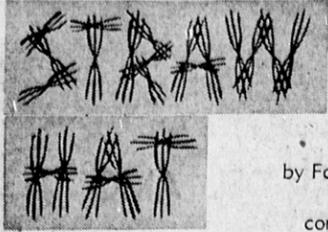


**Call of the Glen**

Gray, like most other colors, lighter this spring, is particularly favored in glen plaids.

**Green Ahead**

Green appears importantly in spring hats, to complement the many fashions in this color.



by Faberge

comes to you but once a year... **NOW**



**Ruth Davis**

1331 El Prado, Downtown Torrance

**Belts Return This Spring**

The well-defined waistline is back in all its beauty this spring, and white leather belts help focus attention to it! Not only all-white belts but black, pastel and brilliant-hued leathers are accented liberally with white to encircle the waist with flattery! Though waistlines are slightly lower this season, traces of the high Empire line still linger! Hence, many leather belts are pleated, cuffed and softly sashed to give wanted waistline variations. Ranging from the narrowest sliver of fabric, leather or metal, newest belts flash imaginative detailing and colors, right into the wisest sash-types!

Spring is so inspiring at your .....



below is one of over 1500 New Spring Dresses awaiting your inspection... just for you!



dresses from \$12.95 to \$59.95  
Sizes 7 thru 20 and Petites!

to left the chanel look... braid finished... jewel neck... lined pocket... Navy or beige.

only... **\$22.95**

For you Sportwear addicts! We now carry the widest selection of coordinated groups in our history... and all groups confined only to us in the South Bay and Westchester areas!

REDONDO SHOP... FR 2-8201 - 2-3846  
Opposite New Harbor  
WESTCHESTER SHOP... OR 0-2414  
East of Ralph's Market  
Open daily 9:30 to 6 p.m. (Friday evenings)



"THE" COAT FOR SPRING... One of the very newest looks in coats for the coming season is the double-breasted design with braid trim outlining the front. Style shown here is in camel hair; features white braid and buttons.

**Italian Prints Now a Fashion**

First a fad, and now a fashion are the colorful scarf prints used in gay blouses for sportswear and in dresses for both day and date times.

Inspired by the famous Italian printed scarves, and by one particular imaginative designer, Pucci—the scarf prints in cottons, blends and pure silks—are made up brilliantly, exotically and colorfully.

You'll see them sometimes labelled as "Poochie" blouses or prints, because that's the way "Pucci" is pronounced in Italian.

**Fashion Salutes The 'Chanel Look' For New Season**

This Spring, fashion continues to cheer CHANEL! The Chanel look encompasses everything from sleeveless, round-neck blouses, and pullovers, to cardigan jackets with braid trim, and pleated or slim skirt.

This year's newest Chanel styles include reefer coats with "Chanel" binding in contrast colors... 7/8 length tunics with contrast bindings, and simple check suits a la Chanel with fine striped shirting blouses underneath them.

**Jewelry Sparks Spring's Pastels**

Jewelry is literally the "frosting" on the fashion "cake" this spring! New styles demand jewelry of all types to give them excitement and drama — reports the Fashion Coordination Institute.

Jewelry will be playing the leading role for eye appeal, color accent and glamour.

Here are some big, important jewelry fashion specialties: Necklaces are shorter and higher; bracelets have a new chunky look and a newly important role; earrings are bigger; pins of all sizes have new roles, and the color story provides a new, elegant accent to the clothes and the woman.

**WHITE IS RIGHT**  
The biggest spring color story in all fashion is the "look of white." It ranges from pure dead-white clothes to the softly whitened look of pastels and the strong, clean note of white to accent solids and prints. The same color story is repeated in jewelry.

There is a dazzling array of "the white look" in spring jewelry. Frosty pearls of all sizes... clear, cool crystal beads... beads with streaks of white running through them... white touches on

gold and color, and a new summer importance for rhinestones tell the color story.

In addition, the soft beiges, grays, driftwood and oatmeal shades rank with a lovely darkened, softened green. Neutral dress and suit colors are repeated in spring jewelry to lend a smart one-color touch to ensembles.

**SLEEVE ENSEMBLES**  
Shorter and wider sleeves have dictated a whole new cluster of jewelry trends. The long, bare expanse of arm demands bracelets and more bracelets. Both rigid bangles and flexible bracelets are notably important, and the trick is to wear several on both arms — or a whole line of them on one arm.

Rings, too, come into new prominence in this season of spotlight attention on the "jeweled look" for arms and hands.

