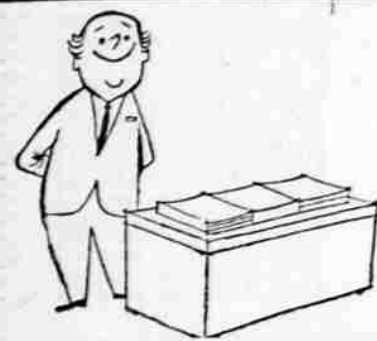




Our customers are a special breed, they're bargain hunters from way back . . . so are we! They like the "newest look" the latest miracle, but they love it at savings!



PENNEY'S
ALWAYS FIRST QUALITY!
DOWNTOWN MEDFORD

Family Council

Mrs. F. M.—Jim has been reading filthy literature. Jim M.—I'll read what I like.

Mrs. F. M.—The other day I was cleaning out my son's room and came upon such a mess of filthy literature and pictures that it literally made my hair stand on end. Jim is 15 and has always been a very serious and well-behaved boy, so I never suspected he was up to anything like this when he spent hours in his room reading. I used to be proud of Jim's advanced reading, but now I realize that even in good quality books his taste runs to stories with heavy emphasis on sex. I threw out all the really obscene stuff and took away the other books. I told Jim that from now on I think his father and I should do a little censoring of his reading. His reaction was violent and he used abusive language to his father and me.

Jim M.—How silly can you get? Don't my parents realize that I can do all my reading in the library, at school and other places where I won't have them sticking their noses into my business?

The stuff my mother threw out didn't belong to me and I wasn't even so interested in it because I've seen plenty of that kind of junk before. One of the guys made me take it in exchange for a book I lent him.

My parents don't recognize present-day realities. Everything shocks them. I am interested in real life and I want to read books that really say things. A lot of the books I've read are taught in college classes. I resent my mother's poking around in my private things and I won't give up my right to read what I like.

The Council: There are ways of controlling distribution of obscene material in any community, but that problem and the larger one of censorship on a broad level is outside the scope of this column. We will limit our discussion to the family level, accepting two facts: that nearly every kind of literature is available to Jim and that he evidently does not accept the authority of his parents or anyone else in this matter.

Spying, prying and setting rules that can't be enforced won't work. By engaging in this kind of activity the F.M.'s destroy their strongest weapon — Jim's respect for them. When he loses this he loses respect for all the values they have tried to give him.

Many teen-age boys and girls gravitate toward books that deal with sex out of simple curiosity. The F.M.'s should try, through their church and library, to find acceptable books on the subject. If these books are accessible to Jim and if his interest is satisfied through open discussion with his parents, he will be less vulnerable to undesirable books.

Another factor in an adolescent's absorption in pornography could be that he is having far too few really engrossing and pleasurable experiences in his daily life. If he has many friends, many interests and happy relationships with his family, he is not likely to seek the fantasy experiences he finds in sex-laden material. The F.M.'s should try to encourage Jim's outside interests and help him build up his strong points so that he finds some real-life success experience.

Apart from all this, Jim may have a genuine interest in literature and much of the best of contemporary literature deals to some extent with sexual themes. The F.M.'s may be able to help Jim broaden his interests and refine his taste by making good books available at home, encouraging discussion of them and guiding him to clubs or community groups that afford the opportunity for open discussion of good books.

The F.M.'s should recognize that they can't protect their son from every possibility of a corrupting influence and should have a little faith that their teachings, their good example and his religious training will carry its weight with Jim.

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\$7,164.95 Received By County Treasurer

Funds from the state of Oregon totaling \$7,164.95 were received by Jackson County Treasurer Karl Janouch Wednesday.

They included \$6,927.35 as the county's share of the alcoholic beverage tax and \$237.60 for amusement device tax. The amount goes to the county relief fund, Janouch said.



Penney's Downtown Medford goes all out celebrating the Big 56th Penney Anniversary — Come and see the girls in their old fashioned dresses and bonnets; men with their vests and derbies — old fashioned values for big selling days. See many historical and early pioneer dresses and relics. Listen to player piano and good old fashion music. See the old buggy on top of our entrance. Come one, come all. Reading from left to right are the following J. C. Penney Associates: Hazel Carter, Ellen Gardner, Flo Fields, Enid Friend, Lea Strautz, Big Bill Hust, Rosa Palmquist, Marion Sanders, Leona Robertson, Hazel Oswald, Manager Ray Baker, Paul Swanson, Hazel Martha Borch, Fred Gus Lagergren, Stan Aaestad, Erma Quinney, Pat Riebe, Lorraine Martalin, Trudy Seiber, Betty Kennedy, Dan Toomey, Alice LaBarr, Ray Silas Hanson, Hazel Roderick, Vola Nill, Ted Alber, Maxine Babb, Forrest Hank Robinson, Laura Cook, Ruby Branson, Mae Creswell, Hazel McPherson.

