

GRAND!
NEW!
ELEGANT!

SALES

Newberrys
SOUTH BAY
CENTER

EASTER FASHIONS

Sale

come see! come shop! come save!

FASHIONS FOR BABY

Selections are fabulous, prices fantastically low



169

EASTER BONNETS

Breath-taking at Newberrys low price! So dainty and picture-pretty—in pique, eyelet organdy or embroidered and eyelet nylon. Many darling styles and trims. Pink, blue, maize, white.

TODDLERS' BONNETS

Spring styles to compliment any Easter coat. Eyelet piques, embroidered nylons, with flower and bow trims. Pink, blue, maize, white. Sizes 13-14-15.

159 to 2.99

Imported, hand-embroidered

INFANTS' DRESSES

Dainty handmade, hand-embroidered batiste, with dainty yokes, collars, lace trim. White, pastels. Infants' size. 1.99

DRESS & SLIP SETS 1.98

TODDLERS' SLIPS

Everglare white cotton with built-up or lace strap shoulders. Sizes 1-2-3. 1.00

INFANTS' CREEPERS

Cotton knit and interlock—all plastic lined. Sizes 9-12-18-24 months. 1.00

INFANTS' SWEATERS

Hand-embroidered orlon acrylic coat style. Ribbon-backed borders. Whites, pastels. 1.99

*T.M. of DuPont



it's easy! it's convenient
use Newberrys credit

Pastel Lilac and Lovelies



3.66

Dresses as deliciously lovely as a box of French Bon-Bons! In colors as delicately fresh! Lilac, yellow, blue, green and other pastels. And so wonderfully easy to care for. Beautifully made of fine dacron polyester batiste, with exquisite dress-maker detailing such as embroidered butterflies, eyelet flowers, shirring, lace edging. Full skirts, sashes, self-belts. Come, admire them all! 3-6x. Sizes 7 to 14 . . . 4.66

USE Newberrys CREDIT
take advantage of sale savings!

Wash 'n Wear White Cotton Blouses

1.69 to 2.99

for sizes 3-6x

Newest Spring blouse fashions for tiny tots—in crisp, care-free cotton. Tuck-in and over-b blouse styles, with glamorous lace trims. We've a big collection at hard-to-believe low prices. White only. Sizes 3-6x.

WASH 'N WEAR SHIRTS

1.99

Newberrys shirts are famous — guaranteed for quality and lasting satisfaction — what more can you ask? Full cut, in newest styles and fine fabrics. Just wash and wear, little or no ironing. White. 4-18. Others 2.99 and 3.99

Fruit of the Loom

Black Patents
Small Fry Love

2.99 and 3.49

Favorite dress-up shoe — for tiny tots to teens! Sparkling black plastic patent in swivel-strap and strap-pump styles. Sizes 4-8; 8½-12; 12½-3.

Exciting collection
Spring Millinery Fashions

1.29 to 7.99

All the new styles—high crowns, draped-look turbans, cloches, sailors, shells, and more. And what an exciting choice of new Spring colors and fashion trims.

Girls' New Fashion Cotton Blouses

1.99 and 2.98

Amazing values! Adorable styles to choose from: Scoop neck overblouses with bell sleeves and colored trim . . . others in drip-dry cotton broadcloth with puffed sleeves. White - Red. Sizes 7-14.

BOYS' DRESS HATS

2.29

100% wool felt in pinch-front telescope shapes. Ribbon and knit bands. Assorted colors. Ages 4 to 14
Other styles 1.29 - 1.89

Men's white WASH 'N WEAR SHIRTS

1.99

You'd expect to pay 3.98 or more for this "Wash 'N-Wear" shirt. White combed cotton—regular collar with permanent stays, button cuffs. Sizes 14 to 17; sleeves 32 to 35.

BIG SALE!

BOYS' DRESS SHIRTS

Fine white cotton broadcloth with double French cuffs—includes cute bow tie and cuff links. Sizes 2-12.

1.69

Boys' READY-TIED TIES

Ready tied 4-in-hand ties that look just like Dad's. Assorted solids, prints and plaids in rayons, cottons and failles.

59¢

Clip-on BOW TIES
Ivy, Stripes, Plaids. 49c and 59c
Others 49c and 59c

New for Spring Head-Turning Hats for the Young Crowd

1.99 and 2.99

Seamless Nylons
For sheer good looks and long wear at a budget-pleasing low price—you can't beat Newberrys' famous "Myrna" seamless nylons. Come in new fashion colors: Rustine, Beigstone, Mistone. Sizes 8½-11.

89¢ pr.

2 PR. 1.75
3 PR. 2.57

Charming petal clip hats for little girls and sub-teens . . . designed to turn any young Miss into an Easter Doll!

Newberrys SOUTH BAY CENTER 174th & HAWTHORNE