

California Said Back in Forefront Of Style Parade

California—so long a leader in creating colorful, easy-to-wear apparel for sports activities and leisure time good looks—is in the forefront of the style parade again with a host of smart fashions for men and boys.

The lightest-weight fabrics are taken in hand by California stylists and are hand-somely shaped into some really good-looking sports coats, jackets and casual suits! Many of these are interpreted into father and son duos to make all the men in the family equally smart looking. Green, gold and olive dominate the "California patterns" too, in sport coats, sport shirts, beach wear, swim wear and accessories.

Black and white, as in most other collections, follow a closely in happy combination. California Notes

For the gang at the pool or at the beach, California keynotes a host of "near" bikinis, one-piece knit trunks, and shorts from the briefest to the longest (mid-calf).

In beach ensembles, California casts its vote for lots of terry cloth—for after swim wrap—arounds, jacket tops, pullovers, hooded tops, or as lining for brightly-printed collared shirts.

Striped denim is another Golden State favorite and is played up for junior as well as for Dad; Mom and the girls, too, get into striped denims 'cause California likes the "affair" in fashions.

California is right in step with the rest of the band—lighter-weight fabrics... emphasis on color, especially the lighter ones... and a continuing fortissimo of flattering styles sound the call for every male—not matter what age.



CHECKS—The wool bureau says last year's stripes are ruled out. This spring patterns shift to checks. The heather check in a trans-season all-wool Shetland rates high with the prep crowd. It comes with "natural shoulder" Ivy styling. Suit by AIRNISUN

Portrait Photos Popular This Spring

The homemaker who does her own interior decorating can pick up a smart new idea from professional decorators by hanging large portrait photographs on the wall, perhaps as the focal point of her living room.

Decorators today consider portrait photographs as the family's most personal form of art, to be matted and framed in hundreds of exciting ways, geared to the homemaker's own furnishings and taste.

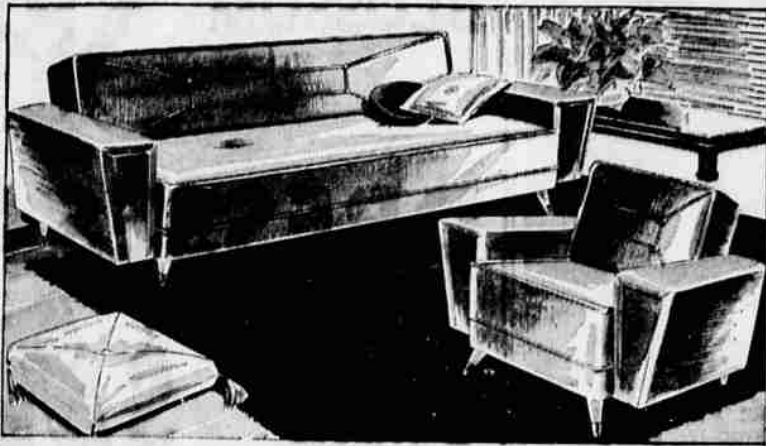
The first step in perking up your home with your family's portrait photographs is a trip to a local portrait photography studio. Next is selecting frames which complement, not dominate, the subjects. Frames can be pecky cypress, fruitwood, shadow-box styles or a variety of other possibilities geared to the personality of your decorative scheme.

Sport Suits for Country (Suits) are slated for a big season. There are 3 important styles: the Blazer Suit with solid jacket and matching trousers, the subdued patterned sport coat with matching slacks and vest (some vests reversible), and the classic 2-Pc. suit with contrasting trousers.

Drastic Price Slashing to the Bone



We must unload our Tremendous Stock of Living Room Furniture, Dinettes and Bedroom Furniture. Our Warehouse is Loaded.



Buy of the town

Best value and lowest price of any 2-Pc. set in town. Rich frieze upholstery. Makes into bed at night. Ottoman to Match—Spring filled \$12.88

\$119⁸⁸

Other Living Room Red Hot Specials

Guaranteed for Life—5-pc. Ranch Wagon Living Room Group, Daveno, Rocker, 2 End Tables, Coffee Table, Guaranteed Plastic. 5-Pc. Set **\$288⁸⁸**

Reg. \$329.95 Floor Sample. Rich Mohair Upholstery. 2-Pc. Living Room Set—Curved Front—Foam Rubber—Close-Out Price **\$279⁸⁸**

SLIMLINE—Newest in design. 2-Piece Daveno Set. Rich Tweed Upholstery **\$129⁸⁸**

Armless Daveno—Ideal for Trailer. Plastic and Frieze Upholstered. 1 Slightly Damaged, Floor Sample, \$69.88 **\$79⁸⁸**

Gorgeous Frieze Foam Rubber Arms 2-Pc. Daveno Set—Rich Turquoise, Frieze Upholstery **\$219⁸⁸**

Make-A-Bed—Attractive Living Room Couch by Day—Comfortable Innerspring Bed at Night—Specially Priced. Foam Rubber **\$188⁸⁸**

Bentley 2-Pc. Daveno Set. Rich, Heavy Frieze Upholstery—Modern Style Arms **\$179⁸⁸**



FESTIVAL FURNITURE

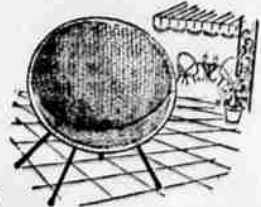
SALE!

