

Christmas Gift Selections



THE CHRISTMAS STAR... one of the Christmas holiday's most precious symbols... lends a decorative touch to a variety of Len-theric's replica perfumes. Nestled in a green metallic center of the white styro-foam star is the fragrant gift, surrounded by a filmy green net studded with green sequin-like snowflakes. The star may be hung from your tree, used as table place settings or top a Christmas stocking. It will be especially appreciated by the teen-agers on your list. Comes in Tweed, Miracle and Red Lilac.



FOR THE TEEN-AGER—Young girls love fragrance and Hou-bigan's Quelques Fleurs is a light scent, appropriate and delightful. Sure to please is this quartet of toilet water, foam bath essence, body powder and hand lotion in a blue star-studded array.

The customs of Christmas are traditions that have grown from ancient folkways and religious rituals, but modern life and new activities have so changed the atmosphere of the Christmas season that much of the original meaning has been lost.

The charm and graciousness of the past have been largely replaced by frantically hurried, last-minute shopping, crowded stores and nerves stretched taut in an effort to remember everyone with gifts.

Let's not let the real spirit of the holiday get any farther away from us. The Christmas festival has come down to us as a time to express love and joy. Gift-giving is the natural outgrowth of love.

The thought behind the gift is so much more important than the dollar sign on the price tag. A little box of Christmas candy, wrapped attractively and tied with a red bow, Christmas cookies, or small flacons of perfume or a lip-stick—Small things in themselves and within reach of everyone's budget—given in the true spirit of Christmas become heart-warming gifts completely out of proportion to the cost.

Therein lies the advantage of early planning. The actual buying of gifts for our loved ones should not absorb too much of our time and energy from enjoying the true festivities and generosity we want to feel for our family and friends. The sooner you organize your Christmas shopping lists, the better your chances are of getting the gifts you especially want to give and with the minimum of effort.



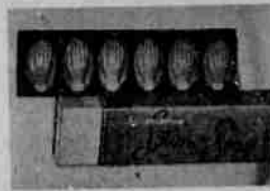
NEW! CHILI PEPPER CATSUP

HEAVIER CATSUP WITH REAL CHILI PEPPERS

No mess with NEW SCREW CAP!

Dennison's
THE CATSUP WITH A KICK!

FIGURINE COLOGNE and Hand Lotion by Dorothy Gray, 1 1/2 ounces each, are packaged in gold and white for Christmas—an expensive looking gift at an inexpensive cost—to give lasting pleasure to the one who receives it.



FOR THE HANDS is Revlon's Aquamarine Lotion Soap, the soap with a lotion's loving touch—actually made with skin softening Aquamarine Lotion, delicately scented with the famous Aquamarine fragrance. Festively boxed for Christmas.

Broccoli
Continental

Brilliant green stalks with tight heads and tender inner leaves that cook without odor. Flav-R-Pac Broccoli eliminates 45% trimming waste.

RECIPE

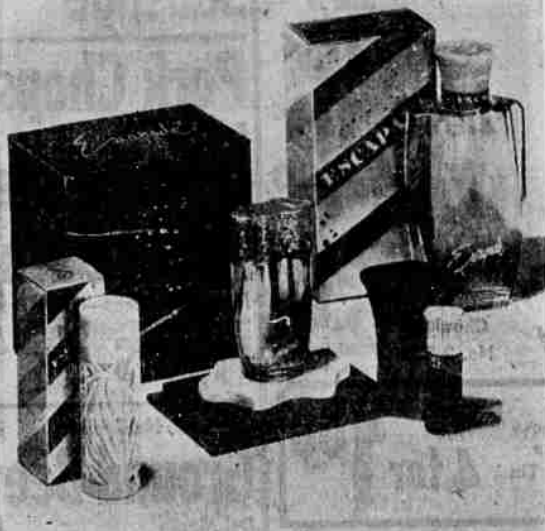
1 pkg. FLAV-R-PAC BROCCOLI
1 egg white
4 slices cooked chicken or
4 slices hot buttered
toast

Cook Broccoli according to package directions. Place on toast which has been covered with chicken or fish. Top this with mixture of well-beaten egg white and mayonnaise (not salad dressing). Broil about 3 inches from heat until mayonnaise is lightly browned. Serves 6.

