



MIRACLE COTTON — Foulard prints make attractive sport shirts for both men and women this fall. This couple choose theirs in a carefully tailored "miracle" cotton that requires little or no ironing. She wears hers open at the neck and fashionably filled in with ropes of beads. By Van Heusen.

Three Lengths Are Available in Coats

How do you like your top coat—short, medium or long? You can have all three and be well-dressed for all occasions. The fingertip-length coat is still tremendously popular and gives lots of use for knock-about. They fit well over bulky knit sweaters when there's a real chill! Among the best are the wool meltons and the tweeds.

And for extra warmth, you might like one with a bulky knit shawl collar that lies flat or pops up at command to comfort the neck.

The ideal medium length coat is the camel—color all-wool knee-length. American warmer that will be seen everywhere this fall. Double-breasted, with straight back, and sometimes sporting a ticket pocket, it looks sporty for campus wear, jaunty with a suit.

The polo coat is good fashion this fall and represents the longer length coat, along with the tweedy balmacaans. In camel-color, the belted polo coat is a middle-of-the-road sort of coat; not so sporty as the tweedy balmacaan, which is, of course, very right for campus casual wear, and not so snappy as the trim Chesterfield, which is used strictly for dress-up.

SHADES OF THE '20s

Come football weather, and many young men will be making their trek to the stadium in the double-breasted "polo coat" which, with its two-piece belt in back strikes a nostalgic note, reminiscent of the 1920's.

Among the many "good pickings" in sportswear are floral printed separates, in a garden of gala colors.

"The bolder the better" is the motto for new fall plaids.



TWEED WOOL — Medallion tweed wool coat emphasizes fashion's trend to interesting fabric textures, has unpressed box-pleating, tabs for back interest. By Don Loper. Wool Bureau photo.

Men's Overcoats Shorter; Better For Motoring

Men's topcoats and overcoats are definitely shorter in length this fall, thus combining style and practicality for highly satisfying results.

The new coats lose none of their warmth because of their shorter length, and are more perfect garments for either walking or motoring.

Among the new models are those with the popular "split-raglan" construction. These appear to have set-in sleeves at the front but when viewed from the back, they have the easy fitting raglan shoulder.

Dressy Models

Dressy models patterned after the "American Ambassador" suit style are available while the traditional big shaped balmacaans, the semi-fitted chesterfields and the roomy box coats use lighter-weight but very warm fabrics in new colors and new weaves.

The double-breasted coat shows signs of returning in the form of a short length British Warm model. These coats are patterned after the officer's military model but come in many shades and cloths.

Fall topcoat tweeds show a flat surface—no longer rough or nubby. Lightweight wool hopsacking is favored for early autumn. The muted plaid Saxony covert topcoat, both single-breasted and raglan shouldered, will be chosen by many businessmen.

Big red satchels, in knits and simulated leathers, are a popular accessory for the college girl.

Fresh white collars and other white neckwear provide pretty fill-ins for fall's open necklines.

Low-button cardigans with deep V openings via with pullovers as popular sweater choices for young boys.



Take it easy on moving day . . .

... let experts do ALL the work—quickly, safely, efficiently and economically. It takes thorough training, experience and specialized equipment to do the job right. That's why it pays to call Davis. We'll move everything with care — and save you time and money, too!

CALL DAVIS . . . for the move of your life!

DAVIS

TRANSFER AND STORAGE CO.
Crating & Packing

• Medford—139 South Fir • Phone SP 2-6273
• Ashland—240 4th St. • Phone MU 2-8552

BEKINS AGENT FOR MEDFORD AND ASHLAND

Continental Designs Feature Men's Sportswear This Fall

Men's sportswear really looks like sportswear this fall. New models in sports jackets, new fabrics of bolder design, trimmer, more comfortable slacks and outerwear garments patterned after the best American and Continental designs are the key features of the garments slated for new season leisure wear.

Sports jackets for Fall 1958 are seen more and more frequently with "action backs" which allow complete freedom of movement.

Fur's Luxury Is Apparent in Fall Fashion Favorites

Fur's greatest appeal, its air of luxury, is more apparent than ever this fall. Silhouettes are going modern, following fashion's favorites, and pelts are truly handled like cloth.

This closer-than-ever relationship between styles in fur and fabric tends to point up the elegance and beauty of fur. When "Why fur?" is the question, "For luxury and loveliness is the answer, or so furriers are going all out to prove, in an effort that seems, on the basis of this fall's fashion-wise furs, highly effective.

Like all current fashions, new furs make their silhouette stand out and vary. The choice includes the low- or high-waisted slim chemise, the trapeze for youthful fullness, and the bulky look coat with top width tapered to the hem, in many pretty adaptations.

