## All Lumber Dealers

## In Medford

Carry
Owen-Oregon


Trade Marked Lumber

# buying <br> $=$ CPENNEYCO $=$ <br> "where savings are greatest' 



It Is Really
Stylish to Be Thrifty
when women boasted
to each other about to each other about
how much they paid for their clothes and hats. It is just as oldfashioned now to be ant, as to wear ankle ength skirts, pompa dours and willow plumes.
The really smar woman of today prides herself on being a
shrewd judge of value and it is getting to be common knowledge among them that our policy of buying for 954 stores has brought down the cost of really good merchandise. over bridge tables that it isn't really necessary to pay an exorbitant "nice things." "Qual-ity-always at a sav-
ing" can be found in the nearest Penney Store

Clothes, manners and standards of living -all are rapidly being simplified by the appli cation of large doses of old fashioned common sense. Not "how much did I spend" but "how little" is the modern trend. $O$ t is getting sty lish to be thrifty.
$Q \subset \infty \operatorname{Can} C_{0}$

## Springtime Apparel

Has All the Freshness and Charm of the Season Itself
The smart feminine of every age finds a becoming coat or frock-there are
jaunty styles in the manner of youth, more sophisticated lines for those of mature years. A selection of authentic garments awaits the late Easter


So many attractive coats! Scarf collars, large fur cuffs, cape effects, tuck; and inserts of a contrasting fabric. The novelty silks are especially modish and attractive for all summer wear.

Pastel Rayon Lingerie Is As Practical As It is Dainty


Handbags
Smart and Useful

$\$ 2.98$

