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### LUCIEN LELONG AND COTY . . . feature world-renowned fragrances

- A** Lucien Lelong Parfums de Paris. Formerly \$11.00. Dazzle her with this tower of fragrance . . . a truly lavish display. Magnificent presentation features the popular spicy Indiscret (full 1/4 oz.) crowning a base of other famous perfumes, Tailspin, Sirocco and Bala-laika . . . each 1/4 oz. . . Present one elegant gift or four separate gifts . . . each complete in itself.  
**B** N 9460E—Shpg. wt. 1 lb., 5 oz. Wts \$11.00 . . . Now \$5.95
- B** Lucien Lelong Trois Colognes. Formerly sold for \$5.85. Charming trio for airs of elegance. Tailspin . . . bright and exciting; Indiscret . . . wonderfully spicy; Sirocco . . . warm, rich Oriental scent. Ample 1 oz. each.  
**B** N 9457E—Shpg. wt. 1 lb. Wts \$5.85 . . . Now only \$2.20
- C** Lucien Lelong Deux Colognes. Formerly sold for \$2.75. Delightful pairing of popular fragrances . . . 1 oz. each exciting Tailspin and warm, rich Sirocco.  
**B** N 9463E—Shpg. wt. 9 oz. Wts \$2.75 . . . Now only \$1.50
- D** N 9459E—Some set as above except Indiscret and Bala-laika fragrances. Shpg. wt. 8 oz. Wts \$2.75 . . . Now \$1.50
- D** Lucien Lelong Sachet and Perfume Set. Formerly \$2.75. Dainty pillow serves as purse-size sachet. Dram perfume in matching fragrance, Indiscret, Bala-laika, Sirocco or Tailspin. State first and second choice.  
**B** N 9458E—Shpg. wt. 4 oz. Wts \$2.75 . . . Now only \$1.25
- E** Coty Triomphe. Formerly \$4.95. 1 1/4-oz. toilet water and 1/10-oz. perfume purser in matching scent. Famous scents for your selection. L'Amant, Emeraude, L'Origan and Paris. State first and second choice.  
**B** N 9451E—Shpg. wt. 12 oz. Wts \$4.95 . . . Now only \$3.50
- F** Coty Pearls of Fragrance. Formerly \$2.75. 7/8-oz. toilet water plus perfume starlet. L'Amant, Emeraude, L'Origan and Paris. State first and second choice.  
**B** N 9455E—Shpg. wt. 5 oz. Wts \$2.75 . . . Now only \$1.95
- G** Coty Duet. Formerly sold for \$2.75. Pamper her with famous fragrances for lavish use. Emeraude and L'Amant toilet water . . . 1/4-ounce bottle of each.  
**B** N 9456E—Shpg. wt. 6 oz. Wts \$2.75 . . . Now only \$1.95

### SPRAYS of fragrant enchantment

- H** Tobu, "the forbidden fragrance," is so alluring.  
**B** N 3016E—3-oz. cologne. Postpaid. (Wt. 12 oz.) . . . \$3.30
- J** Ambush sprays a "tender trap," lends excitement.  
**B** N 9441E—3-oz. cologne. Postpaid. (Wt. 12 oz.) . . . \$3.30

### FAMOUS PERFUMES

- K** Coty L'Amant. A charming favorite to delight her.  
**B** N 9449E—3 1/2-oz. cologne. Postpaid. (Wt. 12 oz.) . . . \$3.85
- L** Mox Factor Hypnotique weaves its own magic spell.  
**B** N 9450E—3-oz. cologne. Postpaid. (Wt. 12 oz.) . . . \$3.30
- M** Shulton Desert Flower. Exciting as the desert breeze.  
**B** N 9299E—4 1/2-oz. cologne. Postpaid. (Wt. 12 oz.) . . . \$2.75
- N** Leatheric Tweed Mist. The lighthearted, gay scent . . . appropriate anywhere, anytime. Use lavishly.  
**B** N 3020E—2-oz. toilet water. Postpaid. (Wt. 8 oz.) . . . \$2.48
- P** Yardley English Lavender. Popular, fresh fragrance.  
**B** N 9068E—2-oz. cologne. Postpaid. (Wt. 8 oz.) . . . \$2.20

