

"The Merry Widow" Medford Theatre Friday Evening



Local playgoers will do well to bear in mind that Henry W. Savage's delightful production of "The Merry Widow" will be at the Medford theater Friday, March 31. The organization to be seen here is announced as the strongest company that has interpreted Franz Lehár's light opera classic. The title role of the piece will be sung by Mabel Wilber, who has scored most emphatically as Sonia, the charming mistress of Marsovia's millions. Charles Meakins will play Prince Danilo, a role which he has acted more than 1200

times. R. E. Graham, Fred Frear and F. J. McCarthy will be seen in the same parts which they originated at the New York premiere of "The Merry Widow" something over three years ago. Ivy Scott, an Australian songbird, will sing Natalie. Harold Blake will sing de Joldon, the same part in which he appeared during the New York run, and Leona Brandt will be seen as Olga. In addition to this charming cast, the production will comprise two orchestras, the Savage Grand Opera orchestra under the skillful direction of Brahm

Vandenberg, and the Hungarian Troubadours from Budapest. No mention of "The Merry Widow" ensemble would be an injustice to the chic girls, whose beauty and vocal accomplishments have gained for us sobriquet "The Gold Medal Beauty Chorus of America." Seat sale opens Monday, March 27.

"Zaza" Tonight.
The farewell performance by the Marjorie Mauderville company will be given at the Medford theater tonight, when Leslie Carter's famous play,

of "Zaza," will be produced for the first time in Medford, and from present indications the company will be greeted by a packed house.

McIntosh Coming.
At unique entertainment will be given at the Medford theater Wednesday evening, March 29, when Burr McIntosh and his company will appear in the western playlet, "The Ranchman," and McIntosh will give his famous talk, "The United States Today," illustrated with over 400 magnificent colored views.

Mr. McIntosh was induced to stop in Medford (his only stop between Portland and San Francisco) by Colonel Frank Ray, who succeeded in interesting him to such an extent that he has written Manager Hazelrigg to arrange for his securing a number of Rogue River views, which he intends to feature in his lectures. Prices have been made very reasonable—25c, 50c, 75c and \$1.00—and seats will be on sale Monday, March 27. Mr. McIntosh will arrive Tuesday afternoon.

No woman is educated in values unless she is a persistent reader of the ads. She wouldn't know the news of the day unless she read the paper every day—and the same necessity applies to knowing buying opportunities. She must read the ads regularly.

Business is conducted at such a tension that you don't know your favorite store today simply because you visited it last week—or even yesterday! For a store renews itself every day—and "your store" may be twice as important to you today as it was a week ago today.

**Medford Theatre
Wednesday, March 27th**

BURR McINTOSH
and Company in

"The Ranchman"

A One-Act Play, Followed by
"THE UNITED STATES TODAY"

Mr. McIntosh's Intensely Interesting Talk Illustrated with
400 MAGNIFICENT VIEWS

PRICES—25c, 50c, 75c and \$1.00.
Seats on sale Monday, March 27.

**Medford Theatre
Sunday March 26**

THE MARJORIE MANDEVILLE CO.

—in—

"ZAZA"

THIS WILL BE THE
FAREWELL APPEARANCE
of these Popular Players.

PRICES—25c AND 35c. SEATS NOW SELLING

The Neglected Personality of the Central Station

(By H. S. Holt, President Montreal Light, Heat and Power Co.; President the Royal Bank of Canada.)
The most unfortunate and far-reaching influence with which the public service corporation is battling today is the lack of popular interest and familiarity with the details of its business. The industry has neglected a great opportunity in so long permitting the public to remain unthinking of the intimate relationship which exists between the public service corporation and every man and woman who lives within reach of its lines.

The modern electric company is not a private business enterprise, it is a public influence, a dominant trait in the character of the community, a factor in the daily life of every citizen, which is contributory to his personal comfort, his habits and his material prosperity. And this influence affects him in a more vital and multiphase manner than the service of any other public utility, the railroad, the telephone, the telegraph, the water system or the street railway. Not that I mean that any one of these could be more easily dispensed with, for each is undeniably essential to our modern scheme of life, but the influence of electricity is close akin to the influence of progress.

The railroad, the telephone, the telegraph, the water system and the street railway must keep pace with the growth of population and give us better, more and faster trains, communication to more distant points, ample fire protection for even higher buildings, and more comfortable and convenient city transportation service. The gas and electric systems must forge ahead in the same way. But beyond this matter of serving the demands of a growing people is that further vital constructive influence that is making electric service

the dominant force of the day. It is entering the homes of the people, bringing them clean, healthy, cheerful light, shorn of labor; the electric fan to lift the burden of hot weather, the washing machine, the electric iron, the vacuum cleaner and the general utility motor to simplify the servant problem and relieve the woman who does her own housework; it is offering innumerable other labor economies that are banishing domestic drudgery. It is broadening the merchant's sphere of influence by the distance that his flashing sign and bright windows can be seen. It is brightening up the dark streets, mak-

ing them more useful, convenient and far safer to the people and more easily and economically policed. Its influence is to bring out the people to enjoy the evening hours in the open air while the brilliant displays of the business center draw the crowds from surrounding town and country, with increased business to the merchant. It quickens the heart of the city and is awakening long dormant communities to prosperous activity. The convenience and economy of electric power is cheapening the manufacturing processes which means a quicker turnover and greater civic wealth.

**Medford Theatre
FRIDAY
March 31st**

Marie Wilbur
and
Charles Meakins
and
The Original
New York Cast



MABEL WILBUR AND CHARLES MEAKINS

HENRY W. SAVAGE
PRESENTS
"The Merry Widow" The Successes of Successes



Special Savage
Grand Opera
Orchestra
of 16 Men.
Brahm van den Berg,
Conductor

THE HUNGARIAN TROUBADOURS FROM BUDA PESTH

PRICES: 75c, \$1.00, \$1.50, \$2.00 and \$2.50. Seats on Sale Monday March 27, at 10 a. m.