

SERVE YOURSELF and SAVE at McCOWN'S--SERVE YOURSELF and SAVE at McCOWN'S

WE HAVE EVERYTHING YOU NEED FOR A HAPPY

# EASTER



**1327**  
El Prado,  
TORRANCE  
Specials for  
Thurs., Fri., Sat.,  
APRIL 8, 9, 10  
We Reserve The Right To  
Limit Quantities.  
— Also —  
Prices Good at  
HARBOR CITY STORE  
Cor. Pacific Coast Hwy  
and Western Avenue

THURSDAY IS DOUBLE CASH DIVIDEND STAMP DAY!

a Stitch in time  
SAVES.

Emergency "50" KIT  
This plastic case contains  
needles, pins, needle threader,  
12 different rolls of thread.  
You'll be able to match almost  
any color.  
A wonderful value... Keep  
one in your purse, just in case.  
Keep one in your office desk, too.

**49¢**

|   |                         |
|---|-------------------------|
| 100-POUND BLEACHED<br><b>FLOUR SACKS</b>          | <b>5 for 97¢</b>        |
| PET OR CARNATION<br><b>CANNED MILK</b>            | <b>2 tall tins 25¢</b>  |
| 125-FT. ROLLS KITCHEN CHARM<br><b>WAXED PAPER</b> | <b>17¢</b>              |
| NUTRITIOUS<br><b>SKIPPY DOG FOOD</b>              | <b>12 reg. tins 89¢</b> |

30-Inch Plush  
**RABBITS**  
4.95 value **2.97**

CHOCOLATE MARSHMALLOW  
**EASTER EGGS**  
12 EGGS IN CARTON **19¢**

10c CHOCOLATE  
CREME-FILLED  
**EASTER EGGS**  
3 FOR **22¢**  
FOIL WRAPPED

Reg. 39¢  
**RUBBER GLOVES 29¢ pr.**

CHOCOLATE  
CREME-FILLED  
**EASTER EGGS**  
2 FOR **5¢**

FANCY CANDY-FILLED  
**EASTER BASKET**  
Brimful of goodies.  
Fancy ribbon tied.  
Large assortment.  
Shop early.  
**29¢**  
to 3.98

**ALL COSMETICS**  
Perfumes, etc.  
Now Carry Only  
10% Tax  
Instead of  
20% **SAVE 10%**

PAAS FOOD COLOR  
**EGG DYES**  
REG. 10c **6¢**

DELICIOUS CANDY  
**Jelly Bird EGGS**  
POUND BAG **27¢**

MARSHMALLOW  
**HEN EGGS**  
14-OZ. BAG **33¢**

Glass Coaster  
**ASH TRAYS** 3 for **10¢**

SHREDDED  
**Easter Grass**  
Orchid or Green  
Reg. 10c **7¢**

6 or 8  
Exposure **FILM**  
PRINTED  
DEVELOPED  
Jumbo size black &  
white prints. Per  
roll.  
**49¢** Roll

WROUGHT  
IRON  
**TABLE LAMP**  
and **PLANTER**  
Black iron  
stand, black  
shade, brass  
planter...  
Smart.  
**3.97**

NEW! WE HAVE  
**INSTANT NEUTRALIZING**  
*Lilt*  
Now in  
3 Kits!  
one just right  
for your type hair  
\$1.50 plus tax

Complete  
selection  
of leading home permanents  
New  
**TONI TRIO**  
3 permanents—  
one's a natural  
for you.  
Toni Refills  
\$1.50  
plus tax  
REGULAR  
for normal hair  
SUPER  
for hard-to-wave hair  
VERY GENTLE  
for easy-to-wave hair  
SELF  
NEUTRALIZING  
**PROM**  
The spring of  
the curl proves  
it's a Prom.  
\$1.50 plus tax

**TONETTE**  
New Permanent for  
Children  
2 to 12  
\$1.50  
plus tax  
**SILVER CURL**  
New Home  
Permanent  
Custom-Made  
for Gray Hair.  
\$1.50 plus tax

**BOBBI pin-curl**  
permanent  
Specially made for  
casual hairstyles.  
Complete Kit  
\$1.50  
plus tax  
**WHITE RAIN**  
LOTION SHAMPOO  
TONIGHT  
— tomorrow your  
hair will be sun-  
shine bright.  
\$1 also 30c and 60c sizes

**SPIN Curlers**  
BY TONI  
Twice as easy, twice  
as fast.  
Complete set  
**\$1.29**

89c GALLON TIN FRENCH "200"  
**DRY CLEANER** **59¢**  
Reg. \$1.39 - Pkg. of 6  
**BIRDSEYE DIAPERS** **89¢**

NEW!  
**JOHNSON'S**  
**BABY SHAMPOO**  
• won't BURN or  
IRRITATE eyes!  
• gets hair GLORI-  
OUSLY CLEAN!  
**59¢**

**Z.B.T. Baby Powder**  
Moisture-Proofs Your Baby  
Against Diaper Irritation  
Soothes like powder, protects like oil.  
Guards against chafing, prickly heat, urine  
scald and diaper rash.  
USED BY OVER  
1700 HOSPITALS  
**47¢**

You don't have to feel **TIRED · WEAK · RUNDOWN!**  
LET  
**POTENTIAL**  
"31"  
help you feel  
**Alert and**  
**Full of Life**  
POTENTIAL "31" gives you  
15 vitamins, 12 minerals plus  
methionine, rutin, liver and yeast.  
Big 90-tablet  
bottle for  
TRIAL size  
of 45 only  
**\$6.95**  
**\$3.95**

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