

Gala 'Open House' at Mann's Remodeled Store Thursday Evening

FASHION REVUE, MUSIC, FEATURE FORMAL OPENING

7:30 to 9:30 P. M. Set Aside for Inspection by Public of Newly Expanded and Refurbished Institution

Tomorrow night between the hours of 7:30 and 9:30 Mann's Department Store will be the scene of a gala "open house," to which everyone in southern Oregon and northern California has been extended a personal invitation by John C. Mann, who, with his employees, will be on hand to welcome visitors.

Music for the formal opening will be furnished by Del Bergman's five-piece orchestra, which will play numbers in keeping with the spirit of the occasion. An impromptu fashion revue is to be one of the entertainment features Thursday night.

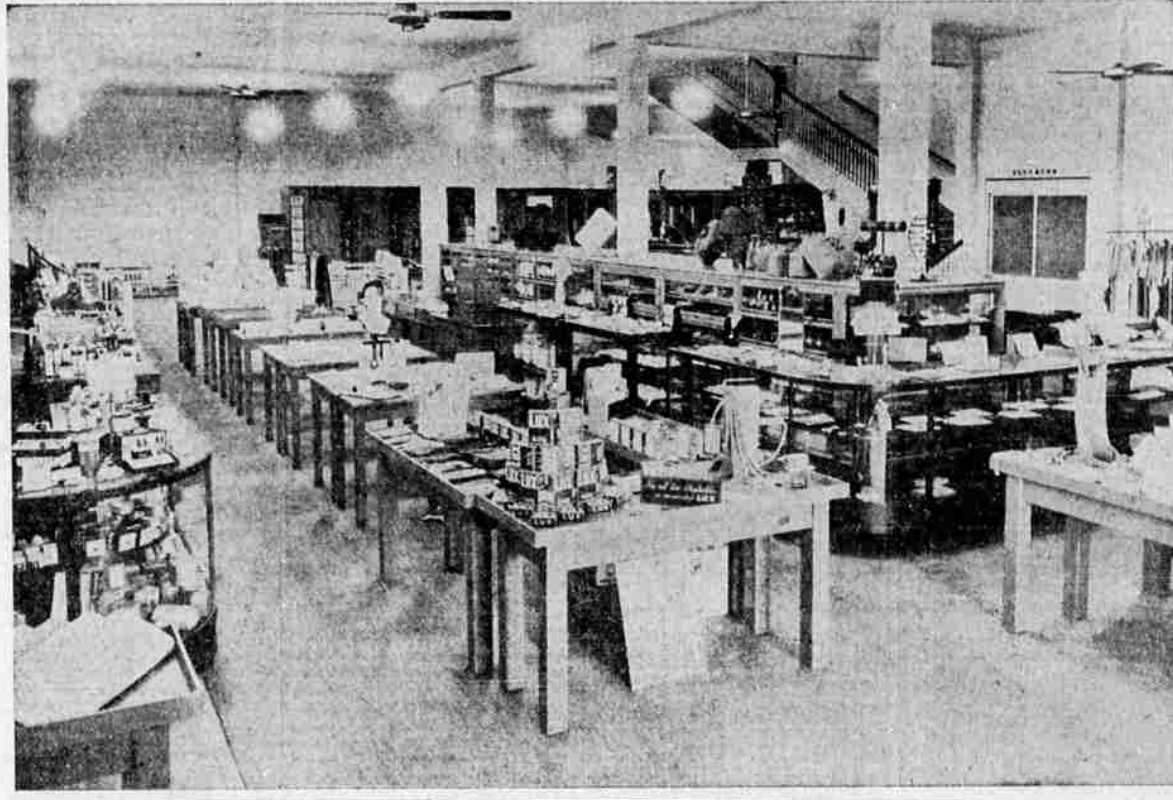
Flowers in all departments will add to the festive air tomorrow and special displays of new merchandise will be completed in all sections and the front show windows are being elaborately decorated for the evening.

Dog Unhurt In 75-Foot Dive CLEVELAND (UP)—A white Samoyede dog leaped 75 feet into Lake Erie when he was cornered by Animal Protective League officials attempting to catch him.

Dangerous Sport LYNN, Mass. (UP)—A group of youngsters was enjoying a nice friendly game of "kick the bar" until Harold Colby came along and discovered that the "bar" was a stick of dynamite.

