



1st

Anniversary

Sale

Yes—We have already been in Medford ONE YEAR! In fact, the announcement of our opening appeared in the Mail Tribune one year ago today! Our many customers have made this year a happy and gratifying one. This 1st ANNIVERSARY SALE is our way of saying "THANK YOU!"

We are offering this sale for ONE WEEK ONLY beginning tomorrow morning. Many of the items advertised have been specially purchased for our 1st ANNIVERSARY SALE.



Special Purchase New Fall COATS

In All The Newest
Styles • Colors • Fabrics
In Plains & Tweeds

Bought to Sell for \$39.95
ANNIVERSARY PRICE

\$29⁹⁵

Bought to Sell for \$49.95
ANNIVERSARY PRICE

\$39⁹⁵

•
**CHARGE IT
OR
USE OUR
LAY-A-WAY
PLAN**
•



new
fall

SWEATERS

FULL FASHIONED
FUR BLEND SWEATERS

In the newest Beautiful Shades. Pullovers and Cardigans. Bought to sell from \$10.95 to \$15.95.

ANNIVERSARY PRICE

\$8⁹⁵

\$10⁹⁵

CASHMERE
FULL FASHIONED

Values to \$27⁹⁵

1/2 PRICE

• ALL SALES FINAL •

STOCKINGS

FIRST QUALITY SHEER NYLONS

Seamless
Two Beautiful Shades

99^c

Self Seam
or Dark Seam.
Two Beautiful Shades.

79^c

RHINESTONE JEWELRY

Necklaces • Bracelets • Earrings

Values to \$4.95

Now **1/2** PRICE
Plus Fed Tax



MAN-MADE FUR COATS

Fashioned with loving care of Orlon & Dynel. You will agree that these coats are Fashion-Right and Budget-Priced at our Anniversary Prices of only

\$59⁹⁵

AND **\$69⁹⁵**

Regular \$69.95 and \$89.95
Colors are Platinum, Sand, Charcoal and Teakwood.

In Addition You Will Find STOLEES, CAPES and JACKETS—Also at Anniversary Prices.

Car Coats

LET IT RAIN These water repellent Cotton Poplins Laugh at Showers. They are quilted lined and handsomely styled.

BOUGHT TO SELL FOR \$12.95

Anniversary **\$8⁹⁵**
Price



• ALL SALES FINAL •

the Lingerie you want...

Famous Name Brands Discontinued Styles

SLIPS

Taffeta and Nylon Tricot, Tailored and Lace Trimmed Styles. Values from \$3.95 to \$8.95.

ANNIVERSARY PRICE

\$1⁹⁵ to \$4⁹⁵

GOWNS

Nylon Tricot
Values to \$8.95

ANNIVERSARY PRICE

\$3⁹⁵ and \$4⁹⁵

SPECIAL 10% DISCOUNT

ON ALL NEW
FALL COATS
DRESSES & SKIRTS
During Our
ANNIVERSARY SALE

BALANCE OF SUMMER MERCHANDISE

DRESSES

This is the balance of our entire summer stock. Every dress has been further reduced, regardless of former cost. All have been reduced to 1/2 Price or Less! You will find Three Groups.

\$5 - \$10 - \$15

SHORTY COATS

ONLY 7 LEFT **\$10⁰⁰**
Values to \$39.95 NOW

Summer Sleep Wear

Baby Dolls,
Short Gowns and Pajamas.
REGULAR to \$5.95 **Now \$2⁵⁰ AND \$3⁰⁰**

SWIM SUITS

Every One of Our Swim Suits Has Been Reduced!
Regularly Priced from \$9.95 to \$19.95
ANNIVERSARY SALE **\$6⁰⁰ to \$10⁰⁰**

SPORTS WEAR

Further Reductions on Every One of Our Summer Blouses—Pants—Shorts—Play Suits—Skirts
Values \$2.95 to \$8.95
ANNIVERSARY PRICE **\$1⁰⁰ to \$3⁰⁰**