

# Kidds, Pioneer Firm, Presents Remodeled Shoe Store Here Friday

**OPEN HOUSE WILL BE FEATURED AND FAVORS PRESENTED**

The C. M. Kidd & Company shoe store, one of the pioneer business firms of Medford, this week received the final touches of a remodeling program that will place it among the most modern and beautifully appointed institutions of its kind in Oregon.

A new store front of black Carrara glass, a product of the Pittsburgh Plate Glass company and distributed by W. P. Fuller company of Portland, Ore., is one of the new features of the extensive remodeling program. The glass, black as night, and having an amazing luster, is one of the newest and most modern materials for store fronts. The design of the entire front is of the modernistic type, and allows for the display of merchandise in the most complimentary manner.

It was on a recent trip east that Harvey J. Field, Sr., manager of the store, received his first ideas for the remodeling. The extensive journey was made solely for the purpose of determining the type of store front and interior that would be best suited to the needs and convenience of people in northern California and southern Oregon.

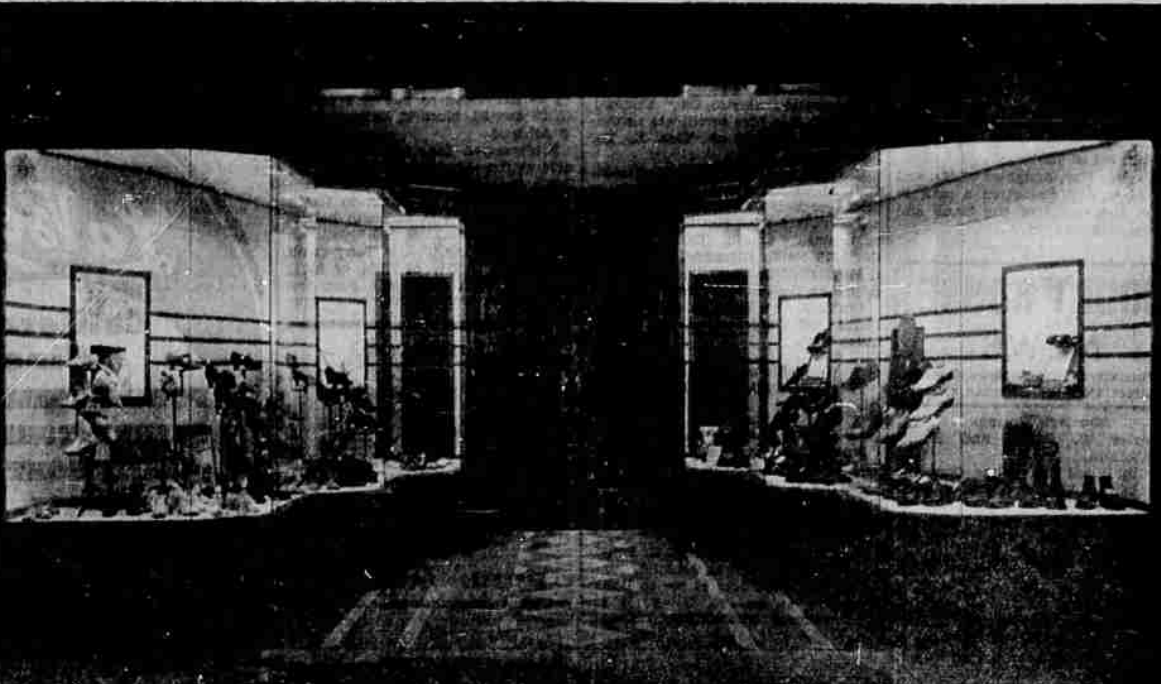
While in the east, Mr. Field made an exhaustive study of the entire shoe industry from the standpoint of manufacturing methods and promotion. This brought him into the factories and offices of several large shoe manufacturing concerns, including the Nettleton shoe factory at Syracuse, N. Y., and the Red Cross factory in Cincinnati, O.

No expense has been spared in making the store the acme of modernity, and Mr. Field believes that the store's many friends will be pleased with the new appearance and improved service that can now be rendered.

In 1935, H. J. Field and V. A. Norris purchased the major part of store interest from C. M. Kidd, who had operated the business since 1907. The two men have a host of friends in southern Oregon and northern California who wish them success in their business.

Favors for women and children guests will be featured at Kidd's opening tomorrow, it was announced.

## Attractive, New Front Greet Shoppers at Kidd's



Glistening black Carrara glass lends dignity and beauty to the ultra-modern front of Kidd's remodeled shoe store. This photograph shows the finished job—a creditable addition to the increasingly smart appearance of Medford's downtown shopping district.

