

**They'll Do It Every Time** By Jimmy Hatlo



**Fires in Homes, Industry Show Winter Increase**

New York (AP) - Property fires have no particular holiday season but at this time of year, with the heating season in full swing except in rarely fortunate parts of the country, the number of damaging fires in home and industry increases.

To reverse an old saw, where there is fire there is smoke. In the case of a mercantile establishment, a consumer goods plant or a home, the smoke aftermath may be almost as loss-provoking or generally unpleasant as the blaze itself.

**Difficult To Estimate**  
Losses, as represented by insurance claims, on smoke damage are difficult to estimate accurately. Overall statistics on fire losses seldom break them down into a separate category.

But in the case of a store, particularly where fabrics are sold, the smell of smoke about otherwise unmarked or undamaged goods may drive customers away or force the merchant to lower the price to get rid of the goods.

In the past few years there has been a growth of service organizations to deal with this problem of smoke odor after a fire. It has the natural encouragement of insurance companies.

**Smoke Odor Service**  
A pioneer concern in this field and one of the leaders is Airkem, Inc., with headquarters in New York. It is more widely known as the producer of a household air freshener which dates from about 1943. About 1949 it also began to provide a Smoke Odor Service designed to kill the often long-lingering odor of smoke on merchandise or premises after a fire.

One story is that it was developed on request. A manufacturer in New York found after a fire on his premises that the lasting smoke odor was heavy. He came to Airkem and asked if, in view of their success with a household odor-killer, they could do something about the smoke smell. They did.

**Final Reductions**  
FAMED-NAME SHOES

12.99 to 14.99  
Jacqueline and Corelli

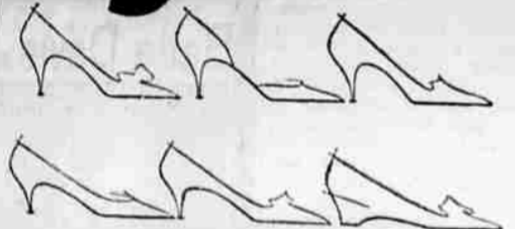
**\$7**

16.99 to 18.99  
Marquise originals

**\$9**

reg. to 8.99  
Casuals by Larks

**\$5**



**dollar days!**

*Mann's*  
MEDFORD

MERCHANDISE ON SALE 9:30 A. M. FRIDAY--NO PHONE CALLS OR MAIL ORDERS



**MEN'S CARDIGAN SWEATERS**

Button fronts or zip models. Lightweights to bulkies. A wide assortment of models and colors. Includes 100% Alpaca golf sweaters.

**10.00**

Orig. to 15.95

**NOTIONS—GIFTS—YARNS**

- 4 ONLY, 20-PC. SET BROOKPARK FANTASY DINNERWARE **8.00**  
Regular 12.95
- 4 ONLY, 5-PC. SERVING SET **3.00**  
BROOKPARK, Reg. 5.95
- ITALIAN GLASS CANDY JARS **2.00**  
Regular 2.49
- DUG AFGHAN KITS **11.00**  
Regular 12.98
- PATIO CARDIGAN KIT **4.00**  
Regular 5.98
- DRITZ CHAIR CUSHIONS **3.00**  
Needlepoint design  
Regular 3.98
- PLAYTEX LEISURE PANTY GIRDLE **8.00**  
Regular 9.98
- ASSORTED COSTUME JEWELRY **2/1.00 p.l.**  
Regular 1.00
- ASSORTED COSTUME JEWELRY **2/2.00 p.l.**  
Regular 2.00

**MEN'S AND BOYS'**

- 2-PC. UNDERWEAR **2/3.00**  
Longsleeve Shirt, reg. 2.35  
Drawers, reg. 2.35
- MEN'S NYLON STRETCH SOX **2/1.00**  
Regular to 1.00
- MEN'S SLACKS **5.00**  
Broken sizes, Reg. 9.95
- MEN'S WASHABLE WOOL SHIRTS **7.00**  
Famous western brand.  
Regular 11.95
- LONG-SLEEVE SPORTSHIRTS **2/5.00**  
Regular to 5.95
- WASHABLE WINTER SHIRTS **4.00**  
Reg. to 7.95
- MEN'S COTTON CONTINENTAL SLACKS **2.00**  
Solids and plaids.  
Reg. 4.98 and 5.95
- MEN'S BETTER JACKETS **15.00**  
Reg. to 25.00
- BOYS' WASHABLE WOOL SHIRTS **5.00**  
Sizes 10 thru 16. Famous make.  
Regular 9.95
- 1 ONLY BOYS' VINYL JACKET **8.00**  
With washable orlon pile lining.  
Size 12. Reg. 13.95
- BOYS' ALL-WOOL SWEATERS **7.00**  
Famous western maker. Sizes S-M-L-XL  
Reg. 10.95