## Give Her True Manicure Luxury



**B** \$1.00 **C** \$1.97 **D** \$2.27

**A** \$4.97 **E** \$2.97 **F** \$3.97 **G** \$1.97



**A** Save \$1.00 \$4.97 **B** \$2.97 **C** \$2.47

**D** \$4.97 **E** \$2.97

**F** \$3.97

- A** Our Best Quality . . . Elegant Manicure Set. Top-quality forged-steel accessories from Solingen . . . noted for finest implements. Rich red leather case (7x4 1/2 in.). Our most complete set. 11 pieces: professional cuticle nipper, toenail nipper, more essentials. A luxurious German import. White gift box.  
**B** N 9509E—11c Fed. tax incl'd Shpg. wt. 8 oz. . . \$4.97
- B** Thrifty Manicure Set. You'll be amazed at the tiny price . . . and so would she, if she knew! 6 implements included: 2 pairs of scissors, Red simulated leather zipper case (4 1/2 x 7 1/2 in.). All imported from Germany. Boxed.  
**B** N 9507E—11c Fed. tax incl'd Shpg. wt. 4 oz. . . \$1.00
- C** Tailored Manicure Set. Here are the beauty tools she needs for a manicure. 7 implements . . . all from Germany. 2 scissors, etc. Pastel green leather zipper case (4 1/2 in.) detailed with rich gold-color embossing. Gift box.  
**B** N 9510E—11c Fed. tax incl'd Shpg. wt. 6 oz. . . \$1.97
- D** Manicure-Sewing Kit. For that stitch in time . . . what could be more welcome? 16 pieces. Manicure, matching plastic-handled implements, etc. . . all from Germany. Thread, needles, etc. keep her neat always. Pink leather zipper case (5 1/2 x 3 1/4 in.). Boxed.  
**B** N 9511E—11c Fed. tax incl'd Shpg. wt. 6 oz. . . \$2.27
- E** Smart Manicure Set holds 7 pieces for finger tip, toe nail, nail nipper, cuticle scissors, matching plastic-handled implements . . . all imported from Germany. Blue leather case (6 1/2 x 3 1/2 in.) with black suede lining.  
**B** N 9521E—11c Fed. tax incl'd Shpg. wt. 8 oz. . . \$2.97
- F** Queen-size Manicure Set. 10 essentials in a trim case. Leather straps hold fine implements in place. Double-lined in clear plastic for extra protection. Cuticle nipper, 2 scissors, etc. Desert tan leather zipper case (7x4 1/2 in.). Imported from Germany. Gift box.  
**B** N 9508E—11c Fed. tax incl'd Shpg. wt. 8 oz. . . \$3.97
- G** Manicure-Mirror-Comb Set. Multi-use, yet so dainty . . . even to gold-color embossing. So handy to tuck in her purse. Comb serves as mirror handle, too. Powder blue zipper case (7x2 1/2 in.) of top grain leather from Austria. Scissors, tweezers, file. 3 other implements from Germany.  
**B** N 9514E—11c Fed. tax incl'd Shpg. wt. 6 oz. . . \$1.97
- H** Vanity Manicure Set. Handy set she'll use throughout the year. Mirror in lid for applying make-up, etc. 8 manicure needs . . . scissors, file, tweezers, etc. Pink and gold-color embossed box (8x6 in.). Austrian import.  
**B** N 9515E—11c Fed. tax incl'd Shpg. wt. 6 oz. . . \$2.47
- I** Nipper Set. Precision-made professional cuticle nipper of finest steel from Solingen. Triple-cut file set into flap. Pretty blue leather case. Compact (4 1/2 x 2 1/2 in.) size, snap-closing for convenience. German import.  
**B** N 9221E—11c Fed. tax incl'd Shpg. wt. 3 oz. . . \$2.97
- K** Save \$1.00. Ann Barton Polish Set now a greater value than ever! 14 pieces for a complete manicure. Red ostrich-embossed vinyl plastic case (5 1/2 x 3 1/2 in.) with zipper. Contains medium red polish, scissors, nail brush, file, etc. (24c Federal tax incl.)  
**B** N 9221E—Shpg. wt. 1 lb. . . Wts \$5.97. Now \$4.97
- L** Thrifty Ann Barton Polish Set. 11 pieces in pink plastic box (7 1/4 x 5 1/2 in.) with cut-out design. Self-rising tray . . . natural polish, remover, cuticle remover. Nail white pencil. 7 more accessories . . . ideal for a young miss.  
**B** N 9222E—11c Fed. tax incl'd Shpg. wt. 1 lb. 4 oz. . . \$2.97
- M** Whistle-Manicure Knife. Versatile accessory for men or women. Just slide chrome-plated whistle out for emergency use. File and cleaver point plus a handy knife blade. Key chain attached. Gleaming stainless steel. Gift box, lucky penny included. Italian import.  
**B** N 9520—Tiny size . . . 1-27/16 in. Shpg. wt. 4 oz. \$3.97





