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E Save \$4.45 NOW \$3.50

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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 1½ oz.) crowning a base of other famous perfumes, Tailspin, Sirocco and Bala-laika . . . each 1½ oz. . . Present one elegant gift or four separate gifts . . . each complete in itself.
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.
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.
N 9463E—Shpg. wt. 9 oz., Wts \$2.75 . . . Now only \$1.50
N 9459E—Some set as above except Indiscret and Bala-laika fragrances. Shpg. wt. 8 oz., Wts \$2.75 . . . Now only \$1.50

SPRAYS of fragrant enchantment

H Tobu, "the forbidden fragrance," is so alluring.
N 3016E—3-oz. cologne, Postpaid, (Wt. 12 oz.) . . . \$3.30

J Ambush sprays a "tender trap," lends excitement.
N 9441E—3-oz. cologne, Postpaid, (Wt. 12 oz.) . . . \$3.30

K Coty L'Amant. A charming favorite to delight her.
N 9449E—3½-oz. cologne, Postpaid, (Wt. 12 oz.) . . . \$3.85

L Mox Factor Hypnotique weaves its own magic spell.
N 9450E—3-oz. cologne, Postpaid, (Wt. 12 oz.) . . . \$3.30

M Shulton Desert Flower. Exciting as the desert breeze.
N 9289E—4½-oz. cologne, Postpaid, (Wt. 12 oz.) . . . \$2.75

N Leatheric Tweed Mist. The lighthearted, gay scent . . . appropriate anywhere, anytime. Use lavishly.
N 3020E—2-oz. toilet water, Postpaid, (Wt. 8 oz.) . . . \$2.48

P Yardley English Lavender. Popular, fresh fragrance.
N 9068E—2-oz. cologne, Postpaid, (Wt. 8 oz.) . . . \$2.20

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.
N 9458E—Shpg. wt. 4 oz., Wts \$2.75 . . . Now only \$1.25

E Coty Triomphe. Formerly \$4.95. 1½-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.
N 9451E—Shpg. wt. 12 oz., Wts \$4.95 . . . Now only \$3.50

F Coty Pearls of Fragrance. Formerly \$2.75. 7½-oz. toilet water plus perfume starlet, L'Amant, Emeraude, L'Origan and Paris. State first and second choice.
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 . . . ½-ounce bottle of each.
N 9456E—Shpg. wt. 6 oz., Wts \$2.75 . . . Now only \$1.95

PERFUME for precious moments

Dona presents fabulous perfume in two fragrances.

A Ambush, "the tender trap" lends an exciting air of intrigue and adventure.
N 9466E—½-oz. perfume, Postpaid, (Shpg. wt. 4 oz.) . . . \$6.05

B Tobu . . . "the forbidden fragrance" for the exotic and gay. Dals on delicate accents.
N 9465E—½-oz. perfume, Postpaid, (Shpg. wt. 4 oz.) . . . \$6.05

C My Sin by Lovin. "A most provocative perfume" features a smoldering, sultry scent. She'll adore cologne for lavish use, perfume for true luxury.
N 9464E—2-oz. cologne, Postpaid, (Shpg. wt. 8 oz.) . . . \$3.30
N 9291E—4-oz. cologne, Postpaid, (Shpg. wt. 12 oz.) . . . \$5.00
N 9095E—½-oz. perfume, Postpaid, (Shpg. wt. 3 oz.) . . . \$5.00
N 9091E—½-oz. perfume purser, Postpaid, (Wt. 2 oz.) . . . \$3.30

D Surtilege from Paris. Gay, sparkling. Floral fragrance for enchanted moments. Arthur Godfrey says, "Surtilege . . . preferred at the Stork Club."
N 9174E—2-oz. cologne, Postpaid, (Shpg. wt. 8 oz.) . . . \$3.30
N 9082E—½-oz. perfume, Postpaid, (Shpg. wt. 4 oz.) . . . \$1.15
N 9477E—½-oz. perfume, Postpaid, (Shpg. wt. 2 oz.) . . . \$1.85

