

MANN'S STORE WILL OBSERVE ANNIVERSARY

Big Department Store in
Business Here 18 Years
—Birthday Bargains All
Departments Beginning
Saturday—Annual Party
Next Month.

Beginning Saturday and running through the month of October, Mann's Department store will observe the 18th anniversary of the big establishment, which was founded by the owner, J. C. Mann, in October, 1910.

In appreciation of the patronage which has increased each year, the store will inaugurate next Saturday, birthday bargains in all departments, which will prove particularly luring for women who wish to complete fall shopping at money-saving prices. The annual birthday party, which will include a show, birthday cake and other attractions will be arranged, is to be held as usual this year, the date in October, to be announced later.

J. C. Mann arrived in Medford 18 years ago from St. Paul, Minn., with a return trip ticket in his pocket, a thorough knowledge of the drygoods business and a not overly abundant supply of cash. He soon completed negotiations for a stock of goods located in a portion of the building now occupied by the J. C. Mann store on Central avenue, and in a very few months found use for his return ticket in a trip back east to secure more goods.

The original store boasted 3000 square feet and was limited to drygoods and ready-to-wear for women only. Additional floor space was added from time to time as the business grew and shortly after the war a men's department was added, with entrance on Main street.

John Moffat was placed in charge of the first floor, about the same time and has had considerable part in carrying out Mr. Mann's ideas as to store policy and conduct of the business.

The men's department, one of the most popular sections of the store, is now under the supervision of Dan Watson, who has had much experience in this line.

The J. C. Mann Department store has proved successful since its inception, the store now employing approximately 30 people as against four when first opened, and having a total floor space of over 15,000 square feet.

Central street, on which the main portion of the department store fronts, has become one of the principal business arteries of the city, its rise to prominence in this respect paralleling the growth of the J. C. Mann store, which at the time of establishment was practically the only store of consequence on the thoroughfare.

In addition to conducting his business along lines which have met with popular favor, Mr. Mann has found time to take an active interest in local affairs and has held many public offices, being at present president of the Medford Chamber of Commerce and vice-president of the Oregon Retail Merchants' association.

Roseburg, a corporation formed to be called Capeonia, Inc., will build studio and introduce motion picture industry into southern Oregon. Wide variety of scenery determining factor in location.

Mann's Department Store Celebrates 18th Anniversary In Medford



OLD FASHIONED DANCE BELLEVIEW EVENT, OCTOBER 2

BELLEVIEW, Sept. 27.—The Belleview club members have plans about completed for an old-fashioned dance to be given at the club house on Oct. 2, with the Tucker orchestra to furnish the music.

The hope chest will be given away on that night to the person holding the lucky number. Many tickets have been sold to people all over the valley, some more are yet to be disposed of before that night.

The Medford people have given the club members royal support which is appreciated by the ladies. We take this opportunity to extend an invitation to those who would like to be with us on Oct. 2. You will enjoy the dance the ladies are planning. A free lunch at midnight for all.

The regular meeting of the Upper Valley Community club will be held on Oct. 19 at an afternoon meeting.

Mrs. W. G. Tucker accompanied Mrs. W. D. Jackson and some Pasadena friends on a trip to Crater Lake on Tuesday. The ladies made the trip by Klamath Falls and back by Medford and report a very pleasant trip.

Mrs. Thomas Merryman spent Wednesday in Medford visiting at the home of her sister, Mrs. Harry Nordwick. Her small niece Ruth returned home with her to spend a few days.

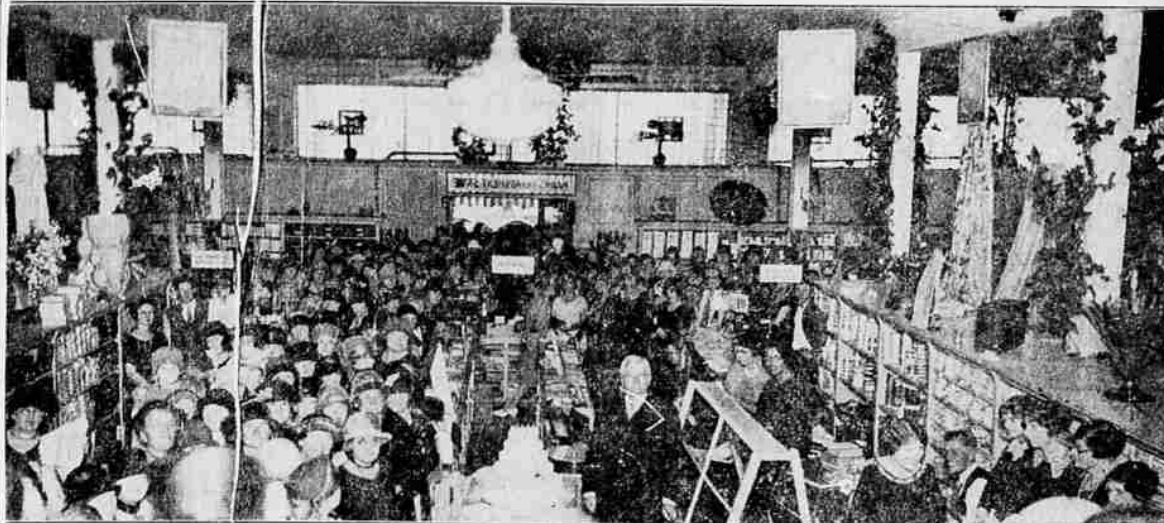
Mrs. William Bryan and friends from Hill, Calif., spent Monday in Medford.