Dog Aids Reporter HARTFORD, Conn. (UP)—Arthur Sullivan, blind reporter, covers his "beat" with the aid of a police dog.

View of Mann's Main Floor From Central Entrance



WASHABLE PIQUES GAIN PLACE OF HONOR DURING AUGUST'S HEATED DAYS

PARIS — (UP)—Although the big dressmakers on the rue de la Paix and the rue Royale are boisterous about winter furs, woolsens and velvets, these still remain a month and a half off weather and a new black crepe, no matter how chic, is not half so comfortable as a cool summer dress.

August is the month for cool, washable piques, and this versatile material goes into gowns for every sort of occasion. For morning wear, there is the red and white peppermint striped dress which made such a hit at Vera Borea. It is a two-piece dress with a high-necked corsage which ties with a stock scarf.

NEW WINDOW FIXTURES DESIGNED BY HINMAN AID STYLE DISPLAYS

Harry S. Hinman, capable advertising manager for Mann's Department Store during the past six years, designed the distinctive new window display fixtures which immediately attract the attention of Medford visitors on shopping tours.

The stripes in the material run vertically in the corsage, but run diagonally in the skirt, meeting in an inverted V in the center back and front. It is worn with a white belt and a white hat.

Alcatraz Census

SAN FRANCISCO, (UP)—Headed by Al Capone, erstwhile Chicago gang leader, Alcatraz prison in San Francisco now has 238 inmates—"the worst in the land," according to Warden James A. Johnston.

CHUCK QUINTS STATE WARD SANFORD, Me. (UP)—Maine now boasts of being guardian of quintuplets. The five babies were discovered after Alvan McDougal had shot their mother, a woodchuck, in his garden.

Business increased steadily and it was necessary for Mr. Mann to use his return trip ticket to St. Paul in order to secure additional merchandise. Five years after opening Mann's, Mann's expanded with the addition of another store formerly occupied by Wold & Heddy.

Intelligent planning assistance and moderate estimates on building and remodeling gladly furnished. Complete facilities for the finest of work. Phone 1075

MANN'S PROGRESS CONSTANT SINCE ARRIVAL IN 1910

The business career of John C. Mann's Department store in Medford twenty-five years ago, is a story of continued success brought about by his unflinching enthusiasm and progressiveness. From the modest beginning of his original ready-to-wear establishment to the day of the grand opening of Mann's present store which is considered one of the finest of its type in Oregon, he has shown his faith in the future development of the Rogue river valley.

Beginning at the bottom of the ladder, Mr. Mann went to work in a general merchandise store at Godrich, Ontario, 56 years ago for five dollars a week. He served a three years apprenticeship and at that time was 17 years of age. Following that early experience John Mann clerked at Mealey's drygoods store in St. Paul, Minn., and purchased the business at the end of that period.

Mr. Mann had heard about the possibilities of the southern Oregon territory, and finally, with his fingers crossed, bought a ticket to Medford, with a return ticket to his former location in case he might be disappointed. Hutchinson's and Baker's store on North Central avenue was conducting a bankrupt sale.

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Founder



John C. Mann, business and civic leader of Medford who founded Mann's store in this city in 1910. Under Mr. Mann's capable leadership and inspiration, Mann's Department Store has prospered and expanded and tomorrow's opening of the newly remodeled and enlarged Mann's Department Store is a climax to nearly a quarter-century of successful merchandising in Medford.

MOFFATT GENERAL MANAGER MANN'S

John Moffatt, general manager of Mann's Department store, has been connected with this prosperous southern Oregon firm for 19 years. He went to work for John Mann shortly after the establishment of the business in order to learn mercantile.

After the men's department was installed in Mann's store, Mr. Moffatt was in charge of men's wear for a number of years. Thirteen years ago he was made manager of the entire lower floor and all its departments, and at the present time he is general manager of the substantially enlarged store.

