

LAKE COUNTY TO USE LOCAL RADIO FOR BOOST TALK

The Lake County Chamber of Commerce will broadcast a program of music and talks over KMLD, Medford, on Wednesday, January 14 from 6:15 p. m. to 6:45 p. m., according to officials of the Northern California-Southern Oregon Development Association.

The development association is sponsoring a series of radio broadcasts and each of the counties in the territory it serves is given the monthly program to tell about its resources.

E. A. Fitch, president, Lake County Chamber of Commerce, and F. E. Cooper, secretary, will be the speakers and an orchestra from the Medford high school will provide the musical entertainment.

STATE THEATRE

TONIGHT - WEDNESDAY
A Drama of Mother Love You'll Never Forget
Belle Baker
in
"Song of Love"
with
RALPH GRAVES
DAVID DURAND
15c ANY TIME
Kiddies 10c

RESERVED SEATS FOR BYRD TALKS PLACED ON SALE

Reserved seats for the personal appearance of Rear Admiral Richard E. Byrd at the Holly theater, January 17 will be placed on sale at the Chamber of Commerce, according to John Holmer, Legion commander. The tickets will be on sale at the chamber during the day, and in the evenings will be available at the box office of the Holly theater. It was stated that prices for this exceptional attraction will be lower here than in most of the places where the noted explorer makes personal appearances, reserved seats selling for \$1.00 and \$2.00.

Commander Holmer stated that the local post of the Legion has gone to great expense to guarantee the funds for the only personal appearance of Admiral Byrd between Eugene and Sacramento, and it is the belief of the Legion that the entire theater will be sold out before show time on Saturday, January 17th.

SENIOR CLASS TO PRESENT COMEDY

"Twooses," a three-act comedy by Booth Tarkington and Harry Leon Wilson, has been selected as the play to be presented by the senior class of Medford high school at the Holly theater in March. Tryouts will be held Thursday for the nine characters in the cast. Miss Mary Gilbert is director and only members of the senior class are eligible to try out for parts. Proceeds will be used for expenses of graduation.

White Goods & Bedding Lowest Prices in Years

81x99 "Penco" Sheets \$1.33
42x36 Cases to Match, 31c

Last year an 81 x 94 1/2 "Penco" Sheet cost \$1.33. This year you get an 81 x 99 sheet (4 1/2 inches longer) at the same price... a bigger value at a price lower than has been known for years. Housewives who enjoy genuinely good sheets will appreciate this offering, for "Penco" sheets have just the right weight, fine strong threads and a pleasing finish. Sizes Before Hemming.

81x99 "Penco" Sheets sold last year for \$1.59

Lowest Prices Since Before the War

"Penco" and "Nation Wide"

SHEETING, SHEETS and CASES

42x36 "Penco" Pillow Cases **31c**

Exceptional Value! Terry Wash Cloths **19c 1/2 doz.**

52x52 Linen Crash Luncheon Cloths **79c**

Linen Luncheon Set 54x54 Cloth with 6 Napkins **\$2.98**

"Belle Isle" Muslin 30-Inch Bleached 10 Yards for **73c**

42x36 "Wizard" Pillow Cases **14c**

A Super Value! 17x35 Terry Bath Towels **10c each**

Mercerized Table Damask 64 Inch Width **45c Yard**

Linen Crash Luncheon Cloths 44x44 **59c**

36-Inch Le Roy Percale Now Priced **10c yd.**

4 1/2 Inches Longer! New Low Price!

81x99 "Nation-Wide" Sheets 87c
42x36 Cases to Match, 21c

Last year, 81x94 1/2 "Nation Wide" Sheets were 98c—this year, you get 4 1/2 inches more in the length and pay only 87c. So now you get this Nationally known sheet in the extra length at a price that has not been so low since before the war. Sizes Before Hemming

81x99 Nation-wide Sheets Sold Last Year at \$1.29

We have on display, in our window, one of our "Penco" sheets that has been laundered 150 times by the Medford Domestic Laundry. Quality Stands the test.

Extra Length 81x94 1/2

SHEETS 69c
42x36 Cases to Match, 14c

Now you may have serviceable sheets in a good, large double bed size at a price that stamps them outstanding values. Sizes Before Hemming.

Winter White Week offers Rock-Bottom Prices such as we have been unable to offer since before the war. Not only have prices on all staple commodities dropped radically but the quality is much improved. We are confident that these are the lowest prices we will obtain on this type of merchandise. We took a price adjustment last June, but this is the most radical drop in our 28 years' service.

Ramona Cloth in three practical widths

36 Inch **19c** 44 Inch **23c** 54 Inch **29c**

This linen-finish cloth has many practical uses—these three convenient widths make it easy for you to buy just what you need. Use it for nurses' and class uniforms, children's clothes, luncheon cloths, etc.

"Nation-Wide" 36-Inch Outing Flannel White and Fancy Stripes, Checks New Low Price **13 1/2c Yard**

White Outing Flannel 27-Inches Wide Good Quality **10c Yard**

Part Linen Checked Glass Crash In Assorted Color Checks **5 yds. 43c**

Serviceable and attractive for tea towels. Especially good weight and an outstanding value! 16-inch width.

Nurses' Uniform Cloth Also used for Children's Clothes, Decorative Linens 39-Inches Wide **19c Yard**

Part-Linen Crash Outstanding Value at **5 yds. 29c**

Not in years has the price been so low on this grade of crash! 16-inch width, with assorted stripe borders.

Bleached "Honor" Muslin 36 Inch Width 10 yds—**98c**

New Low Price on "Rondo" Fine Count Percale

Last Year's Price, 25c **19c yd.**

New Spring Patterns and Colors

Tub-fast

Challis for Comfort Coverings Floral and Paisley Patterns; 36-Inch; Soft Finish **12 1/2c Yard**

Stevens All-Linen Unbleached Crash Serviceable! 16-Inches Wide **5 yds. 69c**

HOLLY
TODAY and TOMORROW
Youth Steps Out in a Big Way!



A ROARING COMEDY OF MODERN YOUTH!

WHIZZING RUMBLE SEAT ROMANCE
SHE'S MY WEAKNESS

WITH SCREEN'S CLEVER TEAM
SUE CAROL LAKE
ARTHUR

And an All-Star Supporting Cast including
WILLIAM COLLIER, SR.
LUCIEN LITTLEFIELD

MEET THE PEPIEST, CUTEST BUNDLE OF SWEETNESS THAT EVER MADE AN ARMFUL.

Never before such a girl... she had all the boys cutting out paper dollies... one look from her and they went Ga-ga!

HERE IS A DOMESTIC COMEDY THE WHOLE FAMILY WILL ENJOY

ALSO SELECTED SHORT SUBJECTS!
POPULAR PRICES!
MAT. 10:35 — EVE. 25:50



J. C. Penney Co. Inc.
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WINTER WHITE WEEK See Our Windows

WINTER WHITE WEEK See Our Windows