

Style and Value in Ladies' Ready-to-Wear in Lovely New Setting

MANN'S DISPLAYS SMART CREATIONS FOR FALL, WINTER

Buying Centers Combed for Dresses, Coats—Puritan Influence in New Coat Collars—Fur Trim Vogue

Dresses this fall and winter will be as smart as their sleeves, which seem to be the center of interest in the fashion chart, and in many cases elaborately trimmed. This was one of the highlights mentioned by Miss Margaret Lancaster, experienced buyer and style authority, who just returned to Medford from San Francisco following a buying excursion for Mann's Department Store, where she is in charge of ladies' ready-to-wear and sportswear.

Although there has been much talk about short skirts for the new season, the favored length is only slightly shorter than formerly. In both dresses and coats fullness and flares are placed in front. Among the intriguing autumn colors are Beladonna, shades of rich purple, Tuscan white, Montezuma rust, Indian

rust, interesting greens and the always popular black, navy and black. Puritan influence is seen in the new coat collars which almost invariably are fashioned to stand up and away from the wearer's face, Miss Lancaster said in mentioning attractive new merchandise selected for Mann's southern Oregon patrons. Fur trimming in most cases contrasts in color with the coat, light fur being very effectively used with dark fabrics. Freeze is the name of a vertical brocade wool material popular for winter wraps.

Knitted garments closely resemble hand-made styles and are particularly rich in colors and yarns, according to Miss Lancaster, who selected an attractive assortment of styles for southern Oregon college girls and others who like the comfort and smartness of a knitted costume. Cordette silk, Russian crepes, novelty weave crepes, and sheer wools are all important fabrics for dresses, while satin has taken a back seat.

Miss Lancaster was associated with Best's Apparel, Incorporated, in Seattle, Wash., in the capacity of buyer in several departments, previous to accepting the position with Mann's store. She is acquainted with important style centers, having frequently visited both the eastern and western markets.

An unusually large stock of ready-to-wear is now available for Mann's thousands of patrons in the Rogue River valley and northern California who are invited to inspect the attractive, enlarged second floor which is now an admirable setting for lovely new apparel.

Spacious Apparel and Millinery Section on Mann's Second Floor



millinery are: Devon green, Manoa brown, Tuscan wine, Rust Lac, Slate grey, Ginger tone, Squadron blue, purple variations and the always popular black. Fur velour and fine quality felt are the outstanding fabrics while velvet plays a minor role.

Occupying the center of the second floor, the millinery department has an ideal location with plenty of light and two convenient full length panel mirrors. Two new fitting tables with indirect lighting have been installed along with other additional furnishings.

Previous to being associated with Mann's store, Mrs. Newell was with H. Liebes in Portland for four years and with Montague Mollugh in Bellingham, Wash. for several years.

Flowers Shift to Coiffure's Side

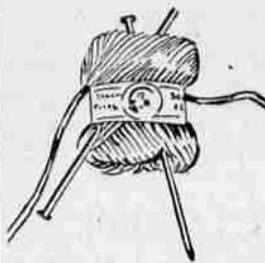
PARIS — (AP)—Flowers are worn in the side of the hair at night rather than as garlands or diadems encircling the coiffure. At the recent night races at Longchamp many women wore a cluster or triangle of white daisies or pink camellias fastened closely to the left side of the coiffure.

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HOLEPROOF HOSIERY



Hat styles take a tip from Italian art.

Liana Merwin



The Italian art exhibition in Paris has had its effect on Parisian designers of fashion, many of the latest apparel and millinery styles for fall and winter, showing definite Renaissance influences both in outline and color.

Turbans, draped toques, triobone versions and berets predominate the showings, mostly in "youthifying" expression, with heights often given by loops or unstanding flaps of attached bands that extend forward.

Most of these new models conform snugly to the head—worn back to reveal the forehead but not far enough to reveal the hair—some set straight on the head while others incline to a swaggy appearance. Shredded velours and velvets, corded antelope suede and fur felts are the principle

fabrics used in these new military modes. In the panel at right, above, are shown two views of a very chic model to wear after five o'clock—for cocktail, restaurant or theater. It is of corded antelope and features a ruffled back with the coiffure exposed at the sides. The other semi-dressy model sketched at left is an adaptation of an original Stuy model, being fashioned of shirred discs of Lyons velvet in two-toned color effects.

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MILLINERY STOCK PERMITS CHOICE FOR EVERY FACE

Mrs. E. M. Newell, manager of millinery at Mann's Department store for the past four years, has a keen sense of style and color which enables her to intelligently select hats for all types of faces among her wide circle of patrons in southern Oregon and northern California.

Halo hats with close-fitting backs and square front brims are immensely popular for early fall and they give the wearer a jaunty carefree air of optimism to greet the new season. Halo hats which turn abruptly

away from the forehead and the Aureole models are meeting with much favor because they are so flattering to attractive eyes and profiles.

The Russian Grand Duke is an imposing style pointed out by Mrs. Newell as one of the creations which is particularly striking in a French violet felt. This hat also rolls up its front and has a novel crown treatment. Hand manipulated crowns are a feature of fall hats and in many cases tufts and even large French knots decorate the top of milady's chapeau.

Pill-box small turban hats with nose veils will be conspicuous in the fall and winter. One smart sample, which will no doubt be worn by some Medford blonde or red-haired girl, was French amethyst velour further adorned by a tailored feather. A line of Weldon, strictly sports type hats has been ordered by Mrs. Newell. These medium brimmed models are designed to give the wearer a swagger effect especially related to tailored suits and dresses. Among the leading colors in fall

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Smart New Medford Store

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BUTTONS Are In Vogue!

for this coming fall season. . . . Our European representative informs us that Paris and other foreign markets are featuring buttons and buckles on their garments. With this information in mind, we are now assembling one of the most complete and varied lines we have ever shown and under the circumstances have anticipated our future requirements accordingly. This store features the line of

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