



# Fall Opening

Thursday, Friday, Saturday, Sept. 12th, 13th, 14th

Truly a Remarkable Fashion Pageant, Arranged in Spite of Most Disheartening Difficulties, But a Pleasurable Occasion Full of Delightful Surprises and Assured Fall Fashion Facts

At last the style conceptions from the most brilliant fashion brains in the world are ready to greet you! France and America, allies in style creation as well as war, have combined to produce these Fall garments and accessories, with the easily foretold result—fashions of surpassing beauty. If the war has influenced the trend of styles toward simplicity, the skill of creators has made capital of this by making this simplicity more smart and chic than ever!

In bringing together such a comprehensive assortment of Fall apparel and accessories, we modestly claim a little more credit than usual. For, as you know, the labor situation is serious, there is a shortage of woollens, dyestuffs are none too plentiful and there is a genuine scarcity of good apparel. But large assortments are here for

your inspection and gratification. We've accomplished our avowed purpose of obtaining the largest amount of the best Fall merchandise the markets could afford.

May we tell you of wholesale prices—briefly? They are going up almost daily and are considerably higher now than when we contracted for the great majority of our Autumn stocks. You will benefit by our foresightedness in buying early.

And So We Cordially Invite You to Our Fall Opening, Which in Many Respects is the Most Remarkable Event of Its Nature This Store Has Ever Requested You to Attend! Opening Day is Thursday, September 12th.

## Delightfully Plain are the New Suits

In these new suits, the straight line silhouette has reached its highest point of development. Coats are about three-quarters length. Skirts are somewhat narrower and longer than last season. Many have no trimmings—others have fur adornments. Oxford cloths, evora, duvet du laine, duvyteen and velour are the favored fabrics. You're bound to like these new suits.

Prices range from \$25 to \$75

## Fancy Frills Are Absent From the New Coats

Simple straight lines characterize these beautiful coats of velour, bolivia, suede-finished cloths, velvets, plush, silk velour and other pile fabrics. Knee to shoe-top lengths, slightly flared skirts, large collars, fur trimmings, big pockets, buttons and belts are features. You'll find that one of these new coats is a delightful necessity.

Prices range from \$18 to \$75

## What Smartness There Is In the New Skirts!

Models for every occasion, developed in many ways but all attain one object—smartness. The new silhouette is followed faithfully, with trimming features in the form of pockets, overskirts, sashes, panels and tunics. These new skirts are made of satin, taffeta, poplin, twill, tricotine, velveteen, wool jersey and serge. Our displays make inspection easy for you.

Prices range from \$5 to \$18

## The New Dresses Strongly Favor Simple Lines

And they are strikingly graceful with a leaning toward youthfulness, particularly in neck designs and bell shaped sleeves. Jersey, velour, gabardine, georgette, crepe de Chine, tricoulette and taffeta are the approved fabrics. Pleats, drapes, gathers, sashes, embroidery, beads, braid and buttons give handsome trimming effects. It will be a distinctive pleasure to see these garments.

Prices range from \$18 to \$50

## The New Fall Waists are Rather Plain but Very Colorful

The approved trimmings are beads and embroidery but these are not used lavishly. Color is the feature that makes these models striking. Navy, taupe and ecru are favorites. Fabrics are China silk, voile, taffeta, georgette and heavy crepe de chine. Round and V-necks, roll and Buster Brown collars, big sleeves and novel cuffs give a pleasing variety of effects. You'll want immediate possession of several of these waists now, on display.

Prices range from \$5 to \$25

## Distinctiveness Characterizes These New Dress Goods and Silks

Exclusiveness and originality of design, and the rich effects produced by color blending, have combined to produce fabrics of extraordinary charm. The poplins, crepe de chine, georgettes, serges, velours, etc., now on display will forcibly demonstrate this fact. Many women will make more apparel this year than ever before—you'll probably like to.

Prices range from 50c to \$5 a yard

## SPECIAL ANNOUNCEMENT

Beautiful Souvenirs will be Given Away Free

THURSDAY FROM 3 TO 5

**Mann's**  
The Woman's Store  
14-22 N. Central, Medford, Oregon

## Furs Have Never Been So Popular

Three classes are featured—the all enveloping garments such as long coats and large caps; the short coats and coat effects; the stoles, collars and animal scarfs. Short coats and vestees generally have small collars. Large coats and capes generally show deep yoke and large collar effects. The favored furs are Hudson Seal, mole, squarrel, nutria, muskrat and mink, with fox leading for scarfs and stoles. Fur garments are usually trimmed with contrasting furs. Furs will be necessary to every fashionable woman.

Prices range from \$5 to \$25

