

MEDFORD, OREGON, WEDNESDAY, JUNE 11, 1930.

## MANN'S PRESENT COMPLETELY REMODELED STORE TO PUBLIC THURSDAY

### Glimpses of Fine Interior of Mann's Store—Twelve Departments Are Featured

### MANN'S WAS ESTABLISHED IN CITY 1910

Volume of Business Seven Times That of Original Store — Present Store Five Times Original Size — Fixtures Installed.

Tomorrow, Mann's Department store, in new summer dress and with the very latest fixtures, makes its bow to southern Oregon and northern California shoppers. For the past few weeks carpenters have been busily installing these new fixtures which will enable Mann's to offer better service than ever before to the shopping public.

What a contrast this new store is to the Mann's store of 1910! It was 20 years ago that John C. Mann arrived in Medford from St. Paul, Minnesota, and, realizing the expanding business field in Medford, and the rich surrounding country, opened a small store in a portion of the same building Mann's big department store now occupies. The store of twenty years ago offered dry goods and ready-to-wear for women only and occupied but 3,000 square feet of floor space. Today 15,000 square feet of space are devoted to this big store.

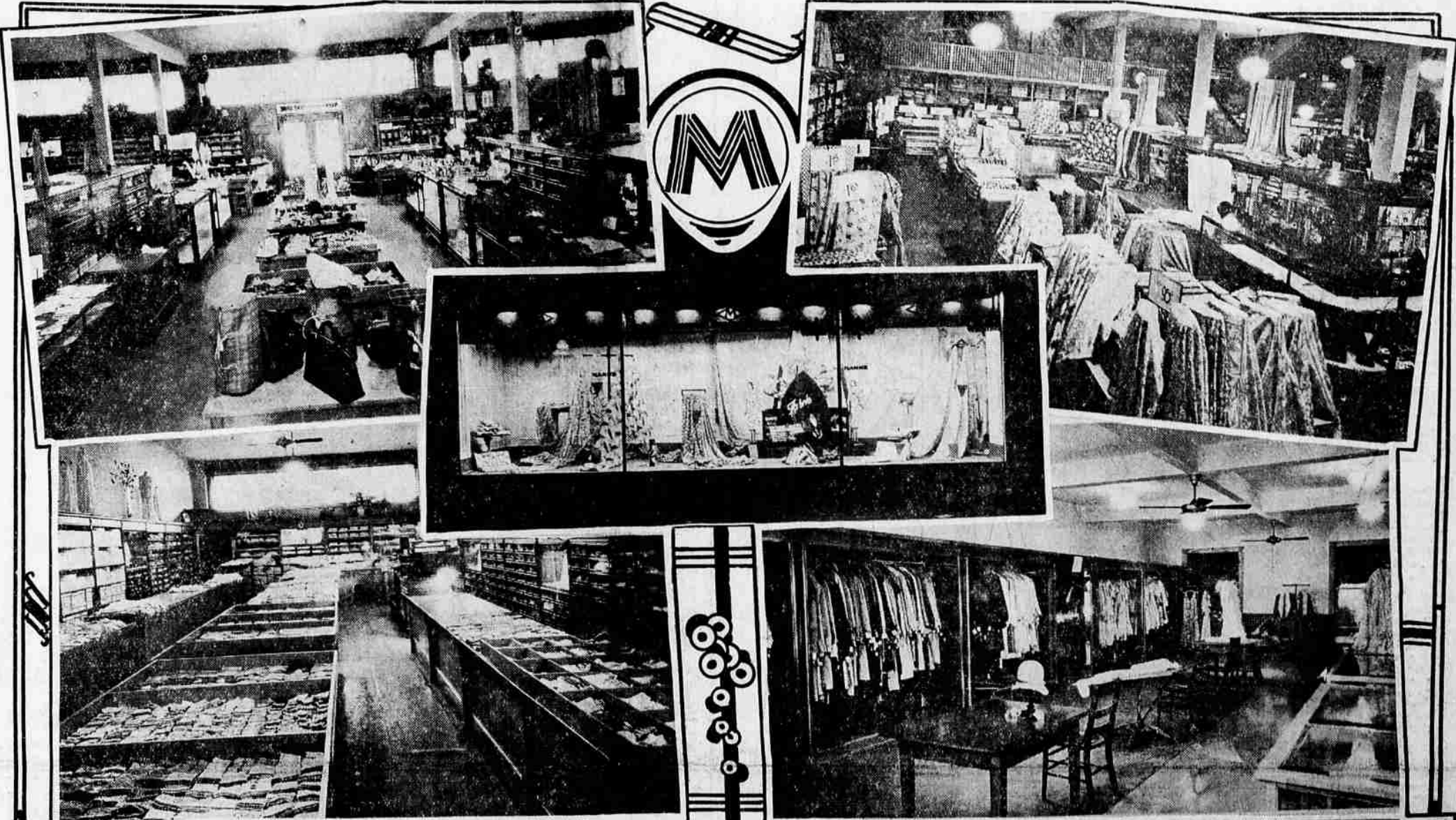
Since opening the original Mann's store in Medford, in 1910, John Mann has consistently increased his stocks and store space and, shortly after the close of the world war, a men's department was added with entrance on East Main street. Not only have Mann's multiplied their floor space by five, but the sales have leaped to the astonishing volume of seven times the first year's business, and Mann's now employs on an average of 40 people.

