



SPORTS SHIRT—A hit with him is this unusually styled all-wool flannel sports shirt. Your favorite man will be more than delighted with this gift shirt that he can wear tucked in or left out.

Pagan Sun Festival Becomes Christmas

It is common knowledge that the true date of Christ's birth has not yet been determined . . . but have you wondered why the 25th of December was selected to celebrate Christ's birth?

For a long time the 6th of January was celebrated as the day of the Nativity, and was not changed to the earlier date until about 375 AD. According to the Roman Julian calendar, the 25th of December was reckoned the winter solstice, and the birthday of the sun!

This was the day that the light lengthened, and the powers of the sun once again grew strong.

It was a symbolic promise that once against the heat of the sun would make the grass grow, the cattle thrive, and all crops flourish.

The Christian church felt that by turning the 25th of December sun festival into a Holy Day, they could convert many non-believers from their worship of the sun to Him who is called the "Son of Righteousness."



'EVERGLAZE' — How very festive she looks in her white dress of "Everglaze" cotton damask. The tiny waistline above the bouffant skirt is accented with a cummerbund-sash of silver and gold "Everglaze" cotton satin.

Planning Saves Fuss At Christmas Time

The "fuss" of Christmas is very little "bother" if a person plans and begins to carry out those plans well in advance of Dec. 25.

To help get started right—here's a general check list:

- 1) Make Christmas gift list: Check on sizes, addresses, mailing deadlines.
- 2) Make card list: Check addresses.
- 3) Plan holiday entertaining: Guest lists, food, entertainment (if any).
- 4) Plan decorations: Check left-over items and note what must be replaced or added.
- 5) Buy gifts: File receipts in case of exchange. Buy cards (order ahead if to be imprinted). Buy decorations. Buy fancy and mailing wrappings, ribbon, twine, stickers, labels. Buy postage stamps for cards.
- 6) Wrap gifts for mailing. Address cards for out-of-town mailing. Take both to post office.
- 7) Wrap and deliver fancy gifts. Address and mail in-town cards. Address and mail any invitations to holiday parties.
- 8) Prepare home: Clean decorate, do baking, buy food.
- 9) Relax! Get manicure, hair done, and clothes in order.
- 10) Last minute meal preparation. Enjoy this holiday more than any before!

For outdoor decorations that require paper or material . . . it would be wise to substitute oil cloth. It will resist rain and snow.

GET A HEAD START ON - CHRISTMAS!

START SAVING NOW FOR GIFTS YOU'LL WANT IN DECEMBER.



SHOP AT ALL THESE FINE STORES AND SERVICE STATIONS AND FILL YOUR BOOKS SO MUCH FASTER FOR THOSE EXTRA GIFTS OF FAMOUS BRAND PRODUCTS FOR YOUR HOME, HOBBY OR SPORTS.

MEDFORD, OREGON

Groceries

- Adkins West Side Market, Rt. 2
- Corner Grocery, 2211 Table Rock Rd.
- Court Street Grocery, 940 N. Central
- Ellis Market, 820 Crater Lake Ave.
- Grandview Market, 2330 Crater Lake Ave.
- Gilman's Dairy Farm Inc., 482 Beall Lane
- Marie's Market, 2797 Merriman Road
- Manning Market, 5010 Crater Lake Hiway
- Oak Grove Store, 2809 Jacksonville Hwy.
- Highland Market, 458 S. Highland
- Piggly Wiggly Store, Stewart and King
- Rose Grocery, 201 W. Jackson
- Norton Food Market, 4223 South Pacific Hiway
- M & M Market, Griffin Creek Road
- West Main Market, 1803 W. Main
- Whitlow Grocery, 2475 Stewart Avenue

Drugs

- Cash Davis Pharmacy, 135 W. Main
- Wainscott's Pharmacy, 400 E. Main
- Central Rexall Drug

Cleaners, Dyers & Laundries

- Big Y Cleaners, 1928 Table Rock Road
- Cleaning Bar Laundry, 511 S. Riverside
- Crystal White Laundry, 811 N. Central and 108 E. Main
- Modern Cleaners, 211 W. Main

Apparel Shops

- Barker's, 206 E. Main Street
- Pick's Apparel, 112 E. Main
- Pick's Shoes, 102 E. Main Street

