

# LAUNCH CAMPAIGN FOR STAGING OF ANNUAL PAGEANT

The musical pageant, for which the Rogue River valley is in the way of gaining a wide and enviable reputation, has again become a topic of keen interest to Medford people. During the past month, while various other northwest communities have been giving or preparing for seasonal civic carnivals, local musicians who were active in previous Medford pageants, have received urgent inquiries as to the attitude of the leaders in this work.

The Jackson County Fair Board, which sponsored the pageant last year, held a meeting to consider what part it should assume in the undertaking, and the board was unanimous in favor of the pageant. Discussion brought out the fact that the board considered it better to concentrate the management in the hands of experienced and professional persons who could devote their entire time to it. The private activities of members of the board make it almost impossible for any of them to give the necessary time to the work. It was, therefore, decided to invite a group of local musicians, Messrs. George Andrews, James Stevens and Charles D. Hazelrigg to assume the task and to turn over to them the management and production of the pageant.

E. C. Gaddis, president of the fair board, made this statement on behalf of himself and associates:

"There can be no question that the valley needs this great spectacle annually. It is a musical inspiration and an educational attraction that is a valuable advertisement for the entire valley. We want it this year and we want it to be perpetuated every year thereafter, so long as it is kept up to the high standard of our former pageants. The board is unanimously in favor of it.

"To make an artistic and financial success of it, we are well aware that a large amount of work is required, technical work that can be done only by those experienced in producing musical and spectacular entertainments on so large a scale. Fortunately, we have here in the valley professional musicians whose past performances have proved their abilities in that line. We have, therefore, turned the project over to Messrs. Andrews, Stevens and Hazelrigg with full confidence that they will give us a pageant equal or surpassing those given in previous years and we have pledged them the fair board's strongest possible co-operation and support.

"We believe it is indispensable that there be given here annually some form of large entertainment that will interest not only the people of the entire valley, but will carry our message of educational and artistic progress to more distant neighbors of the northwest, and invite them to come here and see what the Rogue River valley offers as a place of residence. What could be more attractive and appropriate than the pageant, which has already twice proved itself. Any other form of entertainment of equal merit and drawing power would be three times more expensive and might cost more than it was worth.

"The pageant is our particular affair, our pet musical project, our own Rogue River valley show. We have the makings here and we know how to produce most effectively this special form of entertainment. We regard every town in the valley as a part of it, for anything that directs favorable outside attention to this valley will benefit all. But Medford must take the initiative, must keep this annual project here and develop it permanently. One of the best suggestions adopted is that of setting aside a per centage of the net receipts in a sort of endowment fund each year, which in a few years will amount to a permanent fund for the support of the pageant. This suggestion came from and has been adopted by the musical group that has consented to take over the management of the production. We cannot too strongly urge upon Southern Oregon people that they get behind this great musical pageant and give it their unanimous support to a successful finish.

## CHAUTAUQUA OPENS TOMORROW, ARMORY

Medford Chautauqua patrons are especially fortunate this year in that Ellison White is giving them six days of their regular seven-day program. Director Jack Morelock has arrived from the Sacramento session and brought with him some of the programs from Sacramento. Those programs show that Medford is getting exactly the same program that appeared in Sacramento with the exception of the seventh day. Maupin Band, and the lecturer, Chancellor George Bradford.

The Valentine Opera company, presenting The Mikado, the Mixed Concert Trio, the play Daddy Long Legs, by a Chicago cast, the Leake Entertainers, the Raughman Pefferle company, Captain S. K. Gudmundson, Owey Fred Sweet, Colonel George Fallis, the well known cartoonist, Alton Packard. These are all the regular seven day features that have appeared on the big seven day circuit this season in Sacramento, Bakersfield, El Paso, Phoenix, Arizona, Galveston and other large cities.

The people of Medford are indeed fortunate to have these attractions this year for the price of a six day circuit. This is far higher class talent than any that has appeared in Medford in the past.

The great features are Alton Packard, famous cartoonist and entertainer, appearing Saturday evening. "The Mikado," Sullivan's great comic opera, presented by the Mary-Valentine company Wednesday evening, and Jean Webster's "Daddy Long Legs," presented by the New York troupe on Friday evening, the last day. Every program however is a star performance.

The opening program will be given Saturday afternoon at 2:30 o'clock by Oliver Burkhardt, character impersonator, whistler, bird and animal imitator.

More than 2,000,000 bicycles were manufactured in 1924.

Gerardine Farrar's father was a professional ball player.

## Representatives of Hudson-Essex Cars Visits Medford

R. V. Peters, vice president and C. L. Lefferts, wholesale representative of the Portland Motor Car company of Portland, distributors of the Hudson and Essex cars, were in Medford Thursday closing contracts with the Armstrong Motor company for 1926 for these popular cars. Mr. Lefferts says the reduction in prices on their cars is the result of increased quantity production of the plant and that by August 1st it will have reached 2999 daily. He positively denies the report circulated by some representatives of other cars, that there has been any changes in the design or mechanical construction of either the Hudson or Essex.

There was a reduction in the Essex coach of \$50 May 31st.

## Sousa's Famous Band Coming to Medford

Independence Day, July 4, Lieut. Com. John Philip Sousa will open his thirty-third tour at the head of his famous band in Hersey, Pa., and the season will end in Richmond, Va., on March 6, next.

At seventy years of age, Sousa is attempting one of the longest and most strenuous seasons of his career, thirty-five weeks' duration, will play at least one engagement in every state in the union with one exception, and will make his fifteenth trip from coast to coast, including Medford, Oregon, in January, 1926.

The season's arrangements call for more than 500 concerts in almost 250 cities. Sousa is now at his home near Port Washington, Long Island, working upon his season's programs, which as usual, will contain several numbers of his own composition or arrangement. There will be two new marches.

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