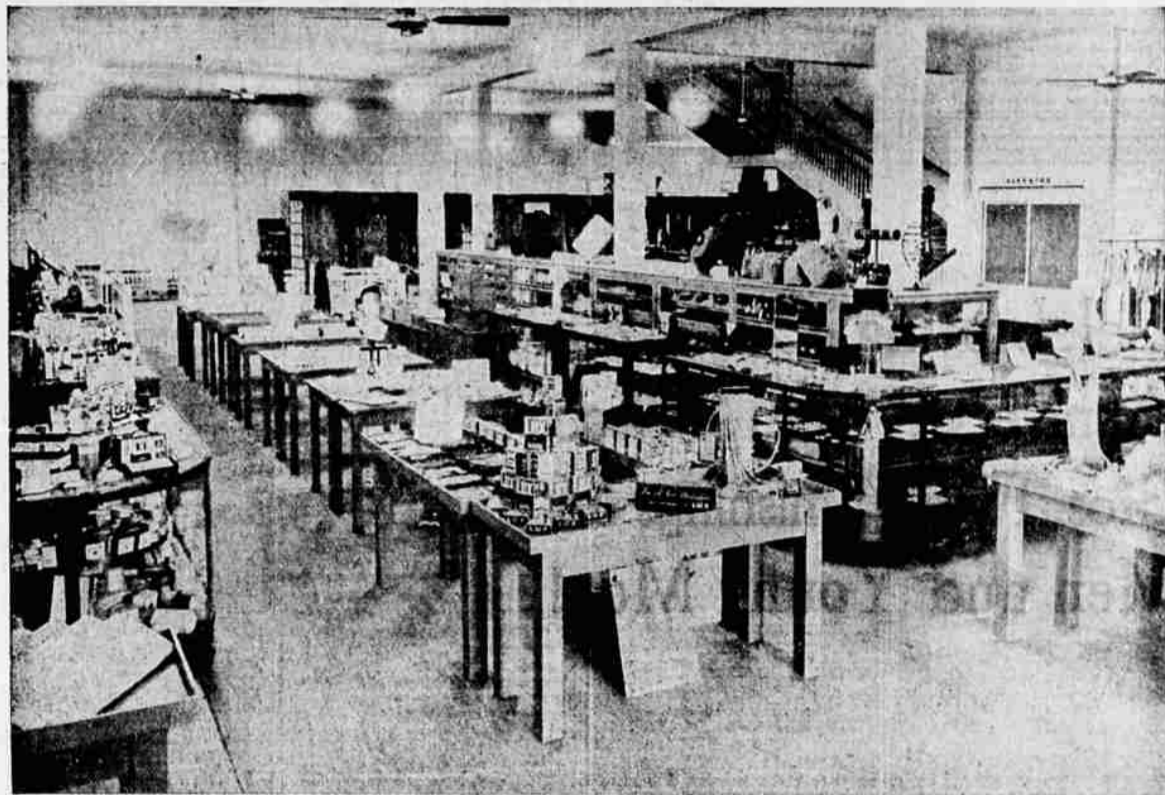


# MANN'S 27TH ANNIVERSARY

### View of Mann's Main Floor From Central Entrance



## MANN'S TO MARK 27TH ANNIVERSARY WITH GREAT SALE

Twenty-seven years of successful catering to shoppers of southern Oregon will be celebrated by Mann's department store, starting next Saturday, first day of the annual month-long anniversary sale which will commemorate the completion of more than a quarter of a century of business in the same location and under the same management.

One of the state's most attractive shopping centers, Mann's will open doors to the public with sharp price reductions in all its modern and well-stocked departments. The anniversary sale starts Saturday and closes about the first of November. Months of planning and buying for the annual sale are followed, according to John Moffatt, manager for the past 26 years. Buyers are sent to the city markets with orders to purchase quality merchandise at reasonable prices, and the merchandise is passed on to customers under the same conditions. Departmentized throughout, the store offers items of apparel for every member of the family, and is without a doubt one of the most fully stocked in Oregon. Thousands of dollars worth of special merchandise is purchased yearly for the anniversary sale, and this year will prove no exception. Mr. Moffatt states that shoppers will choose from the largest and finest assortment of high class goods yet to be stocked by Mann's.

Because of the annual anniversary sale, October has become one of the largest business months of the year, Mr. Moffatt says. And, because of that, Mann's is able to offer exciting price reductions in all its departments more than at any other time. Since the opening of Mann's in

1910, the popular department store has undergone several remodeling and enlargement programs. From time to time, there have been added new features. The last enlargement was in 1935, when the store procured the space now occupied by the men's department with entrance on East Main street, utilized the basement, and added a beauty salon, air conditioning and ultra modern lighting. Mr. Mann and all employees cordially welcome their many friends to the first day of the store-wide sale starting Saturday, and express their appreciation for the years of generous patronage they have enjoyed.



