

MODE O' DAY

Opens

Your Store... Locally Owned!...
Medford's Store Beautiful...

We are proud to present this new modern store to you... Here at all times you will find a most complete stock of cleverly designed cotton fashions... Have just the price you want to pay... Mode O'Day leads in exclusive styling... Pay this store a visit tomorrow... You will enjoy shopping here...

IN MEDFORD!

No. 11 So. Central, in Fluhrer's New Building.



== 1,200 == New Fashion Fall Frocks

Materials Used Generally Sell from \$4.95 to \$7.95

JUST IMAGINE! French Crepes
Crinkle Crepes... Chalk Crepes... At This Very
Low Price...

Beautiful styling... in the dark grounds, prints... dots... that are so popular this fall, suave, tailored and dressy types for street, business or school... Every detail is featured in these outstanding frocks... Remember you will find these fabrics in only much more expensive dresses.

... BUY TWO OR MORE!

By such values you can readily recognize why Mode O'Day shops are true leaders in their field, such marvelous values are made possible through our tremendous buying power... In all your memory you cannot recall such values as we are offering you for our opening.

\$2.95

SIZES
14 TO
46



Extra Special
600 Girls' DRESSES
SIZES 7 TO 14

\$1

You will find these adorable dresses in sizes from 7 to 14... tailored in grown-up styles... new sleeve effects... kerchief styles... tie-backs... flares... laces at neck pocket and shoulders... made up of novelty prints, shantung, broadcloths, etc.—Really worth up to \$1.59

Store Opens 8:30 A. M. Saturday
Shop Our Windows Tonight! Be Here Early Saturday for First Choice... AVOID THE CROWDS!

Suits and Dresses

Over thirteen hundred beautiful new fall cotton frocks to choose from in this group... stylings that are generally found in much higher priced dresses... Patterns and colorings embodying the new fall spirit... Many styles for sport, street, home and business. Two piece suits, tunics, flare effects, straight lines, youthful stylings for the larger women. You will find here at all times just the size, style, material for which you are looking... An outstanding Mode O'Day value at only

\$1.95

SIZES
14 TO 52

MODE O' DAY
Extends a
Cordial
Welcome

to Every Resident of Medford, Ashland, Grants Pass, Josephine and Jackson Counties to come to the opening of Mode O'Day, ... Medford's Most Beautiful Store!

500 Panne
SLIPS
Worth \$1.59!

\$1

Sizes
32 to
44.

French imported lace trim or brassiere effect, tailored, guaranteed rip proof... one piece... fifty inches long... Reinforced top-stitch seams, adjustable straps... a value that can quickly be determined. Typical Mode O'Day value that you will always find in your Mode O'Day shop.

OPENING SPECIAL! **DRESSES** BE HERE EARLY!

- EVERY DRESS WASHABLE
- NEW STYLING
- NEW PATTERNS
- NEW FEATURES
- NEW FABRICS

\$1

- VALUE UP TO \$1.95!
- FINE BROADCLOTHS
- COTTON SHANTUNG
- PRINTS, ETC.
- SIZES 14 TO 42

\$1.95 Pure-Dye
Panne' Satin
SLIPS
Lace Trimmed or
Tailored

\$1.59

Without a doubt the greatest slip value ever offered... of Panne Swan Suede in tailored and lace trim styles... non-rip seams, bias cut, adjustable straps, form fit, full cut, in all the wanted shades... Sizes 32 to 50. Buy several at this very low price.



Hundreds of Dresses to Choose FROM!

STYLES AS PICTURED

MODE O' DAY

No. 11 South Central in Fluhrer's New Bldg.