

MANN'S SPRING OPENING

Thursday, Friday and Saturday

All the Newest and Best in Spring Fashions Make Their Bow of Welcome to You in Their First Complete Presentation Which Occurs Thursday, Friday and Saturday. We Look Forward to Your Attendance With Real Pleasure.

What are the new fashions like? Will they look well on me? Will they be "terrible expensive?" Aren't these the questions that you want answered NOW? We're pretty sure they are, so we've arranged our Spring Opening to answer every one.

Our new Fashions show the creations of Paris designers at their very best, yet they are tempered with modifications that make them simpler and more truly artistic. We've chosen our models with care and discrimination governed by a knowledge of the likes and dislikes

of our patrons, which have become known to us through our constant efforts to please.

And these new fashions WILL BE becoming to you because we've chosen them especially for you.

Our models are NOT "terrible expensive"—only in a few instances have we been unable to equal or surpass last years values. Just a word of suggestion though. Purchase NOW. Prices will probably be higher later on. And too, by selecting now, you will receive the greatest possible amount of service from your purchases.

Come—Enjoy to the Utmost This Brilliant Display of the New Spring Fashions. Your Attendance Is the Thing We Most Highly Desire—Purchases Are Secondary Considerations. Welcome!

THE NEW COATS ARE UNUSUALLY HANDSOME

Length is a feature of the separate coat, most of them are in seven-eighths, but many in full length. The new barrel effect and Empire or Moyen Age types are best. The more staple coat outlines the upper part of the figure with waistline high, nor or normal, large pockets, large collars, large armholes and regulation coat sleeves. Fabrics are wool velours, serges, gabardines, fine twills and novelty checks. Grays, Copenhagen, navy, brick, red, tan and gold are the best colors.

SPORT COATS usually extend below the knee. They are made of wool velours and wool and silk jerseys. Colors are very bright, but attractive.

YOU'LL LOOK EXTREMELY ATTRACTIVE IN THE NEW SPRING SUITS

The mannish, strictly tailored type is more to be preferred than the dressier type. Short and medium length jackets on straight lines or semi-fitted effects are favored. Skirts are in barrel and straight line effects. Fabrics are serges, gabardines, twills, Oxford cloths and mannish mixtures. Colors are blue, black, Copenhagen, apple green, gray and various shades of tan.

SPORT SUITS are in very bright colors, vivid stripes, solid colors and have pocket, collar and skirt bottom trimmings of contrasting pattern and oftimes contrasting color.

THERE IS REAL CHARM IN THE DRESSES

Straight line effects with normal waistline or with sash or belt slightly below are most favored though many are short waisted modified Empire styles. Afternoon and evening gowns are in Moyen Age or long waisted models. Semi-fitted dresses are popular. Skirts are both long and short. In the latter case they follow the barrel tendency. Pastel colors, tan, gray, patty, chartreuse, white, buff, Copenhagen, orchid, peach, navy blue and various tans are the best colors.

SPORT DRESSES are in most cases identical with sport suits in every way. There is practically no means of distinguishing between the two—except that in some instances combination fabrics are employed.

New Trimmings to Beautify Your Apparel.

Beaded effects and embroideries are almost equally popular. Separate motifs and pendants will be largely used. Fillet laces, fine French vals, narrow lightweight venise and fine novelty net laces find favor. Chinese and East Indian colorings predominate.

You'll Surely Favor the New Neckwear

Silk novelties lead for sports attire. Stocks, rolling collars, and large flat collars, sets and vestees of fine sheer materials are in highest favor. Fillet lace and hand embroidery will be extensively worn. Chiffon voile, fine silk crepe, delicate organdies, fine-grained piques, and soft taffeta are the principal fabrics employed.

By All Means Buy Hosiery and Gloves Now.

The wholesale situation is really serious, particularly in the case of gloves. The shortage is very acute and prices are soaring. New Spring stocks are here now and for your own protection, we urge you to secure your supply at once!

THE NEW WAISTS ARE SO CLEVER

Simplicity in finish is the outstanding feature though many striking effects are extremely popular.

Russian blouse effects worn outside the skirt are popular. Some blouses fastening at the back and those that slip over the head are also favored. Crepe de Chine, wash satin, sheer silk crepe, lingerie taffete, linen, voile and plain and embroidered nets are best. Colors are flesh, soft blue tones, orchid pastel shades, gray, straw, coral and ceru.

SPORT WAISTS are in more daring colors and trimmings and have novel sleeves, neckfinishes and cuffs.

TWO VERY BECOMING EFFECTS IN SKIRTS

One is the straight line effect—the other is the "barrel" type. Bright colors are featured. Pleats and drapes are seen. Street and dress skirts are made of twill, gabardine, and poplin in suit colors. Dressy skirts are made of taffeta, crepe de chine, crepe meteor and satin, mostly in black.

SPORT SKIRTS are extremely striking. Sharp contrasting colors, louder and gayer than ever, are seen in wide stripes, black checks, plaids, polka dots and rings and Chinese and Japanese designs in tussahs, taffetas, satins, jerseys, cottons and wool velour.

THE NEW SILKS AND DRESS GOODS INVITE PRAISE

Silks have never been so popular as they are this season! Printed effects in scores of varied patterns are in high favor. Oriental patterns are also well liked. Sheer weaves, like crepe de chine, chiffon crepes, crepe meteors and voiles and heavier sorts like satins, taffetas, and silk-wool poplins are featured. Pastel and stronger tones are best.

DRESS GOODS of wool such as velours, basket weaves, poplins, gabardines, serges, broadcloths and mohairs are in general high favor. Fancy stripes, plaids and solid one color effects predominate. Cream, blue, tan, red and white are the best colors.

MUSIC
By Root's Orchestra
Thursday, 2 to 5 p. m.

Mann's
The Woman's Store
14-22 NORTH CENTRAL
MEDFORD, OREGON

FLOWERS
Carnations Given Away
Thursday 2:30 to 4:30 p. m.

