

'52 Softer, Natural Look Teen Styles Will Enhance Every Pretty Young Miss

Texture is the fashion key to new Fall fabrics. This season it is softer, more luxurious with fur mixed right in with the fabric, in many instances, to lend an even greater degree of softness.

Also exciting, in the Fall fabric picture, are the brushed and furry surfaces of fabrics intended for coats, the cottons that look like everything but cotton and the rich, creamy feel of dressy fabrics like silks and many of the new synthetics.

With the addition of fur fibres, curly surfaced woolens achieve a distinctive luster and an even closer resemblance to Persian lamb. Woolens, designed for suits and the jerseys, so popular for dresses, offer a more downy feel than ever with fur included in their weaves. While fur, like weasel, mink or muskrat, used generously over new furry and long hair coat woolens, lends an all-over sprinkling of shining elegance to the fabric surface.

Tweeds, always a Fall fabric favorite, have lost their rough and rugged outlook. This season they're spongy and gentle, often with a hand-made look. Small, all-over effects and striking dimensional patterns do much to make tweeds more outstanding. And, in many instances, woven in fur heightens tweed's softened expression of luxury.

Cotton, as of this Fall, holds the possibility of becoming a versatile year 'round fabric. For now it is offered with the very same appearance and similar drape of wool suitings, complete to the darker colors, stripes and checks.

Many of the new corduroys employed tweed designs that again lend versatility to the use of cotton. Denim, once a specialty "down on the farm," now appears as a smart winter fabric in plaids, checks and even tweed effects.

Fabrics, designed to dress-up occasions, are lavish to the look as well as the hand, this Fall. Many have three-dimensional

appearances, elegant raised surfaces, shiny and dull contrasts within the same fabric or plush quilted and embroidered effects.

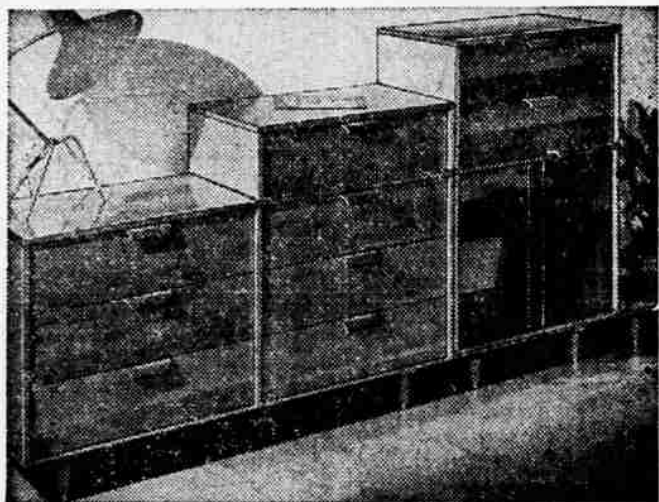
Crepes, for afternoon frocks, attain an easy-to-drape manner. Chiffons and georgettes, magnificent with pleats, are ready to float through a Fall and Winter's evening.

WASH 'EM HOME

A houseful of kiddies means a houseful of pretty little housecoats and robes to keep clean. Cotton quilted, chenille, and terry cloth robes can go in the washing machine; so can corduroys if grouped according to colors. Even wool flannel robes can be safely washed if squeezed through luke-warm soapsuds and rinsed by hand. Rayon crepe and quilted robes can be washed like fine lingerie in cool soapsuds. Press lightly with a low-heat iron while damp.

ON OR OFF

Excitingly new, for Fall, are the cloth coats designed with dramatically large, long hair fur cuffs that can be removed at will, from the sleeves, and used as single or double muffs.



GILLCRAFT OF LOS ANGELES, features their new "Forecaster" coordinated grouping. It gives versatility and functionalism through add-on units. Made of solid birch, in natural or cordovan finish, the group has three, different-sized benches which serve as bases for various-sized chests.

Wider Use of Metal Stressed in Autumn Furniture Stylings

The growing importance of metal in furniture and furnishings accessories is perhaps the biggest news from out of the new-for-Fall showings.

