

Chafed Skin

Smarting misery, amazingly relieved when medicated Resinol-rich vasoline is applied to chafed skin. Lubricates, medicates, helps to heal. Bathe tender skin with mild Resinol Soap.

RESINOL OINTMENT and SOAP

Now!
delicious coffee
Every Time!



New
**AUTOMATIC
COFFEE MAKER**

Automatically brews coffee to your taste. Indicator light tells you "coffee's ready". Makes 2 to 9 cups.

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Montgomery Ward

ROSEBURG, OREGON Phone 3-5553

Trail Blazers



Wards Riversides

TWO for 17.95*

Sale—6.00-16 Tires

Trail Blazer—for the motorist who does limited driving and wants a low-priced quality tire. Made of some materials as Wards best tires. Its tread is not quite as thick, or as wide so it won't run as many miles—but they are safe miles. 6.70-15, 2 for 19.95*

TWO for 21.95*

Sale—6.00-16 Tires

Ward Riverside—a Full-Size tire with a Full-Width, Full-Depth non-skid tread. Made of 100% 1st-quality materials to 1st-line standards. Gives you the same mileage and safety as the tires that came on your car when new. 6.70-15, 2 for 23.95*

FULLY WARRANTED

*Plus Excise Tax and the old tire from your car

LOCAL NEWS

Goes To Myrtle Point — Mrs. Fannie Walker spent Monday at Myrtle Point on business.

At Coast — Mr. and Mrs. Phil Strader and son, Bill, and his friend were Sunday visitors at coast points.

Go To Portland — Mr. and Mrs. George Williamson and Bill and Linda left for Portland Monday to visit relatives and enjoy a short vacation.

Enjoy Picnic — More than 50 employees of the county tax office and sheriff's office attend a pot-luck picnic at Umpqua Park Sunday.

Back From Canada — Mr. and Mrs. Glenn Ayres of Roseburg have returned from a two-week vacation trip to Banff and Lake Louise in Canada. Mrs. Ayres is employed in the sheriff's office.

Back Home — Ronnie Dunagan, son of Mr. and Mrs. G. I. Dunagan has returned to Roseburg after a summer vacation with his paternal grandparents near Boise, Idaho.

Leaves For St. Louis — Mrs. Minnie Clark left Friday for her home in St. Louis, Mo., following a two-week visit at the home of Mrs. Carmen Clark. The former makes her home with her daughter, Mrs. Barbara Winkler.

Go To Portland — Mr. and Mrs. Dan Mindolovich and son, Jerry, returned to Roseburg Sunday night following a weekend trip to Portland. While in Portland, they joined in honoring Mr. Mindolovich's parents on their wedding anniversary.

Here From Ohio — Mrs. Edwin Gardner of Zanesville, Ohio, is visiting this week at the home of Mr. and Mrs. James Daugherty at Winston. The Daughertys took their guest and Mrs. Daugherty's mother, Mrs. Violet Bonnell, to the coast Sunday, stopping at several points of interest. Mrs. Gardner is a sister of Mrs. Bonnell.

PENNEY'S STOP GO



first of the fall

**PRETTY-AS-YOU-PLEASE
COTTON
BLOUSES**

1.98

What smart 7-14'er can have too many cotton blouses in her back-to-school wardrobe? Penney's is the place she can really stock up on fresh, crisp cottons in solids or sparkling prints at a piggybank price! Shown here, only two of a brisk collection of ... perfect to pair off with school-day skirts.

PENNEY'S FASHION BALCONY

For School Charm

**GIRLS'
SANFORLAN
SWEATERS**

**SLIPOVER
2.98**

SIZES
7-14

**CARDIGAN
3.98**



Sanforlan treated wool sweaters in a fine, close knit and classic styling that keeps its shape and size through countless washings! In rich colors ranging from darks to lights including white. Sizes 7-14.

PENNEY'S FASHION BALCONY

**Sweet Trick For
The Sub-Teener!**

**THE "DATE BAIT"
FELT SKIRT**

6.90

Sizes 10-14

An engaging novelty skirt in vivid felt is appliqued with a gay daily date reminder ... and a real pencil is attached, too! It's sure to be a case of love-at-first sight ... every teen-ager will love the wide swirl of soft felt (50% wool, 50% rayon) in shocking colors styled with a great big patch pocket. Sizes 10-14.

"Date Bait" Cotton Blouse in Coordinating Colors

2.98

PENNEY'S FASHION BALCONY

Wash it, the pleats stay in!

**ORLON AND WOOL
PLAID SKIRT**

4.98

Knife edge box pleats point up the smart good looks of this 55% orlon, 45% wool skirt. Rich, deep hue color combinations, possible now in orlon and wool blends, make this an exciting back-to-school buy. It washes easily with a minimum of shrinkage, little or no ironing is required ... even the pleats stay in after washing! 7-14.

Cotton Blouse with Jewel Touched Collar

1.98

PENNEY'S FASHION BALCONY



**The Store
With The
Friendly
Salespeople**

Dan River Wrinkl-shed®

**COTTON
PLAIDS**

... perfectly well-schooled
for no-muss wear!

... perfectly "turned out" for
the fashion minded scholar!



3.98

Sizes 7-14

Sizes 4-6x **2.98**

Advertised
in LIFE
August 9th.
First showing
at Penney's NOW!

Pick plaids for school, young lady,—all of these vividly colored cotton charmers are styled for pert flattery! Pick these plaids from Penney's, Mom—they're child's play to care for in famous Dan River Wrinkl-shed cotton. Cotton that washes with ease, dries in a breeze; takes only the touch of an iron to make it smart and new-looking again! Pick several for a back-to-school wardrobe—they're priced to please at a mere 3.98 and 2.98!

FASHION BALCONY

New, well-schooled fabric
for back-to-schoolers!

**"LUCINA"
FINISH
COTTONS**

5.90

These back-to-school cotton dresses from Penney's get the treatment ... a new finish called "Lucina" that makes every one an outstanding beauty. The new fall colors are clear, the fabric so crisp, the styling superlative. Practical, too - this new finish makes these dresses crease resistant and wonderfully washable! Mercerized, combed cotton. Sizes 7-14.

PENNEY'S FASHION BALCONY



RUBBER SOLE SADDLE OXFORDS

4.49

Sizes 8 1/2-12

4.98

Sizes 12 1/2-3



In an exciting color combination! Sturdy Goodyear welt construction, Sanitized for comfort. Sizes 8 1/2-3 widths B-C-D.

Penney's Main Floor Shoe Department