

MANN'S
27TH

ANNIVERSARY

also



**Black Prominent
In Fall Fashions
Is Tip From Mann's**

Black is fashion news. It is dramatic, chic, and smart! A smart black dress, and consider the many times you can change it with accessories. The dress should be all black if you can wear it smartly; if not, choose deep red, or green.

Accessories are gay and prettier than ever before, and by changing them, have a clever way of introducing your black frock all over again. Bags at Mann's have outdone themselves to give something practical yet interesting to carry.

If your dress provides a place for bits of jewelry or flower clips, this is the season that offers opportunities. Gloves at Mann's glove counter are important. Some are straight and simple, some have dashing panels and lines.

Shoes continue to develop such interesting lines that Mann's cannot help talking about them unceasingly. They are especially flattering with their high, sweeping lines of soft glove-fitting suedes and calfskins. The skillful combination of gaberdine and leather does not hesitate in offering smartness and promise right through the winter. Shoes are opened, but in a discreet manner—by way of cut-outs, both large and small, and perforated effects.

This, in part, is the news in fall trends and shows more than one accessory ensemble for your black dress, which all leads to attractiveness and marks you definitely a Fall 1937 Fashion Leader!

Height features the new millinery. All color hats to make a complete ensemble to complete and complement bags, gloves and shoes. Mann's millinery department on the second floor is well equipped to give ladies of southern Oregon the very latest thing in any color chapeaux they wish.

**New Fall Lingerie
Stresses Feminine**

New tones, new shades, new novelties, an array of exquisite lace, the last word in artistic designing, are to be found in the new fall lingerie dedicated to women who love beauty, know quality and demand value.

The fall silhouette demands close-fitting undergarments which conform to the lines of the figure. This is why chiffon fabrics are so much in demand. They are very feminine—some are lace-trimmed, others are tailored.

"Daisies," a new group of under-

wear by Van Raalte, reflecting the trend of novelty patterns, is an all-over daisy design in turquoise, flame or black with white, featured for dance sets, gowns and slips in tailored styles.

And for the cold nights, luxurious and comfortable, combining cozy warmth with light weight, are the new "Woolly Wits" pajamas in many bright shades and smart styles.

**Black Hosiery Has
Autumn Spotlight**

Black is right in every type of costume for this season. So it is smart to have a dash of black going to our feet.

Black heels are a complement to new fall clothes; the fact that they

are flattering and kind to all ankles will increase their popularity. Smart women are going to be interested in them in light-toned stockings as well as in dark ones.

And now a new hose by Phoenix—"Vita Bloom"—an unusual thread vitality, longer life, extra durability, a soft finish, free from rings, presenting beautiful shades that are found only in flower petals—truly a compliment to any costume.

One-fifth Cent Loot

KISKUNHALAS, Hungary (UP)—"The unluckiest bungler in the world" was the title claimed by Alexander Giran when he was sentenced to six months for burglary of a store safe in the village baka. His total booty was one lone filler—equivalent to one-fifth of a U. S. cent.

**STETSON
"PLAY BOY"**
The "Play Boy" by John B. Stetson is a new light weight raw edge hat in smart metal tones for Fall.

**Metal Tones For Fall
By John B. Stetson**

**STETSON
"OPEN ROAD"**
The "Open Road" is a sturdy he-man's hat featuring mixed metal colorings with gray overtones.

\$5.

**STETSON
"DURAND"**
The Stetson "Durand" is a smart snap-brim model with the popular raw edge that cups cleverly at the back.

\$6.

It is with a great deal of pleasure that we offer our men customers the John B. Stetson Hats this season. A nationally known hat backed by many years of service. Tomorrow the Men's Dept. will feature new Stetsons in Fall and Winter's smartest metal tones.

**STETSON HATS In the New
Metal Tones At MANN'S Only**

MANN'S

Men's Section Main Floor

MANN'S

27th Anniversary



Hart Schaffner & Marx
is proud of its
association with this
fine Men's Store

It was with great pride that we announced Mann's Department Store as exclusive headquarters for Hart Schaffner & Marx Clothes in Medford this Fall. Theirs has been a record of twenty-seven years of Style Leadership, of high standards of quality and value-giving.

That is why it is a real pleasure to extend our congratulations on their 27th Anniversary and to wish them 27 more years of growth.

Hart Schaffner & Marx are celebrating an important event this year, too—our Golden Anniversary. And in keeping with "50 Years of Firsts," we have assembled a group of extraordinary values . . . Triple Test Worsted Suits at \$40 . . . Rambler, the perfect Topcoat, at \$40 . . . feature models like the "Sketch Club" Drapes . . . feature pattern ideas like Glen-O-Plaids.

And they're all here in Medford at Mann's Department Store as a highlight of their 27th Anniversary Celebration. Stop in and see them soon.

1887 "Fifty Years of Firsts" 1937

**HART SCHAFFNER
& MARX**

The Trumpeter Label

A small thing
to look for

A big thing
to find



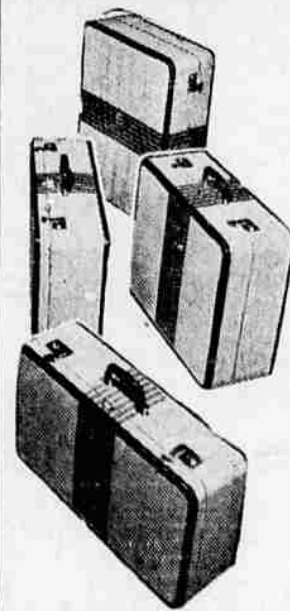
Yes, Sir! . . . they're the talk of the town . . . these new Fall
FRUIT OF THE LOOM SHIRTS

. . . and rightfully so . . . they're a "new high" in shirt designing.

See the new colorings . . . the exclusive confined patterns . . . the new collar styles . . . the tailoring by Needles . . . at no increase in price. . . .

\$1.65

MANN'S



**Hollywood
Airplane
Luggage**

By Multnomah
Trunk & Bag Company
of Portland, Ore.

A sensational value in luggage! 18-inch genuine Hollywood Airplane Traveling Case at \$10.95. Made of heavy airplane canvas with a woven stripe and bound in contrasting leather. Complete with moire lining and clear composition handles. Each case with full pockets and best of hardware.

\$10.95

21 and 27-inch Pieces
to Match the Above

MANN'S
Main Floor



FLORSHEIM

Custom Shoes

For Men Accustomed to the Best

Men whose names make news . . . whose split-second decisions shape weighty policies . . . whose counsel is sought and advice heeded—they're the men who wear Florsheim Custom Shoes. Their good taste approves Florsheim fine styling . . . their good judgment favors the economy of longer wear. We'd like to serve you.

Most Styles **\$9.50** and **\$10**

MANN'S
EXCLUSIVE FLORSHEIM DEALERS

CAN'T BUST 'EM
UNION MADE
"GOLD LABEL"
BLUE BIB OVERALLS



There are two kinds of Blue Bib Overalls.

- 1—CAN'T BUST 'EM, built to the highest quality standards.
- 2—The "other kind" made to sell at a price.

We recommend CAN'T BUST 'EM. They have better suspenders and laundry-proof buckles. They fit better because they're "Permasize" Shrunken and, most important, they're *cheapest to wear* because they're *stronger and heavier*

— UNION MADE —

\$1.39 **\$1.79**

MANN'S
Work Clothes Section Main Floor