

Step out in SUEDE

Styled to Please!
Shades to Please!
Priced to Please!

Suede — the "must" in every well-rounded shoe wardrobe. Here for your choice in an especially appealing group of shoe styles... opera pumps... flatie sandals... variations on the pump... in brown, navy and black. All sizes.



An adorable shoe of high style in black and green suede or in long wearing brown calf.



A petite styled flatie with three straps over the instep. Available in black suede.

A dressy shoe that will be your favorite for dress-up occasions. Come in cocoa-brown suede, black suede and black leather.

WAYNE'S SHOE STORE

"BETTER SHOES FOR ALL THE FAMILY"

118 West Cass

Phone 956-L

Fall Shoes Look Bare

With skirt lengths inching up and legs on view again, shoes are a more important part of the fashion picture than ever before.

The trend is toward simple feminine pumps with very low-cut vamps often following D-Orsay lines. These naked-looking shoes are nearly always closed although there is an occasional open toe or heel, never both at once in the same shoe.

New Trims

Silk braid and beading are the favorite ornamentation of shoe designers this season, says the National Shoe Institute.

New tailored and walking and suit shoes feature built-up leather heels, walled lasts and extension soles usually with closed toes, which are comfortable with the roomy walled-last construction.

Platform soles are as thin as possible, between one-eighth and one-quarter of an inch in thickness.

Velvet Pumps

Carrying over from late Summer wear with prints into Fall is almost everybody's candidate for the prettiest daytime dress-up and party shoe, the black velvet pump. The "velvet touch" is high fashion in all accessories for Autumn, gloves, bags, scarfs and little hats as well as shoes.

The color story in Fall shoes reflects the color notes in dresses, coats and suits. Wine will replace bright red to a large extent. Navy, now an all-year-round color, will be runner-up to black and the fashionable near-black browns and charcoal greys.

TWIN PILLOWS

Standard size pillows usually look skimpy on twin beds, spoiling their appearance for the particular homemaker. She can easily alter the situation with twin bed size pillows which measure 21 inches by 36 inches to 21 inches by 39 inches.

'TIL IT SQUEAKS

To be sure your hair is absolutely clean and all soap is out after shampooing, squeeze the juice of one lemon into one quart of water, then rinse and rinse your hair with solution until it fairly squeaks.

WONDER MILIUM

Milium, a new concept in fabric finishes, provides long-sought-for warmth without weight, according to Deering, Miliken, makers of the finish. In cold weather, your body loses heat through radiation. Milium catches the heat and reflects it back to the body. A coat lined with Milium satin is said to be 12 percent warmer than an 11-ounce woolen interlining combined with an untreated satin lining by the United States Testing company, who performed tests on this fabric.

Gay Decor In Bath Easy With Color

Lingerie is new in line, new in trim, new in color this exciting fashion season of Fall '50.

There are sheath-like slips, flounced for easy walking, scoop or V-necked to provide perfect under-cover for slim-silhouetted outer fashions. There are matched sets of chemises and panties to complement pretty slips.

There are rollicking flannelette pajamas styled just like a pert be-ruffled Pierrot suit. And there are full length gowns, more elegant and reflective of evening gowns than ever before.

With chief emphasis on delicate Val laces, lingerie trims for the coming season assure all evenings to be enchanted.

Much Embroidery

Designers have let their imaginations run rampant and have eye-let embroidered flannelette. They have applied embroidery on lace for necklines, spotted it on skirts and bustlines. They have provided generous portions of permanent nylon pleating on everything from sheath slips to nightgowns. And they have carried their sister dress designer's preoccupation with braid trim right onto bed jackets, gowns and pajamas. Wonderfully, the majority of these trims are washable.

Color, one of the most refreshing fashion accents for this Fall, also looms high in appeal for newest lingerie designs.

Blues come in every tint from aqua and light blue on pure silks to sapphire and turquoise on nylon tricot. Plaids and checks, so popular with most every other garment in Fall's wardrobe, appear both brilliant and subdued in color for back-to-school nightshirts and pajamas. Checks will be abundant in giant houndstooth motifs all the way down to the tiny, barely perceptible designs.

Vivid Shades

Purple, the rose hues, many, many reds, vivid greens, orange, black pale beiges and apricot will also appear in "close-to-you's" this autumn.

Other refreshing lingerie offerings for Fall will include the revival of grandpaw's nightshirt, in stripes, solids and patchwork quilt designs, complete with the nightshirt-essential curving side slits.

Take Nature's tip

PLANT **SCOTT'S** SEED THIS FALL

Warm fall days, cool nights, ample moisture hasten your **SCOTT'S** planting into luxuriant turf.



SCOTT'S LAWN SEED
3,000,000 seeds per pound, so clean and pure that one pound does the work of two pounds ordinary seed. 1 lb. \$1.45; 5 lbs. \$6.95.

SPECIAL PURPOSE BLEND
For dense shade, poor dry soils. 1 lb. \$1.15; 5 lbs. \$5.45.

SCOTT'S LAWN FOOD
Strengthens grass roots with this scientific lawn food. \$1.95 box feeds lawn 30x50 ft.

