



JUST ARRIVED!
LOADS AND
LOADS OF THE
VERY NEWEST
SPORTSWEAR
FASHIONS TO
WEAR NOW TO
SUMMER...
PRICED LOW!

Sportswear by Blue Bell

Jeanie Blouses & Shorts



Washable, sanforized, comfort-cool, novelty shorts and stylish blouses in a myriad of sun-splashed colors and smart patterns. Perfect for the sunny days.

GIRLS' BLOUSES 7-14	1.39	SHORTS 7-14	1.49
MISSES' BLOUSES 10-20	1.49	SHORTS 10-20	2.49

at Sav-on

5020 W. 190TH ST., TORRANCE
3 Blocks West of Hawthorne Blvd.

Illustrated below are just a few of the items that we have on hand from the nation's leading advertiser of work and play clothes. All items carry a "Qualitag" containing an unconditional guarantee. They are all sanforized and plainly marked for size and washing instructions. You will also receive Blue Chip Stamps on every piece of sportswear.

My Brand is
MAVERICK
PARDNER

BOYS'
WESTERN
JEANS

Sanforized 13 $\frac{1}{2}$ -oz.
Cotton Denim

Jam-proof zipper
and reinforced at
all strain points.

SIZES: 4-12

1.98



more beauty... less care

Jeanie
BLOUSE



Cool, comfortable, sleeveless.
Dan River wrinkle-shed cotton;
Dridon finish; wash-and-wear;
pre-shrunk.

MISSES' 10-20 1.49

Slim and trim...

Jeanie

Pedal Pushers

Large assortment of
polished cotton cords,
poplins and sateen.
Plaids, stripes and solid
colors.

MISSES' 10-20 2.49

GIRLS' 7-14 1.98



Deck Pants
(CALYPSO)

Sanforized cotton
canvas duck with
braid side trim, rope
belt and belt loops.
Flapped watch
pocket, front zipper.

MISSES' SHORTS
or PANTS 10-20
2.98

GIRLS' SHORTS
or PANTS 7-14
2.69

BOYS' SHORTS
or PANTS 6-18
2.49



For easy wear...

Jeanie
coordinates



Scoop neck blouse in striped
cotton. With it, plain shorts
with turned cuff. Blue shorts,
assorted color blouses.

SHORTS 2-6X 1.29
BLOUSES 2-6X 98c

Be cool and comfortable...

BLUE BELL

Jeanie
jamaicas



ALL WEATHER FAVORITE!
SEDFIELD
SPORT JACKET

BOYS' 6-18
2.98

MEN'S
3.79



All cut from sturdy but smart con-
temporary fabrics that will fill the
demand for casual wear.

Sport Shirts



So good looking and
comfortable. Wash-
n-wear in assorted
patterns, designs and
colors. All are short
sleeve.

TODDLER 3-6 98c

BOYS' 6-18 1.39

MEN'S S-M-L 1.79

Sedgefield Boxer Shorts



Sanforized, vat-
dye cotton
twill with full
elastic band.
Colors.

BOYS' 3-6 98c

Boxer Longies

Tough, thrifty and tailored to fit
growing tots. Full elastic waist-
band and 3 patch pockets. Rein-
forced at strain points. 2-6x.

98c

GIRLS' 7-14

1.98

MISSES' 10-20

2.49

Easter Gifts



"Little Lady" Set

4-oz. Toilet Water,
vanity bottle and
atomizer plus fun-
nel. Gift boxed.

2.00



Evening in Paris
COLOGNE

Regular 1.00 Cologne
Free Purse Perfume ...
Both for

1.00

"Little Lady"
Hand Lotion

Creamy pink hand
lotion in four-ounce
bottle with easy-to-
use dispenser.

1.00



BLANCHARD "Parfums"

4-oz. "Bouquet Con-
centrate" with Free 2.00
Purse Flacon containing
1/4 oz. perfume.

2.50

HOUBIGANT
"Flatterie"

Eau de Toilette in attrac-
tive spray bottles with
gift atomizer.

4.75 and 3.00



Ladies' Gift Hosiery

NEW! Seamless Mesh—Sheerer than
sheer micro-film mesh with reinforced
heel and toe or demi-toe. Extra, longer
wear.

89c

Seamless—Beautifully sheer with no
worry about twisted seams.

89c

60 gauge 15 denier—Self-color pencil
line seams, narrow heels.

79c

These nylons come in all sizes
and the latest shades.

