

BERGMANN SHOES ON DISPLAY FOR KIDD'S OPENING

The Theo. Bergmann Shoe Manufacturing Co. was founded in 1893 by Theo. Bergmann. At that time he specialized in custom-made boots and shoes for individuals and continued shoes for individuals and continued he founded and incorporated the Theo. Bergmann Shoe Manufacturing Co., Inc. located in a frame building at 19th and Thurman streets in Portland.

From the time of incorporation and the manufacturing of boots and shoes for retail dealers as well as the continuance of the making of custom boots and shoes, the business continued to grow and expand until the original frame factory was no longer adequate. Originally established to manufacture only lumbermen's and miners' boots and shoes, new lines were added from time to time to include sport shoes, outing boots and dress shoes.

In 1922 the original factory and its many additions was abandoned for a new modern concrete and glass factory at 28th and Upshur streets, 100x200 feet in size and containing the latest in equipment and machinery.

Bergmann Shoes are sold extensively over all of the 11 west emirates and have distribution throughout the east and in Alaska and the Philippine Islands. The production of these high-grade boots and shoes is constantly growing and the output the past year was far in excess of the previous year. Indications now are that the output this year will again greatly exceed that of the past year.

One of the most important items in the Bergmann line today is ski boots. Started four years ago as an experimental line, ski boots are now developed to the point where Bergmann ski boots are considered the standard of quality for all ski boots, and their style and serviceability are not exceeded by any, including the finest imported boots.

Bergmann ski boots are custom-built and made up to order only. Featured in the line are The Langlie, The Cascade, The Swicki, The Downhill, The Horse and The Alpine. Bergmann's are recognized by skiers all over the world as the finest, most comfortable and serviceable boots obtainable—at any price. Bergmann superior quality is due to the use of only the finest leathers and the pride veteran craftsmen take in their work. The growth of this Portland-owned and managed shoe manufacturing company is the result of such strict standards of workmanship and materials.

C. M. Kidd Co. are Medford dealers for the famous Bergmann outdoor shoes. This enterprising concern has just completed a remodeling program for their store. Bergmann shoes are one of the featured displays in the store this week.

Prominent Men Who Head Kidd's Store



C. M. KIDD

Before purchasing the present Kidd's Shoe store from A. C. Taylor in 1907, C. M. Kidd had been in the shoe business in Walden, N. Y., his birthplace.

Impressed with the hustle and boom of Medford during the days when each train arrival brought new people and new capital and pear and apple orchards were being planted everywhere, he bought the store and immediately adopted the now well-known slogan, "Kidd's for Shoes and Shoes for Kidd's."

During his long residence in Medford, Mr. Kidd has taken an active part in business and civic affairs. He is retiring from active management of Kidd's Shoe store so that he may devote more time to his many and varied interests in this city with added time for his favorite game of golf on the side.



HARVEY J. FIELD

Harvey J. Field, Sr., present manager of Kidd's shoe store, came to Medford in 1910 from Hastings, Neb., where he received valuable experience in the shoe department of Walback and Brech, and Stines, the largest department and shoe store in that city. He became employed with Mr. Kidd, the owner, in that year, and in 1914, became a member of the firm. Since then, he has been continuously associated with the store, and has been manager of the firm for

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AUBREY NORRIS

V. A. Norris, better known as Aubrey, started to work in Kidd's shoe store in 1924 when finishing high school. He became a member of the firm in 1933. He has been active in fraternal and club affairs, and is past master of Medford lodge 103, and Crater Lake chapter 32 R. A. M. He is an ardent sportsman, and enjoys an enviable reputation as a fly fisherman.

For greater satisfaction Buy NOLDE & HORST ROSIERY at Ethelwyn B Hoffmann's

We Congratulate— KIDD'S SHOE STORE

Upon the completion of their newly remodeled store

D. R. SMITH CONTRACTOR

Phone—Ashland 372-J-1 Talent, Ore.

Boys Retain Grip On Editorial Jobs

CORVALLIS, April 15.—(AP)—Male students reelected a feminine advance on the chief editorial posts of Oregon State college campus publications today with the selection of next year's office holders.

Ed Burchell of Lexington, night editor of the Daily Barometer, has been moved up to the editor's chair, and George Harrington of Oregon City, promotion and circulation manager, is the new manager.

The Beaver Yearbook staff will be headed by Burch Davis of Stockton, Cal. Lenn Pierson of LaGrande has been named business manager.