UMPQUA VALLEY HARDWARE
A Home Owned and Operated Store
202 N. Jackson
Phone 73

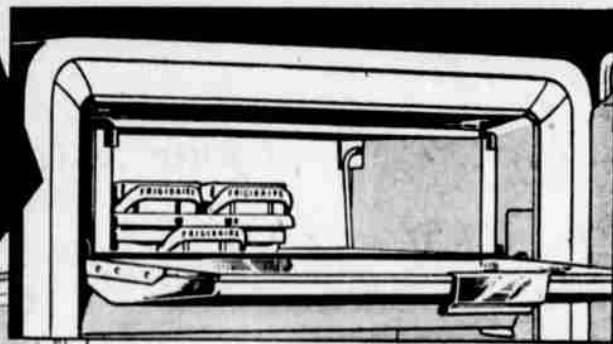


MILE STONE—A refrigerator adorned with gold spangles occupies the center spot in the Umpqua Valley Appliance show room, with the special decorations denoting the 12-millionth Frigidaire to be offered the public. Violet Sconce and Barrett.

"Bud" Budcha of the sales department are pictured with a few of the ten Frigidaire models, plus ranges, automatic washers, dryers and other appliances to be found at 120 West Oak street. (Master studio photo).

See the **PROOF** — You can't match a **FRIGIDAIRE**

See this big, new
**FULL-WIDTH
SUPER-FREEZER
CHEST!**



Keep over 30 lbs. of frozen foods in this amazing low-cost FRIGIDAIRE!

Never before! A real Frigidaire — with full-width Super-Freezer Chest — and still with a price tag so wonderfully low! Never before all these features — at this low price!

7 4/10 cu. ft. Master Model Only

\$249⁷⁵

- New Ice-Blue Interior trim — gold-and-chrome accents outside
- Meter-Miser mechanism
- Aluminum shelves cannot rust or sag
- New plastic Chill Drawer
- All-porcelain Hydrators
- Lifetime Porcelain interior
- Quickcube Ice Trays

Come In! Look at the outside — look at the inside!
See why you can't match a FRIGIDAIRE!

UMPQUA VALLEY APPLIANCE

Roseburg — 120 W. Oak — Phone 1218

Sutherlin — Central and State Streets — Phone 2988

Inside and out... on woodwork and wall... it's fun and IT PAYS TO PAINT IN THE FALL!

No longer need painting be a long, drawn-out, messy and smelly job. New type finishes and new methods of application have changed all that... Now-a-days painting is fun... and fast. The Roller-Koater has revolutionized interior decorating. You paint and use a room the same day. Walls and woodwork hold their new color and beauty after repeated washings. One coat usually does the work of two old style applications. Deep colors are no problem. Proof?... Have you tried Sherwin-Williams paints lately!

KEM TONE
THE MODERN MIRACLE WALL PAINT
Kem-Tone is your outstanding value where fine home decoration is desired and where the extreme washability of Super Kem-Tone is not required. FOR ECONOMY, FOR BEAUTIFUL FLAT MATTE, GLOSS, FINISH, KEM-TONE IS THE CHOICE OF MILLIONS! **3.69**

OUTSIDE... ON WALLS! SHERWIN-WILLIAMS SWP HOUSE PAINT IS WEATHERED*

For your protection against excessive loss of gloss, color fading, high dirt collection, rapid erosion, water-borne chalking, checking, cracking, mildew and fungus. **5.40** Per Gal. in 5's

Inside... On Walls, Ceilings and Woodwork SHERWIN-WILLIAMS SEMI-LUSTRE

The washable, satin wall finish! Dirt, smudges, finger prints, wash right off! Semi-Lustre is the smart practical finish for kitchens and bathroom walls and woodwork where easy washability and long life are important. Grease and stain resistant... made to take punishment. **ONLY 5.55** Per Gal.

SHERWIN-WILLIAMS PORCH AND FLOOR ENAMEL
One coat usually covers solidly dries overnight... Provides extra tough protection and rich lustrous beauty at the same time. Wear and weather resistant. For kitchen, porch and playroom floors. Stairs, worn painted linoleum... GAL. in fact, most floors subject to wear or weather! **5.65**

SHERWIN-WILLIAMS MAR-NOT VARNISH
For furniture, woodwork and floors, dries quickly to a beautiful, smooth hard finish that resists scuffing, soap, boiling water and alcoholic beverages. One coat will usually do the trick... Can be cleaned easily with a damp cloth. **5.98**

SHERWIN-WILLIAMS ONE COAT FLAT-TONE
One coat magic for beautiful walls, ceilings, and woodwork. Dries to a soft, velvety finish in a few hours. Covers smoothly, washes easily... many beautiful colors to choose from. Ideal for brush, GAL. or roller-brush application. **4.20**

SHERWIN-WILLIAMS ENAMELOID
Interior, exterior, all purpose for porch and recreation room furniture. Ideal for bathrooms and kitchen walls and woodwork. Resists heat and stains; easy to wash. Comes in 14 glowing... easy to wash, color. **2.13** QUART

UMPQUA VALLEY HARDWARE

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