BOYS' DEPARTMENT CARRIES COMPLETE LINES FOR ALL AGES

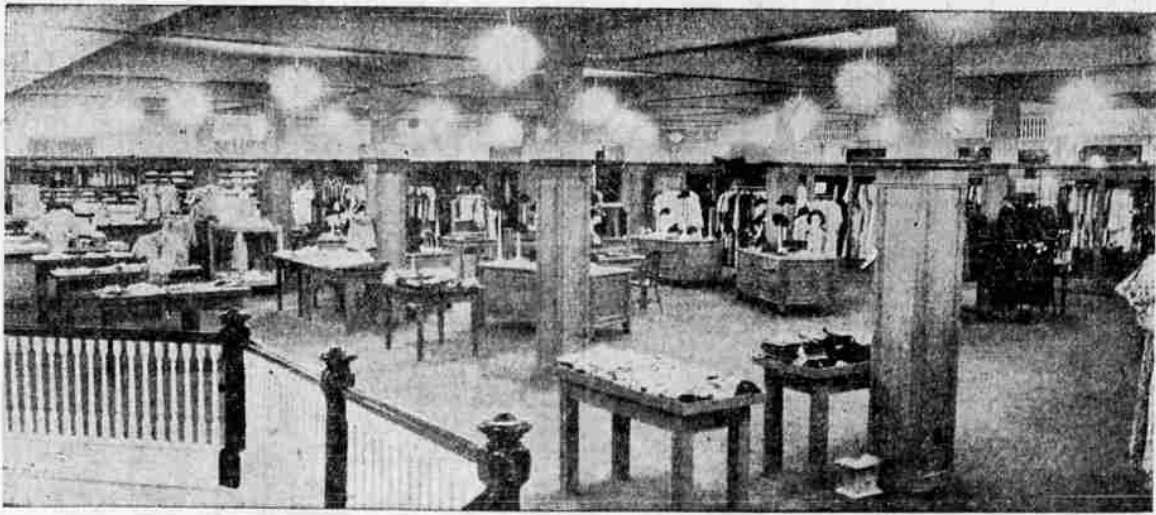
Howard LeClerc, who has been a familiar figure in Mann's Men's store for the past seven years, is in charge of the boy's department in the attractive new establishment. A complete section of apparel for boys from the age of five to young men of 20 is on display in this important division of the men's store which is particularly featuring at this time appropriate school clothes.

Suits and furnishings under the supervision of Mr. LeClerc were formerly located on the first floor balcony in rather cramped quarters so that the present arrangement is much more convenient and provides ample space for showing the merchandise.

Suits for teen-age fellows are double-breasted with shirred backs after the style of their elders, or with plain backs. Brown is a strong color to start the season. Brushed wool sweaters with zipper fronts and shirred backs will again be the favorite costume with cords or tweed trousers.

BUTTE FALLS MAN KILLS SNAKE WITH 15 RATTLES

BUTTE FALLS, Aug. 14.—(Sp.)—Gus Edmonson is displaying the noise-making appendage of a rattlesnake with fifteen rattles, taken from a snake which he and Mrs. Edmonson killed on Rogue river recently. Mr. Edmonson says it was the largest rattler he ever saw. Although there were fifteen rattles left, there was evidence that some had been broken off.



CONGRATULATIONS

Mann's Department Store!

UPON THE OPENING OF YOUR NEW STORE

We are glad to add our word of congratulations to those extended to John Mann and his associates upon the occasion of the public presentation of Mann's fine new department store. . . . Air conditioned, modern in every detail, this store is a splendid addition to Medford's business firms. . . . It reflects the courage and enterprise of the store's founder and the capable management during 24 years of successful business. . . .

The First National Bank

A Departmentized Bank

COMMERCIAL—SAVINGS—TRUST DEPARTMENT SAFE DEPOSIT VAULTS

Congratulations

To

MANN'S

Upon the Opening of Their New Store Tomorrow

Intelligent planning assistance and moderate estimates on building and remodeling gladly furnished. Complete facilities for the finest of work.

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I AM GLAD to have participated in the remodeling of Mann's fine, new store in the capacity of general contractor. . . . This store is now one of Oregon's most modern and attractive department stores, reflecting the trend of present-day business establishments. Comfort and convenience for patrons is now stressed in business houses of today and MANN'S have overlooked no detail in making their new home a more pleasant place in which to shop. . . . Improvements of the nature just completed by Mann's unquestionably pays dividends in added business and increased good will on the part of patrons.

ELMER CHILDERS

Contractor and Builder