PENNEY'S
ALWAYS FIRST QUALITY!

Friday! Saturday! Save yourself plenty!
The women of Penney's take over!

WOMEN'S DAYS

STUPENDOUS SAVINGS IN EVERY DEPARTMENT!

DON'T MISS OUT . . . GET HERE EARLY! SAVE!

Manager for the week—
Loraine Martoun Says:

"It's leap year turnabout and in observance the women at J. C. Penney Co. Medford Store, will take over all the management jobs from the men during "Women's Days." Our staff wants to invite Medford's women to the biggest bargain event in a long time."

HUSKY TWILL
Matched Sets
SHIRTS Khaki Color **2.49** 14½ to 17
PANTS Khaki Color **2.98** 29 to 46

ERMA QUINNEY SAYS:
Proportion-sized to fit without bagging or binding! Sanforized, Vat-dyed! Built to Penney's rigid specifications. Save Now!
Penney's Street Floor

Marathon Hats
4.98

HAZEL McPHERSON SAYS:
"America's finest hat under $5! A handsome hat with features you'd expect to find only in hats costing dollars more! Luxurious rayon satin lining, double sweatband, bound edge, Aridex treated to resist showers. Come in. See what a new Marathon can do for your appearance!"

FOR A DOUBLE FEATURE
COTTON WORK SOCKS
19c pr.
Quinney also has a special purchase of Cotton Work Socks. Built for miles of wear. Sizes 10 to 13.

From Penney's Complete Boys Department

Plisse Shirts
1.00
Practical shirts of colorful printed cotton. They wash easily, never need ironing. Styled to wear tucked in or out! Buy all you need now, while Penney's celebrates Golden Jubilee with greater-than-ever buys!

Two-tone Suits
4.98
Youngster's favorite. Cute wool-and-rayon jacket with solid rayon gabardine slacks. 3—8.

Bleached Flour SQUARES
5 for $1

HELEN STEVENS SAYS:
"Absorbent, quick drying, the perfect dish towel! Leaves glasses sparkling, free of lint! Come stock up at Penney's exciting prices!

Hand Washable BUTCHER RAYON
59c yd.

LILIAN EDWARDS SAYS:
"Crisp-textured, crease resisting fabric you'll sew into suits, casual fashions, play-clothes! It's hand-washable and priced for value, now! Lots of colors, 37" wide."

IMPORTED FORGED STEEL
Scissors and Shears
1.00 ea.

VIRGINIA MORSE SAYS:
"Not just forged steel, but hot drop forged steel that means extra strength, extra hardness! And they have a gleaming nickel finish! Choose from 5" and 6" sewing scissors; 7" and 8" dressmaking shears.

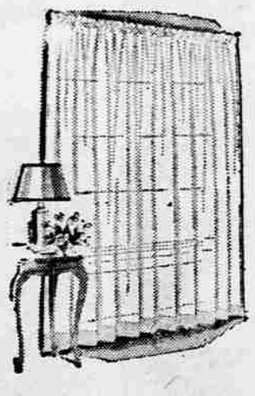
MADGE GATES SAYS:
"Pick your fabric and we'll whip it up into dramatic low-cost draperies in our own Drapery Shop—any length, any width, lined or unlined, expertly tailored."

SEWING CHARGES

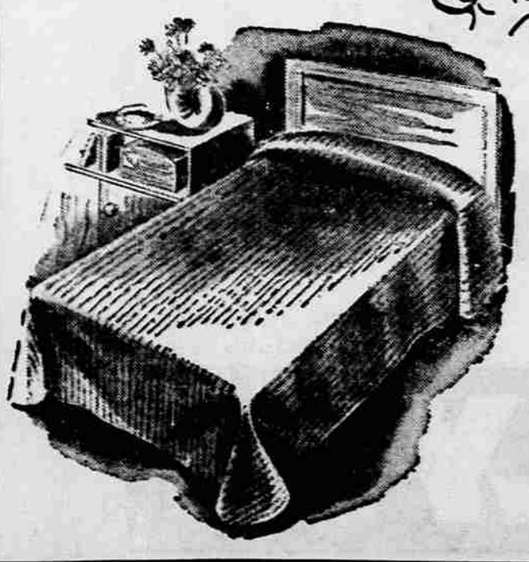
Regular pair	2.98	5 to 6 widths	9.90
3 to 4 widths	5.90	7 to 8 widths	12.75

