



Reg. 13.95
8 1/2 Ft. Surf Rod

The high quality hollow glass rod is typical of the savings you make at Sav-on. It has 4 guides and detachable handle and is built to last. Save the 5.00 of the 13.95 you would pay for this rod elsewhere.

8.95

3.25 Casting Rod
5-foot glass rod with line guides & detachable grip 1.19

3.95 Spinning Rod
Two-piece 8 1/2-ft. rod of hollow glass... save 2.38 2.59

4.95 Spinning Rod
Two-piece 8-ft. hollow glass, aluminum spin guides 4.19

11.95 Boat Rod
Heavier glass 8 1/2-ft. rod with 2 detachable guides 7.95

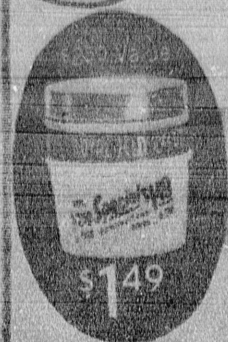
3.75 Level Reel
For freshwater work, has click & drag, notes 100 yds 2.49

4.95 Lawrence Reel
Saltwater reel, has multi-washer star drag, 700 yds 4.95

75c Mono-Spin Line
100 yards of 20-lb. blue mono-filament line, save 49c

1.00 Assorted Lures
Value shown from our stock 75c 1.00 per 300 assorted pieces 49c

Sav-on



Royal Jelly Cream

The skin cream which keeps the skin smooth and soft. It is the most perfect skin cream. Made as the skin careing product of the Queen Bee with its royal protein and moisture does its work in the most natural and efficient way.

1.75 Dubany Skin Freshener
Save 75c on this refreshing non-drying lotion for all skin types... generous 4-ounce 10-ounce bottle 1.00

2.00 Dubany Cleansing Cream
Save 1.00 on this 2-ounce jar of skin softening cream, specially designed for dry skin. Ideal during winter. 1.00

3.50 Dubany Treatment Kit
Famous 3-way medicated kit, includes all clear medicated lotion, medicated face wash and cleansing cream for smoother, lovelier skin. 1.95

1.75 Hopper's Facial Cream
Save 75c on each jar of this long-kept famous facial cream for basic skin care and pore cleaning. 1.00

Dorothy Gray

Orange Flower Skin Lotion

Annual 1/2 Price Sale of tingling, sparkling skin fresheners
ORANGE FLOWER SKIN LOTION—the icy-sweet skin agent that puts on, single deep, leaves skin refreshed and radiant. Reg. 2.50 1.25

Aluminum and Saran Chair

This deluxe chair has tubular aluminum folding frame, water repellent colored canvas ventilated webbing... the frame is rustproof, the webbing is rugged and will give years of wear. 4.98

12.69 Aluminum Chaise Lounge

Matching lounge to the chair above, also of aluminum and saran webbing and also a high quality item of outdoor furniture... take advantage of this 2-1/2 saving. 9.98

White Rubber Triangle Mask



All the swim aids found here are of molded white rubber, the latest type in swim circles... this mask is adjustable and has shatter-proof amber glass.

79c

Large Oval Mask
Adjustable head strap, shatter-proof amber visor 1.49

Metal Band Mask
Rust-proof metal band, looks rubber frame to lens 1.79

Single Snorkel Mask
Amber lens in white rubber frame, left-hand snorkel 1.49

Twin Snorkel Mask
Wide-view rubber lens with twin snorkels 2.99



Pre-Model Goggles
Adjustable head band and amber plastic eye pieces 79c

Small Size Fins
White rubber, adjustable up to shoe size four 1.49

Medium Size Fins
Will not leave marks on pool... fits to shoe size 4 1.79

Large Size Fins
Fits to shoe size 10 2.99

Wading Pool



This two-table plastic pool was made to sell for 9.95... at Sav-on you can get it for 4.95... it's ideal for children, holds 11 gallons and 48 in. diameter. It is actually sold for another 49c and is easy to inflate and set. 5.95

