

CROWDS ENJOY GALA EVENT IN PENNEY OPENING

After several weeks of anticipation, the new J. C. Penney department store was formally opened to the public last night at seven-thirty.

The program and style show began promptly at eight o'clock, opened by a few words of welcome by W. S. Bolger, manager of the Medford branch of the Penney chain of stores.

This was followed by the parade of models down the steps to a temporary stage built across the back of the store.

Particularly striking was the black, red and white combination ensemble worn by Miss Murrel Finley.

The program and fashion show was followed by open house, and the beautiful new store was inspected for the first time by the large crowd of local residents present.

OLD FASHIONED REVIVAL TO OPEN NEW MISSION

An old-fashioned revival campaign will mark the dedication of the new Apostolic Faith mission at 42 North Front street, Medford.

For the last ten years an aggressive work has been carried on by the Apostolic Faith of Medford, whose headquarters is at Portland, Ore.

The purpose of this work is to promote evangelism and disseminate the truths of the gospel in its fullness.

Literature is published at the large printing establishment of the Apostolic Faith at the headquarters in Portland, Ore.

The revival meetings will open Wednesday, March 28.

The meetings will continue every evening except Monday, at 7:45.

Evangelists and workers from the headquarters at Portland, Ore., will be in charge of the services.

Special singing will be rendered, as well as music by the Apostolic Faith orchestra.

The instrumental trio, which plays regularly over radio station KGIN, will be present and render special numbers during each service.

Radio Program KMED

Mail Tribune-Virgin Station

Program Wednesday, Mar. 28

- 10 to 11 a. m.—Mann's Dept. store.
11 to 11:30 a. m.—Medford Electric Co.
11:30 to 12 noon—Hotel Jackson Dining Room.
12:15 to 1:15 p. m.—Talent Hour.
6:15 p. m.—Medford Mail Tribune news items and market reports.

James Stevens, baritone, and George Maddox, tenor, will be featured at the regular Copeco hour tonight from nine to ten o'clock over KMED.

The instrumental trio, which plays regularly over radio station KGIN, will be present and render special numbers during each service.

An attractive variety of solo and duet numbers by these two artists will be featured tonight, and the announcement of their appearance together is good news to the ever increasing list of radio enthusiasts throughout the valley.

Spring Campaign Standard Product

The Corn Products company has used the Mail Tribune columns for years in covering this territory for their products, and are starting a new spring schedule today for Mazola.

WASHINGTON, Mar. 27.—(AP)—A \$48,000,000 appropriation for construction of eight 10,000-ton cruisers and two fleet submarines was approved today by the house.

W.C. TRILL THROWS HAT INTO RING FOR DISTRICT ATTORNEY

A third candidate, W. C. Trill of this city, announced himself today for the Republican nomination for the office of district attorney of Jackson county.

In making his announcement this forenoon, Attorney Trill said: "If I am elected, I believe that all the moneys collected in fines should not be handled by the district attorney's office, but should be handled by some official appointed through the county court."

The work of making changes that cost thousands of dollars, and which was begun several weeks ago, will take a long time yet before it is complete.

Harry Hutton, lessee and manager of the hotel, stated this forenoon that the work of renovating the dining room will probably not be undertaken until next fall.

Kirkpatrick, popular local baritone, and member of the local J. C. Penney staff, was enthusiastically received in two vocal numbers, "My Blue Heaven" and "Roses of Picardy," accompanied on the piano by Miss Alma Lawrence.

Visiting Rotarians for today included Rev. Charles Gasseney of Ashland, Wm. Murray of Ashland, A. C. Most of Ashland and J. E. Kerr of Grants Pass.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

NEW FURNITURE PLACED IN LOBBY HOTEL MEDFORD

Guests and other visitors at the Hotel Medford today, as they entered the main lobby, halted and gazed with pleased astonishment and admiration at beholding the new furniture which had been placed during the night, consisting of the very latest styles in modern hotel furniture—luxurious chairs and davenport of damask or leather coverings, and fine tables, all of which are in artistic color combination with the new tile flooring laid some time ago.

And this is only a part of the new lobby furniture as the new lighting and other fixtures, and the new luxurious hangings are yet to be hung, and the finished job for the lobby will not be completed for a month or six weeks yet.

The work of making changes that cost thousands of dollars, and which was begun several weeks ago, will take a long time yet before it is complete.