Wide-spreading sleeves, including the "lampshade," the kimono and the nostalgic "batwing," have sparked a wide and dramatic use of pins. They are worn perched out on the shoulder seam to emphasize width.

A duet of matching pins, one used on the shoulder and another at the belt line, draw the eye straight along the fashion-significant shape of the sleeve.

Pin scattering does wonderful work with another important fashion facet this season, the shirtwaist. Pins in varied sizes and of related design are spotted like buttons vertically down the front of the bodice.

**Short Squaw Skirts**

Squaw styles have returned to fashion in shorter skirts for square dancing. The favored material is still sheer or heavy permanently pleated crinkled cotton; the skirt in three tiers gathered to each other with bands of piping ribbon or narrow trimming hiding the seam joining.

**Bell Ideas In Fashion Debut**

Rounded bell shape rings a favorable fashion note for spring. There's the curved-shouldered, bell-shaped coat or "cloche" shape, as the French say.

There are dramatic bell-shaped tunics, achieved by a circular band of welting at the hem.

Tall bell-shaped hats and the shallower rounded helmets also chime this theme. Moreover, the bell makes news in sleeves on coats and dresses.

Even the bubble skirt seems to be only an inverted bell, as are trumpet styles and modified flared skirts.

**Newberrys** So many adorable Spring Styles...

**FASHIONS FOR BABY**

Selections are fabulous, prices fantastically low



**\$1.98 TO \$2.98**

**EASTER BONNETS**

Breath-taking at Newberrys low price! So dainty and picture-pretty—in pique, eyelet organdy or embroidered and eyelet nylon. Many darling styles and trims. Pink, blue, maize, white.

**TODDLERS' BONNETS**

Spring styles to compliment any Easter coat. Eyelet piques, embroidered nylons, with flower and bow trims. Pink, blue, maize, white. Sizes 13-14-15. . . . . **1.00 TO 1.98**

**Imported, hand-embroidered INFANTS' DRESSES**

Dainty handmade, hand-embroidered batiste, with dainty yokes, collars, lace trim. White, pastels. Infants' size. **1.00**  
DRESS & SLIP SETS . . . . . **1.98**

**TODDLERS' SLIPS**  
Everglaze white cotton with built-up or lace strap shoulders. Sizes 1-2-3. **1.00**

**INFANTS' CREEPERS**  
Cotton knit and interlock—all plastic lined. Sizes 9-12-18-24 months. **1.69**

**INFANTS' SWEATERS**  
Hand-embroidered cotton coat style. Ribbon backed borders. White, pastels. **1.99**



**SMALL FRY SUMMER SUITS \$1.98**

Come and see our big assortment of suit fashions for little boys. Handsomely tailored in sturdy 100% viscose with embroidered or appliqued designs. Plaids, stripes, solids. Sizes 2 to 4.

IT'S EASY TO SAY "CHARGE IT" at NEWBERRY'S

**FLOWER HAT and BAG SETS**



Spring Duets for Tots to Teens **\$2.98\***

Adorable flower hats and matching straw bags—for young fashion plates from 3 to 14 years. White, pink, blue, yellow and two-tones.

**PILLBOX HATS 1.98**

Daisies with pearl trim, or daisy and forget-me-nots. \*plus fed. tax



**BOOTIE SET**

100% orlon-sweater, hat, booties. Assorted patterns. White, pastels. **1.99 and 2.99**



**INFANTS' SHIRTS**

Fine cotton knit polo shirts. Assorted patterns, colors. Sizes 1-2-3. **69¢**



**TOTS' SWIM AND SUN SUITS**

**\$1.99**

For little sea sprites—cute sun or swim suits of hugging cotton-and-elastic knit... young look prints and stripes with contrasting straps and cuffs. So invitingly low priced! sizes 3-6X



**New Spring Fashions for Tiny Tots 1.98 to 2.98**

Fetchingly feminine or with an old-world charm is the fashion theme for little tykes' Spring dresses. What a collection, in carefree cottons and cotton-and-Arnel® blends—with lace, ric rac, embroidery, braid, and velvet trims. Sizes 1-3.



**FANCY PANTS**

Prices start at

**88¢**

Top quality, washable pants in many fashion styles, colors. Choice of assorted cotton fabrics, with gay trims, unusual pockets. Sizes 3 to 6x.

**J. J. NEWBERRY CO.**

OPEN FRIDAY and MONDAY NITES 'TIL 9 P.M. SATURDAY NITE 'TIL 7 P.M.

**DOWNTOWN TORRANCE** CORNER EL PRADO & SARTORI