

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

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

30-Inch Plush  
**RABBITS**  
4.95 value **2<sup>97</sup>**

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

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

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

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

**THURSDAY IS DOUBLE CASH DIVIDEND STAMP DAY!**

a Stitch in time  
SAVES.  
**Emergency "50" KIT**  
49c

100-POUND BLEACHED  
**FLOUR SACKS** 5 for **97c**  
PET OR CARNATION  
**CANNED MILK** 2 tall tins **25c**  
125-FT. ROLLS KITCHEN CHARM  
**WAXED PAPER** 17c  
NUTRITIOUS  
**SKIPPY DOG FOOD** 12 reg. tins **89c**

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

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

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

Reg. 39c  
**RUBBER GLOVES** 29c pr.

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

NEW!  
**JOHNSON'S BABY SHAMPOO**  
won't BURN or IRRITATE eyes!  
gets hair GLORIOUSLY CLEAN!  
59c

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

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

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

**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  
**47c**

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

WROUGHT IRON  
**TABLE LAMP and PLANTER**  
Black iron stand, black shade, brass planter... Smart.  
**3<sup>97</sup>**

**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

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.  
FEEL "TOPS" with POTENTIAL "31"  
Big 90-tablet bottle for \$6.95  
TRIAL size of 45 only \$3.95

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

**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 sunshine bright. \$1 also 30c and 60c sizes  
**SPIN Curlers** BY TONI Twice as easy, twice as fast. Complete set \$1.29

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