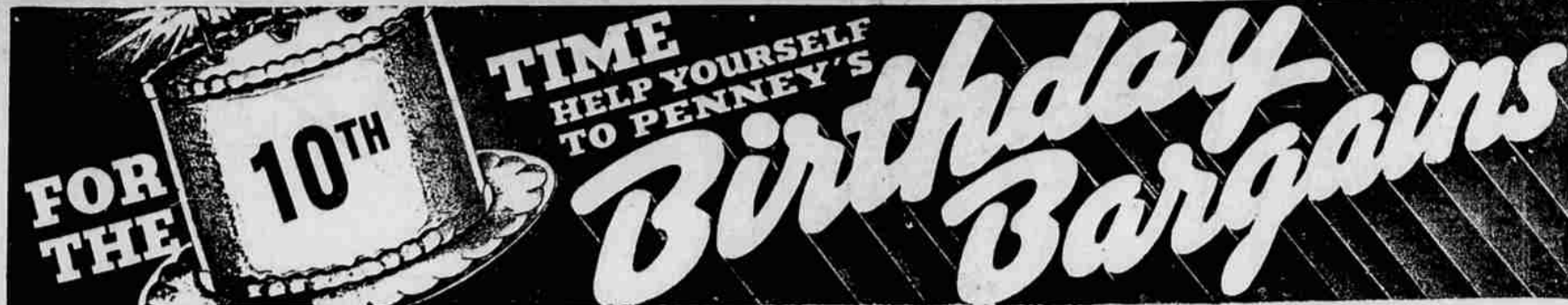


YOU'RE INVITED!

Beginning tomorrow, we're celebrating our ten years of value-giving in Medford! Now we're going to out-do ourselves. Savings are greater than ever! We searched the country for amazing bargains... tagged everything with low prices! Medford's smart shoppers won't let these values last long! Better come early. This is a birthday party you can't afford to miss!



Thousands of Dollars in New Fall Merchandise! Hundreds of Bargains for Shoppers Who Recognize Good Quality at Low Cash Prices!

Just in Time for School! Girls' Skirts or Sweaters

Smartly pleated hip skirts in plaids, tweeds and solid color flannels. Or all-wool slip-on sweaters in a variety of colors and novelty styles. Sizes 8 to 16. **98c**



New Fall Coats
with gorgeous furs!

\$1650-\$2475

Penney's... first with the latest coat fashions... scores again with this group of sensational values! Rich wools in Fall's best colors are trimmed with furs of outstanding quality. Every coat silk lined and warmly interlined. Sizes for women and misses.

So Smart for Campus Wear!

Stylish Fall Sport Coats
\$8.90

PENNEY'S Second Floor

White Pique Coats Reduced
\$1.00

PENNEY'S Second Floor

BOYS' CORD LONGIES

Durably made, dark blue longies of narrow wale corduroy. Wide bottoms. Sizes 4 to 12. **\$1.49**

SHIRTS and SHORTS
Boys' ribbed knit athletic shirts or fancy, fast color broadcloth shorts. Each **15c**

MEN'S POLO SHIRTS
Close out buy, cool rayon polo shirts for men—white and colors—quantity limited **49c**

BOY'S GOLF HOSE, pr.
Durable FIRST quality golf socks in good patterns and colors. Also little men's socks. **15c**

MEN'S KNIT UNIONS
Fall weight, ecru color, ribbed cotton unions regularly 20% more! Sizes 36 to 46. **49c**

WOMEN'S HANKIES
White and printed style sport handkerchiefs. **2c**

FINE RAYON UNDIES
Women's rayon knit panties in novelty and tailored styles. Sizes small, medium, and large. **18c**

RAYON HOSE, Pr.
Semi-fashioned; in the most wanted colors. Exceptionally good hose at such a low price. **19c**

SUMMER HATS
Out they go—every remaining women's summer hat—regardless of former prices. **50c**

BOYS' PLAY SHIRTS
Blue chambray; good quality. Exceptional values. **34c**

BOYS' POLO SHIRTS
Good weight cotton mesh; faced eyelet style. White, maize and blue. Only **49c**

BOYS' WASH SLACKS
White ducks or fancy patterns. Adjustable stides; sanforized shrunk. Big value! **98c**

RAYON PAJAMAS
A reduced price on Women's new short leg rayon knit sleeping pajamas; pastel colors. **77c**

WOLVERINE BLANKETS
Large double black plaid Wolverine blankets. 25% wool. Outstanding value. **\$3.98**



Full Fashioned SILK HOSE

44c pr.

Chiffon or Service!

How is this for a Birthday special?—Brand new, flawless quality silk stockings in Fall's newest colors. Stock up while they last. PENNEY'S main floor

Happy Birthday BARGAINS!



