

# OPENING TOMORROW 9:30 A.M.

## A NEW *Lerner Shops*

MEDFORD SHOPPING CENTER

Now Lerner Shops comes to Medford Shopping Center adding an exciting world of fashion to a thriving community of stores... in time to make this your most fashionable Spring and Easter season ever! The women of Oregon like so many other American women, have known the wonders of Lerner Shops for years. Always new and dramatically glamorous designer-inspired fashions! Prices so low they seem to be a miracle in retailing! Selections so varied they make shopping for you and your children pure pleasure! Rush in to see glamour on display... priced unbelievably low!

**OPENING STORE HOURS:**  
 Thursday & Friday... 9:30 a.m. - 9:00 p.m.  
 Saturday... 9:30 a.m. - 5:30 p.m.



### NEW SPRING

### FASHION SPECIALS

*priced incredibly low... thursday, friday, saturday only!*

**ENTIRE STOCK OF REGULAR 8.99**  
**NEW SPRING DRESSES**  
**6.88**

Magnificent collection of Spring's most beautiful fashions... most exciting fabrics and colors! Misses', juniors', petites' and youthful half sizes.

- ENTIRE STOCK OF REG. 9.99 SPRING TOPPERS ..... 7.00**  
Wools and laminated fabrics! Thrilling Spring tones. Misses' & juniors' sizes.
- REGULAR 2.99 NEW SPRING BLOUSES ..... 1.99**  
New season fabrics. New season prints and solid hues. Sizes 32-38.
- SPRING AND EASTER HATS, COMP. VALUES 3.99 & 4.99 ..... 3.00**  
Thrilling hat fashions! Big brims, cloches, pill boxes, flowers... more.
- ENTIRE STOCK REGULAR 2.99 NEW SEASON HANDBAGS ..... 2.29**  
New fashion shapes. Big array of Spring and Summer fabrics.
- FIRST QUALITY SEAMLESS NYLONS, REG. 69¢ PR. ... 2 pr. 1.00**  
Smash savings in mesh or plain styles. Stock up!
- ENTIRE STOCK REG. 4.99-5.99 NEW FASHION SKIRTS ..... 4.00**  
Choose sheaths, pleated styles, wraps. Fresh new colors. Sizes 6-18.
- REGULAR 2.99 COTTON SATEEN CAPRI PANTS ..... 1.99**  
Sleek, beautiful fitting. Black, white, colors. Sizes 8-18.
- ENTIRE STOCK OF REGULAR 2.99 LINGERIE ..... 2.29**  
Slips, petticoats, bouffants, pajamas, gowns. Sizes 32-40, S, M, L



#### SPECIAL SAVINGS FOR GIRLS & BOYS

- ENTIRE STOCK OF REGULAR 4.99, 5.99, 6.99**  
**GIRLS' SPRING DRESSES ..... take 20% OFF**  
example: reg. 4.99... now 3.99 the ticket prices  
New Spring fashions in cottons, sheers, rayons... new prints, solids. Sizes 1-14.
- ENTIRE STOCK GIRLS' COATS, TOPPERS, SUITS ..... take 20% OFF**  
example: reg. 10.99... now 8.79 the ticket prices  
Spring's prettiest fabrics! Suit and Topper sizes 3-14; Coat sizes 1-14. Junior High ages 10-14.
- ENTIRE STOCK GIRLS' SLIPS & PETTICOATS ..... take 20% OFF**  
example: reg. 1.99... now 1.59 the ticket prices  
Straight and bouffant styles. Sizes 1-14; Junior high ages 10-14.
- buy 2 and save \$1.10... choose**  
**ANY REG. 2.99 BOYS' SLACKS**  
**AND ANY 1.99 BOYS' SHIRT ..... both for 3.88**  
Big style and fabric choice. Sizes 3-7 and 6-18.

**CHARGE IT!**

*Use our revolving credit plan... No money down... take months to pay!*