John P. Moffatt, manager of the main floor store, and W. B. Johnston, head of the clerical and credit department, are now associated with Mr. Mann in the ownership of the big store.

In keeping pace with the growing business of Mann's, Harry S. Hannan, an advertising man of wide experience, was secured to handle the advertising and merchandise display activities of the store. Mann's have a reputation throughout southern Oregon as substantial and consistent advertisers and John C. Mann owes much of his success in this city to his extensive and unceasing advertising.

Mann's windows have won the commendation of shoppers and visitors to this city.

In appreciation of the patronage on the part of Rogue River Valley shoppers, which has increased materially each year, Mann's store offers special selling events at frequent intervals. Central avenue, on which Mann's have their main entrance, and East Main, the men's department entrance, have become one of Medford's busiest shopping districts.



Top left: Central aisle of Mann's main floor looking toward the entrance. In this section of the store are toilet goods, stationery, bags, jewelry, handkerchiefs, gloves and neckwear. Top right: Piece goods section, looking toward the mezzanine balcony on which is Mann's rest rooms. Silks, woolsens, linens, wash goods, white goods, domestics, beddings, draperies, and patterns are sold in this part of the store. Top center: One of Mann's attractive central aisle show windows at night. Center left: In this section of Mann's store, infants' wear, hosiery, corsets and underwear are carried. Center right: Coat department on the second floor. Ready-to-wear, children's wear, ages 4 to 16, toys and millinery may be found on this floor as well as the offices, advertising department and stock rooms. Bottom left: Millinery department and Bottom right: Men's department looking toward boys' wear balcony.



#### Mrs. Helen Hall Is Head of Drapery Section at Mann's

Mrs. Helen Hall, who is in charge of the drapery department at Mann's Department store, is responsible for the attractive appearance of many local homes where draperies and other features of interior decoration are the last word in color and harmony.

After graduating from the University of Oregon Mrs. Hall was employed at McMoran and Washburn's new store in Eugene, and at Powers in Eugene. Both Mr. and Mrs. Hall are popular members of Medford's young married set, and have made a wide circle of friends during their two years in this city.

No matter how small or how large the house Mrs. Hall is capable of selecting just the correct interior decoration details. The assistance of Mann's drapery department consists of measuring and estimating for curtains and drapes in addition to giving advice concerning arrangement and color schemes.



Mrs. Helen Hall

#### Mrs. Spaniol Has Charge of Toiletries Section at Mann's

Some beauty may be only skin deep, but it's better than no beauty at all. Southern Oregon women know this and Mrs. Florence Spaniol, of the toilet goods department at Mann's store, is prepared to advise every type as to the correct care of the skin and the proper use of cosmetics.

