

YES SIR! THIS IS GOOD NEWS!...



I HAVE been a patron of Mann's for years and have learned to know and depend upon the uniform quality and correct styling of everything at this long-established Medford store. Another thing! When I wander into Mann's, either to buy or just to "look", I'm made to feel that I'm welcome... there's an atmosphere of friendliness and cordiality that can't be beat... In my opinion there's been only one thing wrong with this fine store, and that's the lack of a good shoe department... That would enable me to do all of my buying at one place... a place that I KNOW is right! That's the reason this announcement is GOOD NEWS to me... It means that I can get EXACTLY the kind of shoe I want—in Florsheim, Fortune and Friendly—stayed right up to the minute, perfectly fitted with SERVICE in every stitch—at a range of prices right in line with my pocketbook... and get it at my favorite store. Now I'm "going Mann's" one-hundred percent!

SEE
Central Avenue
and Main Street
Window
Displays of
**MANN'S NEW
SHOES For
MEN**

THE FLORSHEIM SHOE FOR MEN IS A QUALITY PRODUCT

THERE are four salient points that are essential in the manufacturing of fine shoes—none of which can be evaded without detracting from the quality of the product. They are:
1—Good materials; 2—Good workmanship; 3—Proper fit (both of last and pattern); 4—Accepted styling.
Every point is carefully considered in the making of Florsheim Shoes to insure the production of a quality shoe.
GOOD MATERIALS
The foundation of every quality shoe is the materials that are used, and, of these materials, leather is naturally the most important.
Hides are a product of nature,

and, consequently, in their tanning, a great variance in weights and grades results in the finished leather. In the selection of hides to be used in Florsheim Shoes, a premium is paid for top grades, and only the first choice of rich, mellow skins, cut exclusively for Florsheim styles are used. It is apparent that the supply of first grade hides is limited, and that the leathers used in Florsheim Shoes must be assembled from every hide-producing country of the world. China, Brazil and India contribute most of the finest Kid Skins—Scotch Grain is imported from Glasgow—Calf Skins are the products of the best tanners of the United States and several European countries—Kangaroo skins are an exclusive product of Australia.
It is not enough that only the choicest leathers are selected. When skins, twelve to a roll, are received in our factory, experienced sorters go over them again, selecting only the finest weights, grades and colors from an already top quality.
Likewise, all other materials going into the making of Florsheim Shoes are of the finest grades only. Sole leather used is from bonds exclusively cut and assorted in our factory. Only the closely woven, fine fibre soles which measure up to Florsheim standard are selected—the balance is sold to manufacturers of lesser priced shoes.

America's
Most Popular Low
Priced Quality
SHOE
For MEN



*The Fortune
Shoe For Men
Featured at Mann's*

The Fortune Shoe for Men is the finest low priced shoe in America today! A shoe built to a standard yet to sell for only \$4 and \$5 pair. Your shoe dollars never bought so much shoe, as you'll get in a pair of Fortune shoes. Mann's consider it a great pleasure to offer these fine low priced shoes to the Men and Young Men of Southern Oregon. New Sport and Dress styles for Spring and Summer 1934 are now ready for your selection.



\$4 & \$5

Mann's Shoe Dept.
For Men

The Popular Fortune Shoe
For Men Now at Mann's

The Fortune Shoe at \$4 and \$5 a pair is a national favorite—a shoe known the country over for its fine quality, style and fit, yet selling at a price within the reach of every man in Medford.
boot value in Medford. We know they are good.
We venture to say that every man and young man in Medford will be talking about Fortune shoes before many days have passed.

Good looking, long wearing Fortune shoes will be featured by Mann's Men's Shoe Dept. New Spring and Summer styles for both Sports and Dress wear.

Drop into Mann's new Shoe Department and try on a pair of these good looking inexpensive Fortune shoes. You'll be surprised how comfortable they are, and how smart they look on the foot.

Men who are interested in high top boots for work or sports should see the 16-inch all leather Fortune boot that will sell for only \$3.00. This is the greatest



Mann's Department Store
MEDFORD'S OWN STORE
Announces
FLORSHEIM SHOES
For Men



We HAVE been fortunate in securing for our new shoe department the exclusive agency for Florsheim Shoes in Medford. These nationally famous shoes are outstanding in the footwear field... leaders in style, in comfort, in long wear and value. Our new assortment of Spring styles, in all widths and sizes, is now on display. You are cordially invited to see them.

\$8⁷⁵
Most Styles

Some Styles \$10.

Mann's Shoe Dept. for Men - Main Floor

Friendly Shoes for Men at Mann's
in Spring's Newest Styles!

This is great news for the Men of Medford. Nationally known Friendly Shoes are now at Mann's. In featuring this fine line of Men's Footwear we are offering our customers one of America's leading popular priced shoe lines. The Friendly Shoe is not only a good shoe, but it is styled as well as shoes costing much more. They

are made in one of the largest shoe plants in the world by men and women who are expert shoe makers and represent the Very Best shoe value. In selecting a pair of Friendly shoes you can rest assured that you are getting 100 percent leather construction—you are not buying just a cheap shoe. Friendly shoes in Dress and Sport

styles will pep up your wardrobe, and pep you up as well—because they're made to fit properly. See our complete Spring line, and make your selection from the best styles made! One low price on all Friendly shoes. Just \$6.50 per pair. Remember Friendly shoes for Men at Mann's new Men's Shoe section on the Main Floor.

**EXPERT
Shoe Man**

Don't worry about a proper fit! We will have an experienced shoe man to take care of your feet! Come in and talk over your shoe troubles with Mann's Shoe Man. Try on a pair of Florsheim's Friendly's or Fortune.

A Famous
Popular Priced
SHOE
For Men
now at
MANN'S



The
Friendly
Shoe for Men!

The above announcement should be good news for the Men and Young Men of Southern Oregon. The famous Friendly Shoe for Men at \$6.00 per pair. These fine popular priced shoes known the country over for style, quality and fit will be featured by Mann's. Complete range of sizes and styles for the Spring and Summer season are now ready for your selection.

\$6⁰⁰
Most Styles

Mann's Shoe Dept.
For Men

Come in and See Our Friendly Shoes