

BANK BUILDING—Workmen work in a maze of steel bars at the site of the Phoenix branch of the First National Bank of Oregon. The branch will be the fourth in the valley. Other branches are located at Central Point, Medford and Ashland.

Cloches, Toques, Pillboxes Feature Widths, Heights

High and wide hats handsomely complement the easy lines of fall fashions. Cloche shapes stress height, while toques and pillboxes put the accent on width.

All are designed to fit the head at about ear level, leaving plenty of hair-do-protecting space between head and hat lines.

Cloche hats come in a diversity of styles, from simple bubble and stovepipe shapes to squared, tiered and side-draped models. Some have softly manipulated crowns. Toques are rounded, in some cases curving into a dome shape.

Flatter the Face
Brims, narrow to wider, curve upward to reveal and flatter the face. Though cloches may be worn slightly toward the back of the head, the lift of the brims gives a show of forward movement. The brimless toques and pillboxes are designed, in most cases, for a level-on-the-head pose.

Clear, well-defined outlines lead rivaled by tiers, swirls

and pleats to develop a draped effect.

Width and height themes continue in such hat shapes as the basket, bonnet and coolie. In the casual hat category, mannishly tailored styles make an impression. Soft, slouchy cloches have a place here, as do Tyrolean hats with indented crowns, brims turned up in back.

Creating Bulky Look
Bulky look for fall hats is achieved without a heavy-on-the-head feeling. Lightness results from the use of napped materials. Felts imitate an all-feather look. Long-haired beavers, soleils and velours are in evidence, with a new interest in mohair.

Suede-finished fur felts, clipped beavers, soleils and some velours show a sleek, rather than plushy surface.

Fashion-wide interest in fur is reflected in numerous fur and fake-fur hats. Here, long-haired furs such as fox further the bulky look. Man-made copies continue to do a better and better job of looking like real fur.

On the festive side, dressier hats are created of such materials as satin, veiling and velvet, sparkled by brocade. Feathers trim or completely compose hats for afternoon and evening.

Cover the Rainbow
Little hats come into their own for evening, although even little hats are bigger this season. Beret and pixie shapes, and ribbon and veiling combinations are seen among gala hats.

In accordance with general fall fashion trends, hat colors cover the rainbow. Here as everywhere, tones of purple are special news, from pale lilacs to deeper shades. Fall foliage hues — green, gold, red — are in evidence, and blue tones play a part.

Basic shades include always-popular black, a variety of browns, beiges, whites and off-whites and graphite grays.

YOUTH IS THEME
Young look themes new bridal apparel, as designers take note of fact that one third of last year's brides were under 20.

Accentuated Hands Show Fall's Gloves

Because of abbreviated sleeves, the hands are accentuated in this season's fashion portrait. Beautiful gloves have an unequalled opportunity for display, and glove-makers have answered the need admirably.

Short gloves are still in evidence, while new four and five button lengths comfortably cover the wrist, and

eight to eighteen button gloves amply compensate the shortened sleeve.

Many gloves are lined as well, for additional warmth. Miracle fibers or silk insulate slender city gloves without adding bulk. Wool knit linings often reveal stripe, check or paisley patterns as a bonus style feature, and fur linings accompany gloves for both

town and country sportswear. Versatile, lined leathers, warm and washable, tailored or trimmed, come in a kaleidoscope of colors. Knitted wool or fur blend gloves dress up fashions in shaggy town fabrics or tweeds, and travel with country casuals just as easily.

Stretchable gloves are available in every fabric, leather and knit!

Belts Complement Clothing Textures

An active performer in the style story is the belt. Smooth, suede, brushed or lustered leathers complement interesting fall suit and dress textures.

A crushed leather sash belt can soften the line of the tunic, while a cummerbund of crushed leather gives appeal to both a bolero-styled suit

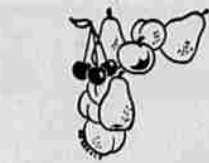
jacket and a simple dress for evening or cocktail wear.

Wide smooth and grained leather belts join knitted separates, and are matched to shoes, gloves and handbag to give an ensemble the custom look. New color selection provides for matching, contrasting or tone-on-tone interest.

COSTUMES PAIRING

New costumes look pairs, hip-length jackets and dresses with bias semi-circular, pleated or straight skirts.

Shock color combinations in prints and solids make a fresh approach to the costume suit with its own blouse or weskit. There's less emphasis on perfect matching and harmonizing.



GREATER MEDFORD

HARVEST festival

WARDS
MONTGOMERY WARD

88th ANNIVERSARY



SALE

Only a few highlights of our sale shown here. Many more terrific home and apparel values not advertised!



simple beauty
BRENTSHIRE'S SLIM WOOL IS MADE FOR ACCESSORIES
12.98

Pure flattery! Brentshire puts costly details into Heller's fine worsted wool jersey... the result: real fashion value. Sage, plum, black; in sizes from 12 to 20.



REG. 49¢ FLANNELETTE IN CHARMING PRINTS, PLAINS

Cuddly-soft cotton for pajamas, robes, nightgowns, crib blankets and coverlettes. Sanforized*, 1% maximum shrinkage. Wide choice of vat-dyed colors. 35" width. **3 Yds. \$1**



SALE! WOMEN'S REGULAR 3.99 LEATHER CASUALS

Foot-flattering Fashion Strides set on easy-walking heels, with cushioned insoles for extra comfort. Choose now—save! Sizes 4 to 9. **3.38**



pleated!
MEN'S FLANNEL SLACKS OF WOOL-DACRON PRICED LOW
8.88

Super value! Generously pleated slacks of 75% virgin wool—25% dacron. Wears 20% longer than all wool. Syl-Mer finished to repel stain. Most popular colors. 29-40.

Harvest Festival of Values!

SPECIAL!

Thurs.-Fri.-Sat. Only!

\$1 OFF

Per Gallon

"Treasure Tones"

Vinyl Latex Mist Interior Paint

In preharmonized colors — dries in 20 minutes — covers in one coat. Buy NOW at \$1.00 off per gallon and save!

LOOK! 2000 Rolls Wallpaper

Your Choice **99¢** Single Roll

MEDFORD PAINT & WALLPAPER CO.

Diagonally Across From the Post Office
6th and Holy Phone SP 2-9321



brushed orlon®
SLIP-ONS AND CARDIGANS
3.49
Each

Orlon® Acrylic, needs no blocking; resists moth! Camel, green, charcoal, blue, red, gold, brown. Sizes 34-42.



SPECIAL PURCHASE! NYLON SLIPS
1.99

This lovely nylon tricot slip has luxury lace at top and bottom. White only. Needs little ironing. Sizes 34-40.



COTTON PLAID FLANNEL SHIRT
99¢

Value-priced! Pre-shrunk cotton flannel in new plaids. Ruggedly made for long wear at school, at play. Machine washable, colors stay bright. Boys' 6-16.

SALE! Men's Chambray Shirts
Cash-savers—budget priced for thrifty wear. Sturdy sanforized 100% cotton. Long tails. Pockets. **99¢**

SALE! Men's Suede Jackets
Special! Warm, water repellent suede leather. Cotton-wool knit trim. Charcoal, rust, tan. 36-46. **11.99**

SPECIAL! Girls' School Dresses
Sizes 3 to 6x, 7 to 14. Dozens of new styles, new colors in wash-bright cottons. Great values! **1.98**

SATISFACTION GUARANTEED or your money back!