John C. Mann (above), who founded Mann's department store in 1910 and still remains actively engaged in the direction of the beautiful and modern business firm, first came to southern Oregon from St. Paul, Minn. The Baker-Hitchinson store on North Central avenue was conducting a bankrupt sale, and Mr. Mann purchased the entire stock and immediately established the present business. From that small beginning, Mann's has developed into one of the most complete department stores in the state and it was mainly because of the inspired management of the owner that shoppers of the district are now able to enjoy the services of the fine store. Mr. Mann, through more than a quarter of a century, has been extremely active in civic affairs of Medford, and has immeasurably helped the city in its rapid growth and advancement. He has taken part in chamber of commerce, council and school activities, and especially in the latter has he proved a valuable friend and guide.

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### Fair Complexion Ousts Tan Shade In Autumn Favor

The fair complexion is once more in fashion. The pale powders and cool, subtle rouge which were admired at the turn of the century, and many of the new fashions reflect the tastes of 1900. This delicate make-up is now in vogue in Hollywood (both on and off the screen). The (fair skinned) pink and white blond will bring out all her beauty



**DOROTHY GRAY'S**  
Blustery Weather  
**LOTION**  
\$1.00  
Bottle

Dorothy Gray's Famous Blustery Weather Lotion is a blend, greaseless emollient with extra-protective and soothing qualities for skin sensitive to drying winds, heat and cold. Contains Vitamin D and is an ideal powder base—a grand lotion for hands, face or body.

**MANN'S**  
MAIN FLOOR

with pale flesh powder and bluish pink lipstick. The girl who has a pearly colorless skin or a pale cream tone, will use light rachel powder and rose rouge. Fair redheads with peaches and cream complexion will look well with light rachel powder and soft orange pink rouge. If you have an olive or tanned skin choose a powder matching exactly the fairer portions of your face. Rouge and lipstick that blend and flatter your skin and makes you look fair. If your skin is olive and blends with orange, a sunset shade rouge is flattering, or if your skin blends with the rosiest shades, the new royalty red or coronation is a gorgeous shade. These two shades are new and made to harmonize with the new fall colors.



It's much easier to preserve youthful lines than it is to restore them. A VENUS 'CORSETALL' is figure insurance. It's a real contribution to youth and beauty.

\$4.98  
**MANN'S**  
SECOND FLOOR

### Costume Flowers Lavish and Varied

Costume flowers are unusual this season. The new presentations are lavish and varied. For sports, boucounieres of all colors brighten the costume, often matching a scarf, gloves, handkerchief or blouse. For afternoon, a soft rich corsage is good taste on a fur-collared coat,

suit ensemble or at the neck of the dress. For evening, all types and sizes are worn. Taffeta, chiffon, velvet, sequins and metallics are the preferred fabrics. Colors range from pale to deep tones—often beautifully shaded or a combination of colors. All varieties of flowers are prominent in this group—trailing fox gloves, oversized roses, clusters of smaller roses, peonies, gold gardenias and chrysanthemums.

### Knitters Aided By Right Yarn Choice

Hand knitted costumes are important in woman's wardrobe today, and at a recent showing given by Bernard Ulmann company, held at the Waldorf Astoria hotel in New York City, many unusual and outstanding costumes were displayed.

The yarns from which these costumes were made were Caledonian sephyr, cobble crepe, angel crepe, angel flake, cassimere sport and angora. These yarns are easy to work with and specific instructions are given in our knitting department, so that the knitter can follow them in a very simple manner.

Use Mail Tribune want ads.

## MANN'S ANNIVERSARY SCOOP!

Fine  
**FUR**  
**FELTS**  
\$2.98  
EXTRA style!  
EXTRA value!



Brimmed hats manipulated turbans, little calots with veils! The whole millinery picture, in a better quality fur felt than you expect at so low a price! You'll want several of these hats... they are so varied and so NEW!

OF COURSE WE HAVE YOUR HEADSIZ!



Talk behind your back?

If your hips are trim and flat in back, if your step and flesh are firm, then the talk is favorable. But if you tend to bulge and quake and shake with every breath and step you take—get this Sleek. An all Laxtex style with Talon closing. . . .

\$3.50 \$4.98 \$6.95

**MANN'S**  
FORMFIT DEPT. SECOND FLOOR



### Betty BAXLEY Wash Frocks For Fall and Winter

We are mighty proud of these lovely new Betty Baxley Wash Frocks for Fall 1937. Smart Frocks in Floral, Dot and Plaid patterns of fast color broadcloths featuring new 10 and 16-gore skirts that swing in the new manner. These good looking dresses are trimmed with organdy, bias tape, ric-rac and buttons. Sizes 12 to 44.

\$1.95

SECOND FLOOR

**MANN'S**

### Carter's Infants Underwear Is Guaranteed to Please any Baby in The World!

- Cotton Vests, long and short Sleeve, at 50c
- Wool Vests by Carter are 59c and \$1.00
- Carter's famous Baby Bands priced 39c
- Carter's Soft Knit Towels 59c 79c \$1.25
- Carter's Wash Cloths for Baby 2 for 25c
- Carter's Warm Gowns are priced at \$1.00

Also Carter Knit Pajamas and fine Underwear for Women and Misses exclusively at Mann's

**MANN'S**  
Headquarters for Carter Garments

## Nationally Known HUBRITE DRESSES

That Feature Superior Quality, Perfect Fit and Flawless Finish are sold in Medford at

**MANN'S**  
\$5.95 to \$10.95