

# Newberry's

## QUALITY SAVINGS ON MEN'S AND BOYS' WEARABLES

**now's the time to buy sports shirts**

### \$1.98

Newberry's offers top quality boys' sports shirts from our regular stock at a new low in price. They're sanforized so you're guaranteed less than 1% shrinkage. They're all special quality high count tartan plaids. Colorful! Wonderful! Full cut to assure good comfortable fit. Come stock up, today. Sizes 8 to 16.

**"BIG ROCKY" QUALITY BRAND**

It's Newberry's own underwear label that means longer wear, better fit. Try them once — you'll always choose "Big Rocky" and guaranteed by GOOD HOUSEKEEPING and Sanforized\* to assure you safe washability. Choose "Big Rocky" brand underwear now.

**COMBED YARN, FULL CUT "BIG ROCKY" tees 69¢**

Here's comfort the way he likes it that you prefer. Sizes: small, med., large. A "Big Rocky" best.

**"BIG ROCKY" briefs 59¢**

SIZES 30 to 44

Of finest combed yarns. Full cut to rigid specifications. Buy many pairs at this low Newberry price. They're a real value find.

**BOYS' 4-CLIP suspenders 39¢**

Durable. Cool looking. Top Newberry quality. Sizes 4 to 12. Come choose today.

**boys' REAL LEATHER western belts 50¢**

Ideal for dungarees, school jackets. They're sturdy. Real western style that he likes so much. Sizes 22 to 30.

QUALITY SANFORIZED\* SUDE

### flannel shirts \$1.59

Big selection of colorful plaids. Shrinkage is down to a minimum — so you can wash them over and over again. Lined sport collar. Double yoke. Pockets. Sizes 8 to 16.

SANFORIZED\* 8-OZ. DENIM

### dungarees \$1.69

Newberry's does it again. Offers you top-make dungarees at a lowest price ever. These are sturdy. Built to take action. With 5 handy pockets. Zipper fly. Sizes 6 to 16.

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**SANFORIZED\* BROADCLOTH MEN'S boxer shorts 69¢**

Full cut for comfort at all times. Absolutely safe to wash. In a big assortment of patterns. Also available in gripper style. 30 to 44.

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## MISSSES' 7 to 14 NEW FALL STYLES AT NEWBERRY'S SENSIBLE PRICES, TOO

**Famous Dan River Wrinkle-Shed gingham plaids \$2.98**

Where else can you match such fine quality with so low a price! The exclusive finish on these dresses actually sheds wrinkles! Needs no starching. Stays clean longer. Washes and irons like a snap. They're shrinkage controlled. Fast color. Embossed cotton and eyelet trims. Many plaids. Sizes 7 to 14.

**Eyelet Trimmed cotton slips \$1.39**

Bias cut cotton slips. Fit beautifully. Look pretty. Wonderfully easy to launder. Lavish embroidery at "v" top and hem. Adjustable shoulder straps. Bright white. Sizes 10 to 16.

**Sanforized\* Woven Gingham blouses \$1.39**

Trimly styled with short sleeves, a perky pocket. Good looking. Quick, safe to launder. Buy now and save. 7 to 14.

**sanforized\* popular blue denim dungarees \$1.69**

Her favorite playtime togs. Quality made with band waist, side zipper. 3 handy pockets. 7-14.

**Jr. Miss "AA" Cup Satin blouses \$1.00**

Classic shirt style right for play or school. Easy sport collar, short sleeves, patch pocket. Absolutely washable. 7-14.

**Nylonized, Interlock Cotton panties \$1.50**

100% combed cotton, elastic waist, reinforced crotch. Rib knit cuff. White. Sizes 8-14.

**Sanforized\* Broadcloth bras \$1.59**

To flatter young figures. Multiple stitching lower bust section, elastic back, adjustable stouider straps. 30 to 34.

**Perky Sanforized\* Woven Gingham plaids**

~~7.98~~ **now \$1.66**

Newberry's does it again! Offers you a terrific selection of fine quality school dresses at a lower than low sale price! Wonderful choice of styles with embossed cotton and broadcloth trim. Assorted plaids. Sizes 7 to 12. Choose early.

# J.J. NEWBERRY CO. 480 STORES COAST TO COAST