

Tenth Anniversary of Adrienne's Medford Store Observed This Week

KLAMATH BRANCH IS OPERATED BY MEDFORD CONCERN

Tomorrow morning Adrienne's anniversary sale will be launched to celebrate ten years of business in Medford, during which this well-known apparel shop has rapidly grown until it is now one of the finest in southern Oregon.

Adrienne has served the women of Medford for 15 years, having been with Mann's Department Store five years before opening her first store. She began her career in the fur department of one of the largest firms on the Atlantic coast, and after she was transferred to the ready-to-wear section.

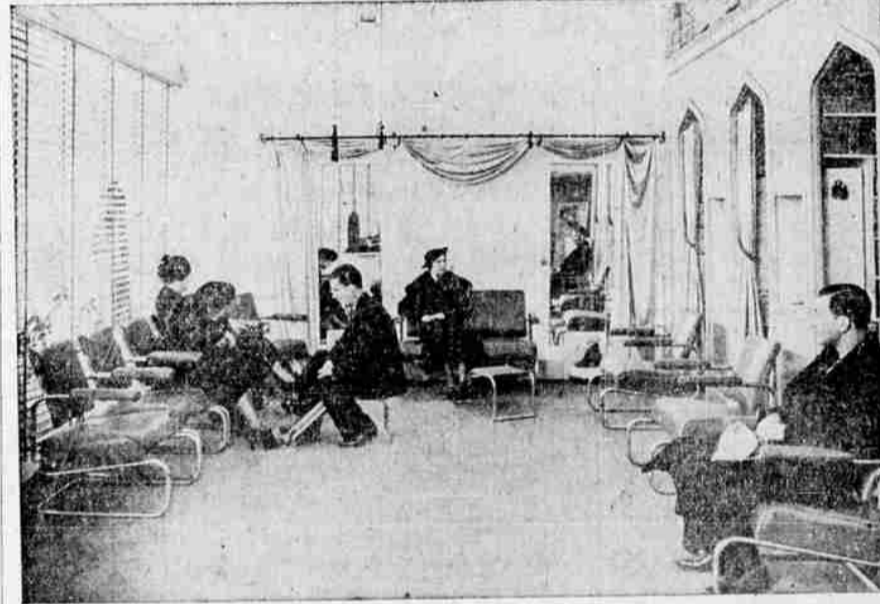
Ten years ago in the location now occupied by Dr. H. E. Lee on North Central, Adrienne opened the first ladies' specialty shop in this city. Within two years these quarters were outgrown and the stock was moved to a more desirable place, formerly the Handicraft store in the end of the Medford National bank building on North Central avenue.

Again, expansion was necessary, and Adrienne acquired the rear end of the Barneburg building. Last year the second floor of this same structure was added to allow ample room for the modern beauty salon, shoe and juvenile departments.

On the first floor at Adrienne's the shopper will find the shoe department, hosiery, lingerie and accessories, along with the juvenile and knitting nook. For the convenience of patrons, Adrienne installed the latest type automatic electric elevator. The second floor contains adequate space for the dress, coat, suit, millinery and corset departments. The salon of beauty, also on the second floor, is equipped with the most modern Frederic permanent wave machines and other up-to-date fixtures. For the second time this year this saloon has been commended by the Modern Beauty Shop Magazine.

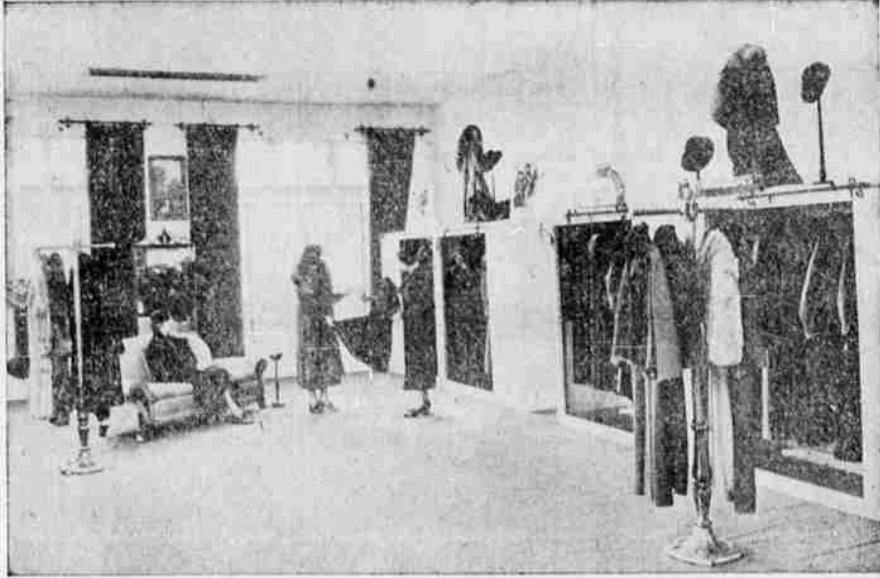
Mrs. Clatous McCredie, the active manager of the Medford store, has been affiliated with Adrienne's for almost ten years and has watched the growth from three employees to the fifty or more now employed in the two stores.

Last spring another of Adrienne's Specialized Department Stores was opened by Mr. and Mrs. C. T. Steward at Klamath Falls in the attractive Oregon bank building. This establishment occupies half of the entire lower floor and is said to be one of the most beautiful ladies' ready-to-wear shops between Portland and San Francisco.



