

for your
convenience....

Fearless Fosdick Sez



Get **WILDROOT
CREAM-OIL,
Charlie!**

Small Size Plus Tax **29¢** Medium Size Plus Tax **59¢** Large Size Plus Tax **79¢**

Important scientific development Important scientific development Important scientific development
Clinical tests show, in 9 out of 10 cases, just one brushing...

**KEEPS TEETH IMMUNE
TO TOOTH DECAY ACIDS
ALL DAY LONG!**

compared to
 $\frac{1}{2}$ hour
for any other kind
of tooth paste.



No other kind of tooth paste ever made has Antizyme's continuous action... continuous protection against tooth decay acids all day long. Think what this means! With just one brushing in the morning (no need to brush after each meal) teeth are protected all day... something never before possible in dentifrice history.

"Budget Lane"

IN YOUR FAVORITE FOOD STORE



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.

Hicks Sundry Co.

- ★ TOILETRIES
- ★ SUNDRIES
- ★ HOUSEHOLD

SECTION

**'NEW VITALIS'
HAIR TONIC**



contains "V-7" new grassless grooming discovery!
53¢
plus tax

For fast pain relief



BUFFERIN
twice as fast
as aspirin!

doesn't upset your stomach!



FOR GENTLE,
SPEEDY RELIEF!
The saline laxative
that suits your
convenience



END YOUR
WORRIES ABOUT
The
RIGHT
Laxative
for Your
Child

Always give genuine

Chas. H. Fletcher

CASTORIA

The special laxative made
only for babies and children

Extra mild, gentle—Contains
no harsh drugs—Tastes so good,
children lick the spoon.



FAMILY SIZE
63¢

TAMPAX

Economy box lasts
4 months (average)



1.33



FREE!
8 COLUMBIA RECORDS
PERSONALLY RECORDED BY
★ YOGI BERRA ★ BOBBY THOMSON
★ GEORGE KELL ★ RALPH KINER
★ PHIL RIZZUTO ★ NED GARVER
★ BOB FELLER ★ RICHIE ASHBURN
on
**HOW TO PLAY
BIG LEAGUE
BASEBALL**

Just send away cartons from
KOLYNOS **2** **69¢**
Get details in our store! **GIANT TUBES**

**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¢



**COLGATE
DENTAL CREAM
with GARDOL**



**63¢
47¢**



**HALO
SHAMPOO**
89¢ | 57¢

**CASHMERE
BOUQUET
TALC**

29¢

**PALMOLIVE
LATHER
SHAVING CREAM**

53¢

**RAPID-SHAVE
AEROSOL LATHER
OVER 70 SHAVES**



**COLGATE
BRUSHLESS
SHAVING CREAM**

47¢

**'VASELINE'
HAIR TONIC**



**PALMOLIVE
AFTER SHAVE
LOTION**

59¢

**COLGATE
CHLOROPHYLL
TOOTH PASTE**



**63¢
47¢**

**'Vaseline'
PETROLEUM JELLY**

25¢

**VETO
SPRAY
DEODORANT**



39¢

**VETO
CREAM
DEODORANT**



39¢

Lustre-Creme Shampoo



"Here's your big chance
to win a gorgeous,
new Cadillac like mine!"

Jane Russell
Beautiful Lustre-Creme Girl
—starring in
"THE BIG RAINBOW"
an RKO-Radio Picture
Color by Technicolor

You have many chances to win...
6 weekly contests for weeks
ending Sept. 18, 25, and
Oct. 2, 9, 16, 23, 1954

Offers
**A FREE
CADILLAC
A WEEK**
for 6 Weeks...

Plus \$1,000 to help
pay your income
taxes on the
Cadillac you win.

and

\$27,000 in cash prizes
(672 PRIZES IN ALL)

IN THE
**Lustre-Creme Shampoo
JINGLE CONTESTS**



Lauden-blended Lustre-Creme Shampoo
never dries your hair... it beautifies it!
Try it, and finish the "Lustre-Creme Contest"
jingle in winning form!



Get your official entry
blank and complete con-
test rules at your grocers

**Budget Lane
Department**

Special Sale!



SAVE
37¢

SAVE
37¢

On This
Exceptional
Bargain!

Regular 47¢ New Ipana or Ipana A/C

TOOTH PASTE

AND

Regular 59¢ Tek Deluxe

TOOTH BRUSH

Both

for

69¢