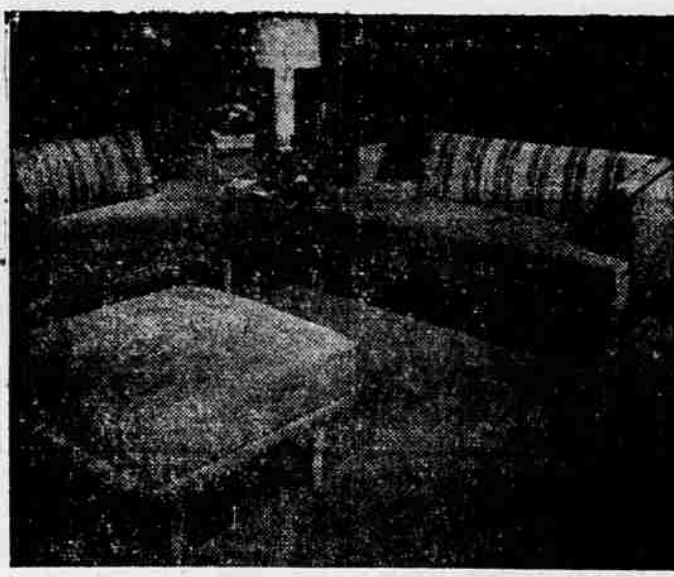
Metal is used with distinction and fair grace on prestige cases... as stretchers on tables... as ornamentation on contemporary pieces, and serves to highlight traditional wood furniture.

Black steel rods, polished brass, brass-plated steel, and silver-plated wrought iron are tops in the novelty metals seen in the newest furniture showing.

In olden days, the master furniture craftsman was a hand carver, now the furniture industry turns to the blacksmith and silversmith for new inspiration.

At the present time, made-with-metal pieces are generally shown in the ultra-quality lines, but the swing to more metal in more furniture will come about as more and more of these pieces are shown and seen.

In the same high fashion mood for metal, come the metal-based



SMART AND VERSATILE is this off-balance sofa (in rights and lefts) which offers many possibilities for interesting arrangements. Each unit is 60" overall—has foam rubber construction. Designed by Edmond J. Spence for the Valentine Seaver company.

'At Home' Wear Glamorous In Fall Lounging Fashions

Definite outgrowth of the stay-at-home trend, thanks to the ever-growing popularity of television—viewing—is the importance of the new 'at-home' fashions.

Important too, in the new lounge fashions is the distinct division of wearables for at-home relaxing or entertaining—into either dresses or trousers.

Sweeping hostess gowns have elegant lines and are designed with a ballroom-like air in off-the-shoulder styling, bouffant or dinner-gown slim skirts, low décolletages, and are pointed up with velvet trims.

Leisure pajama sets highlight either full-flowing trousers with narrow cuffs, abbreviated tops, or easy-line dusters.

Tops in the trouser mood are the treader pants—sleek-fitting over the thighs and ending neatly, tightly just below the knee. In velveteen, corduroy, broadcloths, satins and others, they combine elegantly with printed quilted short tops, brief boleros and lounging jackets.

Dark and jewel-tone colors are expected to be the top favorites.

Tailored, man-style pajamas, in heavy rayon crepes in high colors, are styled with quilted jackets for those who wish to view TV and be comfortable with a relaxed feeling.

Quilted cottons in provincial prints, trimmed with velvet, swirl prettily on short coats for at-home wear.

Quilted rayon satin in oriental lamps—combined with ceramic or rough textured woods and fabrics—metal-legged tea carts; hardware trims; ornamental wall decorations; tall-stand ashtrays; table decorations and serving pieces, and in many other home decorating accessories.

The sleek, sophisticated mood of metal is the perfect matchmate for modern and contemporary pieces; serves as a distinguished foil for high color and light woods; the newest expression of living today!

NEW FURNITURE...

