



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
MISSSES' BLOUSES 10-20	1.49	SHORTS 10-20	2.49

## at Sav-on

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 13½-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.

MISSSES' 10-20 1.49

Slim and trim...

Jeanie

Pedal Pushers

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

MISSSES' 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.

MISSSES' 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

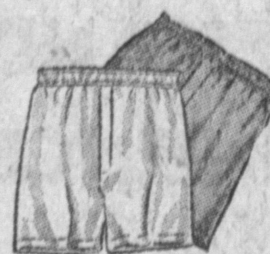


ALL WEATHER FAVORITE!  
SEDFIELD  
SPORT JACKET

BOYS' 6-18 2.98  
MEN'S 3.79

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

Sedgefield Boxer Shorts



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

BOYS' 3-6 98c

Sport Shirts



So good looking and comfortable. Wash-and-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

Boxer Longies

Tough, thrifty and tailored to fit growing tots. Full elastic waistband and 3 patch pockets. Reinforced at strain points. 2-6x.

98c

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

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

## Easter Gifts



Evening in Paris  
COLOGNE

Regular 1.00 Cologne  
Free Purse Perfume...  
Both for

1.00

Eau de Toilette in attractive spray bottles with gift atomizer.

4.75 and 3.00



HOUBIGANT  
"Flatterie"



"Little Lady" Set

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

2.00

"Little Lady"  
Hand Lotion

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

1.00



BLANCHARD "Parfums"



4-oz. "Bouquet Concentrate" with Free 2.00 Purse Flacon containing ¼ oz. perfume.

2.50

## 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.

