

Mother's Day  
May 12

LOCALLY OWNED • LOCALLY CONTROLLED  
**GOLD & CO.**  
WE GIVE S & H GREEN STAMPS

To Mother...  
with Love!



TREASURE CHEST Jew-  
elry . . . romantic exquisite  
. . . like collector's pieces from  
grandmother's "Treasure  
Chest." Gold-finished sterling  
with simulated amethyst, tur-  
quoise and seed pearls.

Earrings . . . . . 2.95  
Pins . . . . . 2.95 to 5.95

prices plus tax



WHITE PLASTIC Leather  
and plastic square handbags,  
many with outstanding trimmings  
in shell and ebony. Zipper top,  
pouch and envelope types.

4.95 and 7.50

Prices plus tax



MOTHER'S DAY KER-  
CHIEFS . . . of fine cotton  
cloth woven of quality Egyptian  
yarn. Finely corded border,  
colored hem. Dainty  
printed design on white  
grounds.

59c



NEW METAL COMPACTS . . .  
a large collection of sizes and  
shapes. Many by nationally  
known makers. A gift surprise  
that will please every mother!  
As low as 1.95\*



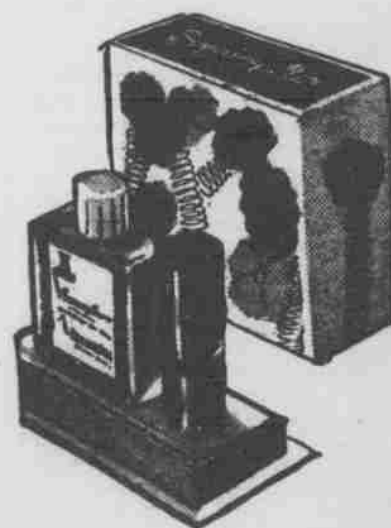
SEVENTEEN LEG MAKE-UP  
. . . the easy-to-apply cream  
lotion effective for concealing  
blemishes. Light or dark shades.  
1.00\*



LENTHERIC'S TWEED TOI-  
LET WATER . . . quickly ab-  
sorbing, gently soothing in 5  
popular fragrances, each indi-  
vidually tinted in a misty pas-  
tel tone. 3½ oz. flacon 95c\*



GIFT PERFUMES . . . Houbi-  
gant's Chantilly, 3.00 to 25.00;  
White Shoulders, 5.00 to 32.00;  
Ciro's Danger, 10.00 and up or  
Schiaparelli's Shocking 8.00 to  
29.50 (prices plus tax).



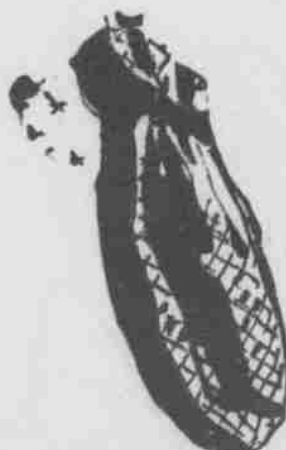
PRIMROSE HOUSE PRETTY-  
UP . . . in six fashion-right col-  
ors. 1.00 Lipstick and 75c Nail  
Polish to match are offered for  
a limited time at only 1.00\*



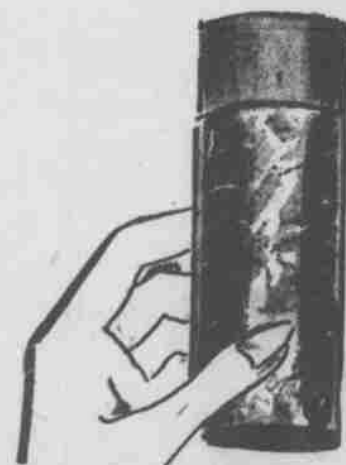
DOROTHY GRAY'S "COLOR  
CUE" . . . a "Lights Up" Foun-  
dation for a glowing make-up.  
Lipstick in metal case, Portrait  
Face Powder usual 3.00 combi-  
nation. Special! 2.00\*



EVENING IN PARIS Gift Sets  
for a lovely lady. Perfume, Co-  
logne, Face powder and Tal-  
cum in a gift-worthy package  
4.50. Other gift sets 1.95 to 5.50\*



LE SONIER MITT . . . in popu-  
lar colors. The refillable mitt  
for Mother's favorite dusting  
powder, fits over the hand. 1.00\*  
Other Powder Mitts 50c to 1.35\*



LUCIEN LELONG'S SOLID  
COLOGNE . . . four luring frag-  
rances in a mini green stick  
that can't possibly spill . . . al-  
way on hand to cool and per-  
fume Mother's skin. 2.00\*

\*Price plus tax

GOLD'S—Street Floor