

DAW'S

ROCHESTER • 1750 East Ave. • Letta Plaza
 • Brockport Plaza • 1338 Lyell Ave. • Bulls Head Plaza
 • Pittsford Plaza • 1657 Mt. Hope Ave. • AUBURN
 • 452 Ridge Rd. W. • Eastway Plaza • 97 Genesee St.
 • 361 East Main St. • 999 Ridge Rd. E. • Auburn Plaza
 • 40 East Main St. • 380 Empire Blvd. • SENECA FALLS
 • 810 Monroe Ave. • Goodman Plaza • Riverview Plaza

OPEN SUNDAY TILL 9 P.M.

SHULTON GIFTS

...for Christmas Pleasure

Old Spice FOR MEN



Deluxe Set... 10.50
 Super-size After Shave Lotion and Cologne...
 Clear Hair Tonic, the color Bath Soap,
 Showering Shampoo, Body Talcum, Slick
 Deodorant



The Big Five... 8.00
 After Shave Lotion, Men's
 Cologne, Body Talcum, Out-
 door Lotion, Slick Deodorant



Plastic Traveler... 2.50
 After Shave Lotion in gold-
 washed red, Slick Deodorant



After Shave Lotion... 2.25
 Extra-value size 3.00

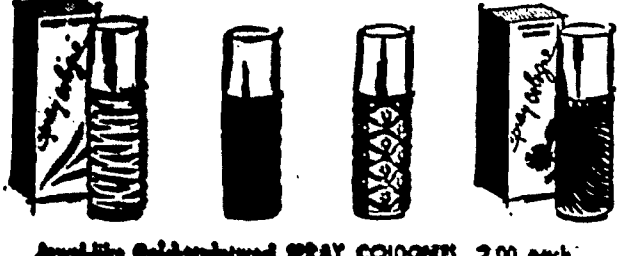


Super Smooth Shave... 1.00
 regular or
 mouthwashed 1.50



Pre-Metrica... 1.00
 Before Shave Lotion

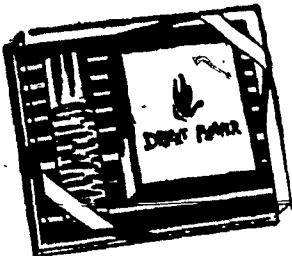
FOR HER—A Golden World of Fragrance



Available Gold-washed SPRAY COLOGNE 2.00 each
 • Desert Flower
 • Escape
 • Early American Old Spice
 • Friendship Garden



Desert Flower Beauty bath... 2.50
 Perfumed dry-skin
 bath oil



Early American Old Spice Set... 2.00
 Piquant roses-and-spice
 Toilet Water and Talcum

Christmas Gifts

A CHRISTMAS TRADITION
 American Greetings
 CHRISTMAS CARDS



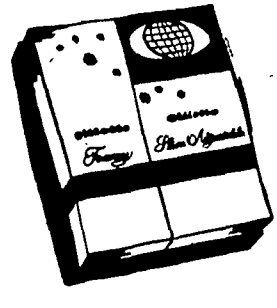
DO IT THE EASY WAY FOR YOU... FOR HER...

SPECIAL TWIN PACK OF 30 Gillette SUPER BLUE BLADES

- Makes shopping a cinch, easy to find, easy to buy.
- Makes shaving a breeze, so fast, so easy, so incredibly comfortable.

\$2.00

Good Grooming Gift Sets by Gillette



The Slim Adjustable Razor, Dispenser of Super Blue Blades and Foamy Instant Lather Shaving Cream in handsome Gift Box.

only \$2.29



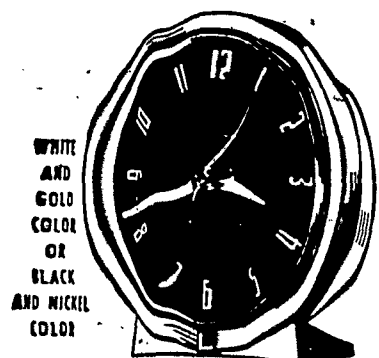
visit our special display now for the best selection!

Now at all DAW'S Stores
 Vaughn Meader's Sensational Hit Record
 "FIRST FAMILY"
 Long Play Reg. \$3.98 2.97

all dressed up for you—for a Gift!



WESTCLOX NEW BABY BEN \$7.98



WESTCLOX NEW BIG BEN \$8.98

Fragrant Gifts by YARDLEY

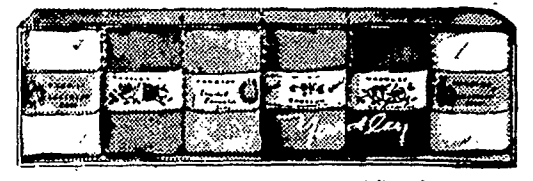


Talc and 3 tablets of soap... light and lovely with the scent of lavender. \$2.00

A perfect "stocking stuffer" English Lavender Cologne and Soap. \$1.65



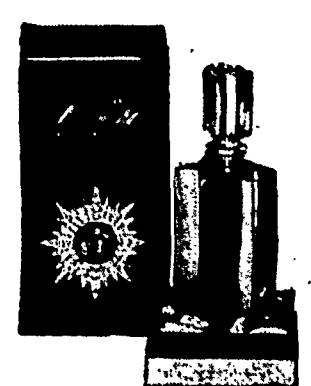
Matching Cologne and Soap... Red Roses or April Violets. Each \$1.65



