

PENNEY'S

ALWAYS FIRST QUALITY!
DOWNTOWN.....MEDFORD!



MORE . . . TO GIVE . . . MORE . . . TO SAVE . . . MORE . . . TOYS
FOR YOUR MONEY . . . MORE . . . HOURS TO SHOP... MONDAY & THURSDAY

9:30 a.m. till 9 p.m.



WINNING TOP HONORS among nation's 4-H Club members, Linda Lou Gould, 19, Lafayette, Ind., and Roger Hunsley, 20, Pierre, S. D., are presented chests of silver by E. W. Aiton of the U. S. Department of Agriculture, on behalf of President Eisenhower at a Chicago banquet.

Larger Market for Holly Seen by OSC

Corvallis - Oregon holly growers will harvest nearly \$1 million in sprigs and boughs this Christmas season but have "barely scratched the surface," an Oregon State college horticulture specialist believes.

Ralph Clark, OSC extension service specialist, said about 150 carloads of English holly will be shipped from Oregon to points throughout the U. S. before Christmas, but he doubts that a fraction of the market potential has been tapped.

When present rapid, refrigerated transport is finally coupled with orderly marketing of holly in eastern population centers, Clark believes this specialty crop may become a major economic asset.

Shipping Doubles

Shipping has more than doubled in the past five years and "orchard style" plantings now total between 1,300 and 1,400 acres. Rapid industry growth is tempered, however, by the fact that trees require 10 years to reach commercial production. Only one-half of present plantings are in production.

More than 90 per cent of Oregon's holly production is centered in Multnomah, Washington, and Clackamas counties where high quality trees are favored by cool, moist climate.

Oregon leads in total production, followed by Washington and British Columbia.

Northern California, bidding for a small slice of the market, is hampered by comparatively hot summers, the specialist explains.

Late-Maturing

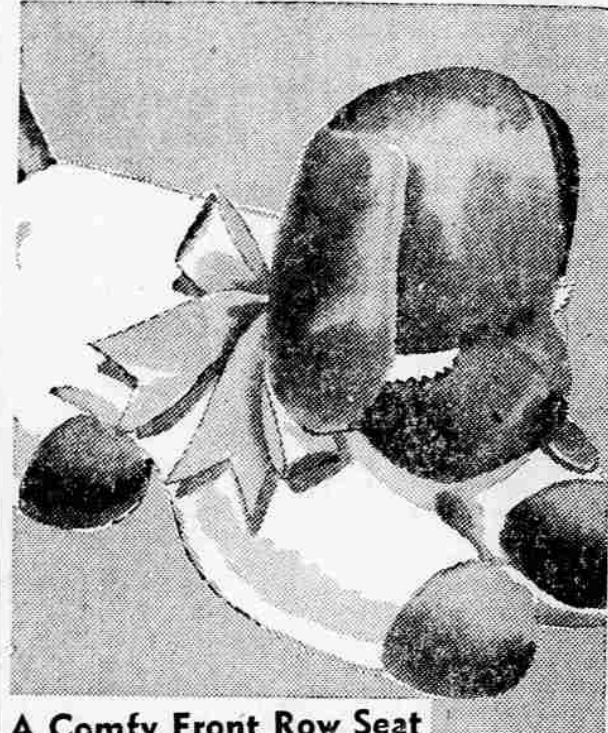
Early Northwest plantings were the late-maturing strains that don't normally produce saleable boughs early enough for distant Christmas markets, Clark noted. As late as 1940, most Oregon trees were late maturing, and Clark said about half the present producing trees are of the late strains. Improved strains, through selection, now produce rich mature foliage and colored berries by mid-November. Oregon State college has more than 100 such varieties under observation.

Clark recommended planting of one variegated variety for every two or three green varieties for more flexibility in meeting market demands. Lifetime production of trees has not yet been measured. Oregon has some trees 50 to 60 years old, and European horticulturists report trees up to 300 years old.

FIRST NON-STOP FLIGHT

New York - (UPI) - A Pan American World Airways Boeing 707 airliner with 101 persons aboard Monday made the first non-stop commercial jet flight from London to New York.

The U.S. has about 1,500,000 hospital beds and estimates show a need for about 800,000 more.



