

Mann's—"The Store For Everybody" Has Big Opening Thursday

Moffat Is Manager Mann's Many Main Floor Departments

John Moffat has been associated with Mann's Department store for the past 16 years continuously ex-



JOHN MOFFAT
Main Floor Manager

cept for two years' service with the U. S. Army during the World War and one year at O. S. C. Shortly after Mr. Mann established his department store John Moffat entered the store in order to learn the mercantile business. For some time after the Men's department was added to Mann's, Mr. Moffat was in charge of the men's wear. Eight years ago he was made manager of the entire lower floor.

Men's Department At Mann's Store Is Managed By Watson

It was eight years ago that Dan Watson sold his first shirt from the

Men's department at Mann's store. He long ago lost all track of numbers, but each season finds Dan's enthusiasm selecting what Medford's best-dressed men will demand and find at Mann's.

Dan has plenty of other interests besides managing the Men's furnishing department at Mann's.

The Men's department at Mann's has been built up to such proportions that two assistants, Grover Corum and Howard LeClere, are now employed as salesmen.

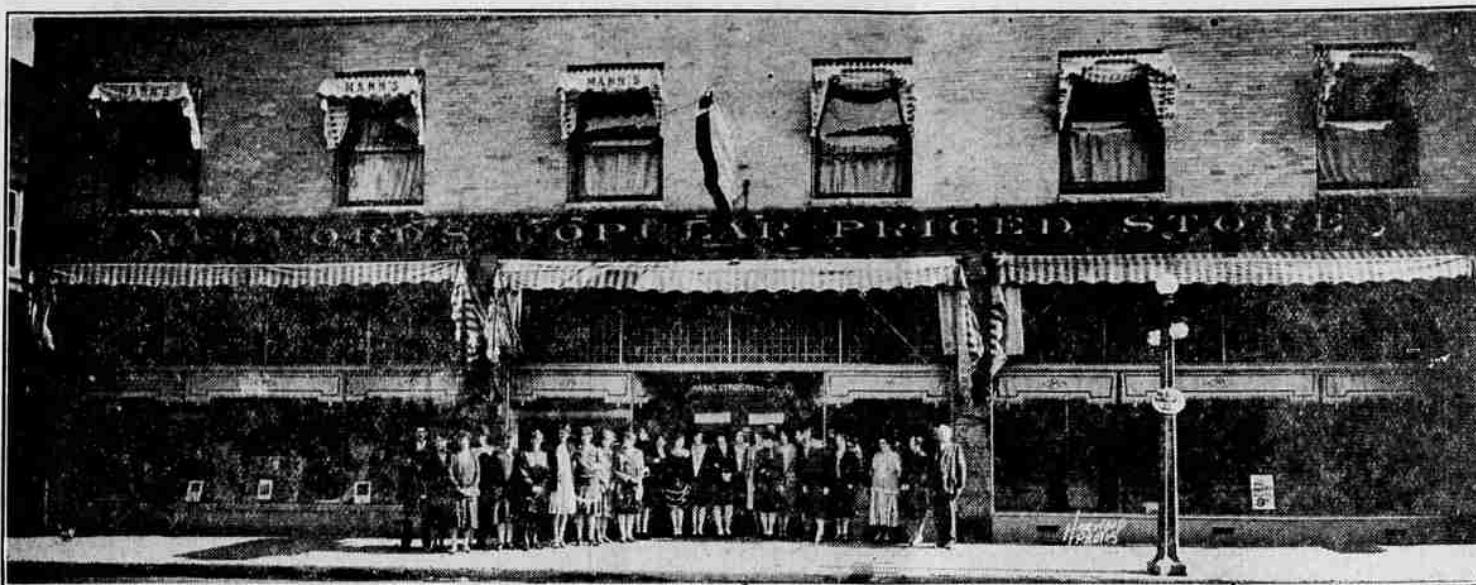
Secrets of Perfumes Told; Manufacturing Process Interesting

A fine perfume is a work of art. The manner of blending, care in determining exact proportions are important parts of the manufacturing process. The more expensive perfumes are those in which the concentrated perfume is of heavy percentage. An approximate estimate of from 12-16 ounce of oil per gallon of alcohol might be offered as the characteristic of the higher priced perfume. In the less luxurious types 2-5 ounce of concentrated perfume, or oil, may be used to the gallon of alcohol.

