

Newberry's

SCHOOL GIRLS' 7 TO 14 WEARABLES
VALUE-PLUS AT THESE LOW PRICES!

*Looks Far More Than Newberry's
 Low Price -- Big Value*

**BACK-TO-SCHOOL
 cottons \$2.98**

Washable cottons for girls — at bottom prices for these superb styles. Carefully made with new look details. Select from sanforized* woven gingham plaids, embossed cottons, tweedy cottons, cotton modras. Smart self-fabric and novelty trims. Many styles. Buy now and save. 7-14. *Save them 1% shrinkage.



skirts

~~\$2.98~~
now \$2.66

A new process keeps these skirts creaseless! They're handsomely styled in a rayon crepe weave. With multi-color elastic top, back zipper. Many colors. 7 to 14.

The Wrinkles Hang Out

blouses

\$1.98

With popular, semi-turtle and novelty collars. Short sleeves. Cute novel trims. Assorted colors. 7 to 14.

skirts

\$1.98

Regular \$2.98 value. Of quality wool-and-cotton. In a gay, school-line plaid. Selection of color combinations. Sizes 7 to 14.

blouses

\$1.69

Short sleeve blouses for skirts, jumpers, under jackets. Eyelet self-fabric and embossed cotton trims. Colors. Sizes 10 to 14.

skirts

\$1.98

Elastic dirndl top looks cute, assures comfortable, perfect fit. Choose several at this saving. Many colors. Sizes 7 to 14.

slipover sweaters

\$1.69

Short sleeve style is warm. Takes the place of blouses. Comfortable crew neck. Quality made ribbed cuffs and waist. Colors. 8 to 14.

coat sweaters

\$1.98

A hard-to-beat saving! 100% virgin wool yarn. Snug, comfortable crew neck. Ribbed cuffs and waist mean quality. In many colors. 8 to 14.



J.J. NEWBERRY CO. 480 STORES COAST to COAST

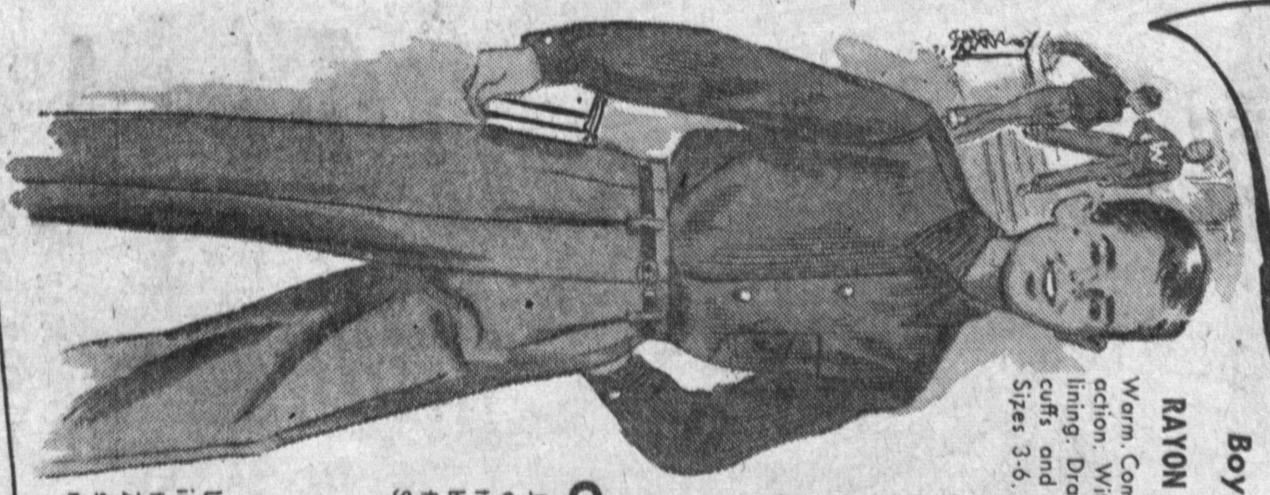
Newberry's

MEN'S and BOYS' WEAR VALUES
REAL BUYS in CHILDREN'S SHOES

Boys' Bomber Style

RAYON GABARDINE jackets \$3.98

Warm. Comfortably cut for action. With snug quilted lining. Durable-resistant knit cuffs and waist. Colors. Sizes 3-6. Choose today.