Lawn mower service, call and del Ideal Bike Shop, Tel. 895, 411 E. Main

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SUCCESS

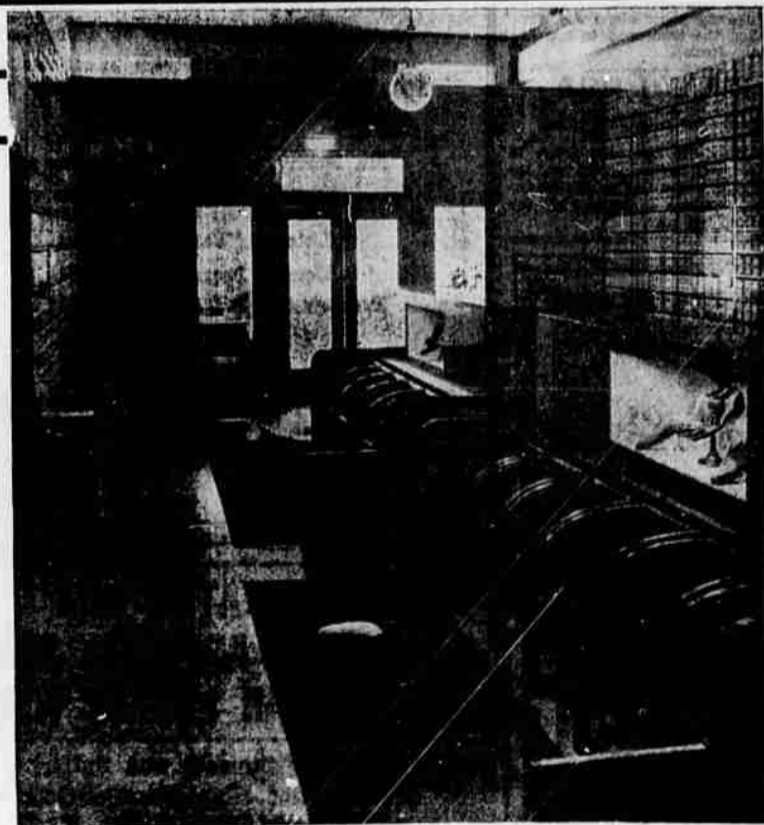
The smart new interior layout, brand new fixtures and ultra modern front of Kidd's Shoe Store bring out a very important factor in the success of any concern. It pays to handle only the best lines of merchandise.

Kidd's are Medford dealers for Bergmann Outdoor Shoes. Naturally, we feel that our merchandise has played an important part in the progress of this fine store.

The superior materials and fine craftsmanship which go into Bergmann Boots and Shoes are not to be compared with ordinary shoe manufacture. Bergmann superior quality is known all over the world.

BERGMANN Outdoor SHOES

THEO. BERGMANN SHOE MANUFACTURING CO.
1831 Northwest 28th Avenue
Portland, Oregon



• IN STEP WITH PROGRESS •

Tomorrow KIDD'S SHOE STORE

Invites You to Attend an

"OPEN HOUSE"

UPON THE OCCASION OF THE COMPLETION OF OUR STORE-WIDE REMODELING PROGRAM THIS WEEK

WE TAKE considerable pride in presenting to the people of Medford and Southern Oregon our completely remodeled store, open for their inspection tomorrow. We have set aside this "OPEN HOUSE" day so that you may thoroughly view this very modern store... see the attractive displays of the outstanding lines of footwear we feature for all the family—for all occasions and for all pocketbooks! A cordial welcome awaits you... our staff of experienced, capable sales attendants will be at your service, yet no effort will be made to sell merchandise during our "OPEN HOUSE." It's YOUR day, so COME TOMORROW!

C. M. KIDD, HARVEY J. FIELD, V. A. NORRIS

FAVORS for WOMEN and CHILDREN Visitors Tomorrow!

Children Must Be Accompanied By Their Parents or Adults—Same Favors Saturday

KIDD'S FEATURE... THESE FAMOUS LINES

Men's...

- NETTLETONS
- FREEMAN
- NORFIELD
- WOLVERINE
- WEYENBERG
- BALL BAND RUBBER FOOTWEAR

Women's...

- RED CROSS
- FOOT DELIGHT
- META POISE
- ACTIVE MAID
- PIED PIPER
- CARMO
- VENUS SANDALS
- DANIEL GREEN COMFY'S

BLACK HAWK and PIED PIPER CHILDREN'S SHOES

KIDD'S SHOE STORE • 223 EAST MAIN • MEDFORD