Relaxed Look

Shirring, paneling, softening of shoulder and back lines all contribute to the relaxed look.

Furs as well as silhouettes are varied. There are such favorites as mink, seal, Persian lamb, broadtail, chinchilla and beaver. Stone marten and fisher are making a comeback, while sable and fox are gaining new popularity. Otter, racoon, squirrel, spotted furs and even monkey fur get a place in the fall fashion limelight.

Extending the variety theme further are the neckline treatments, which range from bare and collarless (fine for the addition of a fur scarf or that newly revived favorite, the boa) to the equally important look of the big, big collar.

"Fur on fur" gains fashion strength, in imaginative combinations such as natural opossum on black-dyed Persian lamb or silver fox on black-dyed broadtail, as well as the more expected pairings.

When the "fur on fur" is a collar, the use of the contrasting fur for buttons and Empire or low waistline bands provides a fresh look. Another newsmaker is the use of a second fur for cuffs on a collarless coat.

Short, youthful formals are fall favorites, with baby-doll fullness, windblown panel treatments or balloon shaped skirts to emphasize a leggy look. On the sophisticated side are long-sleeve Directoire dinner dresses, long, slinky sheaths and the bubble silhouette.

Some of the new jackets are made in modern versions of the classic belted Norfolk styles.

Deep vents, roomy pockets in both set-in and patch styles and colorful fancy linings are among the other features of these coats.

Blazers Are Popular

"Blazer" jackets in solid colors as well as in stripes are high up on the list of favorites. Stripes, hopsackings, diagonals, herringbones and some bold checks and plaids lead the new pattern parade.

New slacks are slim and trim without being binding. Self-supporting styles made with one pleat, two pleats or

no pleats at all are as popular as the belted plain front models in the "Ivy" styles. Many of the latter have discarded the familiar back-straps in favor of hip pocket flaps.

Flannels, wool - worsteds, whipcords, subtle stripes and checks, and winterweight washwear fabrics are all available.

Outerwear jackets range from featherweight washable nylons and poplin blends lined with man-made fleeces and pile to great big suedees with self-shearing linings and collars.

The "fur-look" is evident in linings as well as in collar

treatments. Some of the furs are the real thing such as racoon and mouton, while others are of the man-made fibers.

Car Coats Favored

Warm double-breasted models and longer lengths in finger-tip and "clicker" jackets figure to be big items. Suburban and car coats are more popular than ever and regular buttons are used more frequently than the old toggle and loop closures.

Water-repellent hooded parka-style jackets are ready for the outdoorsman and some of the coats with the new knit collars have sailor-like knitted toques to match.

'Higher' Style Seen in Tot's Wear

Little brother going off to school for his first or second term goes off in "higher" style than in the past!

After several years of strict Ivy tailoring, boys' wear manufacturers are keynoting the brighter colors and more varied styling for the cookie 'n' milk set.

In outerwear, this means boldly-striped nylon fleeces jackets or dark coats with brilliant linings.

Bold stripes, bright colored tweeds and a variety of prints are presented to liven dark Ivy stripes and conservative

tweeds. Iridescent fabrics accent color. Reds, bright blues, gay paisley prints and other bold notes are being featured.

At the top of the list for newness in male fashions this fall is the sweater that's as big, as bulky, and as woolly as you can get it. Warm as a pot-bellied stove on even the coldest days are the full-button bulky knit wool cardigans that button right up to the neck. And a sweater that will keep even your ears warm, is styled with a big shawl collar that snaps up to hug the neck.



KNIT TEXTURE—Liked for its lacy knit texture and long straight lines is cardigan of alpaca yarn, in many fashion colors. Sweater and shirt by Hadley.

Western Auto
The Family Store

HARVEST of Values

Drastic Price Cuts From Every Dept.

SELECT NOW AND SAVE MORE!

All Prices Good Thru Saturday, August 23

CHECK THESE BUYS!