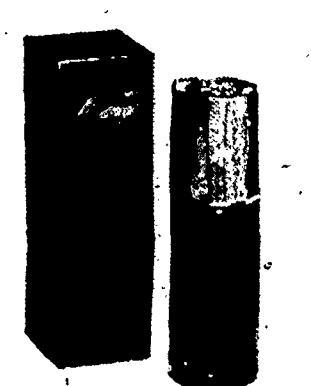
Richly perfumed soaps in assorted floral fragrances. \$2.25

at all DAW'S DRUG Stores

nothing much happens at Midnight BY TUSSY... 'til you wear it...



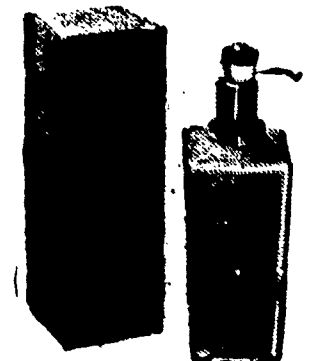
MIDNIGHT PERFUME is an extravagant gift idea of precious essences in a new star-shaped bottle. Beautifully presented in a blue moire hinge top box. 1 oz. \$12.50 1/2 oz. \$7.00



MIDNIGHT SPRAY ESSENCE. A new easy-to-carry and use spray container, releases just the right amount at the touch of a finger. 2 oz. \$2.50



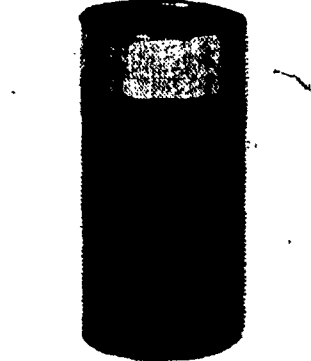
MIDNIGHT COLOGNE AND ATOMIZER will mistily milder fragrantly. Blue moire package completes the pretty picture. 2 oz. with atomizer. \$1.75



MIDNIGHT HAND & BODY LOTION WITH DISPENSER offers the famous formula in a generous, beautifully decorative bottle. 12 fl. oz. \$2.00



MIDNIGHT POWDER MITT, handiest way ever to pat on the right amount! A generous supply of fragrant after-bath powder. 2 1/2 oz. \$1.50



MIDNIGHT BODY POWDER. Attractive shaker with blue moire wrap, gold lift-off cover. Won't spill, leak or break. 2 1/2 oz. \$1.00

Add federal tax to all prices—and be sure to add all the magic of Midnight to your Christmas list.

He'll love you for a williams GIFT PACK!

- Beautifully wrapped
- Handsome design
- No need to re-wrap

williams AQUA VELVA LECTRIC SHAVE After-Shave Lotion Before-Shave Lotion

williams AQUA VELVA INSTANT LATHER \$1.50 plus tax
 williams AQUA VELVA Economy Size 79c plus tax
 williams LECTRIC SHAVE Economy Size \$1.19

Just Arrived!... And We've Got 'Em New Dr. Grabow Pipes in New Continental Shapes



PRE-SMOKED Need No Breaking-in... Cool and sweet from first puff.

Many More Shapes STARFIRE \$3.95 DISCOUNT: .55 Imported Briar

Evening in Paris Gifts of Fragrance



GIFT TRIO: Evening in Paris cologne, pure perfume and talcum powder excitingly packaged in a sparkling silver and blue gift box. So very French and so very surprisingly priced... only \$2.50

5 GIFTS IN ONE: A fabulous ensemble of Evening in Paris treasures in a magnificent satin-lined gift box. Five accessories: perfume, eau de toilette, cologne, talcum powder and pure perfume... a beautiful buy for... only \$5.00

Other Evening in Paris Christmas Gifts \$1. to \$25
 created in Paris by Bourjois • Made in U.S.A.

Little Lady BY HELENE PESSL

The FIRST name in children's toiletries



\$.60 to \$3.50

The gifts that love little girls!

Budding Beauty BY TUSSY

SHE WOULDN'T BE A BOY FOR ANYTHING THE DAY YOU GIVE HER TUSSY BUDDING BEAUTY

Tussy's Budding Beauty is a big bouquet of good habits in pretty pink and white gingham-check packages, to delight your favorite little girl on Christmas morning.

BUDDING BEAUTY SPRAY MIST. This new delightful spray concentrate is highlighted by the pink and white packaging concept. 2 oz. \$1.50

BATH SET comfort. 1 oz. Hand Lotion; 1 oz. Toilet Water and Air-Bath Powder. \$1.50

BUDDING BEAUTY MITT "N" SOAP. This new item features a refillable mitt that holds a delicate soap bud with 3 buds, 2 pink-1 white. \$1.75

BUDDING BEAUTY TOILET WATER. Delicately fragrant with its own convenient plastic storage package in pink and white gingham. 2 fl. oz. Toilet Water with Aftershave. \$1.50

Add federal tax to all prices (except soap buds and soap medallions)—and be sure to add all the Budding Beauty there is to your Christmas list.

AT ALL DAW'S DRUG STORES