

25c PACK OF 125 ASSORTED  
**GIFT TAGS, SEALS 19c**

1.98 BEAUTIFULLY DECORATED  
**16" WREATHS 19c**

5.95 16-INCH MUSICAL REVOLVING  
**CHRISTMAS TREE 39c**

3.95 20-INCH ORNAMENTAL  
**CHRISTMAS TREE 29c**

2.29 SET OF 8  
**BUBBLE LIGHTS 19c**

98c NOEL  
**DOOR DECORATION 77c**

10c Pack White  
**GIFT TISSUE 6c**

10c Assorted Color  
**Tree Light BULBS 6c**

GAY, MUSICAL  
**POWDER BOXES**  
 Popular Melodies  
**\$2.98 up**

7-Piece Ecco Flint  
**KITCHEN UTENSILS WITH RACK**  
 Reg. \$13.95  
**\$7.77**

BOXED SET OF 7 PIECES  
**KITCHEN UTENSILS**  
 Including Rack  
 Reg. \$2.98  
**\$1.98**

Fancy  
**LADIES' HANDKERCHIEFS**  
 Embroidered, Lace Trim  
 Box of 3 **98c**

Decorated 11-Ounce  
**8 GLASS TUMBLERS**  
 In Gift Box  
 REG. 2.49  
**1.98**

DELUXE STUART HALL LINEN  
**GIFT BOXED Stationery**  
 1.00 VALUE  
**79c**

Values to 2.95  
**COSTUME JEWELRY**  
 Earrings, Pins, Necklaces  
**YOUR CHOICE 99c**

NYLON BLEND  
**DOUBLE BED BLANKETS**  
 Pastel Colors Acetate Bonding  
 4.95 Value  
**3.88**

LADIES' BILLFOLDS PURSES  
 With \$5.00 Look  
**88c**

You too can be a **WEATHER PROPHET**  
**PLAN AHEAD**  
  
**BAROMETER**  
 Highly reliable. Useful and decorative. For all who live, work, and play outdoors. Increases your know-how.  
**\$3.33**

**Brach's Gift Chocolates**  
 Delicious assortments of chocolate creams in big gift boxes. Big values at these low McCown prices!

3-POUND GIFT BOX **1.99**

4-POUND GIFT BOX **2.69**

29.95 VALUE  
**ALL TRANSISTOR PORTABLE RADIO**  
 Popular Colors  
 Sensational low price for this dependable long-playing all-transistor portable radio. Rich leatherette case in choice of colors. Save \$10.00 this weekend.  
**19.95** with batteries

**Lotus by Jewelite**  
 \$3.00  
 New writing 2-Tone brush and comb set.  
 Other Beautiful Jewelite Comb., Brush, Mirror Sets for All the Family Gift Boxed

**THOUSANDS MORE GIFTS FOR ALL**