**LOOK WHAT**

**\$1**

**WILL BUY!**

- GIRLS' SWEATERS **1.00**  
Regular 3.98
- LITTLE BOYS' PAJAMAS **1.00**  
Regular 1.99 (2nd floor)
- WHITE DACRON PANEL CURTAINS **2/1.00**  
Assorted lengths,  
Regular to 1.79
- ASSORTED DRAPERY YARDAGE **2/1.00**  
Short lengths,  
Regular to 3.98 yd.
- ASSORTED DRESS FABRICS **2/1.00**  
Regular to 1.98 yard
- CONGRESS PLAYING CARDS **2/1.00**  
Save on two decks
- DOROTHY GRAY LIPSTICK **2/1.00**  
Assorted shades
- WOOLANA LIQUID COLD WATER SOAP **1.00**  
Regular 1.50
- ASSORTED COSTUME JEWELRY **2/1.00**  
Regular 1.00
- MEN'S LEATHER BILLFOLDS **1.00**  
4 only
- MEN'S NYLON STRETCH SOCKS **2/1.00**  
Regular to 1.00
- MEN'S BETTER BELTS **1.00**  
Assorted leathers includes  
some genuine alligator
- BOYS' GAUCHO MODEL KNIT SHIRTS **1.00**  
Sizes 12-16-18-20  
Originally 2.95
- BOYS' SHORTSLEEVE SWEAT SHIRTS **1.00**  
Originally 1.98
- BOYS' CAPS **1.00**  
Asst. models. Orig. to 2.98
- 1 PR. ONLY BOYS' WOOL GLOVES **1.00**  
Leather palm. Reg. 2.49
- 2 ONLY BOYS' SPORTSHIRTS **1.00**  
Longsleeve. Size 6  
Regular 1.98



**DRESSES**

Silks, cotton, wools, corduroy, blends and jerseys.

- reg to 14.95 **3.00**
- values to 15.95 **7.00**
- values to 22.95 **14.00**
- values to 39.95 **18.00**

**Famous Make Sweater Close-Outs**

- values to 8.98 **4.00**
- values to 12.98 **6.00**
- values to 14.98 **8.00**
- values to 19.98 **10.00**

**SPORTSWEAR ODDS AND ENDS**

Unheard of values! Capris, blouses, sweaters, shorts, jamaicas. Maternity sportswear, swim suits.

values to 19.95 **1.00-2.00-3.00**

**8 ONLY BETTER FASHION COATS**

Finest labeled fabrics.  
reg. 59.95 **38.00**

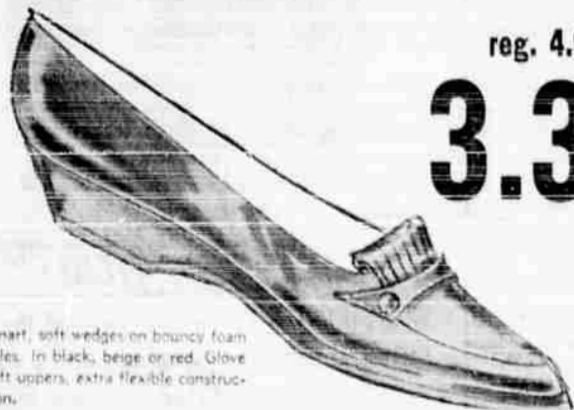
**WIDE WALE CORDUROY SKIRT**

Slim line, self belt. **4.00**  
MATCHING CAPRIS 5.00

**FOUNDATIONS—LINGERIE**

- GIRDLES AND PANTY GIRDLES **3.00**  
Regular to 12.50
- STRAPLESS LONG LINE BRA **3.00**  
Regular to 10.95
- STRAPLESS BRAS **3.00**  
Regular to 5.95
- WARM SLEEPWEAR **2.00**  
Pajamas and gowns.  
Regular to 3.00
- Regular to 6.00 **3.00**
- Regular to 6.95 **4.00**
- Regular to 10.95 **6.00**

**SPECIAL!**  
**ARCH CASUALS**



reg. 4.99  
**3.33**

Smart, soft wedges on bouncy foam soles. In black, beige or red. Glove soft uppers, extra flexible construction.

MANN'S—MEDFORD  
Please send \_\_\_\_\_ prs. Arch Casuals.  
Size \_\_\_\_\_ Color \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
 Charge  Check Enclosed  C.O.D.