SAVE TERRIFIC BUY!
Boys' Heavyweight COTTON SLACK SOCKS
4 pairs \$1.00
Perfect quality cotton slack socks specially priced for this event! Nylon reinforced heel and toe, elastic tops. Wide selection of fancy patterns and colors. Sizes 6 to 10½.
PENNEY'S MAIN FLOOR

SAVE Amazing Value!
"Brentwood" Quality Women's HOUSE DRESSES
Look! 2 for \$5.00
Higher priced Brentwood cotton wash dresses in Penney's quality percale prints and broadcloths. Over 200 dresses in the lot. Not every size in every style, but a Bargain find.
PENNEY'S MEZZANINE FLOOR

SAVE Quality Made!
Printed Acetate-Mylar READY-MADE DRAPES
from heavy textured fabric to precise tailoring And you get over 5 full yards of fabric!
Penney's uses rich acetate-rayon crepe in this beautiful drapery. If you bought the yardage and made them yourself—you'd spend far more. Carefully tailored. Choose modern, leaf or bold floral . . . all illuminated with golden touches that never tarnish. Full color range.
4.44 PAIR
48 inches wide 84 inches long
PENNEY'S STREET FLOOR

SAVE Compare This Buy!
Save! Men's Cotton BROADCLOTH PAJAMAS
The same top Penney quality, now at special low price! Sanforized®, action free pullovers and button-ups in stripes and other colorful patterns! Now at Penney's!
2.50 A, B, C, D
Penney's Thrifty Men's Shop—Street Floor

YOU'LL LIVE BETTER, YOU'LL SAVE

2 For \$3 ANNIVERSARY SPECIAL!
PRIME SELECTION! MEN'S WANTED SPORT SHIRTS
What style! What comfort! What savings! University button-downs! Metallic stripes! Drip-dry Dan River plaids! Neat prints! New mitred collar models! All Penney cut! All fully washable! Small, medium, large.

2 For \$27 ANNIVERSARY SPECIAL!
What a PAIR For '58! OUR Vinyl Upholstered CHAIRS
Everything modern but Penney's old fashioned solid value! They're padded, contour backed, have no-sag springs. Black, turquoise; black frame. White, tangerine; coffee-brown frame.

ANNIVERSARY SPECIAL! \$5
CORDUROY CHENILLE PRACTICALLY LINT FREE
Fantastic what you save on spreads at Penney's! Made of closely tufted viscose rayon yarns. Wide 4 inch shag border. Machine wash. *White, pink, gold, cocoa, rose, green. *In lukewarm water full, 90 by 105 inches twin, 72 by 105 inches

Both For \$20 ANNIVERSARY SPECIAL!
Modern CHAIR 'N CHAISE SET AT OLD-TIME PRICE
A real old-fashioned bargain! Use set on porch, patio. Fold 'n carry. Aluminum frame and saran webbing resist weather whippings. Choose white with green, turquoise or yellow.

ANNIVERSARY SPECIAL!
MEN'S Crepe Sole GLOVE LEATHER CASUALS
5.95
Lightest on your feet! Lightest on your wallet! That's Penney's rich new flexible feather-weights. The softest leathers, the springiest soles, and quality you can count on, at a price unmatched for value. In 2 new summer shades, bone and tawny.

ANNIVERSARY SPECIAL!
SAVE! FITTED CRIB SHEETS
2 for 1.50
Snowy soft muslin bottom sheet, sturdily reinforced at corners to stay smooth against baby's skin and hold thru laundering. So easy to put on the crib!

ANNIVERSARY SPECIAL!
TODDLERS' STRIPED POLOS
2 for 1.00
The same quality found at higher prices! Stripes and tuck bars in combined cotton knit with 2-gripper shoulder! Machine washable. Sizes 1 to 4.

ANNIVERSARY SPECIAL!
2-WAY STRETCH TRAINING PANTS
3 for 1.00
When can you buy better quality training pants than these! They are double body, two-way stretch with protective triple crotch. Won't bind baby. 1½-3.

ANNIVERSARY SPECIAL!
GOLD STRIPED RAINBOW CANNONS
2 FOR \$1
22 by 44 inches Face Towels 3 for \$1 15 by 25 inches Wash Cloths 6 for \$1 12 by 12 inches For fashion, for money you can't beat Penney's Top quality Cannons. Multi-striped, accented with 6 glittering gold mylar stripes. Deep looped. Strong selvages.

ANNIVERSARY SPECIAL!
80-Square Percale DRESS LENGTHS
3 yds. 1.00
We've come a long way since calicos! Today, Penney's machine washable prints go smart in family fashions, go to windows via pert cafes!

ANNIVERSARY SPECIAL!
DUPONT DACRON® PRISCILLAS
3.44 a pair
Wispily sheer, yet strong as iron. Stand up to sun, fumes. Wash in a jiffy, need just a smidgin of ironing. 96 by 81 inches long. Won't shrink or stretch. Ivory.

ANNIVERSARY SPECIAL!
ONE PRICE, TWO GARMENT BAGS!
2 for 3.88
His 'n' hers . . . a garment bag for each! Full 57-inch length. Zips all the way down for easy access. Heavy gauge vinyl. Moth crystal compartment.