



... in your favorite food store

# Shop the convenient Budget Lane

SECTION

for toiletries... sundries... Household Needs!

Look for the Budget Lane sign in your favorite food store. You'll save time and steps by selecting your household needs while you're buying your week's groceries. You'll find low prices, too, in Budget Lane departments!



The Best Laxative Money Can Buy—Phillips  
**MILK OF MAGNESIA** 12 oz. 55c Size

**43¢**

Keener Edge On

## NEW GEM DURIDIUM BLADES

Requires Far Fewer Strokes.

- NO SKIN SCRAPE
- EASIER ON YOUR FACE
- NO TUG OR PULLING



MONEY BACK GUARANTEE



### NEW GEM DURIDIUM

In Handy Push-Pak

Package of 5 **29c**  
Package of 10 **55c**

**MUM** BONUS OFFER

This jar **FREE** of extra cost when you buy this 39¢ size jar **FREE** NEW PINE MUM STOPS ODOR ALL DAY LONG!

### New! Cutex Stay-Fast Lipstick

Never leaves a Kissprint!

creamy, non-irritating Stays on... and on!

**59¢** Plus Tax

Cutex Spillproof **NAIL BRILLIANCE** 25c

Disinfects and Deodorizes as you Clean!

Freshen your bathroom... pleasant, fragrant, easy to use. Need use only one tablespoon for full quart of disinfectant solution.



6 oz. Size **54c** 12 oz. Size **79c**

### FEARLESS FOSDICK SEZ...

Get **WILD ROOT Cream-Oil Charlie!!**



As Low As **59¢** Plus Tax

IN THE BUDGET LANE SECTION OF YOUR FAVORITE FOOD STORE

Give Yourself a Barber-Shop Shave! Colgate-Palmolive's

### Rapid Shave

OUTSHAVES ANY Brushless

or Lather Cream! **FASTER! SMOOTHER! CLEANER!**



**79¢** OVER 70 SHAVES

### NEW SPRAY Keeps Underarms Dry and Free from Odor SAFELY...with 3-WAY ACTION



Fragrant, effective, fast-drying "mist" — by the makers of famous MUM cream.

Now at last, a deodorant easy to use, safe, and with sure 3-way action for many extra hours! Use as needed. Perfected by Bristol-Myers laboratories after long testing. MUM Mist contains hexachlorophene — kills odor-causing bacteria on contact!

**MUM MIST** with hexachlorophene

1. **STOPS** Perspiration instantly
2. **STOPS** Odor for many extra hours
3. **KILLS** Germs that cause odor



NO MESS—NO CLAMMY "DRIBBLE!"  
\*Harmless to Normal Skin and Clothes

Completely safe for underarm use and endorsed by the American Institute of Laundering as harmless to the most fragile materials.

Reg. size **59c** Plus tax  
Econ. size **98c** Plus tax

## MUM MIST

ANOTHER GREAT BRISTOL-MYERS PRODUCT

## You Save 60¢!

When You Buy The Largest Size Of

### ANACIN

for fast relief from pain of **Headache, Neuritis, Neuralgia**



Bottle of 100, only

**98¢**

## SPECIAL SALE!

SAVE **37¢**



**\$1.06 VALUE ONLY 69¢**

Limited Time Only

**47c NEW IPANA or IPANA A/C PLUS 59c TEK DELUXE TOOTH BRUSH**