REG. 10c
WHITE TISSUE PAPER 6¢

REG. 98¢—3 BIG ROLLS CHRISTMAS
GIFT PAPER 77¢
20" LONG

100 PURSE VIAL, GIFT BOXED
Evening in Paris
PERFUME 59¢

STMAS

5c Box Glittering
CICLE FOIL . . . 19¢

79c Strand of Colored
8 TREE LIGHTS . 49¢

10c Assorted Colors
TREE LITE BULBS . . 6¢

10c PACK DECORATED SHEETS DENNISON
GIFT WRAP PAPERS 6¢

Sale—Electrical Appliances

Face-Scalp-Body
MASSAGE VIBRATOR
7.95 Value **4.95**

Chrome 2-Slice
POP-UP TOASTER
11.95 Value **9.95**

2 Bowls-Stand
FOOD MIXER
14.95 Value **9.95**

2-Speed
HAND MIXER
9.95 Value **8.88**

Chrome
2-SLICE TOASTER 2.49

Beauti-Aire
HAIR DRYER 4.95

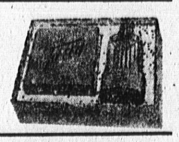
9-pc. Hair Cutting Set
BARBER OUTFIT 9.95

Wahl Relaxing
MASSAGER 10.95

to please HER

Dancing Ballerina Musical Powder **BOXES**
Ballerina dances to gay tune in plastic dome. **4.98**
Other elegant boxes in choice of tones and tunes. **2.98**

Lentheric
TWEED
Cologne and Bath Powder
3.00*



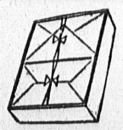
Hazel Bishop Perfume Stick
Choice of 3 fragrances—Toujours Gai—Come What May—Wild Desire. **2.25***

REVLON
Manicure Sets
Dainty implements for easy manicure in gift cases.
6.95 - 12.95

Hang on Her Tree
TUSSY'S **MIDNIGHT** Perfume Vial **1.50***

Gaiety Bouquet
Bubble Bath by Wrisley
Fragrant flower scented bubble baths in gayly striped generous size bag.
2 for 1.00

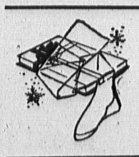
GAY COSTUME JEWELRY
Sparkling earrings, necklaces, pins for holiday glamour. **1.00** up



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

Glamorous Revlon
FUTURAMA LIPSTICK CASES
1.25 up

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



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

PRIMTIF
Bold New Fragrance by Max Factor

Sophisti-cat holding in his paws a 1⅛ dram vial of Primitif Parfum! **1.50.**

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 **5.95**

Evening in Paris

GLAMOUR GIFTS-

STAR-STUDDED 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**

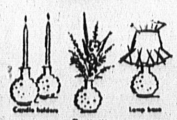
BOURJOIS • CREATED IN FRANCE • MADE IN U.S.A.

MIDNIGHT
by TUSSY
Glamorous set Cologne, Hand and Body Lotion in delightful Midnight fragrance. **1.00**
*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
Wrisley
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 **2.00** *plus tax*



Candle holder · Flower vase · Lamp base

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

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

FRIENDSHIP GARDEN
"Charmer"—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.
Heres 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

April Showers Eau de Toilette and Talc. $1.00

prices plus tax
by CHERAMY

EXOTIC PERFUMES by LANVIN
ARPEGE **4.00** to **12.50**
MY SIN **3.00** to **5.00**

CHRISTMAS CANDY

Prices Plus Tax

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	BRACH'S 4-lb. box	MYERSON 2½-lb. box	MYERSON 5-lb. box
2.29	**3.29**	**1.98**	**3.29**

Also Chocolates by HOFFMAN BEAUDRY

Candy-Filled
STOCKINGS **23¢**

PEPPERMINT
Candy Canes

6 for 29¢

Bishop's Delicious Christmas
HARD CANDIES

Holiday Mix Pound Bag **39¢**

9-oz. bag, 100% **Filled Assortment** **29¢**

9-oz. Bag Assorted **Cut Rock Mix** **29¢**

9½-oz. Assorted **Mistletoe Mix** **29¢**

Pound Bag **Ribbon Candy** **39¢**

PERFECT Christmas TREAT
Whitman's CHOCOLATES
So Fine, So Famous, So Sure To Please

FEATURING THE DELICIOUS Whitman's Sampler
Beautifully Christmas Decorated $3.00 a lb.

VISIT OUR CANDY DEPARTMENT TODAY