

Lithe and lovely, blithe and beautiful, the new Spring Fashions enter the fine shops and stores in Greater Medford in a wonderful array of enchanting shapes and shades. Now, as never before, you can be your individual self, at the very height of fashion! Come to Medford along with Spring this week-end . . . start right now to celebrate your own festival of fashions!



MEDFORD MAIL TRIBUNE

SPRING SECTION • MEDFORD, OREGON • WEDNESDAY, MARCH 20, 1963

SPRING IS HERE!

... It's Time to shop in
**GREATER
MEDFORD**



From the realm of winter . . . bursting suddenly into glorious reality . . . comes Spring, putting a new gleam in every eye, a new bounce in every step! And you'll feel Spring in your heart when you see the wonderful new things for this happy season in Greater Medford's stores . . . Exciting things to wear, to make your home bright and gay, to putter with in the garden and entertain on the patio . . . Fresh new things for every person, for every taste, for every pocketbook . . . as colorful as the new season itself!

**It's FUN . . . and it PAYS . . .
to Shop in GREATER MEDFORD**

- ★ Greater Selections!
- ★ Convenient Parking!
- ★ Outstanding Values!
- ★ Far Greater Variety!
- ★ Leisurely Shopping!
- ★ Brands You Know!
- ★ Friendliest Service!

**CHECK THIS SECTION FOR
WHERE TO FIND THE BEST BUYS!**

