

Lots of Glamour In New Lingerie

Lingerie has gone Glamorous with a capital G this year—and Coordinated with a capital C!

No longer need the wandering bra strap slip lazily to the side of the slip strap, or the long slip bulge bulkily across the diaphragm to distort the line of your dress.

The big news is made-for-each-other bras, girdles and slips, with the bra straps falling precisely where the slip straps fall, the bra and slip bodice shapes being identical.

The result is perfect fit, from the skin out, to make an infinitely sleeker silhouette under your new fall outfits.

And the colors are divine! New blues and greens, new rosey taupes, lemony yellows, newly delicate pastels all add to the over-all feminine feeling.

Color Story
But the color story doesn't stop there. Plural use of color in bold prints appeals to the dramatic in all of us, adds to the zest and gaiety of dressing, the fun and pleasure of being a girl who loves nice things.

For the really adventurous females, fall's lingerie in fur prints—minks, zebras, all the spotted cats like leopard and jaguar and ocelot and even tiger stripes—are a truly new departure, utterly delightful to wear under sporty tweeds and suits.

And if a teeny inch of slip should show by accident, in one of these exotic prints, it will merely add to the touch of fur look that is so big in the fashion picture this fall!

The new mood of fashion—the pared down look—calls for enticingly lovely lingerie and all the stores will be full of it this fall.

New ways with delicate lace and tricot, luxurious lace and embroidery, plus intricate satin accents, all add radiance and femininity to fall's new lingerie.

New shapes are appearing, too. Back in favor is the full slip, newly slimmer in its coordinated shaping, for a more adequate protection of your unlined outer wear.

And here's the chemise—that major undergarment of the flapper of the 20's—sweeping triumphantly back in many versions—pretty and frivolous little fancies to wear under lined dresses.

Some are lace, some gaily be-ribboned, some take to the fur prints and others bloom with gardens of flowers or cool green forests of leaves.

And the increasingly popular pettipants take on new versions, too. Elegant stretch lace makes one delightful model—others are ruffle decked and frilly, others even take to lizardy and snake patterns for the bold and adventurous.

Open Sundays

10:00 A.M. to 5:30 P.M.

Monday and Friday

9:30 A.M. to 9:00 P.M.

Tues., Wed., Thurs. and Sat.

9:30 A.M. to 5:30 P.M.

4-DAY SALE

Newberry's

635 E. Jackson

MEDFORD SHOPPING CENTER STORE

Bring the whole family . . . 54 big departments to shop pin leisure. Enjoy lunch at our own . . .

ROGUE SIDEWALK CAFE

Outdoor atmosphere with indoor comfort. Completely air-conditioned.

SPORTY FOR GALS—A dynamically styled sports watch with 21 jewel movement, shock-resistant. It has an anti-magnetic life time mainspring, as well. By Vantage Products, Inc.

For People Who Like To Eat!

(Before Brushing)

Open 6 A.M. to 7 P.M.
Monday Thru Saturday



IN THE MEDFORD SHOPPING CENTER

Introducing the 1964 series of "Eternal Love" Diamond Rings

FROM WEISFIELD'S

Featuring Weisfield's traditionally fine, hand-selected, hand-cut diamonds combined with exciting new contemporary design rings . . . slimmer, more tailored, the new "profile styles" . . . in rich 14 Karat yellow or white gold. Here is "Eternal Love," everlasting devotion and affection expressed in diamond rings. Shop and compare. You'll find no better diamond values in the West!



11-DIAMOND PAIR FULL ONE CARAT TOTAL WEIGHT OF DIAMONDS **189.00**
A MASTERPIECE IN 14-KARAT GOLD EASY TERMS AS LOW AS 13.00 MONTH



"DESERT BLOSSOM" LARGE SOLITAIRE WITH INTERLOCKING BAND SWIRLING IN 14-KARAT GOLD **150.00**
TERMS LOW AS 10.00 A MONTH EASY CREDIT TERMS . . . UP TO TWO YEARS TO PAY



"CONTINENTAL" GRACEFUL 9-DIAMOND OFFSET DESIGN SET IN DISTINCTIVE 14-KARAT GOLD **475.00**
LOW EASY CREDIT TERMS



"POLARIS" MAN'S BIRTHSTONE RING SET WITH 7 DIAMONDS IN MASSIVE DESIGN RING **59.50**
TERMS LOW AS 5.00 MONTH



PERFEX MAN'S DATE CALENDAR 17-JEWEL WRIST WATCH ANTI-MAGNETIC AND SHOCKPROOF **59.50**

CROTON LADY'S TWO DIAMOND 21-JEWEL WRIST WATCH SHOCKPROOF WITH EXPANSION BAND **49.50**
TERMS LOW AS 5.00 A MONTH



WEISFIELD'S
THE WEST'S LARGEST CREDIT

Medford Shopping Center Acres of Free Parking Phone 773-5348 SHOP EVERY MONDAY AND FRIDAY UNTIL 9 P.M.



