



Mennen Company Tells Life Story

It is interesting to know the history of some of the products that we use every day. The Mennen Company's history is an outstanding object lesson in the success of the Alger struggle-to-success saga. Noted for 75 years for the world-famous line of men's and babies' toiletries, the Mennen Company's newest family addition, Mennen Skin Magic, was born of a colorful and gradual process of success in the best American business tradition.

From the original, "Sure Cure Corn Killer," which was the conception of Gerhard Mennen, founder of the Mennen Company in 1879, to the new Mennen Skin Magic, there is proof that an immigrant's dream has burgeoned into a world-wide organization which now manufactures twenty products — all of which have since become household names and necessities.

At the same time when a man named Woolworth was developing his five-and-ten-cent store dreams, Grandfather Gerhard Mennen, an immigrant who won his pharmacy diploma, worked alone in the back of his small Newark, New Jersey shop manufacturing, packing, advertising, and selling his "Sure Cure Corn Killer." Gerhard Mennen started the modern advertising practices of sending customers to their local retailers by pitching his first product from the back of a horse and wagon.

In true medicine man style, wending his way through the city streets, Gerhard spoke to the crowds from his "portable counter" and always ended his colorful sales pitch with the admonition to "go to your neighborhood drug store and buy my 'Sure Cure Corn Killer.'"

If the druggists didn't have this product on their shelves they were quick to order it from him as a result of demands brought on by his dramatic sales technique. And in time, Gerhard Mennen found his introduction of a second Mennen product, "Borated Talcum Powder," so successful, he happily moved to larger quarters in Newark. His powder was tested in cooperation with physicians, and led to his being the first to put talc in a can, and the first to introduce the now standard sifter top.

LUGGAGE IDEAS FOR AUTO TRAVEL

Proving that the statisticians must be right about the greater number of people traveling by car each year, luggage makers have come up with some new suitcases and travel gadgets designed expressly for the motorist. Among the newest ideas recently displayed at the National Luggage Show were entire sets of cases which matched new car colors or upholstery fabrics. A tricky "nesting" construction design permits one case to be stored inside another, resulting in a great saving of space when the family is not "on the road."

The traveling garment bag is almost standard equipment for the motorist now, but the latest models are coming through with special frames which give each bag shape and form while it's folded for carrying; no more slump-overs and the bag is easier to stack in the trunk compartment, too. "Motel bags" are the latest gadget; these resemble conventional luggage, but inside is a choice of kitchen conveniences ranging from an electric toaster to a bag of chemicals which keeps perishable foods hot or cold as desired. The midnite cup of coffee or the before-down breakfast needn't be put off when the vacationer requires only a handy wall outlet to start things perkling.

One convenient idea which has been improved upon is the sun visor attachment to hold all of the things which have a habit of getting lost inside the car; now they take care of tissues, glasses, memorandum, coins for tolls, cigarettes and matches. Good lead, too, are the special map cases which have a mile measurer included; simply roll the wheel of the little gadget along the road map, and read the mileage given on the dial; there's a handy compass on the other side.

CORDAY PERFUMES are now available in a new atomizer that measures the spray. The little leakproof atomizer is scarcely larger than a lipstick case and is decorated with 14 carat gold leaf. It holds 1 1/2 drams of perfume, or 125 sprays of Toudours Moi, Fame, Zigane, Jet, Toudours Toi or Possession—you pay for the perfume only—the atomizer is Corday's gift to you. One thoughtful feature of the design permits you to see how much of the precious extract is left in the handsome little glass flask. Corday Paris says this little gem will be available locally in November.



SWEATER SET styled in the Italian manner but American-made of Sanforlan wool, which means it can be washed repeatedly without shrinking out of its original, attractive fit, is by Peter Freund. Designed with an exaggerated scoop neck to make the most of the multi-stripe slip-over, it is styled in companion colors and ensembled here with Bermuda shorts made of Sanforlan flannel of charcoal gray.



SKIN MAGIC is the newest member of the Mennen Company's family. The 76-year-old pioneer of famous men's and babies' toiletries has introduced its first preparation in the women's cosmetic field.

SALADS

Pictured here is a main dish salad best suited to parties and luncheons. It makes a complete and delicious meal when served with crisp pickles, potato chips and lots of hot coffee.

MOLDED CRAB SALAD

1 can tomato soup
1 1/2 tablespoons gelatin dissolved in 1/2 cup cold water
2 3-oz. packages cream cheese
1 cup chopped celery
2 tablespoons chopped green pepper
1 tablespoon minced onion
2 cups shrimp or crab
1 cup Mayonnaise
Heat soup. Blend in gelatin softened in cold water. Cool. Combine and blend until smooth the cream cheese and mayonnaise. Add remaining ingredients to gelatin mixture. Pour in mold. Chill. Serves 8. Serve French dressing on the side.

CHEF'S SALAD BOWL

1 cup broken lettuce
1 cup broken romaine
1 bunch water cress
1 cup other greens such as escarole pieces
1/2 green pepper, cut in rings

1/2 can luncheon meat, cut in strips
4 hard-cooked eggs, cut in wedges
1/4 pound American cheese, cut in strips
2 tomatoes, cut in wedges
Chutney French dressing

Rub a wooden salad bowl with a cut clove of garlic. Place all ingredients except dressing in bowl. Add about 1/2 cup Chutney French dressing and toss lightly so that all ingredients are lightly coated. Serve immediately. Makes six servings.

