

J. J. Newberry Stores Now Number 476

The J. J. Newberry co., founded 45 years ago with a small, one-man operation in Stroudsburg, Pa., has expanded today to a point where there are now some 476 units with operations in all but three of the 48 states, and is expected to produce a volume this year in excess of \$200,000,000.

The wide variety of better quality hard and soft goods lines now being offered places Newberry in a higher merchandizing classification than the ordinary variety store.

On the other hand, Newberry maintains the characteristic stability of the variety store business since the bulk of its sales is still derived from articles selling within the one dollar price range. In recent years, however, in certain stores Newberry has moved upward in price coverage on consumer's needs with such articles as rugs, women's coats and cameras selling in the \$50-\$70 range.

The accelerated program of expansion in store size and the wide range of higher grade merchandise now being offered should result in a substantial increase in sales during the next five years and a further gain in average sales per store, officials stated. Newberry's average sales per store since 1950 have risen nearly twice as fast as the average of the industry.

Emphasis has been placed on



J. E. NELSON
president

larger sales per store rather than on numerical expansion. Many of the stores are being doubled and tripled in size where the company has a good customer following and a nucleus of experienced personnel. Newberry is also continuing its program of opening large units in regional shopping centers.

The company was the pioneer in this type of store development in California before the '50's and opened the first regional mall in Seattle in October, 1950. Several new regional shopping centers are

planned for opening in 1956, 1957 and 1958.

The company has a top management group with an average length of service of 27 years and the company is well fortified also with experienced personnel in other key positions as a result of its consistent policy of promotions from within the organization.

Opportunity

J. E. Nelson, president of the J. J. Newberry co. since 1954, feels there is tremendous opportunity today in the retail field. There has been a revolutionary change taking place in the Newberry variety-department stores in the past few years, particularly in the big increase in assortment of merchandise and larger stores that are modern in every respect through the use of more attractive colors, greatly improved store fixtures, better lighting and air conditioning designed especially for our customers' shopping pleasure and convenience.

When you consider the growth of our business from one store in 1911 to 476 being operated today in 45 states, it is easy to visualize the greater opportunities for men today than existed at any time in the past, Nelson said.

The policy of the J. J. Newberry co. has never changed in regard to promotions, which always come from within the Newberry co. When men who

NEWBERRY'S HAS NEW SNACK BAR

The new snack bar at Newberry's, located beneath an attractive canopy, is well identified by the large "Snack Bar" sign visible from all parts of the store.

The snack bar is strictly a new type of food operation. It will be operated on the policy of "simple food that is outstandingly delicious."

The latest of equipment has been used which was styled for this type of operation. Stainless steel, formica and glass are used throughout which affords a cleaner and more refreshing snack bar. Lighting and colors are the latest and are made to harmonize with the decorative scheme of the rest of the store.

Newberry's will feature "Jumbo Hickory" smoked hot dogs. This means that the hot dog is smoked in hickory smoke for flavor plus. It is then grilled on an electric stainless steel roller grill. This cooks the hot dog evenly to a delicious golden brown.

Deluxe hamburgers will be featured also. Other outstanding specials will be malts and shakes of super quality.

Deluxe vision, ability, ambition and initiative apply themselves to the business, they have every reason to anticipate prospects of a very pleasant and enjoyable occupation with a good income, it was stated.



E. A. NEWBERRY
chairman, board of directors
**E. A. Newberry
Board Chairman**

E. A. Newberry, brother of J. J. Newberry, the founder of the company which bears his name, serves as chairman of the board of directors of the concern.

A pioneer in the field of merchandising, he also has a knowledge of architectural structure which he feels has played a tremendous part in the success of the company.

He passes on the plans for all new buildings and his okay is the final word for the beginning of a new structure.

"Practical experience is the best diploma for success," E. A. Newberry says.



J. H. PAGET
Local Manager
**J. H. Paget
Local Mgr.**

J. H. Paget, manager of Newberry's in Torrance, started with the company in 1934. He began his training in the El Paso, Texas store going on to manage the Salinas, California store. In 1947 he took over management of the Torrance store and has been very active in its growth.

In 1950 the store was doubled in size, now it has again been enlarged to keep pace with the growth of Torrance.

Paget also serves as one of the directors for the Chamber of Commerce.



J. E. HOWARD
coast manager
**Howard Heads
Coast Stores**

Manager of all Pacific Coast stores for the J. J. Newberry company is J. E. Howard, another executive who came up through the ranks. Joining the company as an assistant store manager, 25 years ago, Howard soon became manager of various stores in the northwestern states.

Later he was named supervisor of Oregon, Washington, Utah, and Northern California stores.

Howard feels that gradual promotions come from being attentive to work at hand. He also believes that by giving the best within himself a man can achieve his goal.



G. E. McPEAK
district manager
**McPeak Now
District Mgr.**

G. E. McPeak, a native of Oregon, worked his way up from a company trainee assistant manager for 13 Pacific Coast states. He was assistant manager and then manager of several stores in Oregon, notably the Newberry store in Eugene. His successful management of this store brought him the promotion of supervisor for Oregon and Washington.

After two years in this capacity he assumed his present position of district manager.

DOUBLE STAR

Eclipsing Binary is a double star, so oriented in space that the one star, while revolving around the other may pass directly in front, as seen from the earth and eclipse some of the other star's light.

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NEWBERRY STAFF NOW TOTALS 98



S. L. EVANCO
superintendent, Southwest area
**Evanco Area
Manager**

S. L. Evanco, Southwest area superintendent, in charge of remodeling the local store, is another of the J. J. Newberry executives.

Evanco started with the Newberry's in Great Falls, Montana and managed stores in Whittier, California and most recently the store in Visalia, California. In World War II he spent five years in the South Pacific.

He was promoted to the post of superintendent in 1955, supervising 14 of the Newberry stores extending from Long Beach to Santa Barbara.

The Evanco family makes their residence in Hollywood Riviera.



BOB DANIELSON
assistant manager
**Danielson
Asst. Mgr.**

Robert Danielson, assistant manager of the local store, started with the J. J. Newberry company in March 1951. He started his training in San Pedro, California from where he progressed to Porterville.

After spending two years in the Army, he resumed his training in Long Beach. In March of this year he was transferred to the Torrance store. Danielson, his wife, and son live in San Pedro.

Mr. and Mrs. Donald A. Boehme, of 5207 Lenore St., announce the birth of a daughter, Nancy Louise, weighing 7 pounds and 2 ounces.

Mr. and Mrs. Terry C. Lynn, of 4512 Darlene St., announce the birth of a daughter, Kathleen Lynn, weighing 7 pounds and 9 ounces.

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