CORDUROY sport shirts \$2.98

Just one look at these handsome, top quality shirts and you'll be convinced they're worth dollars more than Newberry's thrifty saving price. They're colorful. All of sturdy, long-wearing corduroy. Sizes: small, medium, large. Choose early.

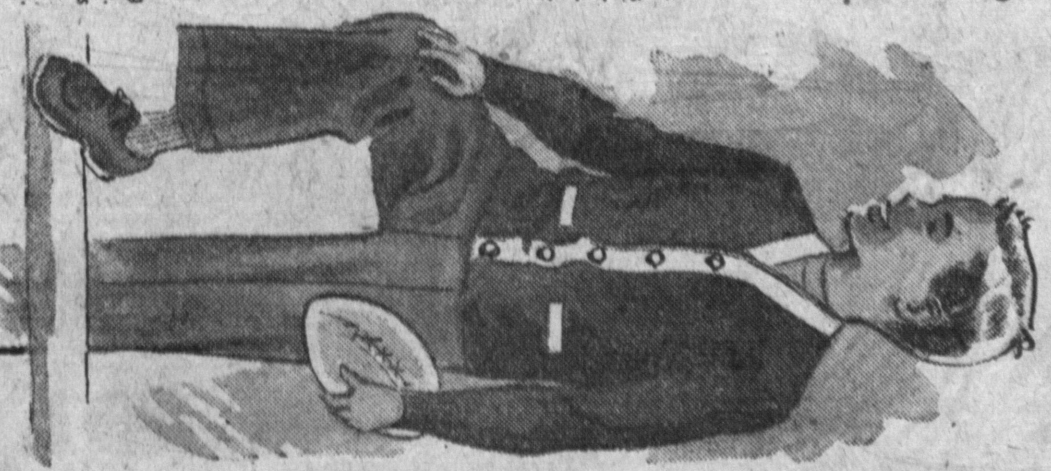
CORDUROY slacks \$3.98

Longie style. With expensive, long-wearing details. Well-fitting, comfortable snug-leg waist. 4 handy and roomy pockets. Zipper. Snag up a full wardrobe while our selection is complete and save like you never saved before. Sizes 8 to 16.



ALL-WOOL AWARD sweaters \$2.98

Warm cool style. Just right for chilly fall days. Under jackets or coats later in the season. All-wool contrast trim front. Assorted colors. Sizes 4 to 10.



GABARDINE longies \$2.98

Made of heavy, long-wearing crease resistant gabardine. Good to look at, too. Comes complete with belt, zipper fly 4 to 10. Choose today & save.

CHILDREN'S SHOES

quality made for good fit, long wear \$1.88 now \$2.21 pr.

\$1.88 pr.

All leather oxfords and mocassins. Scientifically constructed to guarantee proper fit, long wearing comfort. With special no-mark rubber soles and heels. Good looking trim. You'll love Newberry's shoe values. Brown. Sizes 8 1/2 to 3.

Outstanding Value in Better Quality children's shoes \$2.98 pr.

You'll find 2.98 a mighty small price for shoes like these. Of finest material and sturdy construction. Included in this group are — Little Gent's, Mocassin Oxford, Child's and Misses' Oxford, Child's 2 strap Mocassin, in sizes 8 1/2 to 3 — Little Gent's wing tip Oxford in sizes 10 to 3 — Child's and Misses' 3-strap pump, sizes 8 1/2-3.



MEN'S SPORTS & DRESS shirts \$3.98 now \$4.50

Cur for comfort. Made for long, durable wear. 2 smart, handy pockets. Choice of many colors. 5m., med., lg.

BRUSHED FLANNEL sports shirts \$2.98

Tops in quality. Of fine, sanforized* brushed flannel. Absolutely safe to launder. Sizes: sm., med., lg.

MEN'S "NEWCREST" dress shirts \$1.98

High count sanforized* fine quality mercerized broadcloth. Fused and soft collar with stays. White. Sizes 14 to 17. *Save them 1% shrinkage.



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