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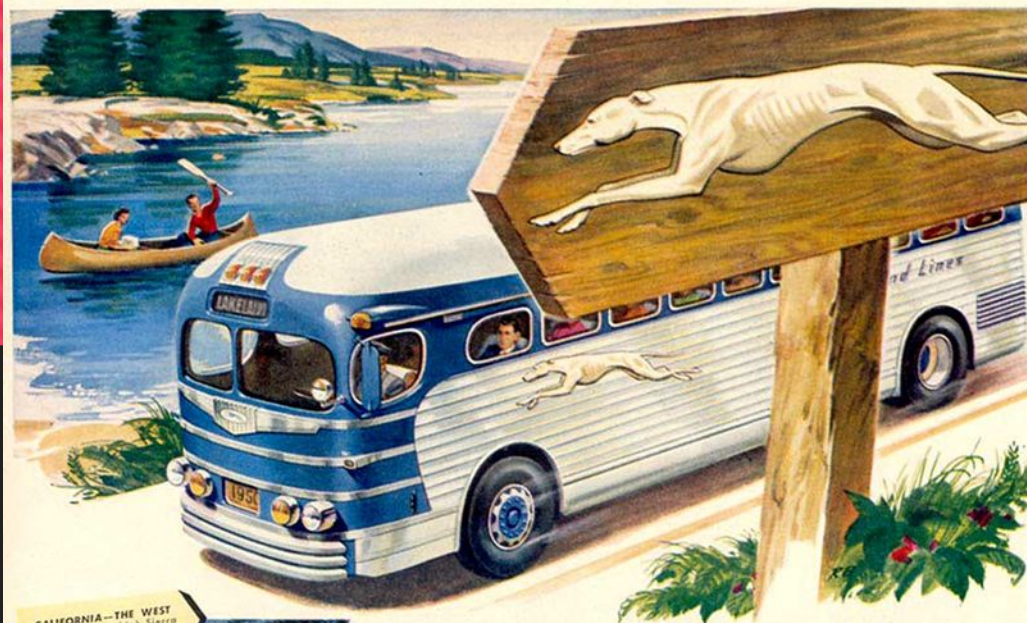
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"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow\* by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a Lucky instead."

**Lucky Strike**, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.



## "It's toasted"

Your Throat Protection—against irritation—against cough.

\*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."

# Be Happy- Go Lucky!

Come join me at the Mardi Gras  
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Give Luckies to their Queens!

Enjoy your cigarette! Enjoy truly fine tobacco that combines both perfect mildness and rich taste in one great cigarette - Lucky Strike!

*Perfect mildness?* You bet. Scientific tests, confirmed by three independent consulting laboratories, prove that Lucky Strike is milder than any other principal brand.

*Rich taste?* Yes, the full, rich taste of truly fine tobacco. Only fine tobacco gives you both real mildness and rich taste. And Lucky Strike means fine tobacco. So enjoy the happy blending that combines perfect mildness with a rich, true tobacco taste. Be Happy—Go Lucky!

## L.S./M.F.T.-Lucky Strike Means Fine Tobacco



I ski right off the highest jumps.  
And never take a spill,  
But I prefer a Lucky Strike  
To really get a thrill!



I strut my stuff upon a stage  
And thousands praise my name  
But praise for Lucky Strike, I fear,  
Puts all my praise to shame!



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