## As Kidd's Looked in Horse and Buggy Days



It was when the streets of Medford were not paved and automobiles were virtually unknown that history began for Kidd's shoe store, recently remodeled into one of the finest and most up-to-date stores of its kind in the state.

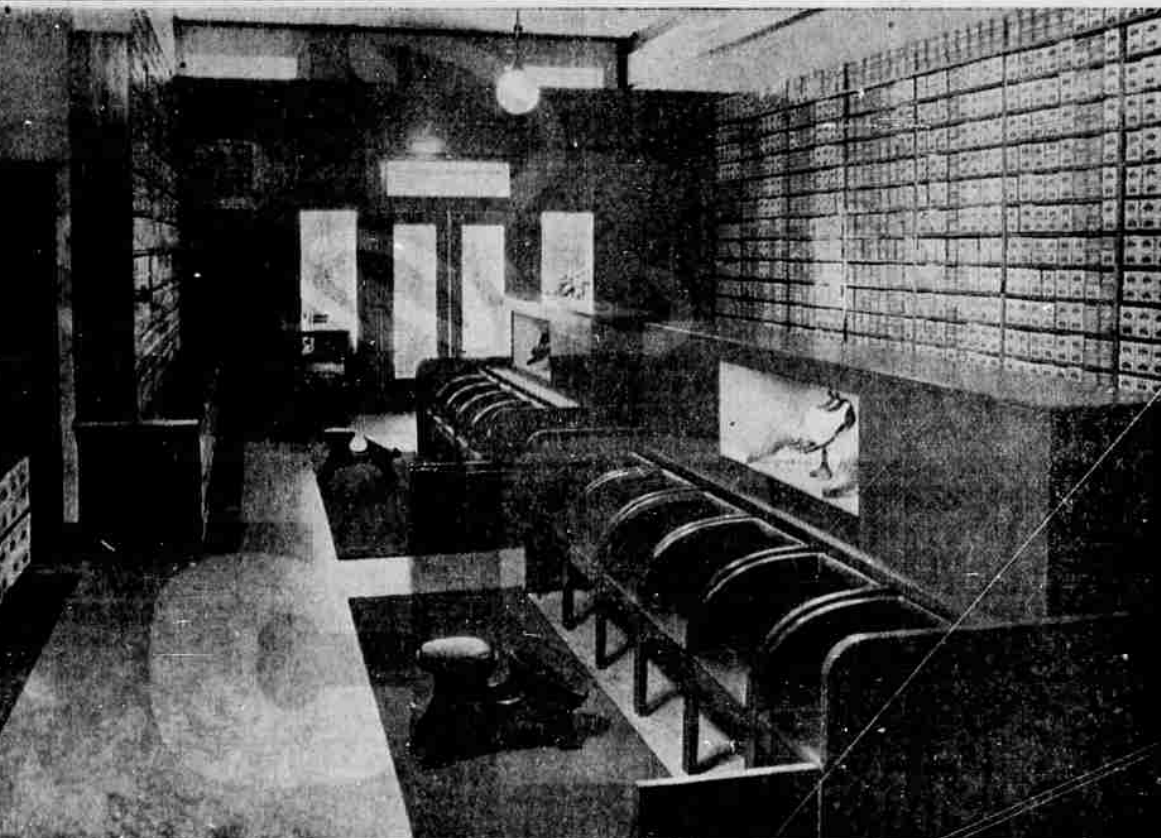
In June, 1891, A. C. Taylor, an immigrant from England and a star shoe salesman of Chicago, realized the tremendous business future of Medford. He opened a shoe store and shoe repair shop on East Seventh street, later named Main street, in the exact location now occupied by Kidd's shoe store. Taylor was known as "Taylor the foot-fitter," and although business was exceptionally good, England called him. Twice he advertised on board fences that he had returned to his native land, but each time he came back to Medford, opened his store again, and recaptured his business.

Finally, in 1907, he sold his business to C. M. Kidd and retired to a farm between General Point and Medford. He retained the property, however, and in 1909, built the present building. During the construction Mr. Kidd moved his business into the block east of the present store.

Mr. Kidd operated the business without a break until 1935, when he sold most of his interest to Harvey J. Field, Sr., and V. A. Norris, present proprietors. The above photo was taken in 1914.

Slips that fit by KICKERICK \$1.95 Paine, Caspe, Sattin \$3.95 Ethelwyn B. Hoffmann Use Mail Tribune want ads.