Furniture, Hardware, Appliances, Radio, & Sporting Goods

- Davenport Appliance Shop, 405 N. Central
- Floyd Hibbards Hardware, 310 E. Main
- Flynn Electric Supply Co., 131 W. Main
- Voight's Medford Office Equipment, 41 S. Grape
- Music Mart, 111 W. Main Street
- Rogue Sportsman, 1080 S. Riverside
- Siskiyou Hardware, 225 W. Main
- Stark's Vacuum Sales and Service, 1109 N. Riverside
- Rogue Furniture, 2101 W. Main

Florists & Greenhouses

- Rogue Valley Greenhouses, 625 Franquette
- Soran and White, Feed and Seed, 17 West 4th Street
- Walden Floral, 848 McAndrews Road

Jewelry

- Andy's Jewelry, 15 N. Central

Paint, Wallpaper & Roofing

- Ekerson Paint & Roofing Store, 619 E. Jackson Blvd.
- Frake & Smith, Paint, 315 E. Main
- Medford Paint & Wallpaper Co., 6th & Holly

Auto Court & Trailer Service

- Barnes Trailer Rental, 618 W. Main

Garages

- DeLeigh Motors, 134 S. Riverside
- Hawkins Nite Garage, 616 S. Riverside
- Medford Tire Service, 123 South Riverside

Oil Companies

- Frisbee & Renner, Motor Fuel and Oil, 103 McAndrews Road
- Medford Fuel Company, 265 East McAndrews
- Olympic Petroleum & Equipment, 1050 S. Riverside

Service Stations

- Barnes Shell Service, 618 W. Main
- Big Y Signal Service, 2054 N. Pacific Hwy
- Bud's Eastside Texaco Service, 529 E. Main
- Chuck Risse's Central Service, 9th and Central
- Dessert Service, 6779 Crater Lake Highway
- Ed Ross Mobil Service, 11th & Central
- Hobbs Texaco Service, 1816 W. Main
- Hal's Flying "A", 836 Crater Lake Hwy.
- Jim Clark's Signal Service, 6th and Grape Sts.
- Hopkins Richfield Service, 1175 Court
- Jim's Signal Service, 3000 Crater Lake Hwy.
- Kennedy's Union Service, 1251 S. Riverside
- Larrn's Service, 3628 South Pacific Hiway
- N. Riverside Union Service, 201 N. Riverside
- Linden Park Service, McAndrews & Jackson
- 99 Chevron Station, 816 N. Riverside
- Medford Truck Terminal, 1050 South Riverside
- Pruitt's Mobil Station, W. Main and Ivy
- Read's Mobile Service, 700 Stewart
- Roethlers Shell Service, 6th and Front
- Sandys, 1504 N. Riverside
- Singlers Mobil Service, Central & Jackson
- Staats Associated Service, 602 S. Riverside
- Central Richfield, 9th and Central

Miscellaneous

- Anders Photo Shop, 232 E. Main Street
- Barnes House Trailer Sales, 618 W. Main St.
- Burks Tent and Awning, 314 E. Main Street
- DeLeigh Motors, 134 S. Riverside
- Desert Sporting Goods, Crater Lake Hiway
- Franklin Van and Storage, 340 North Fir Street
- Goff Bros. Well Drillers, 225 W. Main Street
- Moore's Outdoor Store, 816 S. Riverside
- Music Mart, 111 West Main Street
- S & W Floor Covering, 709 S. Riverside