A Comfy Front Row Seat SNOOZY THE TV DOG
Meet Snoozy, the softest seat a little TV viewer ever straddled. Full grown he's 23 inches long. Downy soft plush... black 'n white, apricot 'n brown. **3.98**



A PRETTY "FARM MISS"
Soft and cuddlesome as she looks, this smiling miss is a favorite with moppets. 23 inches tall, dressed in bright corduroy coveralls. **2.49**

Just See What 66¢ Will Buy!

ONLY 66¢ EACH

- New highway being built with trucks, tractors, derricks. **66¢**
- Time for baby's feeding with this miniature set. Bottles, soap, brush. **66¢**
- Sturdy **STEEL DUMP TRUCKS**. Get out of the way, here come Penney's hefty 15 inch dump trucks. Bright yellow. 4 rubber tires. Back end dumper-outer. Penney's Christmas right price. **1.98**
- Sturdy **STEEL Wagons**. Little adventurers join a 'round-the-block wagon train... pulling Penney's thrifty 4 wheeler. Congo bearings, guaranteed for life, never need oiling, 36 by 17 by 4 inches. **10.95**
- Long distance calling on colored phones yet **66¢**. Steel, ringing bells.
- Come for tea on small plastic cups, saucers, utensils for 4. **66¢**
- Electric quiz games, light up, flash answers. **66¢**
- Hurry doctor with completely play equipped nurse or doctor kits. **66¢**
- Here comes help in a whirling helicopter. **66¢**
- Little farmers drive scoop-up tractors. **66¢**
- Flying high! And everything's Roger Wilco. **66¢**
- They're off! Speeding sport cars. **66¢**

... and Still ANOTHER Lucas & Howard Christmas Sale SPECIAL!

Buy Your Wife This **BEAUTIFUL 3-PIECE SECTIONAL** For Your Home

Christmas Sale \$299.95

Trade in that Old Set as Down Payment

We Buy for Less and Sell for Less

Watch Our North Window for Crater High Art Class Christmas Display

Compare Quality and Prices Before You Buy

OPEN 9 A.M. TO 9 P.M.

LUCAS & HOWARD FURNITURE

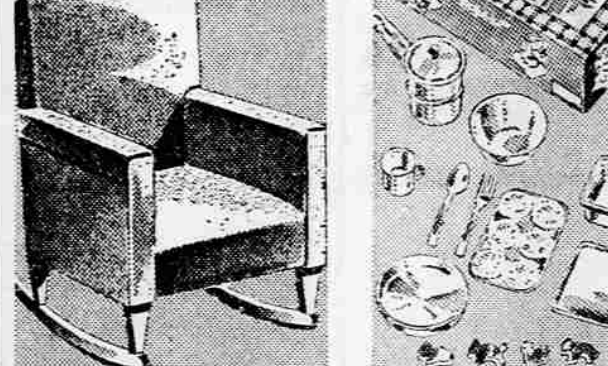
Not a Parking Meter in 4 Miles
Central Point, Ore. Phone NO 4-1226



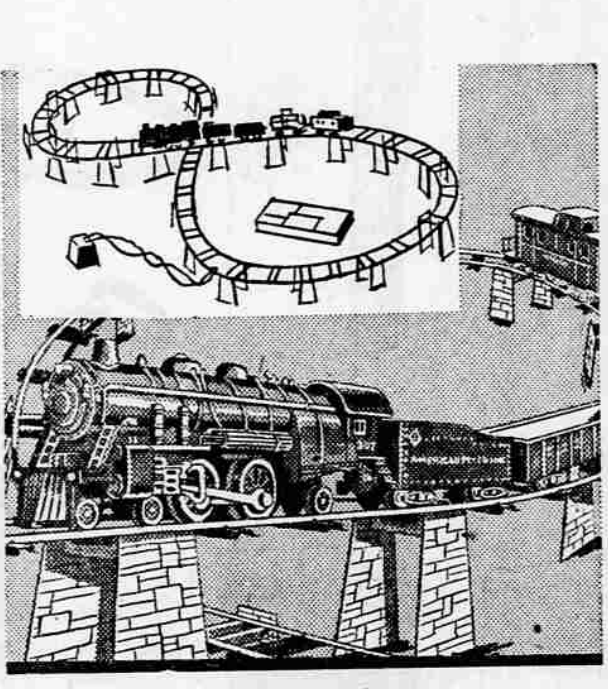
bigger, thicker tires on Penney's **THREE WHEEL BARGAIN**

