

Burelson's

POPULAR PRICE STORE

Present For Three Days a
PREVIEW OF THE

FALL MODE

Combined With a Store-Wide Selling Event

We cordially invite you to inspect our elaborate showing of Fall Apparel... The largest selection of women's wear we have ever been able to offer our Southern Oregon and Northern California patrons. This is also the first Fall Opening to be celebrated in our attractive new store in the Medford Building on North Central Avenue. Special values are listed for Thursday.. Friday.. Saturday.

Smart New COATS

Everything about these coats is important. Their necklines are new, their furs are softly luxurious and their fabrics have the name of a famous maker. Then too, the prices are important because they're exceptionally low for such quality. New fall colors, brown, black, green, navy and tweed mixtures. Priced at

\$19.75 to \$69.50

MAIN FLOOR STORE

We win the young set's approval with these

KNITS

Wait until you see the styles, zipper, pull-on blouses, one, two and three-piece dresses. You'll want a whole school wardrobe of these knits because they have a college-girl air. Priced from

\$4.95

to **\$18.50**

MAIN FLOOR STORE

Smart Dresses

Black is so much smarter with a little touch of white. There is a white wave sweeping over this season of black, and you can't resist it for the youthfulness it adds to dark sophistication. Our cape collar frocks of crepe, our jacket suits of Cereal crepe and Alpaca will be an important addition to your wardrobe. Lovely frocks in brown with white, in Pinewood, Green, Gray, Rust, Nocturne blue. Priced from

\$15.00

to **\$29.75**

MAIN FLOOR STORE

Velvet Dresses

Velvet leads evening fashions. As a matter of fact, the new velvets are both uncrushable and water repellant and you can wear them with perfect safety. Many new styles just unpacked.

Priced from

\$15.00

to **\$29.75**

MAIN FLOOR STORE

Daytime FROCKS

When you choose your daytime frocks select wool. We have such a variety of delectable fashion morsels of metal shot woollens trimmed in metal, or satin selections on your fussy frock. A new group of wool crepes too. Priced from

\$6.95

to **\$22.50**

MAIN FLOOR STORE



Alterations

—quickly and accurately made right in our own alteration department. Every garment must please before it leaves our store.

"Jody" Costume Slips

Mode art silk lingerie costume slips. Bias cut silk crepe, tea rose, flesh, white. Sizes 32 to 44. Price

\$1.98

MAIN FLOOR STORE

Payne Satin Bias Cut Slips

Tea rose, pink, white. Sizes 32 to 44.

\$1.79

MAIN FLOOR STORE

Pure Dye Satin Slips

Bias cut, tea rose, white. Sizes 32 to 46. Main floor store.

\$2.95

Bon Ton Corselettes and Girdles

Whether or not you look your years depends to an astonishing degree upon your selection of the proper foundation garment. Don't choose just another corset but join the ranks of the world's best dressed women who know it is smart to wear Bon Ton.

Be correctly fitted by our Corsetiers. Bon Ton garments

\$1.98 to \$10.

MAIN FLOOR STORE

Gotham Gold Stripe Hosiery Is Now Ringless!

Think what a joy that is to you smart women who have always revelled in the beauty of this famous stocking. You are now guaranteed clear and flawless Gotham Gold Stripe quality absolutely ringless. New colors. One pair

\$1.00

3 pair for **\$2.85**

MAIN FLOOR STORE

Swagger Suits

Who can go through Fall without a new fall Swagger Suit? Not you, because you want to be smartly dressed this season, and the new fall swaggers are so new that last year's just won't do. Fur-trimmed and un-trimmed suits in exciting new woollens. Priced from

\$16.95

to **\$39.75**

MAIN FLOOR STORE

Short Jacket SUITS

Fashioned in Hollywood. Bolster rever fur collars. Fitted backs, silk lined. Black, brown, tweed and wool crepe. Priced at

\$19.75

MAIN FLOOR STORE

You needn't pay a fortune for a Lapin Fur Jacket, or coat

Lapin Fur Jackets

Brown and black. In three fall styles. Sizes 14 to 40. Priced at

\$24.75

MAIN FLOOR STORE

Lapin Trotteur

A smart new fall coat in black or brown. Priced at

\$45.00

MAIN FLOOR STORE

SATIN DRESSES

You need at least one satin dress, and these are the season's smartest. Black and brown. Sizes 14 to 44. Half sizes, 16½ to 26½. Priced from

\$15.00

to **\$29.75**

MAIN FLOOR STORE

SILK SUITS

They suit the occasion. Satin with crepe and light weight woolls. New fall colors. Half sizes 16½ to 26½. Regular sizes 14 to 46. Priced from

\$9.85

to **\$29.75**

MAIN FLOOR STORE

DOWN STAIRS STORE



HATS

There are so many fascinating new millinery styles for fall—Tricornes, bicorne, berets large and small, coolie shapes and some with larger brims. Felt, velvet, suede cloth, feathers, galore, metal buckles and silk tassels.

Felt Hats

A special line of smart felts in new fall colors and styles.

\$1.49

Fall Softies

Your knit suit or wool dress will be complete with a softie from Burelson's downstairs store.

39c and up

Better Hats

Felts and velvets in the very newest shapes and colors such as Jungle green, blue, rust, black.

\$2.95 and up

Swagger Suits and Sport Coats

Silk lined and Inter-lined. All wool tweed mixtures. Special values.

\$9.85

DOWNSTAIRS STORE

Dresses

Wool dresses, silk dresses in fall styles. Special purchase for our downstairs store. Special values.

\$4.88

Silk Dresses

Jacket dresses and one-piece new styles. Also dark silk prints. New fall styles, sizes 14 to 44.

\$5.95

Silk Dresses

Special purchases of 50 new fall dresses. Black, brown, navy, green, rust. Sizes 14 to 20. Sale price

\$3.75

Wash Dresses

New fall prints, new styles and new colors. Sizes 14 to 50. Special values.

\$1.95

Rayon Print Dresses

Long sleeved dresses in new fall styles. Special values.

\$2.95

Gotham Gold Stripe Silk Hosiery

Service and chiffon in fall colors. Sizes 8½ to 10½. Special value, pair

94c

Two pair for **\$1.75**

Knee Action Silk Hosiery

New Fall Colors. Sizes 8½ to 10½

69c

Three pair for **\$2.00**

Silk Hosiery

Chiffon and service weight hose in fall colors. 8½ to 10½. Pair

49c

- Tu-Way Stretch Girdles.....99c
- Brassiere Top Tu-Way Stretch.....\$1.99
- Rayon Taffeta Slips, bias cut.....95c
- Rayon Taffeta Slips, white and tea rose.....79c
- Wool Sweaters, fall colors.....\$1.00
- Wool Skirts, fall colors.....\$1.98
- Brassieres, silk and lace.....25c
- Rayon Panties.....29c
- Rayon Hosiery, sizes 8½ to 10½.....39c

DOWN STAIRS STORE

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Medford Bldg. - Between Main and Sixth on Central - Phone 28