

"A Downtown Drug Store In Your Neighborhood" ECONOMICAL DRUG STORE

WE DELIVER Located At **INSTANT SERVICE**
 101 S. WOODWARD AVENUE at MAPLE ROAD, BIRMINGHAM
 DOLLARS FOR YOU — PHONE 9110 — CUSTOMERS FOR US

Friday Dec. 20th **"GET ACQUAINTED SALE"** Saturday Dec. 21st

Get-Acquainted Sale—Just what the name implies. Folks, we want to know you and you in turn to know us. We have opened the doors to what we believe is one of the finest drug stores in your neighborhood, a drug store well stocked with fresh, nationally known merchandise and through our tremendous buying powers can offer you the best for less. Shop and save the Economical way.

5c
 Chewing Gum
 3 for
10c

25c
 Mavia Talcum
 16c

50c
 Pepsodent Toothpaste
 29c

60c
 D. & R. Cold Cream
 38c

10c
 Whiz Soap, 3 for
 20c

25c
 Palmolive Talcum
 14c

65c
 Pond's Cold Cream
 39c

60c
 Watkins' Shampoo
 39c

50c
 Kolynos Toothpaste
 32c

10c
 Flash Hand Soap
 3 for 20c

5c
 Candy Bars
 3 for
10c

SPECIAL!
 Electric Vaporizer
 With Large Jar 'Turpo'
 \$2.25 Value
95c

NURITO
Relieves discomfort
 in the following conditions:
 Simple Neuralgia
 Muscular Lumbago
 Simple Headaches
 Muscular Aches and Pains
 Two Sizes—\$1.00 and \$2.00
 This Sale **93c and \$1.89**

25c Tube
LISTERINE TOOTH PASTE

 This Sale **19c**

CIGAR SPECIAL
 SATURDAY ONLY
 El Producto



Regular 10c Size
7c
 Each

TOILET GOODS

In the Toilet Goods Department, you will find every beauty preparation to aid you in keeping that girlish complexion. Fashions in beauty change often, but you will find the Economical right in step with style, ready to supply your needs. What a relief it will be to know exactly where to go for toilet needs at lowest prices.

25c Cuticura Soap 3 bars 51c
 10c Life Buoy Soap 3 for 20c
 10c Palmolive Soap 3 for 20c
 35c Palmolive Shaving Cream 21c
 35c Barbasol Shaving Cream 23c
 \$1.25 Pinaud's Lilac 89c
 \$1.20 Wildroot Hair Tonic 89c
 75c Gluco 59c
 25c Woodbury's Soap 3 bars 51c
 10c Lux Soap 3 for 20c
 \$1.00 Coty's Face Powder 95c

RUBBER GOODS

Your assurance of finest, freshest rubber goods is the Economical's knowledge of how to buy. Trained Economical buyers regularly visit the rubber centers of the world, choosing only the newest, the best of rubber products. This close personal contact with manufacturers means better quality at lowest prices.

\$1.50 Hot Water Bottle (Guaranteed)
69c

\$1.50 Fountain Syringe (Guaranteed)
69c

CIGAR SPECIAL
 SATURDAY ONLY
 Dutch Master



Regular 10c Size
7c
 Each

Crown Brand Coffee
 You've Tried the Rest Now Try the Best
43c lb. can


 If you are tired—lack pep—if your skin is not clear—if your appetite is "gone"—you owe it to yourself and friends to try S.S.S. Its tonic effects will surprise you.

Regular Size \$1.10
S.S.S.
 Double Size \$1.75

\$1.00 BOTTLE LISTERINE

 This Sale **67c**

\$1.00 Genuine Gillette Blades
59c

\$1.25 Konjola 96c

60c California Syrup of Figs 43c

\$1.00 LAVORIA 69c

\$1.25 Bayer Aspirin 89c

\$1.25 Pinkham's Compound 76c

.75c Dextri Maltose 53c

25c J. & J. Baby Powder 17c

10c Nursing Nipples 5c

\$1.25 New Electric Curling Irons 98c

40c Fletcher's Castoria
21c

At the Soda Fountain

You'll never know how good a Malted Milk really is, until you have had an Economical Chocolate Malted Milk. Gee! they're delicious, nutritious and satisfying. Try one, we know you'll like it!

This Week's Special—**CHOCOLATE GLOW SUNDAE** 25c

Fountain Luncheonette—Dainty, Tasty, Appetizing Menu of Palatable Satisfying foods

Minced Ham Sandwich 15c	Bacon and Tomato Sandwich 20c
Ham Sandwich 15c	Bar-le-duc Sandwich 20c
Olive and Nut Sandwich 20c	Peanut Butter Sandwich 10c
Egg Salad Sandwich 15c	Toasted Sandwich; 5c Extra
Tuna Fish Sandwich 15c	Home Made Pies, per cut 10c
Cheese Sandwich 15c	Home Made Cakes, per cut 10c
	De Lux Coffee 5c

Visit Our Cigar Department

Buy Your Cigars By the Box!
 Special Cut-Rate Prices!


 Special Box of 50 Dutch Master Special
\$3.50

Get Your Cigarettes Now!

Old Gold, Chesterfield, Lucky Strike
\$1.15 Carton

CIGARS at CUT RATE PRICES

San Felice 2 for 25c	Favoritas 2 for 25c	15c Dutch Masters 2 for 25c
10c Webster 3 for 25c	10c El Producto 2 for 25c	10c Club 3 for 25c
12c Webster, each 10c	17c El Producto 2 for 25c	10c El Vaso, each 2 for 25c
17c Webster, each 15c	10c Excelsior, each 10c	10c Royal Summit 2 for 25c
10c R. G. Dan 3 for 25c	10c La Pallas 2 for 25c	10c R. G. Dan 2 for 25c
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10c R. G. Dan 2 for 25c	10c La Pallas 2 for 25c	10c R. G. Dan 2 for 25c

"YOU'RE ALWAYS WELCOME AT THE ECONOMICAL"
 WE RESERVE RIGHT TO LIMIT QUANTITIES NONE SOLD TO DEALERS