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 (7x4½ in.). Our most complete set. 11 pieces: professional cuticle nipper, toenail nipper, more essentials. A luxurious German import. White gift box.
N 9507E—1½c 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 (4½x 2½ in.). All imported from Germany. Boxed.
N 9507E—1½c 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 (4½x 2½ in.) detailed with rich gold-color embossing. Gift box.
N 9510E—1½c 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 (5½x3¼ in.). Boxed.
N 9511E—1½c 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 nipper, etc. . . all imported from Germany. Blue leather case (6½x3½ in.) with black suede lining.
N 9521E—1½c 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 (7x4½ in.). Imported from Germany. Gift box.
N 9508E—1½c 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 (7x2½ in.) of top grain leather from Austria. Scissors, tweezers, file. 3 other implements from Germany.
N 9514E—1½c 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.
N 9515E—1½c 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 (4½x2½ in.) size, snap-closing for convenience. German import.
N 9221E—1½c 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 (5½x3½ in.) with zipper. Contains medium red polish, scissors, nail brush, file, etc. (24c Federal tax incl.)
N 9221E—Shpg. wt. 1 lb., Wts \$5.97, Now \$4.97

L Thrifty Ann Barton Polish Set. 11 pieces in pink plastic box (7¼x5¼x2 in.) with cut-out designs. Self-ripping tray . . . natural polish, remover, cuticle remover. Nail white pencil. 7 more accessories . . . ideal for a young miss.
N 9022E—1½c 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.
N 9520—Tiny size . . . 1-27½ in. Shpg. wt. 4 oz. \$3.97



B \$2.97

C \$2.47

A Save \$1.00 \$4.97

D \$2.97

E \$4.97

F \$2.97

G \$3.97

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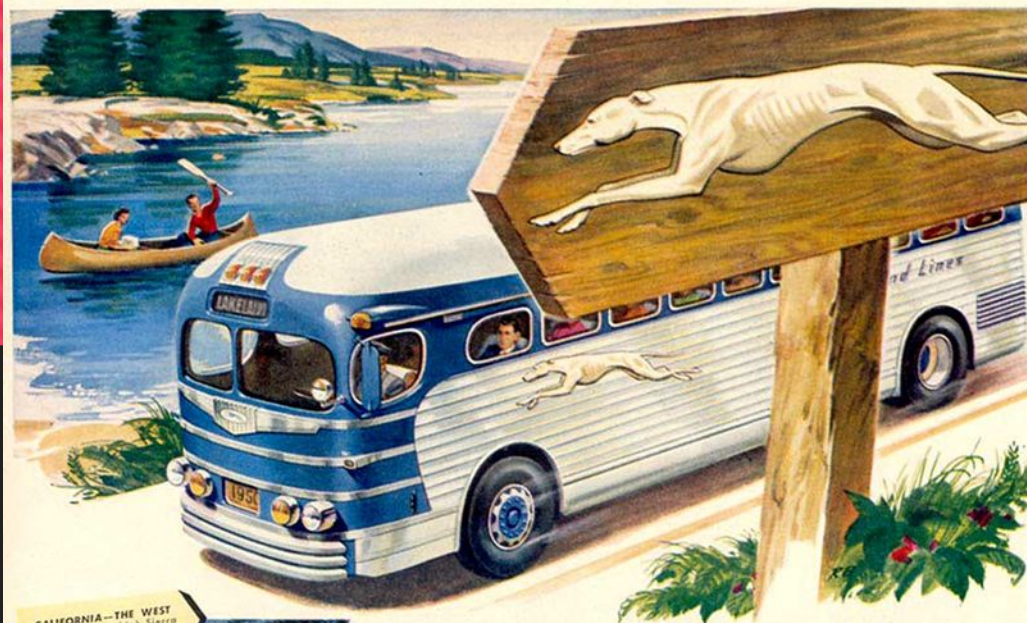
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missions, Western ranch lands!



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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.

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

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Give Luckies to their Queens!

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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,
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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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