

Mann's Advertise on Extensive Scale

Harry S. Hinman Is Advertising and Publicity Director

Mrs. Ruth Klingle Has Charge Center Aisle Mann's Store

The window displays at Mann's which invariably attract southern Oregon shoppers to the store on



HARRY S. HINMAN
Advertising Manager

North Central are arranged by H. S. Hinman, advertising manager, who has been with the local business firm during the past year.

Mr. Hinman's early art work was with Varney & Green, commercial artists, in San Francisco, Cal., after graduating from the School of Fine Arts at the University of Washington.

For ten years Mr. Hinman was engaged in special advertising work at Lipman & Wolfe's advertising department, Portland, and Hinks & Sons, Eureka, Cal.

In addition to his ability in window decorating, interior displays and attractive advertising layouts, Mr. Hinman is well-known locally because of his connection with the Little Theatre group and his activities with the Brotherhood of St. Andrew of the Episcopal church.

Corsetry Essential To New Fashions Is Vogue's Decree

Corsetry and the new fashions are inseparable. Fashion has gone feminine. There is no place in the entire "Fashion" program for boyish forms. But the new styles have lost none of the youth of the past seasons.

The 1930 Vogue calls for natural figures and delicate, feminine curves and hence fashionable grooming depends upon a correct foundation garment. In this day of femininity it is natural that elegance be the keynote in design, beautiful colors and exquisite fabrics. In ensemble with this feeling Mann's Spring and Summer line reveals new and undreamed of beauty in corsetry.

Fabrics that are curiously soft, laces that are as sheer as soft webs, pilable as elastic, and designs as charming as French lingerie, unusually dainty too, are these inexpensive unadorned garments.

But the most satisfying feature of all is that even the most fragile of these garments firmly control the figure to the desired curve.

Describe Hosiery Service Now Being Offered at Mann's

Mann's have a very complete up-to-date hosiery department consisting principally of women's fine full fashioned silks and imported laces.

Fashion brings us this season a smart new dull-sheer hose of exquisite clear texture, free from rings. This dull finish is the result of a special tightly twisted yarn with all the fuzzy loose ends eliminated. This close weave tends to reduce the possibility of runs and protects the hose from the inevitable snags and tiny pulls.

Another interesting and desirable feature is the slenderizing clinging appearance of this dull-sheer chiffon. May we suggest that you ask to see this last word in hosiery refinement?

Fashionable sport togs call for sheer laces without sheen to detract from their softness. These may be had in chiffon laces with plain or openwork lace patterns in white, pastel and suntan shades.

For shoppers' convenience, Mann's are opening a personal hosiery service, a system for keeping a record of their correct size, length and color. If Mann's have not fitted in a card for you we will gladly do so the next time you visit our hosiery department. This will enable us to fill your telephone orders with greater accuracy and intelligence.

Mann's Employees Enjoy Banquet and Visit to Craterian

Employees of Mann's Department store were guests of the management Thursday evening, June 5, at a dinner party at the Hotel Medford.

Mrs. Jo Murray Rostel, who is in the ready-to-wear department and has charge of buying, entertained with a clever original reading.

Following the dinner hour, a theater party for "All Quiet on the Western Front" at the Craterian, was enjoyed by the 34 guests.

J. C. Mann features several parties for the employees during the year.

Mrs. Ruth Klingle has many friends among the patrons of Mann's Department store, having been employed by them in various capacities during the past five years.



At present she is in charge of center aisle which includes neck wear articles, bags, toilet goods, umbrellas, notions, handkerchiefs, costume jewelry and gloves.

Mrs. Klingle never fails to suggest just what one needs to complete a costume. If it's handkerchiefs, she knows what color is best. If it's gloves, Miss Klingle and her assistants fit one as well as any other saleslady in Medford.

Silks Beau Monde Fashion Advisor Gives Sport Fabrics

With midsummer only a month away, immediate plans for smart sports costumes are in order. The increase in the number of sports costumes necessary for a completely successful summer is due to two things. There is a greater interest in every type of sports, vacation, and week-end pastimes; there are more fabrics especially designed for sports wear than ever before.

