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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 1/2 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. 3/4 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 . . . mysterious as the tropical shower . . .
B N 9289E—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** 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-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
- E** 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
- F** 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
- G** 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 1 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
- H** 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
- I** 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
- J** 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 . . . 1-1/2 in. Shpg. wt. 4 oz. \$3.97

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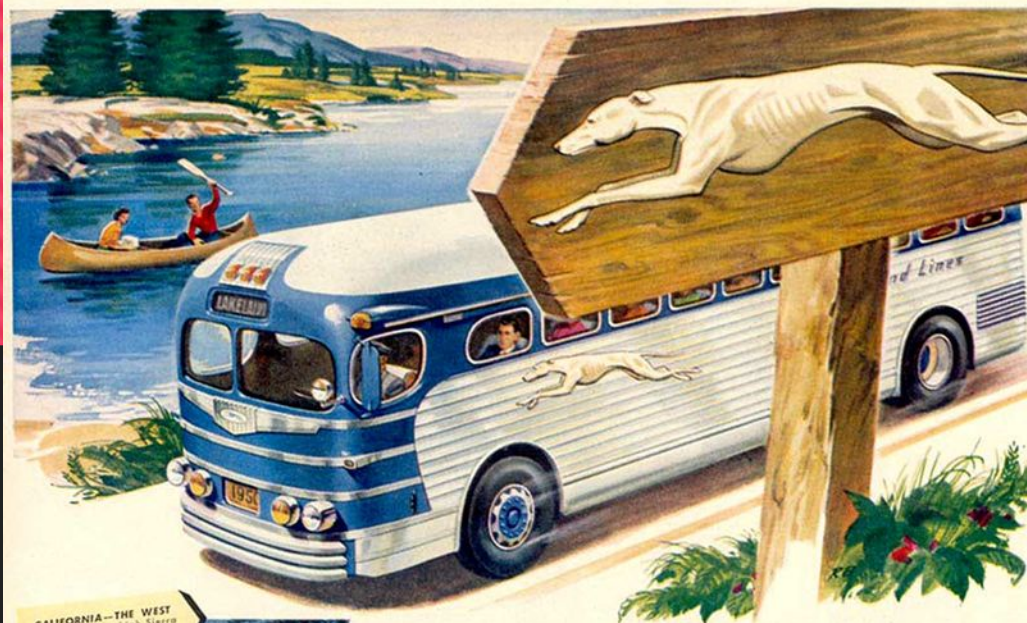
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Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies**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



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Your Throat Protection—against irritation—against cough.

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Be Happy- Go Lucky!

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Where Kings who know tobacco best
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.

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*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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