

STOCK UP FOR A CAREFREE SUMMER ON MAY CO.'S VITAMINS, TOILETRIES AND COSMETICS



A HAPPY WANDERER . . . Mrs. Alice R. Wright of Hawthorne will be able to do a little wandering in a brand new sports sedan. Mrs. Wright accepts the keys to the car from Manny Borun, vice president of Thrifty Drug Stores, and Bill Henry (center), director of store operations. The car was the grand prize in the 35th birthday contest for Thrifty Drug Stores.

COUNT MARCO SAYS

Romance Dead? They're Wrong

Romance is a figment of the imagination. Without it marriage is a complete bore.

Today's writers tell you to make a virtue of the new sentimentality. "Old sentimentality is dead," cries out one national magazine. The emphasis is on realism.

Mon Dieu! What is more real than marriage? To be happy in it one must maintain an imaginative outlook or perish on the hard benches of the divorce court.

Marriage must have romance, and romance can come only from your imagination. It's something you dream up—a make-believe world for you, Prince Charming who has come riding in on his great white charger to rescue you from a fate worse than death—singleness.

When you look at him you hear bells, your blood pressure soars, everything is heavenly and colorful. Wherever you go, you hear music. The moon is fuller, brighter and more magnetic.

Now, truly, what in the world but imagination could do this? If it isn't your imagination, how come so many of you after a few months or years see things in a duller light?

The color goes, the music fades, he turns from Prince Charming to a boring commoner.

Now look at his side. He saw in you the world's most intelligent woman, one whose voice sent chills up and down his spine. You were far more beautiful than any other woman he had ever set his eyes on.

In your presence he felt he could conquer the world. You were an inspiration to be held closely forever more.

Now, where do you think he dreamed all that up. In his imagination, of course.

His cold gray dawn was as disillusioning as yours. But romance can always be revived with your same old partner. All you have to do is start your imagination again. I know that for some of you it will be quite a job, as you've let it stagnate for so long.

Start romancing him with the same attention to little details you used when you courted him.

The first and best place to start is at the dinner table. Dine a deux every night for a week.

Always use candlelight, perfume the air, dress as though you were going to become a queen of a beautiful castle. And your attitude must be one of relaxation and loving attentiveness.

When you come right down to it, romance is purely and simply self-hypnosis. Hypnosis is a product of imagination. Now, surely you have a little imagination left. Then use it, my dear, before some other woman starts using hers on him.

- Golliwogg Cologne and Perfume 3.50*
- Quelques Fleur Refreshener by Houbigant, 2.50* val. 1.50*
- Sculptura lipstick by Revlon \$1.75* val. 1.09*
- Jolie Madame Spray by Revlon 6.00* val. 3.00*
- Revlon's Ultima Kit, 11.50* val. 6.00*
- Revlon's Moon Drops Freshener, 8.75* val. 5.00*
- Revlon's Moon Drops Cleanser, 8.00* val. 4.50*
- Revlon's Moon Drops Combination, 4.50* val. 3.00*



**SPECIAL, MARY SHERMAN'S
SPRAY COLOGNE**

1.50*

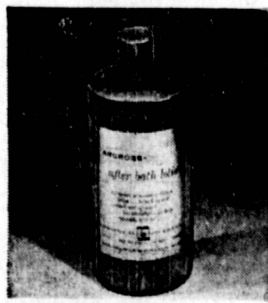
An exquisite fragrance created for the discriminating woman's final, glamorous finishing touch. In slender graceful spray bottle. Reg. 2.00. Buy now and save.



