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'Old Gold's smoothness was so obvious" said Miss Anne Morgan after the Blindfold cigarette test



"A decorator once told me that to appreciate the texture of a fabric or the glaze of a vase one's eyes should be closed. And to

MEDFORD MAIL TRIBUNE, MEDFORD, OREGON, WEDNESDAY, MAY 16, 1928.

MANN'S-The Best Goods for the Price, No Matter What the Price-MANN'S

JALE of REJ/E

At MANN'S DEPARTMENT STORE **OPENS THURSDAY MORNING** THOUSANDS OF NEW DRESSES MADE OF WOOLS, SILKS, VOILES PRINTS AND ORGANDIES ON SALE AT EXCEPTIONALLY LOW PRICES

New Printed Dresses

50 charming new silk models made of high grade printed silks; snappy styles, beautiful patterns; real \$15.00 values, May Time Sale \$9.85 price, each

\$15.00 Silk Dresses \$8.75

A group of beautiful new silk dresses in plain and fancy silks, all styles and sizes of good materials; up to \$15.00 values, \$8.75 Thursday, each

Thursday Sale of Coats

\$25.00 Coats \$14.00

New sport and dress coats: all full lined, also a few satin coats, all styles, that sold all season up to \$25,00. Thursday, \$14.00 each

\$39.75 Coats \$24.00 50 tailored and dress coats Conde Princess and Missy styles; full lined; that sold all season up to \$39,75.

Big Discounts on All Other Coats

Bedspreads

size.

Made of unbleached sheeting, scalloped edges, come in beautiful floral patterns, 81x108 special

Thursday, \$24.00 1.0

Pillow Cases

42x381/s-inch pillow cases made of heavy \$2.25



values up to \$6,50;

25 small brimmed hats in all colors, styles and shapes, sold all season up to \$12,50 Thursday. \$5.00

heavy grade of ray-

on. Gowns in pastel

on sale, \$1.95 ward THURSDAY SALE of HOSIERY and UNDERWEAR

Union Suits

Women's fine knit cotton union suits with bodice tops, loose and tight knee, values up Thurs., suit 75c

Rubber Aprons

SPECIAL Silk Hose With slipper heel, silk to the top, in all the Women's and misses' latest shades; all sizes; Thursday, pr\$1.95 pajamas and gowns made of an extra Rayon and lisle ribbed

special,



dresses, suitable for summer wear made of "Yosan" and Prima Donna silk crepe, absolutely guaranteed to wash, in white and all the new pastel shades in one-and two-piece styles; \$19.75 sizes 121/2 to 50. On sale Thursday each

New "Korrect" Dresses

for Summer Wear

Just received 100 new Korrect

Wash Frocks

Betty Baxley, Juanella and Pollyanna wash frocks in prints and voiles, fast colors, lace and organdie trimmed. Just the dress for the warm weather. Beautiful styles and colors, all sizes. Thurs-

day.

\$1.95

colors, heavy qual-

ity, on sale Thurs-

\$1.98



MISS ANNE MORGAN Doughter of the late J. P. Morgan, resembles her dis-tinguished father is both ability and breadth of vision.

Why you can pick them ... even in the dark

scientific cigarette test a bl/ad/adda a four leading brands. The mate gons-a, "Which one do you like beat" What GOLDS their exprivating shares" The complete the sentiveting shares "The

coarse 146-faster of the tobacce plant..., an with event grown-f-faster. Only the tool and traggeon heart-fasters are good enough for OLD GOLD. It's sheer quality that gives OLD GOLDS their lease-file amendment. Do you would that they wint...seen in the dark?

enjoy the fragrance of a perfume one should close one's eyes . . . one's other senses seem all the keener. That was the convincing thing about the blindfold test. The aroma and the flavor of one cigarette were so marked . . . the smoothness so obvious that I chose it instantly. It proved to be the OLD GOLD,"



Made from the heart-leaves of the tobacco plant

SMOOTHER AND BETTER ... NOT A COUGH IN A CARLOAD

Made of pure gum, good - quality, come in all shades; real \$1,50 val- ues, Thursday, 69c	shades, p a j a m a s trimmed with black bands; very special at. \$1.95	pair Infants' Creepers, made of prints and ging- hams: fast colors; regular price 89c \$1.25, Thursday, pair Children's Muslin Slips, trimmed with embroidery; regular price \$1.25, 95c special Thursday, each	
	Headquarters for the Jautzen Bathing Suits "The suit that changed bathing to swimming," all styles for men, wom- en and children. New styles in novel- ty Bathing Caps, Shoes, Belts, Rubber Flowers and Swimming Wings at very popular prices.		Graduation Suggestions in Toiletries
Jantzen			Bath salts, large size \$1.00 Atomizers, large size 95c Coty and Flair perfumes, compacts in all styles,
Triangular Scarfs good quality and styles in a variety of patterns	40-inch Art Satin — goo slips; special. yard	95c entStor	Handkerchiefs Women's pure linen hand- Rerchiefs that will meet with the approval of the most practical. Special Thursday
Special, ca. DI. UU (PHONE	-486-487	MEDFORDOREGON.	6 for \$1.00 ts for Butterick Patterns