Built for safe easy-wheeling. Thick rubber tires cushion jolts... ride smoothly over bumps. Rubber pedals. Adjustable saddle. Red and white. **8.44**

16-inch front wheel **13.95** 13-inch front wheel **10.95**

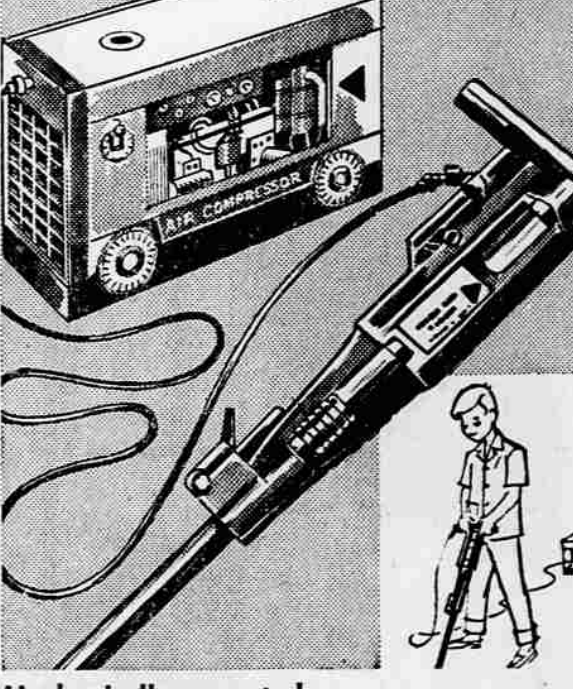


UPHOLSTERED ROCKER
Sturdy rocker. Plastic upholstery wipes clean. 14 by 14 inch seat. 8 inches high. **10.50**



25 sets only! American Flyer **59-Pc. ELECTRIC TRAIN**

Don't miss this pre-Christmas train buy! Save many dollars on his favorite electric train set. 59 pieces. Everything from locomotive to caboose. 6 1/2 ft. of track (20 curved sections and 6 straight). Even has 26-piece trestle set and complete with a 40-watt transformer. **16.66**



Mechanically operated **JACK HAMMER**

It sounds authentic... actually jumps up and down! But it won't harm a thing! Plastic with 48-inch hose, "air compressor." Mechanically operated. **3.49**

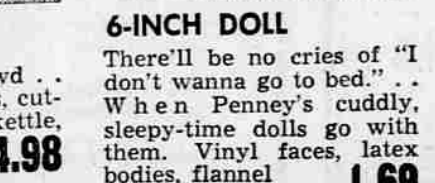


Huggable, Lovable Animals **FOAM RUBBER STUFFED**

Growly bears, Dumbo elephants, pussy cats, pandas... Penney's has a zoo-ful of animals (the take-to-bed species). Soft furry plush, lots of colors. 10 inches. **1.98 to 2.49**



BAKING SET
For the mud-pie crowd... Bake set. Cookie tins, cutters, whistling tea kettle, mixing bowls, spatulas, loaf pans. **4.98**



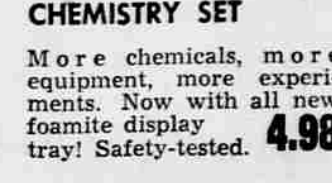
6-INCH DOLL
There'll be no cries of "I don't wanna go to bed..." When Penney's cuddly, sleepy-time dolls go with them. Vinyl faces, latex bodies, flannel sleepers. **1.69**



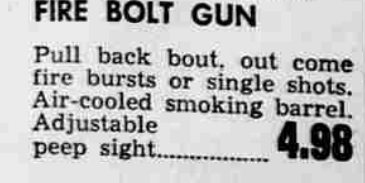
DOLL CARRIAGE
Sturdy fold-up carriage. Has white wire wheels, rubber tires, laminated vinyl body. 3 bow hood. **7.50**



MECHANICAL TRAIN
Emits real sparks. Steel locomotive plus 3 cars. Wind-up clock spring motor. 102 inches of oval track. **3.98**



CHEMISTRY SET
More chemicals, more equipment, more experiments. Now with all new foamite display tray! Safety-tested. **4.98**



FIRE BOLT GUN
Pull back bout, out come fire bursts or single shots. Air-cooled smoking barrel. Adjustable peep sight. **4.98**