Jesse Neil made a trip to his ranch in Dead Indian the first of the week.

Homer Barron returned from Lewiston, Idaho the first of the week with a car load of cattle which he purchased and had shipped to Ashland. Mr. Barron also bought two car loads of feeders in Washington a short time ago. He will winter the stock at his ranch on the Pacific Highway.

Mr. and Mrs. Ed Gowland, former residents of Belleview spent a few days last week visiting at the home of Mrs. Gowland's parents, Mr. and Mrs. E. E. Miller and also attended the county fair.

Both Joy, youngest daughter of Mr. and Mrs. Albert C. Joy, will attend the state fair at Salem next



Mann's Department Store is celebrating its 18th anniversary in Medford this month with a great Birthday Sale in all departments. The top view shows the Central Avenue front of Mann's Store with some of the employees in front. Bottom—Photo of the crowds which attended Mann's 1927 Anniversary, grouped on the first floor of the big store.

week, Lorrain Sparr and Beth Joy took first place in the 4-ft demonstration of the preparation of a Mrs. Chapman here in Medford on Friday shopping.

Mr. and Mrs. Bert Thomas, Mr. and Mrs. Mark True were guests at the home of Mr. and Mrs.

the canning club led by Adena Joy ren Lynch of San Francisco who is taking first place in the 4-ft demonstration of the preparation of a Mrs. Chapman here in Medford on Friday shopping.

Mr. and Mrs. Bert Thomas, Mr. and Mrs. Mark True were guests at the home of Mr. and Mrs.

H. L. Gregory of Central Point, on Sunday.

Mr. and Mrs. Ira Williams of Portland who spent last week camping in Lithia park, are the guests of Mr. and Mrs. W. G.

Tucker. Mr. Williams is a cousin of Mrs. Tucker. They expect to spend another week visiting relatives before returning to their home.

Mr. and Mrs. Ira Chastain of Central Point spent Sunday visiting at the home of Mrs. Chastain's parents, Mr. and Mrs. William Bryan.

Mr. and Mrs. Arthur Tepper who recently purchased a tract of land in Belleview have a modern bungalow almost completed.

Miss Letha Miles who spent most of the summer months working in the fruit packing in Medford has returned to her home to enter school at the Normal.

The Belleview school opened on September the fourth with Mrs. D. McKinney and Norma Reeder as teachers for the ensuing year. About 50 pupils were enrolled for the fall term.

The P. T. A. held the first meeting of the season at the school house Friday evening. Much business was disposed of, and at the close a social hour. Refreshments were served by the hostesses.

Mrs. L. Hayes and daughter from Pennsylvania left for California Monday after spending some time visiting at the home of Mr. and Mrs. James Hayes of Belleview. Mrs. Hayes and her daughter expect to stop over on their return trip.

Mrs. Jesse Neil has been confined to her home for several days with an attack of flu. She is much improved.

Mr. and Mrs. Boyd Tucker of Trail, Ore., were guests at the home of Mr. and Mrs. W. G. Tucker on Sunday.

Mr. and Mrs. S. K. Barnes and daughter Frances, Mr. and Mrs.

Willard Miles and daughter Letha attended the women's lodge meeting on Tuesday evening. After the business a social hour was enjoyed, after which refreshments in keeping with the season were served by the hostesses.

Tualatin.—Approximately 40 per cent of the 3500 farms in this valley will be served with electricity upon completion of the PEP rural extension line.

GAINS STRENGTH AND WEIGHT

By Taking Lydia E. Pinkham's Vegetable Compound

Mr. Vernon, Ill.—"I was nervous, tired, all run-down and didn't have any 'pep.' I always did my work but I had a worn-out feeling. I saw Lydia E. Pinkham's Vegetable Compound advertised everywhere and I tried it. I feel better than I have for two or three years and have gained 25 pounds. I am trying to get my sister-in-law and my mother to take it. I will answer letters from women asking about the Vegetable Compound."

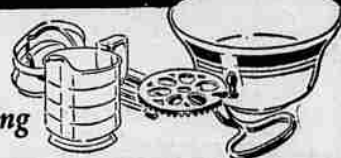


PLACE a little Crisco on the tip of a spoon; on another spoon, a little of any other shortening. Taste Crisco first, then the other fat.