As to the different combinations, there are more than a thousand individual aromatics which may be used independently or in combination. The final scent may be built up from a base which itself is composed of several varying elements. Both simple and complex blending are produced. It is possible to make entirely pleasing essences with the use of only a few ingredients, but often as many as 50 are used in one good fragrance. A "fixative" is used to make the compound scent more lasting. All fixatives were formerly composed of natural animal products such as musk and civet, but the accomplishments of recent years have brought "synthetic" elements to this field. "Synthetics" have succeeded in duplicating the fragrance of many plants, flowers, and other aromatics, so that today's perfume products are obtainable in larger quantities of higher quality than ever before.

"Synthetic musk" is produced from unusually strong nitric acid at a tremendously low temperature. A "synthetic hellebore" is produced from saffron contained in camphor, by means of a freezing process. Skill and genius has transformed turpentine into lilac, Separators, vacuum stills, agitators, boiling and freezing apparatus are all needed to transform the raw materials into the wonderful perfumes. It may thus be seen that the perfumes upon which the vanity table are the result of long, difficult, and tedious processes. There are special testers in every place where perfumes are manufactured. His duty is to test the odor, and very often he refuses much of the products, accepting only one out of three gallons.

Mann's Central Avenue Entrance Following Former Alteration



The Central avenue front of Mann's Department store, snapped soon after the new display windows were installed. Many of the staff of employees gathered around the entrance are still associated with the big store. New, smart awnings and a new sign have been added since this photograph was taken.

Mann's Main Street Entrance



Entrance of Mann's men's department on East Main street. Dan Watson now manages this well-known section of Mann's store and he is assisted by Grover Corum and Howard LeClere. The boys' department may also be conveniently reached through this entrance.

Face Powder Story Told; Ingredients and Uses Described

Face powder is used not only for the sake of appearance, but also to protect the skin. The slight irregularities of contour and of coloring which may be found in everyone are corrected by a film of powder, so that the face is seen as a gently graduated series of curves and tints. The powder protects the skin against wind and sun, and has antiseptic properties. A good face powder is sufficiently opaque to hide blemishes without producing a whitewashed appearance, and adheres firmly under all conditions. These qualities are obtained by the use of blends of mineral and vegetable substances, each of which impacts its characteristic nature to the powder.

The principal vegetable ingredient of face powder is starch, the most suitable quality being prepared from rich,orris root, which is a form of starch obtained from the foot of the iris plant, is also satisfactory. Starch is absorbent, and under conditions which induce perspiration, it is valuable for the prevention of shininess. Not all face powders contain starch. Powders without starch have great transparency and permit the natural color of the skin to remain visible, but they have a tendency to cause the shininess and to be less adhesive. If powder is rubbed into the skin, the grains may enter the pores, and becoming moistened by the natural secretion of the glands, swell and cause damage. Thus a powder base should always be used to protect these pores.

The cream fills the pores with harmless materials which prevent the entrance of the starch grains, and assist the powder to adhere. Every face powder contains a considerable quantity of mineral matter such as zinc oxide, talc, calcium carbonate, osmokaolin, magnesium carbonate, zinc stearate or magnesium stearate. The most important of these minerals is talc, which usually forms at least 50 per cent of the powder base. Talc is a superior grade of French chalk unequalled for fineness and for its power of slipping over the skin, which it lubricates. Talc is unsuitable for the face unless it is mixed with a considerable proportion of other materials as it lacks "covering power." Zinc oxide and osmokaolin are minerals which make up for this deficiency, these are also valuable antiseptics, adhesiveness is obtained by the inclusion of zinc or magnesium stearate, which also gives softness to the powder. These are recognized as remedies for acne and other skin affections.

The coloring matter in any reputable make of face powder is perfectly harmless. The shades must be suitable for both daylight and artificial light. The colors used in face powders may be of vegetable origin, gamboge, burnt sugar, saffron, etc., but are often blends of iron, preparations of cochineal, or aniline dyes. All may be used with complete confidence.

Before it is packed, it is sifted thru silk to insure fineness. The perfume is usually added at this stage.

The perfumes used in face powders are concentrated oils of high antiseptic value, and if too much oil is used in an attempt to increase the power of the odor, the color will be affected and the powder may cause smarting.

Substances commonly used in greasy creams include olive and arachis oils, persic almond oil, beeswax, spermaceti, lanolin, liquid paraffin, and petroleum jelly. Creams made from these materials leave a layer of grease on the skin which softened the surface and prevents chafing. This film is visible and gives the face a shiny appearance and is recommended for use before retiring.

Mann's Alteration Department Head Is Mrs. Mayme Riddle

Women who buy dresses at Mann's Department store need not worry if the skirts are too long or too short. Mrs. Mayme Riddle, expert seamstress in charge of the alteration department, has long since altered and shortened everything from sleeves to pockets for ten years.