Special Birthday Feature! 100 New FALL TRAVEL CREPE FROCKS \$2.98

Fall's smartest styles in a fine array of blended prints. Inspect them and be convinced that they are Medford's outstanding dress buy. Sizes 12 to 32. PENNEY'S Main Floor



100 NEW FALL SWING IT HATS \$1.00

Swing into the new season with "Swing It"—A sure fire seller—smart new change of season or travel hat—can be worn several ways. You'll like the new Fall colors. Select your all around hat now. They will sell out quickly at this low feature price! PENNEY'S Second Floor

It's OUR Birthday—But YOUR Bargains!

Men's Sturdy WORK SHIRTS 41c

Good quality blue chambray. Full cut; 7-button front; two pockets; strongly sewed. Excellent value! Sizes 14 1/2 to 17. PENNEY'S Main Floor

Men's Heavy BIB OVERALLS 79c

Sturdy, Full Weight Denim! Triple Stitched—Ripless Seams!

You'll find Ox Hides wherever tough jobs are done well! They're bar tacked and strongly stitched! Get yours at this low feature price! PENNEY'S Main Floor

"Big Pay" WORK SOCKS 15c pr.

Extra strong; excellent fitting. Seamless toes. Natural, brown, black or gray. Sizes 10 to 13. PENNEY'S Main Floor

Men's Durable WORK PANTS \$1.49

Good quality dark grey moleskin work pants; full cut; well sewed; strong pockets. A big value! Sizes 30 to 44. PENNEY'S Main Floor

MEN'S SHIRTS and SHORTS 19c ea.

Fancy pattern shorts of good quality broadcloth; yoke front; elastic sides. Full sizes, 30 to 40. Shirts are good quality. Swiss ribbed cotton. Sizes 36 to 44. PENNEY'S Main Floor

Men's Trubenized Dress Shirts



500 Birthday Bargain TOPFLIGHT SHIRTS
Nu-Craft Collars! **98c**

These lead the value parade! Pre-shrunk broadcloth in white colors, fancy! Regular or non-wilt collars! Full cut, roomy! They're swell buys! PENNEY'S Main Floor

For Favorite School Wear SLIPOVER SWEATERS \$1.49

With Smart Crew Necks
Handsome brushed mohair faced sweaters. For year 'round wear. Collegiate styles, some with free-swing sport backs! Dark and light shades. See these outstanding buys! PENNEY'S Main Floor

BOYS' SCHOOL SUITS \$7.90

Sport Backs!
2 Pants suits that will win the envy of the neighborhood! Expertly tailored, styled as boys want them! Plenty of "stretch-freedom" in the largest sport backs! Long-wearing—and every inch, value! PENNEY'S Main Floor

BOYS' SPORT SHIRTS 49c

White or solid colored broadcloth sport shirts, well made with turn down collars and short sleeves. PENNEY'S Main Floor

MENS' BROADCLOTH PAJAMAS \$1.00

Generously cut, smartly tailored coat and middie styles. Fast color plain or fancy broadcloth with contrasting trims. All sizes, A to D. PENNEY'S Main Floor

NEW "MARATHON" FELT HATS \$2.98

Unsurpassed Value!
"Marathon" hats for men are styled to the minute! And because they're made of genuine fur felt they'll retain their smartness long after an ordinary hat would have been discarded. Yet they're substantially lower priced! PENNEY'S Main Floor



High Quality! — Low Priced!
Women's and Misses'
NEW FALL SPORT OXFORDS \$1.98 and \$2.98

New arrivals in new Fall footwear—black and brown suede combinations or all leathers. Penney's for stylish footwear that wears. Select yours early from complete stocks. PENNEY'S Main Floor

Clean-Up...
WOMEN'S WHITE SHOES \$1.00 and \$2.00

Excellent values in good quality all leather white shoes—straps, sandals, ties and pumps—all to go out quickly at this sell-out price! PENNEY'S Main Floor

Birthday Bargains

Women's Knee-Length SILK STOCKINGS All Pure Silk, First Quality **25c**

Fancy Porto Rican Gowns Medford's lowest price, we believe, for women's dainty Porto Rican gowns trimmed with hand embroidery and appliques. White, flesh or peach. **22c**

WOMEN'S TAFFETA SLIPS Black cut, lace trimmed **44c**



MEN'S DURABLE QUALITY WORK OXFORDS \$2.29

All-Leather Construction!
Men's comfortable black glove leather oxfords in sizes 6 to 11. Plain toes; ventilated vamp; leather soles; rubber heels. PENNEY'S Main Floor

BOYS' STURDY OXFORDS \$2.79

All Leather! Goodyear Welt Sole!
Boys' broad toe bluchers. In black or brown with sturdy leather soles, like rubber heels. Real values for thrifty parents who must spend carefully! PENNEY'S Main Floor

Penney's
SIXTH and CENTRAL



PAY CASH AND SAVE