

BACK TO SCHOOL TIME Is Newberry's FALL SALE TIME



BOY'S PLAID SPORTS SHIRT

Vat dyed broadcloth in variety of assorted plaids. Long sleeves. Lined collar. Bar-tacked sleeve openings. Won't fade or shrink out of shape. 4-16.

97¢

REG. \$1.29

BOY'S DOUBLE-KNEE DUNGAREE

A double value! Good-looking, long-wearing sanforized denim with contrasting stitching. Rivets, bar-tacks. Zipper fly. 4 pockets. 4-12.

\$1.33

REG. \$1.69

CHILD'S PLAID DRESS

Woven checked gingham skirt and collar. Solid color top. Assorted colors. 4-6X.

\$1.98

GIRLS' PLAID ACCENT DRESS

Sanforized solid color broadcloth trimmed with plaid gingham. Assorted colors. 7-14.

\$1.98

REG. \$2.49

SMALL BOY'S CORDUROY LONGIE

Boxer type. Washes by hand, machine or at laundry. Slash pockets. Elasticized waist. Navy. 3-6.

\$1.59

T-SHIRTS

White—Combed Cotton Reinforced Neck. Sizes 2-4-6.

21¢



Girls, don't miss these
PANTY BUYS!

4 PAIR

98¢



MISSIE SPORTS SOCKS

Quality cotton with triple crocheted tops. Nylon reinforced heel and toe. White only. 9-11.

39¢

MISSIE FANCY STITCH SOCKS

Turn 'em yourself! Blue Jean socks in soft spun cotton. Nylon reinforced toes and heels. White, pink, blue, maize. 9-11.

MISSIE TRIPLE ROLL BOBBY SOCKS

Soft combed cotton. Seam-free ribbed top. Nylon reinforced throughout. White only. 9-11.

39¢

TENNIS OXFORDS

GIRLS "COLBY" STYLE. WHITE FOXINGS. TOEGUARD. ARCH INSOLES. 6-12—12½-3

\$1.79

WOMENS SIZES 3½-9 **\$1.98**

GRAND ASS'T

Barrettes

Bar Shaped Beauties in Red, White, Pink, Blue, Amber. 2" Clasp

SAVE NOW FOR SCHOOL **25c** EA

GIRLS!!

Bouffant Slips

VALUES TO **\$2.98**

\$1.77



SHORT SLEEVE ORLON SLIPOVER

100% Virgin Du Pont Orlon. Crew rib neck and cuffs. Hand washable. White and assorted colors. 34-40.

\$2.98

MATCHING ORLON CARDIGAN

Rib crew neck and wide cuffs. 8-button style. Turquoise, apricot, shrimp, moss green, lt. blue, white. 34-40.

\$3.98

EXTRA SIZE ORLON CARDIGAN

Sizes 42, 44 and 46.

\$3.98

CHILDRENS PULLOVER SWEATER

ASSORTED COLORS

SIZES 4-6X

\$1.98

Make Newberry's Your One-Stop Shopping Center High Value—Low Prices!

CAN YOU BEAT THESE FOR A BUCK?

A. COTTON BROADCLOTH BRA

WITH NEW ROUNDED LOOK Circular stitched padded cups. Floating action type straps. Diaphragm band has elastic insert. White only. B. 32-38.

B. CRADLE-CUP BRA

WITH DIVIDED STRAP ACTION Eliminates shoulder strain. Circle-stitched cups. White cotton broadcloth only. A. Cup: 32-36; B. Cup: 32-40; C. Cup: 36-42.

C. ELASTIC KNITTED GIRDLE

Panty style or reg. 2-way stretch rayon and rubber. Turned top and bottom. Satin front panel. Pink, white, M & L.

D. ELASTIC GARTER BELT!

Eyelet knitted. Has 4 adjustable garters. Frilled bottom. Bound elastic top.

\$1 EACH ANOTHER NEWBERRY REGULAR VALUE!

PRINTED CHALLIS SQUARES

Big values in every sense of the word. Size 24x24. Charming prints—floral—animal—all kinds. Many colors.

29¢ REG. 39¢

PURE SILK SQUARES

Real beauties with hand-rolled hems. Solid colors. 18x18. You'll want several!

17¢ REG. 25¢

Women's Plastic BILL FOLDS GLAMOUR ASSORTMENT!

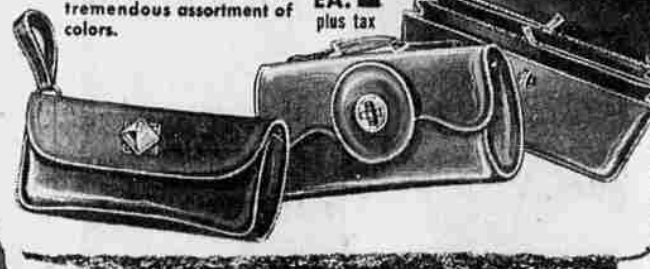
Some gold toolled with flower designs. Westerns, too. All the convenient features PLUS special charge plate pocket. Smart colors.