## Beauty and Convenience Mark Interior of New Store



A partial view of the interior of Kidd's remodeled shoe store showing the up-to-the-minute facilities for displaying footwear and serving the public. The latest fixtures and fully remodeled interior makes Kidd's one of southern Oregon's fine business establishments.

**We Congratulate**  
**C. M. Kidd & Co.**  
 Upon the opening of their remodeled store  
**M. A. BLISS, PAINTER**  
 313 South Grape. Phone 646-W

**Congratulations—**  
**KIDD'S SHOE STORE**  
 —upon the occasion of the public presentation of your attractive, new Medford store... Southern Oregon people may well be proud of this splendid addition to the shops and stores of "A Great Country"... when you inspect Kidd's new store tomorrow be sure to see the feature display of the famous—

**ACTIVE MAID and... BLACK HAWK SHOES**  
 For Children in the Fine Medford Store

**WASHINGTON SHOE CO.**  
 SEATTLE, WASH.



**The Grange**  
 Upper Applegate Grange. Meeting was called to order by Master Valoris Haskins, with all officers present.

We had four visitors, Mr. and Mrs. Emmett Nealon, Sams Valley Grange, and Mr. and Mrs. Wait, Live Oak Grange.

Lecture hour and refreshments were turned over to the man, Morris Byrne and Omar Gully had charge of lecture program which included:

Solo by Mrs. Emmet Nealon; recitation by Charles (Shorty) Parnsworth; duet by Evelyn and Gladys Byrne; debate leader, Bert Harr, presented another debate, "Is it necessary for pleasure automobiles to travel over 40 miles per hour?" It was decided that it was not necessary.

The men having charge of the re-

**Congratulations**  
**KIDD'S SHOE STORE**

We installed the modern WINDOW LIGHTING

**MEDFORD ELECTRIC**  
 E. E. Cuffel A. J. Wolf  
 Basement Medford Bldg.

freshments tried to prove they could cook as good as the women. The ladies were really surprised when they passed along the tables to find several kinds of salads, delicious baked beans, sandwiches of every kind, cakes, from devil's food to angel foods, lemon and apple pies, pickles and coffee. The ladies wish the men would cook more often.

A donation was given the city of Jacksonville towards saving the oldest Protestant church west of the Rockies. This church will be bought and recon-ditioned and be made a historical landmark of old Jacksonville.

large cities this week was termed by W. M. Quinlan of the American Bankers' Association today "a natural and long overdue reaction" to rising production and distribution costs.

Bread prices were increased in New York, St. Paul and Cleveland. A member of the bakers' club board of governors predicted a rise in Chicago prices.

consumers' division of the agricultural adjustment administration said today the national average bread price had advanced one-tenth of a cent in recent weeks.

The national average cost, it reported, now is 43 cents for a pound loaf of white bread, based on retail prices in 31 representative cities.

Government economists said this average price compared with a low of 45 cents early in 1933 and a peak of 9 cents during the 1929 boom. They estimated 10,000,000,000 loaves are consumed annually in the United States.

**We Congratulate**  
**C. M. Kidd & Co.**  
 on the opening of their modernized store, finished with  
**Sherwin-Williams**  
 PAINTS and VARNISHES  
**HUBBARD BROS., Inc.**

**Painting of Display Windows in the Remodeled**  
**C. M. KIDD SHOE STORE**  
 Was Done by  
**F. J. RUNTZ**  
 101 Cottage Phone 1658

**TILE WORK**  
 By  
**ED TOBIN**  
 326 Alice Street

**OUR Congratulations TO KIDD'S SHOE STORE**  
 On Their Beautiful New Store Front—The  
**CARRARA**  
 GLASS and PLATE Glass  
 Furnished By  
**Trowbridge Cabinet Works**  
 Installation By  
**W. P. Fuller Co.**  
 of Portland

**SINCERE CONGRATULATIONS TO KIDD'S SHOE STORE**

Upon the completion of their extensive remodeling program, which makes this pioneer Medford shoe store one of the finest in Oregon! C. M. Kidd, Harvey J. Field and V. A. Norris are deserving of congratulations upon their enterprise!

**WE ARE PROUD**  
 of the fact that we had a part in the remodeling of Kidd's Shoe Store a job that reflects the newest trend in modern-times mercantile establishments and the craftsmanship of those who participated.

**TACOMA MILLWORK SUPPLY CO.**  
 MANUFACTURERS OF  
**HIGH GRADE DETAIL MILLWORK**  
 In Hard and Soft Woods  
 TACOMA, WASH.