The Silks Beau Monde fashionist pointed this out in a recent interview. She emphasized especially many of the Beau Monde fabrics which are in our display right now.

Rough weaves in pastel shades are popular. Sun Tang, a new Beau Monde fabric, is distinctly a sports material. It is really an especially attractive shantung weave and the pastel shades of the season seem unusually soft and lovely on the rough surface of this cloth.

The summer season will see many spectator and active sports costumes made of Sun Tang in pastel colors. One recent success, designed for sports wear, was a short jacket suit of Sun Tang in Nile Green combined with a blouse of Peach Sun Tang.

Pique weaves are receiving everyone's attention and "66" Silk Pique is altogether lovely. It is soft and its ribbed effect makes it adaptable to the softer and more feminine lines of sports made of this year. The colorings are particularly good. Again the combinations of pastel colors are being emphasized by the smarter costume designers. Peach and blue in a sports frock is particularly interesting.

One outstanding fashion emphasizes velveteen jackets and flat crepe frocks. These jacket costumes are not the usual straight line dress and coat combinations. They have achieved a quaint air which is delightfully feminine, since the short little coats are made of many fitted sections with perhaps a cap collar or an unusually soft, velveteen velvet with its soft pile and unusual lustre is exactly right for a costume of this kind.

For the accompanying frock, Field Crepe is an excellent choice. It is just the right weight and has a beautiful finish. A good color combination would be a dress of Eggshell Field Crepe with a coat of Poppie Red Viking Velveteen.

There are decidedly practical features about this combination of Field Crepe and Viking Velveteen, since the Field Crepe itself washes beautifully and the Viking Velveteen is distinctive for its soft, beautiful finish which does not mar or crush.

The sports wardrobe should be completed with several washable frocks. This is a feminine season, but it is none the less practical, and women who study their clothes carefully are including several very simple dresses of such fabrics as Flat Crepe, Sun Tang, and "66" Silk Pique. Simple these dresses may be—but they show many an interesting style trend.

Necklines may be square or V-shaped. Sleeves may be any length at all. The polo sleeve is at course very popular and when the sports frocks are of spectator type a three-quarter length sleeve may be the choice.

Skirts are full but the fullness and flare is very carefully managed in the sports frock of 1930. Fullness is always placed low by means of inserted godets, plaids that flare, fullness that starts at the waistline in the form of godets and flares of comfortable width.

The trimming bows which continue in popularity in sports frocks are often stitched flat on blouses and sleeves. In fact, outside stitching is a smart trim for any sports frock.

"A palette of pastels" describes the color tendencies for sports wear. All pastel shades are good and even better when used in combinations than when shown alone. By this time most women are familiar with the slightly grayed character of pastel shades, sometimes called "dusty tints."

Dead white has achieved a popularity almost as great as that of black. Combinations are endless—black and white—red and eggshell—peach and turquoise—yellow and lavender—gray and chartreuse—black and pink—white in a dozen combinations with pastel shades.

Never before have the women who plan to make their own clothes such an opportunity to achieve smart sports costumes—smart in fabric, line, and color. You will be interested in fabrics mentioned above as displayed in our silk section.

Cool Wardrobe Is Essential to Real Summertime Comfort

Summer comfort means more than keeping cool. At least most women insist that it does. For to be comfortable in summer one must be suitably dressed for every summer time occasion. Everyone wants to be cool, of course, but a merely cool frock is evidently no help to one's peace of mind if it happens to be the wrong costume for the time, the place, and the company.

The proper summer wardrobe is not so much a matter of expense as it is of careful planning and proper selection. Mann's have paid a great deal of attention to assembling just the things for those who want to make this summer a comfortable one in every sense of the word.

PORTLAND—Jose Ayson Mor-

Mann's Advertising Twenty Years Ago

MANN'S THE WOMAN'S STORE

Sensational COATS Sale of . . .



