

WILSON Drug Company

WOODWARD AT MAPLE

VOLUPTÉ CARON Sportsman DuBarry Revlon's Helena Curtis Faberge's
 Dana Toni
 —LANVIN—
 Ave LENTHERIC
 CHANEL INC. de Schiaparelli COTY
 DOROTHY GRAY
 Aimée Angélique
 BRECK Richard Hudnut
 Old Spice
 LUCIEN LELONG D'ORSAY
 HOUBIGANT
 MAX Factor
 Guerlain
 Professeur

BIRMINGHAM'S MOST COMPLETE COSMETIC and TOILETRIES DEPARTMENT



A spacious cosmetic and toiletries department, specializing in personalized service and featuring the very finest American and Imported Perfumes and Cologne. This department is capably supervised by Virginia Walton and Charmaine Stenger, Beauty Consultants.

Eight complete Beauty Treatment lines are featured to please the most discriminating women.

For the men, their own Toiletries section with an excellent selection of distinguished "he-man" products.

Beautiful women of the continent have already learned the queen bee's unique, wonderful secret!

Now

ORLANE OF PARIS

the first in all the world to use the miracle-of-the-bees in cosmetics, introduces to American women

CREME A LA GELEE ROYALE

... the most precious beauty substance of all time!

What is Gelee Royale?
It is Queen Bee's exclusive diet... the enchanted essence made by worker bees, which science believes is the secret that keeps the Queen vibrantly young and alive 10 times longer than her subject!

Orlane's famous French Laboratories first captured this rare raw substance in the most amazing beauty cream ever created. The secret touch-nights will help your skin become beautifully younger looking!

\$15 per \$10 tube (1.5 oz. net wt.)
Manufactured, packaged, and sealed in France.



IMPORTED FROM FRANCE

PREFERRED BY MEN THE YEAR ROUND

Sportsman
SHAVE LOTION

Graciously giving—grateful receiving! A generous supply of Sportsman's Shave Lotion—the real man's fragrance in a handsome bottle with full color reproductions of sports paintings. 4 oz. \$1.50; 6 oz. \$2.00 plus tax.



this is it

the red that turns every other red pale with shame!

Revlon's 'Queen of Diamonds'

for lips and matching fingertips

Here's the one sure fire red that puts long-lasting beauty on your lips! Match it with the bright-hot enamel on your fingertips—so exquisitely different when frosted!

Revlon's 'Lanolin' Lipstick, makes lips soft, younger-looking, both non-smear and regular type, 1.10.
Revlon's Nail Enamel, the real professional nail enamel, used in 9 out of 10 beauty salons, 60¢.
Frosted Nail Enamel, 75¢.



Wilson's TOILETRIES DEPT.
PHONE MI-4-5600