Mrs. Spaniol is an expert and pleases problems of the complexion with Dorothy Gray, Elizabeth Arden and Helena Rubenstain preparations.

With new beauty and articles being placed on the market practically every week the average woman is not able to keep up with just which ones she should use to improve her appearance. Mann's store offers feminine patrons quality cosmetics and free advice as to their use. Mrs. Spaniol has just returned from Portland where she took some additional training in Dorothy Gray facial work.



Mrs. Spaniol

#### Mrs. Rostel, Local Radio and Stage Star, Employed at Mann's

Mrs. Joe Murray Rostel, well known locally as a capable actress, through appearances with the Little Theatre group and radio play broadcasts, boys dresses for Mann's.

A wide acquaintance throughout the entire valley aids Mrs. Rostel in selecting dresses which are appropriate for wear in various seasons by every type of woman who patronizes Mann's ready-to-wear department.

Although Mrs. Rostel has been with Mann's for only two years, she has had nine years of experience in selling wearing apparel for women. She was employed at the M. M. Department store for several years during which she made many friends for herself and the company.



Mrs. Rostel

#### Mrs. Merriman Heads Hosiery Department of Mann's Big Store

Hose, correct as to color and length, are just as important articles of the feminine ensemble as the dress, according to Mrs. Irene Merriman, who sells hose and underwear at Mann's.

Mrs. Merriman has been employed by Mann's for more than five years, having been in the pattern department part of that time. Previous to her sales experience in this city she worked for the China Toggery in Oakland, California, and in a children's wear store, Mrs. Merriman offers southern Oregon the latest authoritative hosiery information.



Mrs. Merriman

#### Miss Eula Jacobs Apparel Authority on Staff at Manns

Miss Eula Jacobs is another popular saleslady in the ready-to-wear department at Mann's store, being an authority on what's new and smart in blouses, sweaters, bathing suits, bed room slippers and house dresses.

For five years Miss Jacobs has served the public through Mann's department store. She had considerable experience during that time in selling millinery and negligees to Medford women.



Miss Eula Jacobs

#### Mrs. Storey Popular With Kiddies; Heads Childrens Section

Five years ago Mrs. L. A. Storey came to Medford from New York and since that time has been employed in the children's department at Mann's store. She was with the Collegiate Outfitting company in the east.

Mothers depend upon the common sense advice which Mrs. Storey gives in regard to clothing for their youngsters. Clever little garments for all seasons of the year; outfits for play or dress-up wear and toys are sold by Mrs. Storey.

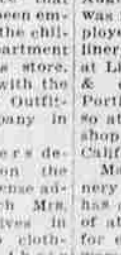


Mrs. Storey

#### Miss Wynne Directs Millinery Shop at Mann's Store Here

Miss Lucille Wynne, milliner at Mann's, has been in this city since August, 1929. She was formerly employed in the millinery department at Lipman, Wolfe & company of Portland, and also at the Wonder shop in Stockton, California.

Mann's millinery department has a large stock of attractive hats for every type of woman. Just now Miss Wynne is featuring especially smart models in all of the newest shades in summer felts, straws and crepes.



Miss Wynne

#### Mrs. Hayes Active in Planning Manns Annual Style Revue

Mrs. Vella Smith Hayes, of the ready-to-wear department at Mann's store, has for the past three years fitted slim and stout women of this valley with everything from evening gowns to golf sweaters.

Extensive experience with such well known concerns as H. Lobes and Willards in San Francisco enables Mrs. Hayes to buy and sell intelligently. She was employed as buyer for the May Store, Inc. in Eugene, Oregon, previous to coming to Medford.



Mrs. Hayes

The success of Mann's annual fashion shows is largely due to Mrs. Hayes' ability as a customer and her complete knowledge of women's clothes for all occasions.

Hundreds of shoppers from northern California journey to Medford to shop at Mann's store. Mann's mail order business in the California counties adjoining this state is growing by leaps and bounds.

## All Southern Oregon Invited to Mann's "Open House" Thursday