Harry Hutton, lessee and manager of the hotel, stated this forenoon that the work of renovating the dining room will probably not be undertaken until next fall.

Kirkpatrick, popular local baritone, and member of the local J. C. Penney staff, was enthusiastically received in two vocal numbers, "My Blue Heaven" and "Roses of Picardy," accompanied on the piano by Miss Alma Lawrence.

Visiting Rotarians for today included Rev. Charles Gasseney of Ashland, Wm. Murray of Ashland, A. C. Most of Ashland and J. E. Kerr of Grants Pass.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

2.71 inches, which is much more than the 15 year average fall, 1.18 inches, for March and the total rainfall since Sept. 1st last to this morning was 13.30 inches, and since January 3.52 inches.

NEXT TUESDAY TO BE LADIES' DAY AT ROTARY CLUB

That next Thursday noon will be "ladies' day" in Rotary club circles, and every member is expected to bring "Friend Wife," was the announcement made at today's luncheon at Hotel Medford by President Allen.

Rev. Charles Gasseney, visiting Rotarian from Ashland, gave the principal talk of the day. His topic was "Rotary." Walter Leversette read a letter from Paul King, extension chairman of the International organization, on Extension and What It Means to Rotary International and the Individual Clubs.

Following an announcement of the Seattle Rotary conference, to be held in the northern city April 22, 23 and 24, Jack Carl, local Southern Pacific freight and traffic manager, told of a plan now under way to arrange an excursion from Ashland, Medford and Roseburg for those dates.

Kirkpatrick, popular local baritone, and member of the local J. C. Penney staff, was enthusiastically received in two vocal numbers, "My Blue Heaven" and "Roses of Picardy," accompanied on the piano by Miss Alma Lawrence.

Visiting Rotarians for today included Rev. Charles Gasseney of Ashland, Wm. Murray of Ashland, A. C. Most of Ashland and J. E. Kerr of Grants Pass.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

C. J. Shorb, editor of the Gold Hill News, and Merritt Merryman were among the Gold Hill members of Medford post present at last night's Legion meeting in this city.

SEATTLE, Mar. 27.—(AP)—In a desire to erase from the minds of the lay public the impression of frivolity, insincerity and superficiality that they feel is associated with the college student, the Western Association of College Comics, in session here at the University of Washington, late yesterday voted that member publications should copyright their own material and allow no reprints.

Condemning the type of magazine that strives to obtain material reflecting college life in an unfavorable light, delegates voiced the opinion that such college publications over the United States to withhold their material from the magazines would soon become extinct.

Moving pictures that the delegates felt misrepresented college life and emphasized the "sporty" element, were similarly denounced.

N. Y. Holdup Victim Pulls Hook and Gets Out the Fire Dept.

NEW YORK, Mar. 27.—(AP)—John Estberg, Waukegan, Wis. broker, was robbed of \$200 and jewelry by a taxi driver who dumped him out in a strange part of town early today, and then things began to happen.

Estberg followed directions of a well-meaning passerby and pulled a convenient hook for a policeman.

To his astonishment, he was greeted by four engine companies of 32 men, a hook and ladder company with 16, two battalion chiefs and their drivers, a water tower, a fire patrol and gas and electric emergency outfit.

After explanations, Mr. Estberg said he would postpone his scheduled departure to-morrow if he could assist this agile army in apprehending the taxi driver.

MARSHFIELD, Ore., Mar. 27.—(AP) George Clausen, a rancher at Four Mile, near Port Orford, was not expected to live today, following discharge of a rifle through his stomach Sunday as he was getting from an automobile.

When a Man Goes in for Washing Dishes

"THE best housekeeper I ever had," said a young married woman the other day, "was a man."

"It was in a little village down in Maine where we lived for two years. Maids were scarce and I prevailed upon Joe to help me in the house. Joe had been in the Navy, and later had had his own fishing schooner.

"I have never known a woman who was so scrupulously neat as Joe. The way he washed dishes, for instance, was a lesson in efficiency.

"First he scraped and piled them all according to size. He used Lux for the suds in the dishpan, because, he said, Lux made netter suds in half the time of anything else, also because Lux was easier on his hands.

"Sailors, he said, use Lux because their hands are often badly chapped and broken and Lux is soothing.

"Now I myself follow Joe's plan in doing dishes, and I always use Lux. The difference it has made in the look of my hands is really amazing. Lux keeps them so white and smooth, that I've passed on the hint to my friends."

