



CROSBYS CELEBRATE - Celebrating the birthday of Lindsay Crosby's wife, Barbara, are other members of the Crosby clan. From left are Barbara and husband Lindsay behind her, Sandy and husband Phillip at rear, and Pat with husband Dennis. Gary Crosby and his wife did not attend. (UPI Telephoto)

65 Merchants Take Part in Harvest Festival in City

Some 65 local businessmen and retail merchants are preparing for the "Greater Medford Harvest Festival," the "biggest fall opening ever held in Medford."

The three-day fall promotion will start Thursday, Sept. 22, and continue through Saturday. A similar program is held annually by retail merchants to stimulate and encourage business activity.

Colorful banners and pennants will announce the participation of the various merchants, and special prices, values and services will be offered.

'Mystery Counters'
In addition to the three-day sale, a "mystery counter" will be found in many stores. Articles valued at \$3 will be sold for \$1 in the surprise packages.

Heading the plan are Eugene Orr, chairman of the Retailers' advertising committee, and Jennings Pierce, coordinator of the committee's activities in advertising and promotion.

An original plan of promotion for participating retailers has been disclosed by representatives of the newly-organized Broadcast Media association. The plan, declared a "special contribution" to the Medford merchants, involved uniting television and radio for a two-hour broadcast starting at 10 o'clock this morning.

After the 15-minute program was heard simultaneously on the valley's five radio stations and the television channel, the television station broke away from the other stations. Local broadcasting officials said the "tie-up" was "another first" for Medford.

Throughout the festival the local broadcasters will continue their salutes, interviews and entertainment centered around the fall promotion. Local television will promote the program with a "county fair" theme.

Valley residents will find many bargains in Medford stores during the "Harvest of Values." Many of the items available locally are shown and reviewed in fashion material in this section.

Pictures of new construction throughout the section exemplify expansion of Medford, the shopping center for southern Oregon and northern California.

Shaping, Excitement Noted for Fall Coats

Voting for variety, fall coats to stand on a platform of attractive shaping, fabric distinction and color excitement. Fur trim is a landslide winner.

Among the shapes to choose from, the wide coat is outstanding. Again, there's diversity in the ways width is achieved. Coats with cape backs and straight or shaped fronts and coats with dome backs keynote the wider silhouette. Others have shoulder flanges that create a cape effect, or bell shaping—sometimes belted.

Wrap and tie coats, narrow coats shaped with seaming to princess lines and long-torso coats with slim or dome skirts compete for favor. The fitted coat gets a number of ballots.

The animal kingdom contributes heavily to fashion's campaign for handsome coats. Mink, beaver, fox and spotted furs lead the parade, but virtually every fur gets on the bandwagon, including such novelty furs as hamster.

Fur additions to coats don't stop with collars and cuffs. Hemline fur borders for slim or swirling-skirted coats show a thirties influence. Fur lines many coats, frequently in reversible styles. Nutria is a favorite coat lining.

When it isn't fur, it's the fur look. Deep pile fabrics copy practically every animal, in complete coats as well as trims.

Surface interest, lead by ottoman, maintains its strong position in coat-fabric news. There are nubby, fleecy, ribbed and raised surfaces. Deep velours, fur blends, wool chinchillas look luxurious.

Coat colors vary from light and bright to deepened and darkened. Plum, amethyst, brown, darkened gray and black are standard bearers. Plaids, stripes, checks are important.

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COAT NEWS - Cape shaping is coat news, and so is plaid—here, in amethyst tweed with face-framing collar, double-breasted closing. By William Devitz.

FOR ALL OUTDOORS show up in girls' coats and Pile fabrics, knit details snowsuits.

GREATER MEDFORD HARVEST festival

IVY

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Philodendron Cordatum

Hardy favorite, new shipment - 2 1/4 in. pots

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Just Arrived
Hyalyn Bows
in new colors
for Fall Flower
Arrangements

Hosiery To Accent Wardrobe Colors

Color is the watchword for fall hosiery, ranging in spectrum from deep purple to pale bronze, to accent every costume in the wardrobe. And hosiery gets a further lift from new textures.