FURNITURE	Fishing and Boating	Lawn and Garden	Automotive Values
Occasional Chair. Upholstered in attractive frieze. Reg. 14.95 9.88	Powermatic "15" Outboard 2GC6050. Reg. 348.50 289.50	10-Yr. Nylon-Plastic Hose. 50 ft. 2X1750. Reg. 5.89 4.19	Wizard Hi-Speed Truck Tire. 6.70x15. Reg. 42.45 Outright 26.75
Polyfoam Mattress Pads. 4/6 size. Reg. 3.95 2.88	Powermatic "5 1/2" Outboard. 2GC6000. Reg. 217.50 199.50	Vertical-Grip Grass Shears. X1570. Reg. 1.25 88¢	Plastic Bug Screen. 52" long. C1410. Reg. 2.45 1.79
7-pc. Dinette Sets. 2 only. Fawn ash & cherry wood. Reg. 99.95 79.88	"Red River" Casting Reel. V7345. Reg. 5.75 4.19	Folding 5-Leaf Trellis. 6 ft. X1300. Reg. 1.29 79¢	Universal License Frame. With light. C2882. Reg. 2.95 2.29
2-piece Bedroom Set. Bookcase headboard, blond finish. Reg. 110.00 89.88	Revelation Casting Rod. V7002. Reg. 7.45 5.29	3-Piece Garden Tool Set. X1424.5.6. Reg. 84¢ 49¢	Visor Vanity Mirror. C1825. Reg. 45¢ 29¢
Bed Pillows. Chicken feather. Reg. 1.29 98¢	Imperial Whirlaway Rod & Reel. V1583. Reg. 21.95 15.75	Picket Fence. 3' painted sections. X1306. Reg. 38¢ 4 for 98¢	Oil, Wearwell. 2 gal. can. 2W1510-18. Reg. 2.10 1.69
3-pc. Sectional Davenport. Makes up 5 different ways. Upholstered in frieze, large ottoman table. Reg. 299.95 259.88	Tackle Box. Single tray, seamless. V9587. Reg. 1.69 1.19	Hose Hanger. All steel. X1191. Reg. 67¢ 39¢	
Bed Spread. Full size chenille in lovely colors. Now only 3.99	Playground	Hand & Power Tools	Patio and Picnic
	Two-Player Badminton Set. 7GC1952. Reg. 5.10 3.19	6 Ft. Steel Tape. D case. 4H6533. Reg. 69¢ 44¢	1/2-Gal. Glass-Lined Picnic Jug. 7G6232. Reg. 2.10 1.44
	Gym Set. 14 play with slide. 2E3220. Reg. 49.95 38.88	Hammer Set. 3 pieces 4H5320. Reg. 1.05 77¢	Alum. Chaise Lounge. 2 folding chairs. Reg. 38.95 29.88
	Tennis Racket. Wilson Triumph. 7G1812. Reg. 4.10 2.69	Portable Elec. Jig Saw. With table. 5H1430/31. Reg. 38.95 29.95	Barbecue Tool Set. 3 pieces. 7G5510. Reg. 3.39 2.59
	Croquet Set. 6 ball complete. 7G1977. Reg. 9.95 6.49	1/4 hp Westinghouse Elec. Motor. 2H1600. Reg. 16.50 12.45	Picnic Jug. 1 gal. with spout. 7G5236. Reg. 4.45 2.98
		Hacksaw. Complete with 8" blade. 4H4154. Reg. 1.00 69¢	Barbecue Wagon Grille. 7G5472. Reg. 11.45 5.59

7" Pinking Shears. Look!
Reg. \$1.89
Easily cuts several thicknesses! Precision-ground. K9040 **1.00**

Self-Wringer Sponge Mop
Reg. 1.89
You don't stoop, never touch dirty water. Refills. K9130 **1.19**

Century Cast Iron Skillet
Reg. 1.55
Best cooks prefer 'em for old-fashioned flavor! K9021 • Gay Quilted Oven Mitt.....22¢ **98¢**

WIZARD 15' FREEZER

Luxury item? Not at this price! And you get: Wonderwall design, eliminating "sweating," fresh, modern styling; calibrated cold control zero to 20 below; basket, divider. 2JC1815

SAVE \$90

249.95

10.00 Down 3.00 Weekly

28-qt. J'mbo Wastebasket
Reg. 1.45
All-steel construction, non-tip bottom design. Warm red enamel finish. K9112 **88¢**

Federal 3-Pc. Sauce Pan
Reg. 1.98
Smart Vogue pattern, white enamel, red trim! K9200 **98¢**

Stone-Brick Home Broom
Reg. 2.29
100% uses! Garage, walks, basement, etc. Tough! K9120 1.49 House Broom K9114 98¢ **1.29**

Big 12' Wizard Refrigerator

National List 289.95 **199.95** with old refrig.

5.00 Down, 2.50 Weekly

Pay your kitchen a Wizard compliment! Fit it out with this bank-vault of food with the built-in look! • child-safe door with 7 separate storage compartments • full width 52 1/2-lb. freezer • full-width 22-qt. crisper • full-width 13.7-lb. meat chiller tray • 2 ice trays • full year's guarantee on refrigerator! 2JC1801

Western Auto

101 South Riverside Medford, Oregon

Open Every Monday Until 9 p.m.

FREE Check Your Own Radio or TV Tubes on Our Quick-Check Tube Tester. Tubes Guaranteed One Year. **FREE**

Satisfaction Guaranteed OR Your Money Back

Phone SP 2-6217