When you discover Crisco's sweet purity you will understand why so many good cooks (over 2,500,000 of them) prefer Crisco for all cooking—and especially for their delicately-flavored cakes.

CRISCO

creams easily
in cake making



"That's a M-J-B real cup of coffee!"



"Oh, do you like it?"

"Great. The best you ever served."

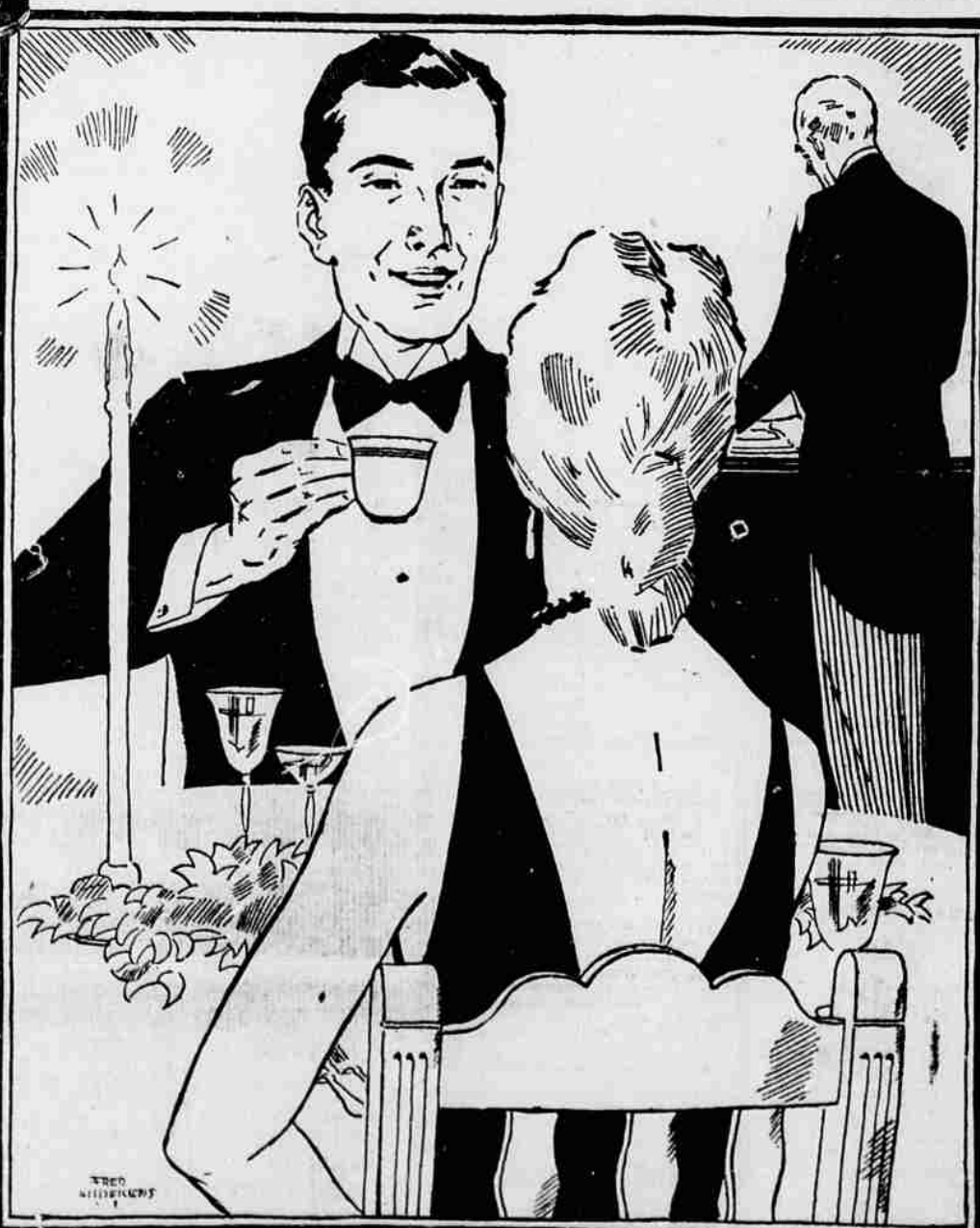
"Well, we've been experimenting for weeks. Too bad we didn't try M-J-B first."

Many people find that with M-J-B, the strong blend, they use slightly less coffee than with other blends. But whether you make it strong or weak, M-J-B has a flavor that only the strong blend can give.

Now it comes to you vacuum-sealed in the new, tall key-can. Both the vacuum process and the improved key-can belong exclusively to the M-J-B Company and are available only to M-J-B users.

M-J-B

COFFEE



Baking Powder

Schilling

product

1 pound

Your grocer
returns your money
instantly
if you don't like
Schilling's best

Coffee • 19 Spices • Tea • 31 Extracts