CLIP and SAVE

Basket Chair SPECIAL

NOW ONLY **\$2⁸⁸**

Reg. \$4.95—Prepare Now for Summer. Large Bucket Chairs, Wicker. Limit 2 to a Customer. NOW \$2.88



With Coupon

CLIP and SAVE

Huge "Harem" PILLOWS

REG. \$4.49

\$3⁹⁹

Harem floor pillows. Throw them, scuff them. Ideal for kiddies and TV. Very attractive colors.



With Coupon

CLIP and SAVE



KAPOK PILLOW

Big Soft **99¢** Ea.

Fluffy, large, kapok filled bed pillows. Regular price \$1.49 each

With Coupon



Attractive 5-Pc. Dinette Set—Bronze or Black—Plastic Top and Plastic Chairs. 30"x48". 5-Pc., Only **\$39⁸⁸**

Check This One. 7-Pc. 36x60" Dinette Set. Red and White Regency. Foam Rubber in Chairs. **\$74⁸⁸**

The Cadillac of Dinette Sets. Self-Edge. No cutting back of chairs from metal edge. White and gold. 36x60. 7-Pc. Set **\$119⁸⁸**

Other Dinette Specials

Largest Selection in Town

7-Pc. Marble Tone Inlaid Gold Top Table, 36x60"—6 Attractive Chairs **\$109⁸⁸**

Reg. 99.95. Floor Sample, Slightly Damaged. Black and Ivory. Inlaid Table with Attractive Chair—5-Pc. Set. Can be round or oblong in shape. (Many others to choose from) **\$69⁸⁸**

Over the Sink Metal Cabinets—Gleaming White—2 Shelves **\$24⁸⁸**

Large 36"x72" 7-Pc. Dinette Set—Many colors to choose from **\$79⁸⁸**

Metal Kitchen Storage Cabinet—Gleaming White Finish—5 Shelves **\$24⁸⁸**

CLIP and SAVE

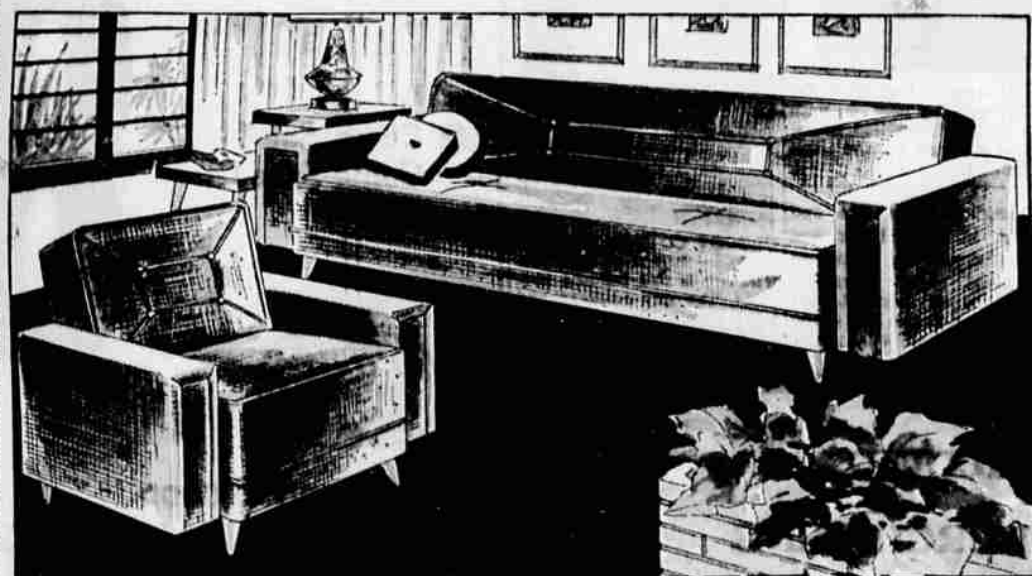


DRESSMAKER MIRROR 15"x36"

Now Only **549**

16x56 dressmaking mirrors with clips to fasten to door.

With Coupon



This attractive 2-pc. Daveno Set built for the budget wise yet well constructed. Various colors—browns, beige, greens. Flat, easily cleaned upholstery.