New Spring Coats

Made of All Wool Material. Every Coat worth

\$10.00

SATURDAY ONLY

\$7.98

Wash Goods

Best Dress Prints on Sale Sat.—

50c yard

Sale of Smooth Set PETTICOATS

for under the Crockay and Tennis Gown

Adjustable bands. The best fitting petticoats made. 100 go on sale Saturday—all lengths

98c

Warner's Rust Proof Corsets, \$1



No. 4029

Parasols

50 latest style all silk parasols on sale Saturday

\$2.60

MUSLIN UNDERWEAR

Our Combination Suits are very special —

On sale at Mann's

\$1.19

Good Quality Arron Gingham — Saturday

6c yd.

This is a typical advertisement published by Mann's in the Mail Tribune 20 years ago, when this store first became one of Medford's business concerns. It is typical of the type of advertisements which greeted Medford bargain seekers back in 1910. On the right is one of Mann's attractive present-day advertisements, showing that advertising has progressed as well as present-day merchandising. Mann's advertising, under the direction of Harry S. Hinman, has won the approval of Pacific Coast business men.

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ales, 21, charged with assault and was arrested following the stab-battery with a dangerous weapon (ing of Benny Rutz, 22.

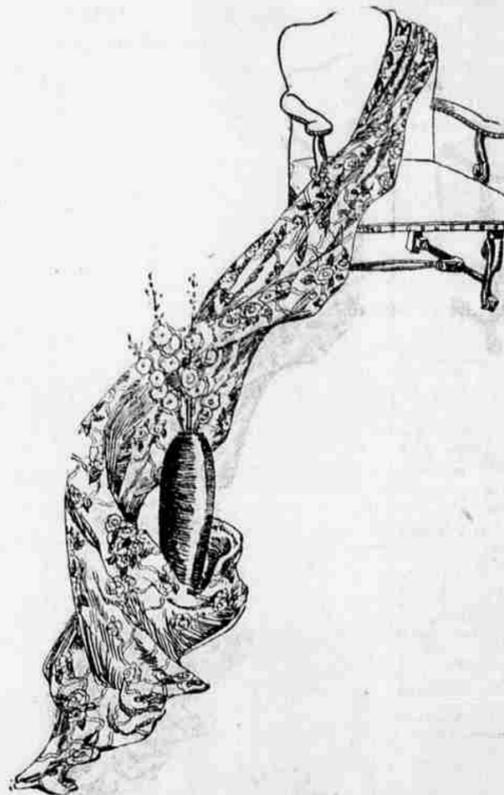
Jerry-J

The Perfect-Fitting Sweater with permalit seam

The famous Jerry-J Sweaters for Men are Exclusive with Mann's

Ask for Jerry-J.

Men's Section, Street Floor



Draperies To Make the Home Bright and Cheerful

Every housewife likes to move her furniture about to make the room look different, but if you are craving a change in the appearance of your room let draperies do it. There is nothing that makes a room so new looking and attractive as new draperies. They are so cool and restful, and you may have this wonderful change for a mere trifle if you select your draperies from Mann's. We offer you new colors and patterns in infinite variety. Let our expert decorator assist you. Her suggestions as to color and style of make are yours for the asking.

- Cretonnes 25c to \$2.95
- Damasks \$1.00 to \$4.50
- Fine Nets 19c to \$1.95
- Curtains \$1 to \$4.95
- Panels \$1 to \$5.50
- India Prints \$1.00 to \$12.50

Mann's Drapery Service

Mann's Drapery Service is just that! A service FREE to all customers who come to this store. We pride ourselves on this service; it is complete, intelligent, and instructive. Our drapery woman is a college trained decorator; her advice and counsel is yours for the asking; and if you choose she will gladly go to your home, measure your windows, submit to you the actual cost of making and hanging your drapes. We maintain a drapery work room; all making is done right here in the store, by an expert—you are assured perfect satisfaction. The cost we promise you, will not be more than you wish to pay.

Mann's Department Store
"THE STORE FOR EVERYBODY"
PHONE 1-495-467 MEDFORD, OREGON