

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

ortswear 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.

For easy wear . . .

GIRLS' BLOUSES 139 MISSES' BLOUSES 149

SHORTS

SHORTS



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

Be cool and comfortable . BLUE BELL

Jeanie jamaicas



The versatile shorts to match with any blouse in cotton cord, poplin and many more. Assorted colors.

GIRLS' MISSES' 10 - 20 7 - 14 1.98 2.49





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

> SHORTS 2 - 6X BLOUSES 2 - 6X 98°



ALL WEATHER FAVORITE!

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

Sedgefield Boxer Shorts



Sanforized, vatdyed 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.



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

Sport Shirts

TODDLER 98c BOYS' 1.39

MEN'S 1.79 S - M - L



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.

JEANS Sanforized 13}-ox. Cotton Denim

BOYS'

WESTERN

Jam-proof zipper and reinforced at all strain points.

SIZES: 4 - 12

1.98

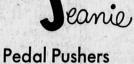
nore beauty . . . less care



Cool, comfortable, sleeveless. Dan River wrinkle-shed cot-ton; Dridon finish; wash-andwear; pre-shrunk.

MISSES' 10 - 20 1.49

Slim and trim ...



Large assortment of polished cotton cords, poplins and sateen. Plaids, stripes and sol-

1.98



My Brand is





Evening in Paris COLOGNE

Regular 1.00 Cologne Free Purse Perfume . . .

1.00



"Little Lady" Set 4-oz. Toilet Water,

vanity bottle and atomizer plus fun-nel. Gift boxed. 2.00

"Little Lady" **Hand Lotion**

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

1.00



HOUBIGANT "Flatterie"

Eau de Toilette in attractive spray bottles with

4.75 and 3.00



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

BLANCHARD "Parfums"

2.50



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

Seamless—Beautifully sheer with no worry about twisted seams.

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

These nylons come in all sizes and the latest shades.