MACARONI SALAD

1/2 pound cooked ham, diced
1/2 cup diced American cheese
2 cups cooked elbow macaroni
1 cup chopped celery
1 small onion, chopped
1/2 cup diced dill pickle
1/2 cup mayonnaise
2 teaspoons prepared mustard

Mix together lightly the ham, cheese, macaroni, celery, onion and dill pickle. Combine the mayonnaise and mustard and mix well. Add to macaroni mixture and toss lightly. Chill well before serving. Serve on lettuce cups garnished with hard-cooked eggs and tomato wedges. Makes six servings.



NO OTHER DISH on the menu offers the opportunity for variety and individuality that salad does. With the accent on heartier, richer meals for fall and winter, it's important to remember that color, texture and nutrition must always be part of the meal planning picture. Let salads provide the texture contrast, bright color and supplemental vitamins for winter meals. Photo and recipes courtesy Nalley's, Inc.

TRICK OR TREAT!
Jelly Beans Tea Time
Black or Orange
Witches and Pumpkins
Harvest Time
Mix 12-oz. pkg. 29c
Trick or Treat
Lollipops Bag of 90 69c

PLAN YOUR OWN SURPRISES!
Treat 'em to these
PIGGLY WIGGLY
HALLOWEEN HITS!

TRICK OR TREAT!
Tea Time
Candy Corn 8-oz. bag 25c
DOMAK'S White or Colored
Marshmallows pkg. 19c
Chiclets 25 pkgs. in cello bag 19c
Gum

Apricots Cal-Top No. 2 1/2 Cans 19c
Peanut Butter Planter's 11-oz. Jar 29c
Pears Bagley Bartlett's No. 2 1/2 cans 4 for \$1
Chopped Beef Armour's 5c off Special! 4 for \$1
Tomatoes Stockton No. 2 1/2 cans 5 for \$1
Cleanser Old Dutch 3 for 25c
Tomato Juice Royal Club 46-oz. cans 25c
Berries Royal Club Loganberries, Raspberries No. 303 cans 25c
Instant Milk Pet—Makes 12 Quarts, pkg. 73c
Pop Corn E-Z POP—Pops in Own Container pkg. 39c

PIGGLY WIGGLY
MILLER'S MARKET
★ Fresh ★
FRYERS Cut-Up, Pan Ready 45c lb.
Pork Picnic Style 29c lb.
Skinless Sweetheart Brand 45c lb.
Morrell's Sliced Heat sealed, Yorkshire 49c lb.
Bacon
Fresh Salmon - Fresh Oysters

Choc. Ovaltine Large Size 49c
Friskies DOG FOOD 1-lb. Cans 5 for 69c
Corn Meal Alber's—White or Yellow 20-oz. pkg. 17c
Clorox Bleach 1/2 Gal. 31c
Cat Food Puss 'N Boots Large Size 3 for 40c
Real Gold, Orange or Lemon
Drink Base 6-oz. 3 for 50c
Potato Chips Nalley's Jumbo Foil Bag 49c
Snowdrift SHORTENING 3-lb. tin 85c
Wesson Oil Salad Favorite Quart 63c
Baby Food Gerber's Strained 4 for 35c
Fresh Frozen, Chicken or Beef
Chet's Pies 29c 4 FOR 95c
Shrimp Gulf Belle, Broken 5-oz. 29c
Lima Beans Seaside No. 303 tins 2 for 27c
Mushrooms SS&G 8-oz. cans 39c
Mayonnaise Borden's qt. 59c
Spaghetti and Meat Balls 1 1/2-oz. BOY-AR-DEE 3 for 69c

Sunny Jim
Syrup Maple Flavor 24-oz. bottle 29c

FRUITS AND VEGETABLES
Potatoes US No. 2 Netted Gems 10 lbs. 25c
Lettuce Firm and Crisp head 10c
Pumpkins Jack O'Lantern Size each 10c
Cabbage Fresh, green lb. 5c
Apples Red or Golden Delicious lug 129

Sweetheart SOAP
1c Sale
Buy at reg. Price Get 1 for 1 Cent
4 Reg. Bars 28c
Grayco Strawberry Preserves 12-oz. Jar 25c

Get 2 FREE! HIRES
ROOT BEER 45c
8 Bottles plus deposit
PIGGLY WIGGLY
7th and Pine
Open Sundays and Evenings

Crescent 2836 So. 6th
Across From Bank
PHONE 3315
Locally Owned and Operated
SEAFOOD
- SPECIALS FOR -
Thurs. - Fri. - Sat.
Finest Seafoods --
Lowest Prices!
"HERE'S WHAT YOU'VE BEEN WAITING FOR"
OYSTERS Fresh From Coos Bay All Sizes 58c lb.
Repeated this week by popular demand!
PRAWNS Large Size Limit—2 lbs. to Customer 98c lb.
Fresh Crabs Medium Size Nice and Meaty 39c lb.
Bring the Coupon from today's paper and we will trade you \$10 Worth of G & W BROWN STAMPS for it! ...
TRY ONE OF OUR DELICIOUS CRAB LOUIES