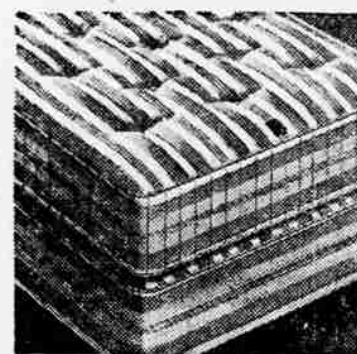
Purchased At July Markets, Is Arriving Daily-New Stocks Are Here For Medford's

Wednesday
Thursday - Friday
and Saturday



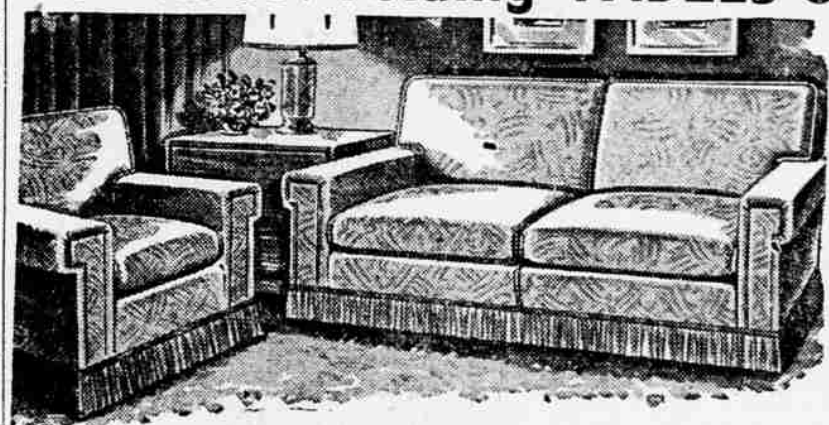
BIGELOW
RUGS and CARPETS

BERKLOCK
Reclining
CHAIRS



Simmons Mattresses
and Box Springs
Simmons Hide-A-Beds
ZENITH RADIOS

SAMSON Folding TABLES & CHAIRS



Kroehler
LIVING
ROOM
Furniture

Rembrandt LAMPS
Lane CEDAR CHESTS

WHIRLPOOL Automatic
Washers and Dryers

New Things For Baby
STORKLINE BABY CRIBS

Thayer
HIGH
CHAIRS
and
Carriages
•
FOLDA
ROLA STROLLERS



EASY TERMS

Buy the Easy
Gates Way
Just Add Your Purchase
To Your Account



furniture DON'T MISS THE
Medford • Grants Pass • Ashland 4-H FAIR
THIS WEEK

OPEN TONIGHT
UNTIL 9 O'CLOCK FOR YOUR
SHOPPING CONVENIENCE

Casserole \$2.95

ENJOY
CONTINENTAL
COOKERY
WITH
IMPORTED

Descoware*
CAST IRON—PORCELAINIZED

"THE WORLD'S
MOST BEAUTIFUL COOKWARE"

You Both Cook and
Serve in Descoware!

You'll love the Continental flair of
Descoware's bright provincial design
and Cherry flame-red color—the Continental
flavor blending it gives to your cooking!
You'll thrill to the glamour it gives your
table—and the way it keeps foods hot!
For lifetime pleasure in cooking and
serving—Descoware—is so beautiful,
so practical!
"EASY TO WASH AS A CHINA PLATE!"

Saucepan \$2.95

Skillit \$4.95

Start your set
from this
complete collection:

Skillits • Saucepans • Round Casseroles
Oval Casseroles • Individual Casseroles
Fish Dishes • Round French Ovens
Oval French Ovens • Oval Au Gratin
Compartment Casseroles • Deep Fat Fryers
Round Deep Baking Dishes • Oven Roast Pans
Shirred Egg Dishes

REG. U.S. PAT. OFF.

ACME **irha**
HARDWARE CO.
SPECIALISTS IN HOMEWARES!
3 WEST 6th STREET PHONE 2-5201



Presenting

Adele Simpson
de Michel
Greta Plattrey
Wilson Suedes
Adlon
Courtshire
Vivian Baker
Nardis of Dallas
Junior House
Copeland
Joan Marie

fall
fashion
time