ASHLAND, OREGON

- Ashland General Hardware, 90 N. Pioneer & C St.
- Ashland Laundry, 31 Water St.
- B & J Jewelry, 283 E. Main
- Bob's Lunch, 58 E. Main
- Carole Ann Dress Shop, 285 E. Main Street
- Dan's Radio Service, 37 E. Main Street
- Bon Don Bazaar, 1475 Siskiyou Blvd.
- East Side Pharmacy, 264 E. Main Street
- Geo. B. Icenhower (Used Furniture), 389 E. Main
- Frisbee & Renner, Hiway 66 and Clay Street
- Kimball's Union Service, 493 N. Main
- Klamath Junction Service, Hwy. 99
- Knit and Purl Shop, 93 Oak Street
- Laundromat At the Campus
- Lees Mobil Station, 1307 Siskiyou Hiway
- McNair's Toiletries-Variety, 29 N. Main
- Mt. View Camp K. F. Star Rt., 99 Market, 1725 Siskiyou Blvd.
- Oregon Food Store No. 1, 1475 Siskiyou Blvd.
- Plaza Grocery, 59 N. Main
- Plaza Market, (Meat), 57 N. Main
- Signal Tower Station, 340 E. Main
- The Mart, 270 E. Main
- The Rogue Shop, 62 E. Main
- Union Oil Co., fuel oil
- Wardrobe Cleaners, 45 N. Main
- Wick's Furniture Store, 297 E. Main
- Wolff Bros. Chevron Service, 105 N. Main

APPLEGATE, OREGON

- Riverview Market

BUTTE FALLS, ORE.

- Butte Falls Shell Service, Broad and Fir Streets

CENTRAL POINT, ORE.

- Alexanders Hardware, 317 Pine
- Bob Stewart Chevron Service, 411 S. Front
- Central Point Cleaners, 40 W. Pine Street
- Central Point Pharmacy, 236 E. Pine St.
- Glass Grocery & Service Station, Rt. 1
- Krupps Associated Service, 16 N. Pacific
- Midway Shell Service, Rt. 2
- Pine Street Service, 414 Pine St.
- Pine Tree Market, Hiway 99 & Kirtland Rd.
- Table Rock Store, Rt. 2
- Tom Thumb Market, Inc.

DREW, OREGON

- Elk Creek Store

EAGLE POINT, ORE.

- Eagle Market, Front St.
- Eagle Point Hardware
- Hal's Market
- Herb's Garage
- Midway Service, Butte Falls Star Rt.
- Pete's Garage, Medford-Crater Lake Hwy.

GOLD HILL, ORE.

- Cogswell's Market, Hiway 99
- Darnanells Richfield, Rt. 1, Box 162
- Gold Hill Garage, Box 427
- Rasmussen's Garage, Rt. 1, Box 162

JACKSONVILLE, ORE.

- Jacksonville Lumber Co.
- Jacksonville Market
- Legg's Shell Service

MCLEOD, OREGON

- Eastin Rogue Haven

PHOENIX, OREGON

- Clark's Richfield
- Gier Drug Store, 104 South Main Street
- Norton's Food Market, 4223 South Pacific Hiway
- Phoenix Drive In Cleaners, 611 Main
- Phoenix Hardware, 106 First St.
- Reese Marine Center, 200 Main Street
- Steves Flying A, S. Pacific Hiway
- Norton's Lumber Co., End of 5th Street

PROSPECT, OREGON

- Prospect Store
- Dels Richfield Service

RUCH, OREGON

- Sunnyside Grocery, Gas and Groceries

ROGUE RIVER, ORE.

- Chinook Sporting Goods, P. O. Box 517
- Main Building Supply
- M & A Auto Court, P. O. Box 135
- Rogue River Cleaners, Box 305
- Rogue River Feed & Farm Supply, P. O. Box 521
- Shontz Supply Co. (Hdwe.)
- The Hub - Sundries and Remedies
- Weaver's Cash Market
- Schrec's Dept Store

SHADY COVE, ORE.

- Chuck's Service, Box 67
- Cove Drug
- Cove Motors, Box 35
- Cove Variety, Box 67
- Cove Valley Supply, Box 367
- Shady Cove Cleaners
- Treasure Trove (Gifts), Box 46

TALENT, OREGON

- Gailbraith Mobil Service
- Snappy Service, Rt. 1, Box 200
- Talent Chevron Service
- Talent Hardware
- Talent Junction Texaco
- Valley Locker, Groceries

TILLER, OREGON

- Tiller Store
- Young's Chevron Station

TRAIL, OREGON

- Howe's Texaco Service
- Cascade Gorge Store
- Sunset on the Rogue (Motel)
- Groc. and Gas, Star Route

WHITE CITY, OREGON

- Camp White Union Service
- Norton Lumber Co., Crater Lake Hiway

WILLIAMS, OREGON

- Williams General Store

WILMER, OREGON

- Evans Valley Lockers

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221 South Central Ave. Medford, Oregon