—Photos by Shangle.

Glimpses of Adrienne's smart, new "departmentized" Medford store, the anniversary of which is being observed here this week. Left column, from top to bottom, view of one of the attractive display windows on Central avenue; hosiery and accessory section; Dr. Lantis' smart footwear shop which occupies a portion of the main floor; glove and underwear department. Right column, from top to bottom, a glimpse of the smartly modern ready-to-wear department, featuring the coat section; sports wear and "Nelly Don" department on Adrienne's second floor; a corner of Adrienne's beauty salon; the second floor millinery section and Adrienne's department featuring foundation departments. The store, with main entrance on North Central avenue, has two floors with elevator service.



OWNERS



—Photos by Shangle.

Much of the success of Adrienne's fine Medford store may be attributed to the personal supervision and enterprise of Mr. and Mrs. C. T. Steward of this city. Top, Adrienne Steward, and below, C. T. Steward. Despite the recent economic depression, Adrienne's have constantly expanded with substantial additions to their new "departmentized" Medford store and the establishment of an ultra-smart women's shop in Klamath Falls.

DR. LANTIS HEAD SHOE DEPARTMENT

Adrienne's shoe department, owned by Dr. W. E. Lantis, is conveniently located on the first floor of the North Central store and the comfortable new fixtures add to the pleasure of shopping for footwear.

All three grades of Selby shoes are featured by this extensive shoe department. Arch Preservers, Tru-Poise and Style-Eze combine the smartest styles with absolute foot comfort, which is a Selby specialty. A complete line of Moulton-Bartley style footwear is also carried at Adrienne's for those who are interested in popular-priced merchandise.

Dr. Lantis offers patrons of Adrienne's shoe department an unusual service through his knowledge of foot correction and all phases of chiropody. Included among the various lines of fashionable shoes available at Adrienne's are Co-Ed sport styles, Health-Spot, Cantilever and United States Rubber company's famous Gaytees for rainy weather.

Style shoes are purchased and sold under the supervision of Sam Carey, whose many years' experience is the prospective customer's further guarantee of correct fitting.

Use Mail Tribune want ads.

FARM AMENDMENT TO CONSTITUTION IF AAA INVALID

By Robert M. Yoder (Associated Press Staff Writer) CHICAGO, Nov. 2.—(AP)—If the "triple A" falls, midwestern leaders of the American farm bureau federation declared today, the "man in the field" would demand a "farm amendment" to the constitution.

Edward A. O'Neal, president of the federation, pointing to gains in the recent vote on the corn-hoe program, said his recent stamp of the country convinced him "the farmers are on fire."

"The boys are upon their hind legs" said the dapper southerner who heads one of the nation's largest farm organizations.

Neither O'Neal nor the leaders from 11 "bread basket" states of the conference claimed there was no dissatisfaction with AAA, although they said the corn-hoe vote showed it had acquired thousands of converts.

They summed up the farmer opinion in support of the AAA with quotations from the field: "I am for the AAA in spite of talk about regimentation and bureaucracy and I feel the farmer is entitled to the 'triple A' to match the protective tariff industry enjoys."

"The AAA has some irritating weaknesses—too much red tape, for one thing. If it is feasible I would like to see more local control, with the whole thing decentralized."

Ayer Estate Pays High Inheritance Tax

SALEM, Nov. 2.—(AP)—The largest inheritance tax ever received by the state was received here today by State Treasurer Holman in payment of the tax due the state in the estate of W. B. Ayer, who died in Portland March 3, 1935. The check was for \$258,574.08.

Veteran Becomes Proud Father At Age Of 94 Years

CHICAGO, Nov. 2.—(AP)—The Journal of the American Medical Association reported today the birth of a child to the wife of a 94-year-old Confederate veteran of the Civil war.

Without giving the veteran's name, the Journal said the child was born a few weeks ago to his 37-year-old wife, whom he married last year.

The father was born in 1840 in North Carolina, was in the Confederate army and has 16 children by his first wife, whom he married in 1872.

The case was substantiated by New York physicians, the Journal added.

ESSAY CONTEST IS OPENED BY SOCIETY

The Dictionary of the Columbia River has been selected by the Oregon Historical Society as the subject for the 1936 C. C. Beckman essay contest which is open to all school boys and girls of the state over 15 and under 18 years of age. Four cash prizes are offered the winners, each of whom will also receive a bronze medal. The contest closes March 15, 1936. A list of pertinent reading material may be obtained from the Oregon

Marshall Store Of Penney Fire Swept

MARSHFIELD, Ore., Nov. 1.—(AP)—Around \$20,000 damage was counted today from a fire which swept the newly-remodeled J. C. Penney store here yesterday. A combination in the heating plant was blamed for the blaze which also caused about \$1000 damage to the Nicholson drug store next door. Loss by both fires was covered by insurance, the managers stated.

PRESIDENT RESTS, MOTORS, PICNICS

ELDE PARK, N. Y., Nov. 2.—(AP)—President Roosevelt is spending one of the quietest week-ends of his administration. There are no official callers on his list again today. Despite inclement weather he was counting on another motor drive in the vicinity. Tomorrow after church services he plans to accompany his family for a picnic luncheon out-of-doors.

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