

# Newberrys Easter Parade of MEN'S & BOYS' Wear

EXPERT STYLING! FINEST QUALITY! STERLING VALUES!

Budget Plan III

## CHARGE IT!

So easy at Newberrys

super high count "220" thread — imported, \*sanforized fabric, machine washable — men's white

### newcrest dress shirts

NOW ONLY **\$2.98**



Newberrys' Own Fine Quality Brand at a hard-to-beat low, low price.

Longer wearing because we've used only high count imported fabric, the longest, strongest kind, with an expensive silky look. \*Sanforized so fabric can't shrink over 1%. French front, box pleat back, tailored with sloping shoulders, roomy sleeves, full across chest and back. Sleeve lengths 32 to 35. Precision tailoring, unbreakable pearlized buttons. Fine fit is assured. Sizes 14 to 17.

Smart faced collar, button cuff style.

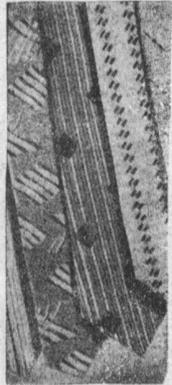


Sanforized\* broadcloth Men's Dress Shirts  
Finest mercerized broadcloth styled with fused, non-wilt collar, barrel cuffs. Unbreakable buttons. White. Sizes 14-17, 32-35.  
\*Less than 1% shrinkage



BOYS HELENCA STRETCH SOCKS

Helenca nylon yarn and cotton. Fancy patterns. Assorted colors. To fit any size. REG. 39¢ PR.



MEN'S TIES \$1.00 AND \$1.50

Huge selection — center panel designs, 2-tone ombrés, novelty stripes, small overall figures. Smart Spring colors.



Special

guaranteed boys' Dubi\* Lok Socks  
Wear-locked stitched hose in laundry-locked colors. Favored blazer and fancy patterns. Celio package. Slack style. 7 to 10 1/2. REG. 88¢



1 size fits 10-13 Men's Stretch Sox  
Really rich selection of fancy patterns and colors sure to please the fussiest guy! Of quality yarns. Washable. Buy now! 49¢ pr.

## BOYS TIES

Big assortment of boys' ties. Clip on Bows, Ivy Stripes, Plain, Plaids and Prints.

49¢ TO \$1.00

### Broadcloth and Cotton Knit SPORTS BRIEFS

3 for \$1.00

REGULAR 29¢ SIZES 2-4-6-8-10-12

Styled with fly front; Soft Broadcloth (Sanforized) in colorful prints. Backs of fine cotton knit. Leg bands reinforced with nylon. Elastic top, 1-inch width.



### BUY ROMPER ROOM MERCHANDISE

At your nearest Newberrys Store

Miss Mary's Popular Romper Room Show — KTLA (Channel 5) Monday thru Friday, 11 a.m. to 12 noon.

### Newberrys' Quality "ROCK" BRAND MEN'S & BOYS' UNDERWEAR

### "BIG ROCK" BOXER SHORTS

SIZES 30-44  
Fine quality printed cotton broadcloth shorts with full boxer waist. Sanforized — Longer wearing... better fitting. 69¢

MEN'S "Big Rock" Quality Briefs

A. Woven of premium fine knit cotton yarns. Nylon reinforced at leg bands for extra strength. Elasticized waistband. 30 to 42. 59¢

"BIG ROCK" WHITE "T" SHIRTS

B. Fine knit heavy-weight cotton retains its shape and is absolutely shrink-resistant. Nylon reinforced for wear. S.M.L. 69¢

"BIG ROCK" ATHLETIC SHIRTS

Woven of fine combed yarn and nylon reinforced. Sizes 34 to 36. 50¢

"ROCKY JR." DURABLE BRIEFS

C. Woven of premium fine knit combed cotton yarns. Nylon reinforced leg bands for extra durability. Elastic waist. 16 to 18. 50¢

"Little Rock" Fine Knit Briefs

Wide elastic waist, taped front. Sizes 2 to 8. 39¢

BOYS' Shrink-Resist "T" Shirts

D. Fine knit heavy-weight cotton that's been nylon reinforced. "Little Rock" quality. Sizes 4-8. 50¢



### BOYS' SHIRTS

Fine white Broadcloth with double French cuffs, bow tie, cuff links. 4-12. GIFT BOXED \$1.98

### BOYS' OXFORDS

\$2.98



Straight Tip Style with trim. In brown leather. Sizes 8 1/2 to 3. Bumper Moccasin Style. Superior Quality brown leather. Sizes 8 1/2 to 3.

### FRUIT OF THE LOOM "Holiday" Swim Trunks

Boys' Sizes S-M-L \$1.89



MEN'S SIZES S, M, L, XL \$1.98

California cut in popular boxer waist style with a draw-string for adjustable fit. Handy button-flap coin or key pocket. With fast-drying knit full supporter.