Distributed by
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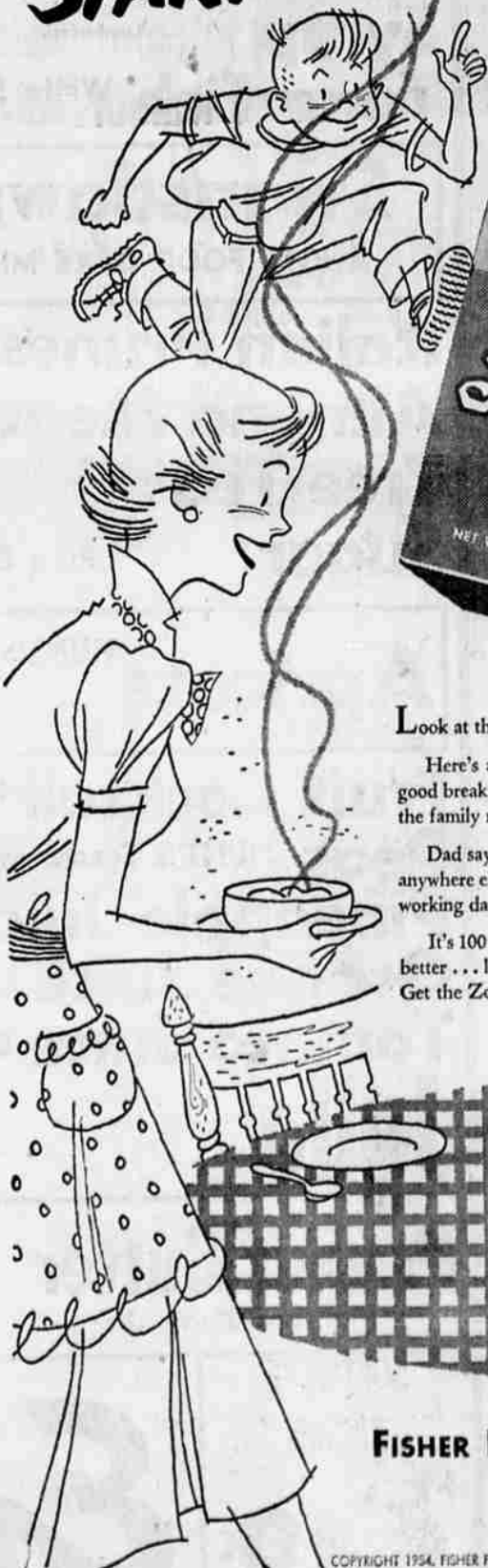


PURSE DISPENSER with rhinestone-studded crown stopper makes a double present at a reasonable price. The pair are nestled in white satin with a transparent-covered, golden-base gift box. Prince Matchabelli offers the pair in a choice of five perfumes. Shown is Beloved Perfume.



ESCAPADE fragrance, new exciting product from Shulton, comes in undulating free-form shaped bottles. The perfume has a crystal-like cap, sparkled with gold flecks, and the bottle rests on a free-form diast of white plastic resembling unpolished porcelain. The Escapade Purse Perfume—one of the most adorable stocking gifts you'll find—comes in a black bottle topped by alabaster-white carved top and has its own black and pink satin purse. Shulton has high-styled its Christmas gift selections this season.

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START THE DAY BRIGHT!
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RIB STEAK 39¢ lb

Lean Fresh
GROUND BEEF 3 lbs. \$1

Swift's Tenderized
PICNICS 45¢ lb

Swift's
BACON SQUARES 29¢ lb

FOR BETTER NUTRITION EAT MORE VEGETABLES

CABBAGE
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ONIONS
Dry 5¢ lb

CARROTS
2-lb. Cello Bag 19¢

CUCUMBERS
Fancy 10¢ lb

Carnation's Instant
Powdered Milk
3 Qt. Pkg. 29¢

Durkee's Tossed
Salad Dressing
10-oz. Bottle 25¢

White King
Soap 29¢

White King
Cleanser 2 Cans 25¢

Snow's Minc'd
Clams 29¢

Lumberjack
Syrup 24-oz. 35¢

Royal Club Golden
No. 2 Size
Yams 29¢

Ocoma No. 1 Can
A La King
Chicken 39¢

Stockton—12-oz. Bottle
Catsup 10¢

Nalley's Cut Sweet
Pt. Jar
Pickles 25¢

Evi-So-Nice Giant
Tall Tins
Olives 19¢

Borden's
Mayonnaise 39¢

Quart Jar

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