**BONNIE BELL'S ISR
CREME SPECIAL**

3.50*, 6.00*

A cool summer cream that lets your skin breathe oxygen, take in moisture. Wear as night cream or under make-up. Wonderful for a long, hot summer. 3.50*, 6.00*



**CHERAMY'S APRIL SHOWER'S
NOW SPECIALLY PRICED**

1.00*

A charming fragrance for a long hot summer. Dusting Powder or Eau de Cologne designed in attractive cut crystal effect. Excellent for that little gift reminder. 1.00*



**COTY'S SPECIAL VACATION
SIZE FLACON MIST**

2.00*

Coty's new Flacon mist—small enough to tuck in your bag . . . large enough to hold hundreds of long-lasting sprays. L'Aimant, L'Origan, Emeraude or Paris 2.00*



**GIFT SPECIAL
LENTHERIC'S TWEED**

2.50*

Tweed dusting powder with fluffy puff and gift of Cologne. \$4.00 value 2.50*
Tweed Cologne with gift of Talcum Powder in shaker, 2.50 value 2.50*



**IMPORTED PERFUMED
TOILET SOAP**

Box of 3 **79c** 3 boxes for **2.25**

Reg. 1.00 box. Delicately scented with true floral fragrances; individually wrapped in gift box.



**ARCROSS TRANSPARENT
HAIR SPRAY**

14-oz. **83c** 2 for **1.59**

Reg. 99c. Soft to the touch, promises perfect grooming; in regular or hard-to-hold formulas.



**ARCROSS ANTI-PERSPIRANT
FOR MEN AND WOMEN**

2-oz. **1.19**

Reg. 1.49. In roll-on or plain liquid form, sure action that remains gentle to the skin.



**ARCROSS COLD CREAM
WITH LANOLIN**

15-oz. **89c**

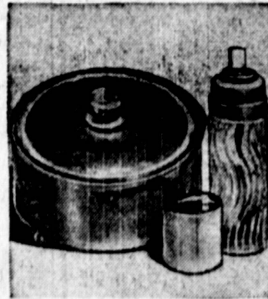
Reg. 1.00 Arcross all-purpose cream for deep cleansing; softer for rough skin complexion.



**ARCROSS MILK BATH
WITH COLD CREAM**

22-oz. **1.59**

Reg. 1.99. Enriched with milk, cold cream, and natural oils. Fragrance is delicate "Mountain Mist."



**ARCROSS AFTER BATH
LOTION AND FRICTION**

16-oz. **1.73**

Reg. 1.99. Clean, brisk citrus fragrance is stimulating and refreshing to the body after bath.



**ARCROSS SATIN SMOOTH
DRY SKIN BATH OIL**

16-oz. **2.39**

Reg. 2.95. Add or apply in bath or shower; gives a fragrant, smooth feel to your body.

ARCROSS VITAMINS AT EXTRA SAVINGS

- Reg. 6.99 Multi Vitamins, 250 tablets, 4.29, 2 bottles 7.99
- Reg. 9.99 Therapeutic Vitamins & Minerals, 250 tablets 6.99 2 bottles 11.79
- Reg. 1.99 Vitamin C, 100 mg., 250 tablets, 1.39, 2 bottles, 2.39
- Reg. 1.99 Vitamin C, 250 mg., 100 tablets, 1.39, 2 bottles, 2.39
- Reg. 3.89 Vitamin C, 250 mg., 250 tablets, 2.66, 2 bottles, 4.99
- Reg. 3.99 Vitamin B Complex with B-12, 250 tablets, 3.19, 2 bottles, 5.99
- Reg. 6.79 Super Potency B Complex with Vit. C, 250 tablets 4.69, 2 bottles, 8.39
- Reg. 9.95 Super Potency Multi Vitamins and Minerals, 250 tablets, 5.79, 2 bottles, 10.99

SUMMER SALE OF ARCROSS TISSUES

- Reg. 14c roll Facial Quality Toilet Tissue 16 rolls, 1.99, case of 96, 11.79
- Reg. 25c box of 300 Cleansing Tissues 5 boxes 1.00, case of 48, 8.95
- Reg. 45c box of 600 cleansing Tissue 4 boxes 1.49, case of 24, 8.75
- Arcross Household Towels 6 rolls, 1.39, case of 36, 7.89
- Arnaps, box of 48, reg. or super 1.19, 2 boxes 2.29
- Arvels, box of 48 reg. or super 1.19, 2 boxes 2.29
- Tampons, box of 40, reg. or super 1.29, 2 boxes 2.29

May Co. Toiletries 0 order by mail or phone 370-2511

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MAY CO. SOUTH BAY
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