"CHARGE IT"

TOTS to TEENS

Come, see our parade of Fall school fashions . . . you'll marvel that they cost so little at Newberry's. Woven gingham plaids, checks, solids. Easy care cottons and Arnel blends. High fashion colors.

Sizes 4-6x, 7-14 **\$2.99 to \$7.99**



CORDUROY COATS

All cotton, some reversible, new fall colors, camel, charcoal, beige, red, loden green.

Size 8-18 **\$15.99 to \$21.88**



New Fall SWEATERS

CASHMERE CARDIGANS
100% pure cashmere. A treasure of a sweater. You'll want one in every color. Matching pearl buttons. Red, Grey, Charcoal, heather, loden, green, black, royal blue, camel.

Sizes 34-40 **\$10.99**



FALL SKIRTS

Solid colors and plaids . . . wools and blends. Boy pleats or stitched down pleats . . . all with zipper closures, elastic backs, insets.

Sizes 3-6x, 7-14

\$2.99 to \$5.99



SMART FASHION BLOUSES

Dark toned prints and solids. Roll-sleeves, long sleeves. Broadcloths, blends. Sizes 32-38.

\$1.99 to \$7.99

LADIES CAR COATS

- Water repellent
- Spot and stain resistant
- Crease and wrinkle resistant
- Black and tan. Sizes 10-18.

Sizes 10-18 **\$10.88**



LADIES BULKY CARDIGANS

Sweaters, big and bulky are tops with the school crowd. And here are 2 beauties worth raving over. V-neck pullover and cardigans. Red, Grey, Yellow, Blue, Camel, White. Sizes 36-46.

\$5.99 to \$7.99

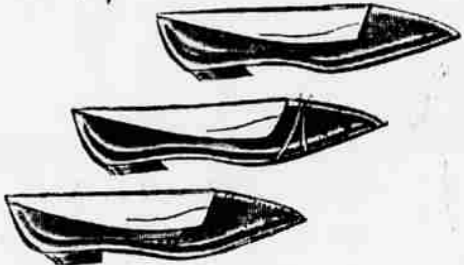


GAY PRINTED ORLON SWEATERS

Many high style floral patterns. Button-front cardigans, wide choice of large and small florals, smart stylized scrolls, others in light and dark pastels on white and beige.

Sizes 34-40

\$4.99 to \$5.98



NEW FAST-STEPPING FALL FASHION FLATS

Blissful comfort for school, shopping, casual wear. Soft leather uppers, composition soles. Black and beige.

Sizes 4-10 **\$2.99 to \$3.99**



GIRLS' SADDLE AND SOLID OXFORDS

Sparkling white oxfords or sports. Black and white saddles for the skirt and sweater set. Sizes 8 1/2 to 3.

\$3.29 to \$3.99

USE YOUR NEWBERRY CHARGE ACCOUNT



PLAID SHIRT BUYS

Big values in cotton flannel plaid shirts. Prints of smart lively colors. Sanitized.

Sizes 6-18 **\$1.99**



BOYS HOODED JACKETS

Quilt lined. Zipper closures. Assorted colors. Sizes 4-12.

Sizes 4-12 **\$3.99**

"PVC" SOLES

OUTLASTS THE UPPERS

Non-slip, waterproof, will not mar floors. Choose from oxfords, elastic gore loafers. Just the shoes every jet-propelled lad needs for school! Black.

Black Sizes 8 1/2 to 3 **\$6.99**



"LITTLE ROCK"

SHIRT SIZE 4-8 **53c**
BRIEFS S-M-L **44c**

Men and Boys CREW SOCKS

CUSHION FOOT. Big he-man values for the men in the family! White crew socks in soft weave. 100% cotton.

Boys' Sizes 8 1/2 to 10

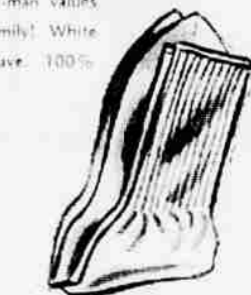
Men's Sizes 10 to 13

2 for 98¢

BOYS' COTTON FLANNEL PJ'S

100% cotton. Printed patterns. 25 styles. Sizes 4-12

\$1.99



BOYS' VINYL JACKETS

QUILT LINED—2 COLORS. Sizes 6-16 **\$5.88**

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