Hosiery mills are turning out stockings to blend and complement each ensemble, from glittering lacey effects for the most formal occasions for casual textured hose for culottes and tweeds.

Shades for daytime wear are seen in pale lavender, olive green, blackened browns and pale beiges. For evening

wear there are darker shades of the basic colors plus glittering gold and silver. And for casual wear there will be textures and brown shades with a blackened overtone.

Blue hints through many shades, while the lighter tones are overcast with grays and blacks to give more subtle effects under new fall fashions.

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FUR-LOOK - Young fashionables take the fur-look from day to evening, in this two-tone cropped jacket of pile fabric is a blend of modacrylic fibers containing Eastman Verel.

Burelson's

Downtown Medford THURS. - FRI. and SAT. ONLY!

3 BIG DAYS TO SAVE!

Fall Harvest of Values

All Brand New Fall Merchandise Taken From Our Regular Stock!

<p>Robes and Brunch Coats Regular 11.98 to 13.98 9⁹⁰</p>	<p>Fine Cotton Blouses New Prints and solids Regular 2.49 1⁹⁰</p>	<p>New Fall Handbags New fall styles in a fine plastic leather. Regular 2.98 Values 1⁹⁰ Tax Included</p>	<p>Coats New styles! New colors! New fabrics! Wide size range. One coat is exactly yours! Reg. 39.98 Reg. 49.98 29⁹⁰ 39⁹⁰</p>
<p>Sweaters by Sidney Gould High Fashion Italian Type All New Fall Colors Reg. 14.98 and 16.98 9⁹⁰</p>	<p>Casuals Famous Brand Regular 12.95 7⁹⁰ • Joyce • Glamour Debs • Geppetos • Town & Country • Skeeters Reg. 8.95 to 11.95 Burelson's Shoe Salon</p>	<p>Casuals Can't tell you the name, but you'll recognize them immediately. • Red • Brown • Black 10⁹⁰ Burelson's Shoe Salon</p>	<p>Mannequin Shoes Introductory Offer! Reg. 13.95 and 14.95 11⁹⁰ Burelson's Shoe Salon</p>

Buy Now And Save During These 3 Value Packed Days . . . Use Your Charge Account!

Main and Bartlett Streets Downtown Medford Phone SP 2-6428

GREATER MEDFORD HARVEST festival

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Sets from **3.88 to 42.95**
Choice of patterns

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With hood, elec. motor, Spit & Work Board **\$21⁸⁸**

Yale Combination PADLOCK
\$1.69 VALUE **\$1¹⁹**

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Wonderful Electric Saw
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VOLLRATH stainless steel mixing bowls
6.95 set for **3⁸⁸**

TEA KETTLE
Beautiful MIRROR-Copper-tone **\$2⁸⁸**
Save on this \$3.75, 2 1/2 qt. kettle. Flip-Cap . . . Just right for instant coffee.

Open Friday Night For FESTIVAL Sale

LAY AWAY NOW for CHRISTMAS

OPEN FRIDAY NIGHT SPECIAL!
SAVE OVER \$5 - EZ Mount Curtain Type **FIREPLACE SCREEN**
• Solid Brass Bar
• Installs in Minutes
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• Install it yourself
\$16⁸⁸

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Regular \$39.50 **Special \$34.88**

POWERFUL 3 AMP Sunbeam DRILLMASTER DRILLS
develop up to 1/2 hp., cool-running, with Jacobs Geared Chuck.
1/4" **\$14⁸⁸** 3/8" **\$19⁸⁸**

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6 1/2" blade, 1 1/4 hp. motor. Only **\$44⁸⁸**

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With tungsten carbide abrasive. Only **\$2⁸⁸**

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Saves time, professional finishes. Only **\$31⁸⁸**

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