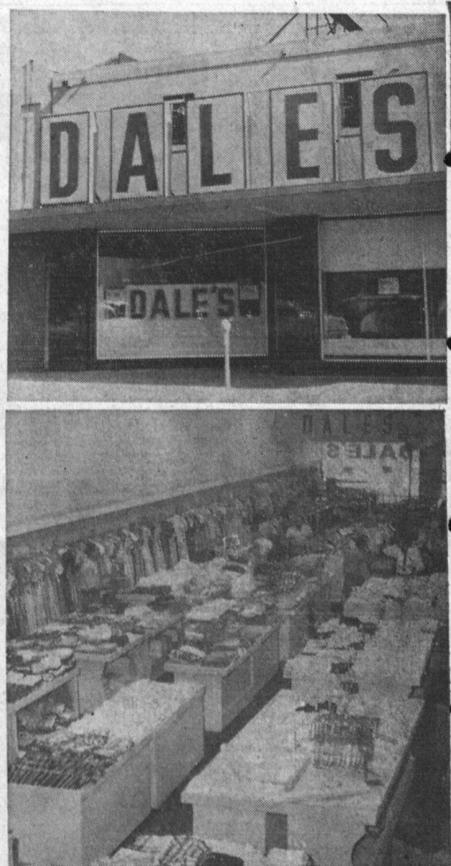
### BOYS' SPORT SHIRTS

97¢

Sanforized, cotton prints, one pocket, double yokes. Sizes 4-16.

# Newberrys

WESTCHESTER 8801 SEPULVEDA BLVD. CRENSHAW-IMPERIAL SHOPPING CENTER SOUTH BAY CENTER 174th STREET & HAWTHORNE BLVD. REDONDO TRIANGLE 302 HERMOSA AVENUE DOWNTOWN TORRANCE 1275 SARTORI STREET



NEW STORE—Dale's Department Store will hold grand opening today, tomorrow and Saturday, with a huge array of bargains which management said will be priced at wholesale costs. Store features men's, women's, and children's clothing.

### Dale's Grand Opening to Feature Huge Array of Stock, Low Prices

Grand opening of Dale's Department Store, 1334 El Prado, will be celebrated with a huge array of bargains in women's, boys and girls clothing. The store, managed by Norman Fazekas, offers retail merchandise at wholesale prices, through affiliation with a \$1,000,000 wholesale business, the management announced. The sale starts today at 9 a.m. with the store to be open until 9 p.m. today and tomorrow and from 9 a.m. to 6 p.m. on Saturday. The establishment will be

equipped with 15 dressing rooms for women and seven for men, in order that customers can try the sizes to their complete satisfaction.

Although self-service will be stressed, a staff will be available to find proper sizes and colors.

The store also announced a policy of accepting goods for cash or credit return if the merchandise does not prove satisfactory during the first 10 days.

"The store will feature top grade merchandise and up-to-date styles at the lowest prices," said Fazekas. "This store is one of the greatest of its type, where merchandise is sold at less than department, chain or discount stores."

"You will be amazed and surprised at the values and prices and you can shop with confidence and safety. All goods are returnable for credit within 10 days," the manager added.

### Stock Car Race Features 27 Top Chauffers

Championship stock car motor racing, featuring 37 of the top drivers of NASCAR (National Association of Stock Car Auto Racing) world's largest racing association, will be held at Los Angeles Speedway, 382nd and South Vermont ave., March 30. Lloyd Dane, 1956 and 1957 Pacific Coast Stock car racing Champion, Jim Reed, 1957 Grand National Champion and Eddie Gray of Los Angeles are three of the drivers headlined in the Sunday racing program, which will be highlighted by a 100 lap main event on the only 1/2 mile oval dirt track in Southern California. Time Trials 1 p.m. first race 2 p.m.

NASCAR officials announced today that Gray was leading in their National Short Track Championship standings for late model stock cars with 276 points. Running close behind with 264 points is Dane of Buena Park and current Pacific Coast Champion stock car driver. Both Gray and Dane head the list of 37 entries for next Sunday's late model stock car race. The event is limited exclusively to '56, '57 and 1958 model passenger cars of various makes.

Among those entered are Danny Graves of Gardena; Marshall Sargent of San Jose; Bob Keefe of Yakima, Wash.; Parnelli Jones of Torrance; Ron Hornaday of San Fernando; Scotty Cain of Santa Monica; Bob Perry of Inglewood and Chuck Meekins of Los Angeles along with 30 other top drivers.

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### "MY LIFE'S WORK IS INSURANCE"



John N. Cornshafter

"I got into it by choice, and I like it! It deals with personal insurance problems, which means I work with people. I help them buy their cars, protect their homes and plan their future security. These things are interesting and they are worthwhile. Let me help you with your personal insurance problems soon. I regularly receive special training for this work, too, so that I can continually serve you better."

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21-in. Picture Tube \$34.95

One-Year Guarantee Completely Installed. Free Pick-up & Delivery Full Price

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