

Newberrys

**SOUTH BAY CENTER
HAWTHORNE BLVD. AT ARTESIA**

USE OUR CREDIT OR LAYAWAY PLAN FOR BACK-TO-SCHOOL BUYING

Back-to-School

SALE



SWEATER, SKIRT SET WITH PIGTAIL TRIM
Saucy pigtail trims collar of our striped bulky Orlon acrylic sweater. Matching box pleated wool skirt. Red or royal. 7-14...Set **9.88**

FALL SWEATER AND SKIRT CLASSICS
SWEATERS...Orlon acrylic cardigan—soft bulk Shetland type. Red, white, blue, grey. Sizes 7 to 14. **3.97**
SKIRTS...50% Arnel triacetate, 50% rayon with permanent pleats. 5 colors. Sizes 7 to 14..... **3.97**

Your Credit IS GOOD

EXCITING NEW FALL FASHIONS FOR BIG 'N LITTLE SISTERS
2.66 to 4.66

Newberrys back-to-school frocks are famous! COME, see the exciting new styles—skimmies, "shapes", high belts, low belts, no belts, middy, coachman effects, and all the classics you love. Fine washable cottons, rayons and blends... in Falls' enchanting new hues: peacock, cranberry, mocha brown, new greens, new blues and many more. Sizes for tots to teens.

Sizes 4-6x **2.66**
Sizes 4-6x **3.66**
Sizes 7-14 **4.66**



LOOK AT OUR LOW PRICES



SOFT ORLON CARDIGAN
A. Hi-bulk classic knit Orlon acrylic in white, heather grey, camel, blue, red, green, navy. 7-14. **2.97**

ORLON SLIPOVER
B. Matches above cardigan. White, heather grey, camel, blue, red, green, navy. 7-14. **1.97**

CUTE WHITE COTTON BLOUSES
C. Spanking white cottons with short sleeves, dainty lace and embroidery trims. So well made! Sizes 7 to 14 **1.97**



CREW SOCKS
Cotton with ribbed tops. In white only. Sizes 8 to 11. **39¢ pr.**

SNEAKER SOX
Cushion foot cottons, ribbed tops. White with grey stripes. 6 to 11..... **3 pr. 11**



A TRICOT BRIEFS Non-run acetate tricot. Elastic at legs **4 pr. 51** & top. White. 2-12.

B LACE-TRIM TRICOT Elastic leg panty. Acetate tricot. Maize, pink, white, blue. **39¢** Sizes 4-14

C COTTON BRIEFS Elastic leg briefs in cotton Eiderlon. **59¢** White. 4-14

D RIP-DRY SLIPS

Girls' 100% cotton, poly-theen slip in everglaze sizes 4 to 14 wrinkle & soil resistant nylon trim.

1.59

SIMILAR TO ILLUSTRATION



NEW FASHION COTTONS FOR YOUNG MISS

sale **3.97 to 5.97**

A parade of new fashions at our low prices! Quality cottons in solid colors, woven plaids, stripes, border patterns. Favorite styles: shirtwaists, jacket styles, jumper with blouse styles, others. New colors: cranberry, indigo, brown, green, olive, red, royal. Sizes 7 to 14.



Our own brand "ROCK" KNIT SHIRTS AND BRIEFS

"JR. ROCK" SHIRTS. Nylon reinforced cotton T-shirts—famous for quality, low price. White. S-M-L (10-16)..... **63¢**

"JR. ROCK" BRIEFS. Big boys' briefs with elastic waists, reinforced crotch. In white. S-M-L (10-14)..... **55¢**

"LITTLE ROCK" SHIRTS. Super-soft nylon reinforced cotton T-shirts for small fry. White. Sizes 4 to 8. **53¢**

"LITTLE ROCK" BRIEFS. Full cut combed cotton with elastic waists, reinforced crotch. White. S-M-L (2-8). **39¢**

SPECIAL ON BRIEFS! Stock-up! Value-priced combed cotton knit briefs with elastic waists, cloth front. Sizes 2 to 12. **3 for 1.00**



5.97
NYLON JACKET IS REVERSIBLE

2-on-one! Quilted on one side, plain on the other. All nylon in charcoal, loden, royal, more. Sizes 4 to 12.



IVY SHORT-SLEEVED SPORT SHIRTS

Shirts—tapered for good fit. Classic Ivy patterns in wash 'n wear fine cottons. Short sleeves. Sizes 6-20

2.99

ACRILAN KNIT SHIRTS

1.97
our low price

Solid colors, some with contrast color collar and trim, some with embroidered motifs. Fashion collars, long sleeves, 6-16.



BOYS' FLANNEL SHIRTS
1.97

Long sleeve shirts. Sanforized cotton. Large assortment of plaids and colors. Sizes 6 to 16.

SMART IVY MODEL WASHABLE SLACKS
2 PAIR 5.00

Our Low Price

All cotton sanforized, well tailored with 4 pockets, zipper fly. Sizes 6 to 16.



CREW & SLACK SOCKS

2 pairs \$1.00

100% Nylons, Ban-Lons, Orions, 7-10. Men's 10 1/2-13.



CUSHION FOOT COTTON SOCKS

2 pairs 98¢

White soft-weave cotton, nylon reinforced heel, toe. White. Boys' 8 1/2 to 10 1/2.

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