



A Cordial Invitation

We are proud to present to the ladies of Medford and the Rogue River Valley PICK'S smart, new shop... and we believe you, too, will be proud of this delightfully different place to shop. We know you will approve of PICK'S fine selections of up-to-the-minute apparel and accessories... of PICK'S consistently lower prices... PICK'S friendly atmosphere and courteous service. We invite you to call tomorrow... all this week, whether you wish to buy or not. We'll be delighted to have you inspect our new store—YOUR new store!

Ralph Pickell



The "Date" You've Waited For!

Opening

TOMORROW MORNING....

WEDNESDAY, April 2 - 9:30 a.m.

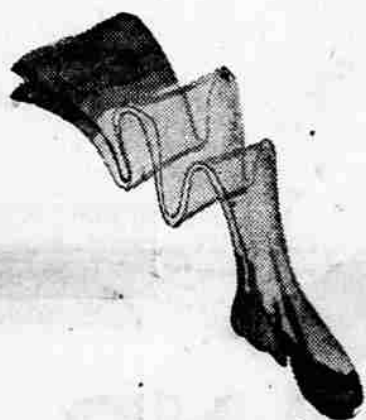
Medford's Beautiful New Shop for Ladies...

**112
ALLEN
BUILDING
Phone
2-9922**

Pick's

APPAREL

**112
ALLEN
BUILDING
Phone
2-9922**



Featuring the Newest of the New In
SMART BLOUSES • HOSIERY • BAGS
LINGERIE • CASUAL WEAR • SKIRTS
DRESSES • COSTUME JEWELRY



EXTRA SPECIAL-OUR OPENING-

Sale of Dresses

Instead of Orchids or Favors We're Offering These Lovely New Gay Prints
During Our Opening At Astonishingly Low Prices!

GROUP ONE—

You'll be pleasantly pleased with the fine selection in this group... at this price! Gayly hued dresses for every casual occasion... piquelets, gingham, piques and waffle piques, gay prints. You'll want to come as early as possible to choose YOUR new frocks for spring from this delightful assortment!

SIZES 10 TO 20

\$3.60

TWO FOR \$7.

GROUP TWO—

Here's a wide selection of "meant-for-you" casual dresses... crisp, cool, pretty prints... those lovely piquelets and piques you like for spring... waffle piques... gingham... you must see them to truly appreciate these values, so come early and choose YOUR favorites!

SIZES 10 TO 20—14½ TO 24½

\$4.60

TWO FOR \$9.