



Spring Opening

Thursday, Friday and Saturday at the
M. M. DEPARTMENT STORE

THE SPIRIT OF SPRING RADIATES THROUGHOUT
OUR ENTIRE STORE

We Have New, Dainty Springtime Suits, Dresses,
Coats, Capes, Shoes, Underthings for Women, Fresh Silks
and Wash Goods for Your Inspection

HERE IS A PARTIAL LIST OF THE MANY VALUES THAT AWAIT YOU:

DRESSES FOR ALL OCCASIONS

Famous dress salons show them in all their varying, charming moods—and in a wealth of styles that will make choosing here a perfect joy.

\$16.50, \$18.50, \$19.75, \$25.00 to \$55.00

SILKS

PRINTED CREPES
\$1.98 to \$2.98 Yard

A season of riotous colors, vivid to the extreme, interspersed (in some instances) with weird designs such is the announcement authoritatively quoted by Dame Fashion.

CANTON CREPES
\$2.75 to \$4.50 Yard

Cinnamon, Bombay, Tan Bark, Caramel, Thrush, Nickel are among the new ones for Spring—Variety, in fact is the main argument of these—You'll enjoy the choosing.

GLOVES

HALL'S GLOVES
SILK NOVELTIES
\$2.00, \$2.25, \$2.75

Silk Novelties that know no precedence in design or colors, for Halls are originators, designers and makers of the world's finest fabric gloves. Tomorrow the display will feature silk gloves with fancy puffing and fluting cuffs. The colors are the season's very newest tans.

FLOWERS

Given to Ladies

THURSDAY AFTERNOON

The Very Latest Spring Styles
Will Be Shown

LIVING MODELS

Thursday and Friday
3:00 to 4:00 P. M.

COATS, CAPES, WRAPS

Here are lovely Spring topcoats for well dressed women—each model individually chosen for distinctive style, fabric and workmanship—yet they are priced to suit the most modest purse.

Long straight coats—three-quarter swagger coats—coats with capes—sport coats—coats for semi-formal wear—and dressy wraps.

Fabrics include Twill Cords, Flamingo, Downy Wools, Kashas, Teddybears and Sport Fabrics—in the soft greys and tans, as well as new shades of coral, brick and lanvin green.

Priced.....**\$15.00 to \$95.00**

SPRING HOSIERY

Black Cat or Holeproof Hose mean economy, in price and service.

\$1.25, \$1.50, \$1.75, \$2.00, \$2.25

SPRING SUITS

The fashionable woman this season will include a tailleur in her wardrobe, for all indications point to an extraordinary demand for Suits. In keeping with our policy of showing the new things first, here you may view all that is smart in springtime fashions.

FOOTWEAR FOR THE CHILD

We take a good deal of pride in our children's shoe department—and why shouldn't we? Growing feet as they should be grown is no small task in shoe fitting, especially when one considers the variety of "types" of shoes for the little ones—A careful diagnosis of your children's feet may reveal an error in shoe size, let us give you this extra service at no added expense.

Our new Spring Shoes are here.

SPRING SHOES

Many new styles and shades to show you in Spring Shoes, Grey, Fawn, Browns, Cuban and Baby Louis heels. New cut out straps,
\$7.50 to \$8.75

Popular priced Oxfords and Pumps, low and military heels,
\$3.00, \$3.50, \$4.50, \$5.50 \$6.50

Corner Sixth and Central
Streets
Medford, Oregon

M M
DEPARTMENT STORE

Medford's Oldest
Established Department Store
Pay Less—Dress Better