59¢ EA.

BIG VARIETY! BIG VALUE CLUTCH BAGS

Plastic calf, plain and grained. Some with center zippers, some with double. Sliding handles and finger handles. White bark and tremendous assortment of colors.

\$1 EA. plus tax



NEWBERRY'S OWN FAMED ROCK BRAND UNDERWEAR! THE LOW PRICE BELIES THE HIGH QUALITY!

What does it mean? NEWBERRY'S "Rock" Label? "Rock." "Rock." "Rock." You see it everywhere, hear it everywhere. And whenever you do, wherever you are, remember, it's Newberry's own label, backed by the integrity of the famous Newberry name. Remember, that the merchandise which wears the proud "Rock" label is "Strong As A Champ." Remember that it is made of the finest first quality fabric, guaranteed to give 100% satisfaction... designed to give perfect fit, indefinite wear. So look for Newberry's exclusive "Rock" label, whenever you buy. Then you'll be sure of getting a brand that gives you top quality, top value, top savings. And that goes for all three: Big "Rock," Little "Rock," and Jr. "Rock."

All "Rock-labeled" merchandise listed below comes in quality cotton rib knit, with nylon-reinforced neck and leg bands. Washable. White only.



"LITTLE ROCK" FOR LITTLE BOYS

TEE SHIRT

Sizes 4-8.

50¢

KNITTED BRIEF

Sizes 2-8.

39¢



"JUNIOR ROCK" FOR BOYS

KNITTED BRIEF

Sizes 5-M-L.

50¢

TEE SHIRT

Sizes 5-M-L.

59¢

ATHLETIC SHIRT

24-36 fits 6-14.

39¢

SPORTS BRIEF

Sizes 2-8.

39¢



"BIG ROCK" FOR MEN

TEE SHIRT

Sizes 5-M-L.

69¢

ATHLETIC SHIRT

Sizes 36-46.

59¢



BIG OPPORTUNITY!

KNITTED BRIEFS

Sizes 30-42.

47¢

REG. 59¢

Ladies' Short Sleeve BLOUSES

SIZES 32 TO 38

1.29 Reg. Value

98¢



Cotton Cuties in GIRLS' SLIPS

Little girls and their big sisters will love these slip pretties. Mothers, better get both of the styles pictured while this low price lasts. 4-14. SANFORIZED

\$1

STRONG AS A "CHAMP" BOYS

HI-ROCK SUSPENDERS

FANCY ASST. 4 CLIP ADJUST TO 28"

39c ea.

WESTERN BELTS

A SCHOOL MUST **59c**

IDEAL COMPANIONS FOR SCHOOL OR TRAVEL



LUNCHEON KIT plus VACUUM BOTTLE

Got to go some to beat a buy like this. Metal. **Special \$1.99** REG. \$2.39

DECORATED LUNCH BOXES with MATCHING VACUUM BOTTLE

Metal with designs of popular movie and TV designs, such as Davy Crockett, Trigger. Reg. \$2.87.

\$2.39

KEEPSIT VACUUM BOTTLE

Keepsit hot. Keepsit cold, as you wish. Has Polly Red top. Won't leak, stain or absorb food odors. Stopper and pouring lip. 10 oz.

\$1.39

WIDE MOUTH ALADDIN VACUUM BOTTLE

Eat or drink out of it. Non-drip pouring lip. Threadless cap. Built-in filler support. Rubber closure. 10 oz.

\$1.79

The Best Buy in Town

"Happy" Children's SHOES

with GENUINE NEOLITE SOLES IN 72 SEPARATE SIZES AND WIDTHS

WIDTHS A, B, C, D, E IN SIZES 8½ to 12 & 12½ to 3

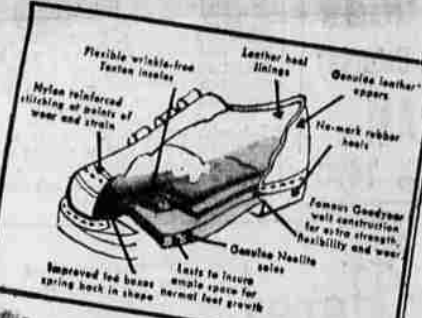
You'd Expect to Pay up to **\$5.98**

or More For This Quality, Workmanship and Construction

\$3.99 PR.

You can't beat this back-to-school value! Genuine leather uppers, neolite soles and no-mark heels. Made on properly proportioned lasts to insure ample space for normal foot growth. Bring them in today. You'll save.

Commended by Parent's Magazine



J.J. NEWBERRY CO.

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