

Newberry's Expands from Variety to Dept. Store



ATTRACTIVE DISPLAY

Latest in merchandising display has been introduced at Newberry's where "harps" are used to show off merchandise to advantage.—Press Photo.

Grand Opening . . .

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back to back, enabling the salesgirl to serve the customer more efficiently.

Department signs are posted throughout the store for the shopper's convenience.

Modern air conditioning throughout the store adds to the comfort of the shopping public.

Wide aisles between the counters permit the free movement of customers. Peg board walls displays permit the showing of additional merchandise on attractive glass shelves and hooks. The pegs can be arranged at any height to accommodate any size merchandise.

Several new departments have been added including a snack bar, while yardage and curtain departments have been expanded.

The snack bar, which is lo-



STREAMLINED SERVICE

Expansion and remodeling at Newberry's has brought with it the more and more popular semi-self-service method whereby customers may pick out whatever they need in the various departments and then go to one of several conveniently located cashier stations. Sales women will still be available to advise and wait on customers.

Grand Opening . . .

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cated on El Prado street side is strictly a new type of food operation, being operated on the policy of "simple food that is outstandingly delicious."

The equipment is all new, streamlined, and custom made for this type of operation.

The snack bar is equipped with 24 stools which will permit quick, efficient service. Other expanded departments are jewelry, music, dry goods, picture frames, bedding, electrical, plants, and pet supplies.

By enlarging to include an adjoining building formerly occupied by Benson's dress shop, Newberry's has been able to provide spacious, convenient shopping facilities and add these many new departments.



SHADOW BOXES

New type of shadow boxes are being used for display purposes. These units are made of expanded gold metal with wood trim to frame the merchandise. Each shadow box is equipped with one 150-watt flood for decorative purposes and one 150-watt spot to highlight values.—Press Photo.



FOR HER

Charm and selectivity are the keynote to the jewelry department which features the very latest in costume jewelry. New fixtures and counters are attractive, with merchandise plainly and spaciouly displayed.



MRS. LILA DODD jewelry



COLORFUL CURTAINS

The curtains department offers styles to fit every type of home. Newberry's has a wide selection of materials, patterns and sizes suited for every room in the house. Also available is a full selection of rugs in all colors ranging in size from 24 in. x 9 ft. x 12 ft.



MRS. HORTENSE MARTIN curtains



FASHIONABLE FABRICS

A wide variety of new fall fabrics and suitings may now be seen in Newberry's fabrics department which also features thousands of yards of top quality remnants. Fabrics include broadcloth, gingham, flannels, and others.



MRS. BERNICE HOWLAND fabrics



DECORATIVE PAINTINGS

A picture bar where customers may view various paintings on sliding panels offers the fullest selection of subjects suitable to any room in the home. Paintings come ready-framed. Large assortment of decorative brass plates in all sizes are also available.



MRS. ELSIE SMITH paintings



HAVE A SNACK

The snack bar is strictly a new type of food operation. Equipment is streamlined and custom-made, with stainless steel, formica, and glass being used throughout. Newberry's will feature Jumbo Hickory Smoked hot dogs, barbecued ham and cheese, cheese and lettuce, and ham and lettuce sandwiches. The snack bar is equipped with 24 stools.



MRS. HAZEL BARRA snack bar



DRAPERY HARDWARE

A complete line of Kirsch drapery hardware has been added at Newberry's. Traverse rods from 32 in. to 216 in. in length are available. The department features a full line of rods which will serve any need.



MRS. HORTENSE MARTIN drapery hardware