Because Lux contains none of the harmful alkali found in many household soaps, whether flakes, chips or cakes, it never irritates even the most sensitive skin, never dries the delicate oils of the hands.

And the big package of Lux washes 6 weeks' dishes.

THE HOLLYWOOD STUDIO

Will be in Medford for a short time only. While here you can get 5 PHOTOS OF YOURSELF FOR 10c

Get yours today. Everyone will have theirs. Exchange them with your friends. Bring the children. OPEN FROM 9 A. M. TO 9 P. M., INCLUDING SUNDAY 413 E. Main Across from Old Page Theater

EXPERT LECTURES ON BUICK CAR

Buick owners and motorists from Medford and all parts of Jackson county attended the lecture at the Medford Auto company last night by W. R. Dick Fenton, service superintendent for the Hollywood Auto company of Portland, who made a thorough explanation of the operation of the Buick automobile with the help of charts and apparatus.

Fenton is considered as one of the best motor technical men on the Pacific coast and his list no stone unturned to tell his listeners all pertaining to the functions of a Buick motor. He explained reasons for changes in the new Buick models and through the use of diagrams stressed the economy in operation of the cars. After having finished the lecture, his listeners were free to ask questions on any points that they did not understand.

THE PURE OIL FROM CORN

for Frying for Salads for Shortening



ADDITIONAL NAMES JUNIOR HIGH LIST

Unintentionally the following names were left off by school officials from the Junior high school honor roll when it was published Monday.

- These four girls are all TB students and a great deal of credit is due them, since few entering students make the honor roll.
Elizabeth Stennett 6A 28
Beth Cummings 7A 21
Dora Crawford 4A 51
Sylvil Jean Young 5A 41

Treasure Hunt With Cash Prizes

The San Francisco Bulletin is offering \$5000 in cash prizes in a "Ferry Boat Treasure Hunt," advertised elsewhere in this paper.

The company prints the pictures of 14 ferryboats plying San Francisco bay. There are two boats exactly alike, and it offers prizes to southern, Oregon and northern California people who find them.

See the ad giving particulars for the contest.

Masonic Dancing Party Thursday

The Masonic club will hold another of their dancing parties at the Masonic temple Thursday, March 29, and expect a record crowd of Masons, Eastern Star and De Molay members and their friends.

The hall will be nicely decorated, a special committee is assisting the regular dancing club committee, and the event will be one of the social occasions of the season for these organizations.

An Appreciation
The enthusiastic endorsement accorded our new store by the crowds of Medford citizens; the exclamations of delight; the spirit of friendliness that prevailed during our opening evening are convincing proof that the J. C. Penney Co. fills an important place in Medford. We thank you all for favoring us with your attendance at our style show. We thank the models who presented for us so capably the style review. We appreciate the flowers which were the evidence of approval and acceptance from the other Medford merchants and business institutions. And particularly do we want to assure the people of Medford and Jackson County that this store will endeavor through the highest type of service and the most modern of merchandise to continue to merit their patronage and friendship. J. C. PENNEY CO., INC.

THE RIALTO NOW! TODAY AND WED THE SCREEN CAN OFFER NO FINER ENTERTAINMENT THE LOVELIEST OF STARS IN HER LOVELIEST PICTURE MARION DAVIES in a Quaint Old Fashioned Comedy Romance When a Man Goes in for Washing Dishes ALSO A GOOD ADDED SHORT COMEDY A NEWS THAT'S RED HOT AND ROTHERMEL'S MUSIC ADMISSION Mats. 10 and 25 Eves. 10 and 35 COMING THURSDAY, FRIDAY REGINALD DENNY IN "ON YOUR TOES" Quality Street

THE HOLLYWOOD STUDIO Will be in Medford for a short time only. While here you can get 5 PHOTOS OF YOURSELF FOR 10c Get yours today. Everyone will have theirs. Exchange them with your friends. Bring the children. OPEN FROM 9 A. M. TO 9 P. M., INCLUDING SUNDAY 413 E. Main Across from Old Page Theater

Your TRUCK NEEDS are met exactly by some one of Graham Brothers Trucks or Commercial Cars - money makers in any line of business EAKIN MOTOR COMPANY 16-18 SOUTH FIR TELEPHONE 304 GRAHAM BROTHERS TRUCKS Sold and Serviced by Dodge Brothers Dealers Everywhere