2 Pc. **\$98⁸⁸** Set

Styled by Allied—This attractive All Foam Rubber Stationary Living Room Set, Diamond Back—Heavy Frieze Upholstery **\$259⁸⁸**

Here is a Steal—Reg. \$79.95 3-Pc. Bumper Studio Couch—Couch and 2 Bumpers, Black and White, Turquoise and White **\$49⁸⁸**

Modern, Smartly Styled 2-Pc. Foam Cushions Living Room Set—Heavy Frieze Upholstery. NOW ONLY **\$189⁸⁸**

This Ideal Chair for Den, Patio, or Living Room... Upholstered in Heavy Plastic—Many Attractive Colors **\$10⁸⁸**

Large Odd Chair—Frieze Upholstery Luxurious Turquoise Color—1 Only **\$44⁸⁸**

Large 36x36 Ottoman or Table, Rich Heavy Frieze Upholstered—1 Only **\$12⁸⁸**

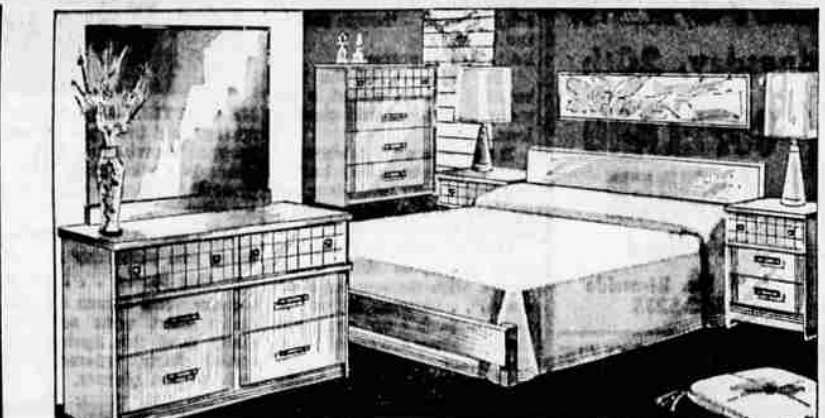
Never Before at This Price. Extra Quality Relaxing Chair. Fully Foam Rubber. Durable Frieze and Supported plastic Upholstery. **\$79⁸⁸ & \$89⁸⁸** With Motor.

The Biggest Buy In Medford



2 Swivel Chairs, 1 Table, 1 Lamp 4-Pc. Set **\$44⁸⁸**

\$1.25 Weekly



5-Piece Bedroom Set **\$109⁸⁸**

3 Star Special—This Handsome Bedroom Set Includes Large Double Dresser and Swing Mirror, Heavy Panel Bed and Footboard, Large Roomy Chest and 2 Attractive Night Stands, Plastic Tops. Blonde or Mahogany.

9-Pc. Set with Pillows, Spring and Mattress **\$159.88**

TWIN SIZE BED

Colonial Maple Headboard, Mattress and Box Spring, All for This Low and Bed Frame Price **\$59⁸⁸**



5-STAR SPECIAL—10-Drawer Triple Dresser—with Large Tilting Mirror, Matching Bookcase Headboard and Footboard. Check these features. All Hardwood, Dust Protectors Through Center Drawer Guides. 10 Large Drawers **\$149⁸⁸**

Reg \$189.95. The Very Latest—Charcoal finish with Decorator Mirror, Triple Dresser, Bookcase Bed, Footboard and Rails **\$154⁸⁸**

Bunk Bed Sets—Metal. 3/4 Size. Complete with Englander Inner Spring Mattress & Springs **\$89⁸⁸** Can be used as Trundle Beds.

Maple Bunk Beds Set—Can be made into Trundle Beds, complete with Englander Mattress **\$99⁸⁸**

Lime Oak Birch Bed Set—Complete with Springs, Less Mattresses **\$49⁸⁸**

Rollaway Beds & Innerspring Mattresses—Coil Springs 30"x39. **\$39⁸⁸ & \$44⁸⁸**

CLIP and SAVE



\$1⁹⁸

Handy maple TV or milk stool. All hardwood.

With Coupon

WIN
A FREE VACATION FOR THE WHOLE FAMILY TO San Juan
PUERTO RICO (1st Prize)
15 2nd Prizes—Wizard Barbecues
45 3rd Prizes—Portable Radios
45 4th Prizes—Wizard Steam Irons
No Obligation, Nothing to Buy, Come in for Entry Blank Today!

MANY MORE BIG VALUES

FREE!
SWIVEL T.V.
CHAIR—Nylon Upholstery
Your Choice of Color
Come in and Register—No Obligations
Nothing to Buy
FREE THROW RUGS, 24x36, to the first 50 women attending our sale each day.

park shop
25 South Riverside Ave.
Medford
PHONE SP 2-6217