Expando Pool
As advertised in Life, 78x 12 in. deep, with metal wall 12.50

Swim-Play Ring
Oval shape with printed sign, allows fun with safety 69c

Air Mattress
Fits for pool, beach or sleeping bag, 5-tube plastic 2.99

Panel Play Ball
Holiday's multi-colored ball—lightweight but sturdy 69c



Metal Picnic Basket
Stimulated wicker with wicker, 8 1/2 handles 1.19

Wicker Picnic Basket
Small size but large value. Can be used as a summer purse 98c

Insulated Picnic Bag
Natural heat or cold, Scotch plaid with all around zipper 1.29

Outing Kit
Includes 2 quart vacuum bottles by Thermos and sandwich box. All in zippered bag 6.95

Bavarian Beer

Light refreshing pilsener type pale export beer in convenient 12-ounce cans... this 24-pack is an association, too, for some one... the savings you make on beer is as typical of the savings you make on quality refreshments in Sav-on's complete Liquor-Beerage Department. 24 PACK 2.98

Park Springs Bourbon
7 year old straight bourbon, 88 proof... fifth 3.39

Park Springs Bonded
100 proof, bottled in bond, guar. 7 years old... fifth 3.99

Kentucky Res. Stock
6 years old straight bourbon, 84 proof... fifth 4.49

Bonded Deluxe Res.
100 proof, bottled in bond 8 year old bourbon... fifth 4.98

Old Domane Wine
Tokay, Port, Sherry or Muscatel... fifth 55c

Troika Vodka
100% neutral grain spirits, odorless, 80 proof... fifth 2.98

Old Barstow Gin
Distilled London dry gin, for Collins, etc. 50 pr. 5th 2.83

Mac Andrews Scotch
Very, very light, blended from choice whiskies, 5th 4.99

Paper Plates
Diamond deluxe dinner size plates... 8 pack 23c

400 Envelopes
Four packages of 100 white bond envelopes 1.00

B.B.Q. Briquets
"Chiff-Chaff" slow burn charcoal 20 lbs. 1.69

5' Shoe Laces
Wool, brown or white, 18 or 27 inch... 3c

Zippee Plastic Skates

All plastic, with rugged ball-bearing racing wheels, adjustable... 3.98

Gerber Bowling Set
Set of 12 polyethylene pins and two balls of hard red plastic... 1.69

Home Croquet Set
Four player set with matching mallets and colored balls... 6.49

Satellite Rocket
Completely safe to play with... 83c

Flip Flop Face
The nationally famous bank-type game makes a great 40c different face-up by slipping the pieces... 83c

COOL OFF
BRISK BODY REFRESHER
by **KINGS men**

now only \$1.00

8 FULL OUNCES
A man's way to a cool, invigorating lift.
Just splash it on. You'll feel refreshed for hours—the masculine way.
Try it today at half price savings.

VALCREAM

11-ounce tube... 39c

Hawthorne
Cardinal Years
Cor. Greenway & Compton Blvd.

Breck Hair Set Mist

A NEW CONTAINER FOR THE FRAGRANT SPRAY THAT HOLDS HAIR SOFTLY, BEAUTIFULLY IN PLACE. Breck Hair Set Mist is now available in an attractive new slender container. This graceful, easy-to-use package is economical to purchase. Breck Hair Set Mist, with its delicate touch, holds your hair softly in place for hours. It also provides a quick and easy way to make lasting pin curls. Fragrant as a bouquet, Breck Hair Set Mist contains lanolin, which brings out the natural luster and beauty of your hair.

4-ounce New Breck Hair Set Mist \$1.49 plus tax
8-ounce New Breck Hair Set Mist \$2.49 plus tax

Vigoro Dichondra Food

Swift's complete plant food, clean, green odors and contains insecticide... now is the time dichondra feeds, keep it in shape with this Sav-on summer garden special.

40 lbs. 1.98
Nursery Special... 53.75

Snail Meal or Pellets
For snails, slugs, cutworms, 2 1/2-lb. boxes 2 for 1.00

Chlordane Dust 8%
Eradicates, kills, and keeps out ants and lawn insects 49c

Garden Hand Tools
Saw, brush, choice of 2 for 1.00
Handy tools reg. 79c

Pruning Shears
Deep finger-hand with easy grip handle 89c

50-foot Sprinkler Hose
United States Rubber Company's famous Royale hose with 4000 pressure. Now specially priced at Sav-on. 3.49

Sav-on

Self-Service drug stores