"We also carry a complete line of famous Kirsch traverse rods priced from $2.25 to $5.25"

REPEAT PURCHASE!
300 ONLY
MARQUISETTES MESH or NET PANELS
88c ea.



DOROTHY MUSGRAVE SAYS:
"Once again we offer you this special purchase of panels at a time when you are thinking about redecorating for spring. See them today. Size 42x81."



SOFT, VELVETY
Chenille Spreads
4.98
72x105
90x105

HAZEL CARTER SAYS:
"Soft, velvety chenille, row after row, to lend new warmth to your bedroom; Choose from a host of exciting colors! 4" matching fringe points up the value! Twin or full size!"

Sue Braun Says: "It's a Blouse and Skirt Season"

Blouses
1.98
- Batistes
- Broadcloths
- Plaids
- Plisses

Skirts
2.98
Smart, Butcher Weave Rayon Skirts in pastel shades. Sizes 24-30.

WOMEN'S
BOLERO SUITS
7.90

EDNA ALBERN SAYS:
"Just a little dressier than a suit . . . more casual than a dress . . . the bolero suit, in crease-resistant rayons . . . gabardines, checks, stripes . . . in Spring darks and pastels . . . 10 to 18."

LITTLE GIRLS'
Embossed COTTON DRESSES
2.98

VOLA NILL SAYS:
"Smartest styling ever—in so washable embossed cotton. Perfect for dress up Easter Sunday. Practical for all of spring and summer wear. You'll love these new attractive cottons."

Toddlers' Knit SLEEPERS
1.00

IDA HAWENSTEIN SAYS:
"It's Women's day special on toddler's knit sleepers with 2 pair pants. Pink and blue. Sizes 2-3-4."

Eyelet Trimmed COTTON SLIPS
1.98

BETTY STATEN SAYS:
"How cool and crisp they are and how easy to keep fresh! Frothy white cottons with dainty eyelet trimmings. Comfortable four gore skirt, straight cut back. Sanforized*. 32-44.
* Maximum Shrinkage, 1%

Housecoats in Plisse Cotton
3.66

RUTH ELLIOTT SAYS:
"Wraparound, coachman or zipper front styles in crinkle cotton (little or no ironing!) with over three-yard sweeps . . lots of prints, colors. 12-44.

Spring Handbags
2.98 Plus Tax
- Pounches
- Under-Arms
- Envelopes
- Shoulder Strap

ARLENE KLINE SAYS:
"A new shipment of spring handbags just received—suedes, leathers, faille, straws."

Sheer Dressy NYLON GLOVES
1.49 PAIR

RUTH HARNDON SAYS:
"Sheer and so dainty! Your perfect Sunday-go-to-meeting gloves! Easy to care for—you know how nylon washes and dries so quickly!—and perfect with everything you wear. White, black, navy, pink. Sizes 6 to 8½."

Gaymode Nylons
98c pair
60 Gauge
15 Denier

BEA HOOPER SAYS:
"Always first quality . . . every stitch, seam, thread! Only Penney's has them! Sheer sheer luxury nylons, famous for their wonderful fit, lovely texture, and flattery. 60 gauge 15 denier. New shades. 8½ to 10½."
Box of three $2.94

Women's Bemberg SHEER Dresses
2 for 7.00

NORMA MARSH SAYS:
"Cool-colorful sheer prints in ever popular rayon Bemberg. Styles and patterns that are season perfect. Terrific savings at only 2/$7.00. You'll want two—for sure! Misses and half sizes.