In addition to her long experience in alteration work at Mann's, Mrs. Riddle was connected with Olds Wortman & King previous to coming to Medford.

Foundation Garment Department Under Mrs. Knox's Charge

Since curves have come back and it's stylish to look feminine, Mrs. Ethel Knox, who is in charge of selling corsets and other foundation garments at Mann's, has been even busier than she was a year or so ago.

Mrs. Knox began her employ at Mann's nine years ago in the pattern and knit underwear department. Just recently she has taken over the infants' wear merchandise.

There are corsets and corsets, according to Mrs. Knox, who is a graduate of the Goodrich Commercial school and has graduated from the Nemo school of surgical fittings. No matter what one's age or shape, Mrs. Knox is prepared to recommend and fit the proper type of corrective garment.

Face Creams Build Tissues; Various Cream Uses Given

There are two classes of customer that a manufacturer of toilet preparations must cater to. The first class are those who desire comfortable and healthy skins and those who desire beautiful skins. For the one class of customer he makes cold creams, skin foods, lip salves and hair tonics; for the other a line of cleansing creams, massage creams, lip-sticks and brilliants.

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Mrs. Geneva Waite Assists Shoppers in Mann's Accessories

Mrs. Geneva Waite, of the neckwear and handkerchief department at Mann's, is one of the most friendly sales ladies in the entire store.

During the past two years Mrs. Waite has been employed at Mann's, having been in charge of laces and ribbons for some time.

If the customer believes that she should have a large collar on a small dress, or a pink collar on a red dress, Mrs. Waite assists in selecting something more becoming.

Mrs. Pearl Campbell Is Clever Stylist on Staff at Mann's

Mrs. Pearl Campbell has been employed at Mann's Department store for the past nine years and in that time has earned a reputation as a clever stylist.

Previous to locating in this city Mrs. Campbell had experience in sales in a shop with Benning's at Medicine Hat, Canada.

Many women depend upon Mrs. Campbell's clever ability in planning ensembles which they wish to make. It's easy to select attractive trimming, correct color combinations and patterns which make one appear either thinner or stouter, according to preference, if one remembers that Mrs. Campbell knows her "lines" and is willing to pass on the knowledge to customers of Mann's Department store.

Social Gatherings Regular Features

Realizing that social contact is essential to harmony and efficiency among the many employees of Mann's, John C. Mann stages a store social get-together twice each year. These gatherings are usually in the form of store picnics in the summer time and banquets and theatre parties in the winter months.

Last week an enjoyable dinner party was staged at the Hotel Medford after which the employees enjoyed a theatre party at the Fox Craterian.

Employees Enjoy Monthly Meetings

Every month the employees of Mann's gather for a general sales meeting and round table discussion. These meetings have become institutions at Mann's and very constructive ideas are frequently forthcoming from various members of the staff.

A. L. Cummings Is Expert on Garment Materials at Mann's

This man knows to the inch just how many yards it takes to make a blue gingham dress, and how many pillows a bride should buy. He is A. L. Cummings, head of the piece goods and bedding articles at Mann's store.

Mr. Cummings is one of the city's best authorities on what's new and appropriate in dress materials as well as an expert when it comes to color combinations for all types of women.

Before coming to Medford Mr. Cummings had extensive experience as buyer for J. F. Hink & Sons, merchants of Eureka, California and was also connected as assistant store manager with Weinstein's & Company for some time.

Mann's piece goods department is patronized by practically every woman in southern Oregon who makes clothes for herself or her family, and a complete selection of high grade smart materials is always available.

Humming Bird FULL FASHIONED Hosiery



ALWAYS Humming Bird Hosiery are to be found in stores of the better class. "Birds of a feather..." See these fine stockings! Examine their texture, correct style, clever reinforcements, their astonishing length. This spring Humming Birds are being shown in 37 colors, sponsored by Mme. Julie Bolegard, Paris stylist for the Humming Bird mills. For some of the newer French and American fabrics—difficult to match in hosiery—she has developed colors to be had exclusively in Humming Birds. Come see them today!

Dorothy Gray

Individual care

Every woman's skin is a law unto itself. You will find the exact Dorothy Gray preparations suited to your individual needs at our toilet goods counter.



MANN'S

Printzess Apparel Exclusive in our Garment Department

Where There's Artistry
There's Style

Real artistry in design and workmanship... Skillful tailoring for every type of figure... has been a PRINTZESS tradition for more than thirty-six years.

Ask for PRINTZESS Coat or Ensemble Costumes by name... and look for this label in the garment.



It's the identification of lasting garment value, of style... and a Good Store.

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