

VITAPHONE Opens at Hunt's Craterian Theatre Tomorrow

Medford Merchants Will Offer Amazing Bargains To Out-of-Town Vitaphone Visitors For the Next Six Days

Vitaphone and Movietone To Be Regular Features of Craterian Programs Beginning Tomorrow---Al Jolson in "The Jazz Singer" Will Be the Opening Entertainment

C. J. Breier Extends Greeting to Vitaphone and Movietone
56 STORES IN THE WEST

C. J. BREIER CO.

Summer Needs for the Ladies

New Shipment of **Rayon Lingerie**
Cool, dainty, inexpensive new undies every day. That's what every woman wants in warm weather.

Step-ins—Panties
Bloomers—Chemise
98c each


Lace Trimmed
**Panties—Chemise
Gowns and Slips**
Ruffled garments and two-color combinations. Each one irresistibly feminine.

**All at Breier's
Usual Low Prices**

56 STORES
C.J. Breier Co.
IN THE WEST

WASH DRESSES
Stunning Styles
Usual Breier Values

Prices
\$1.29
\$1.59
\$1.95
\$2.98



HUNT'S CRATERIAN
CENTRAL
JUNIOR MAIN

it's Here! COME ON!

AL JOLSON

"THE JAZZ SINGER"

WITH **MAY M'AVOY**
WARNER OLAND
CANTOR **ROSENBLATT**



Admission
Matinee and Evenings 25 and 50c
No Seats Reserved

TOMORROW
Vitaphone Opens!
AMAZING!
SENSATIONAL!
HEAR SEE IT

WRESTLING

Under Auspices of American Legion
Drum Corps
Hilarity Arena
— MEDFORD —
FRIDAY, MAY 25
BILL SHAW
Weight 212 Pounds
VS.
Sailor Don
WOOD and NOLAND
Shaw agrees to throw both, one at a time in 90 minutes

Should he throw both, the crowd will be called upon to pick the man for the third fall.

Semi-Windup—One Fall Finish Match
Thurman Jackson vs. Tex Porter
of Chiloquin vs. of Medford

THREE BOXING AND WRESTLING PRELIMINARIES

ADMISSION
Ringside, first two rows \$1.65; General \$1.00; war tax included.
Tickets on sale at Browns, Pastime and Cleo's News Stand



Ladies and Children
Admission 50c

Congratulations

To George A. Hunt Company
on the opening of
VITAPHONE

Another step forward for Medford and Southern Oregon

Peoples Electric Store

Electrical Appliances of all kinds — Altering and electrical installations — Everything Electrical for the Home.

Don't forget! It's Frigidaire Time!

214 W. Main St.—Phone 12
O. O. Alenderfer A. B. Cunningham

After Hearing the Vitaphone
EAT AT THE
J. N. CAFE
20 So. Central Avenue

We serve Chinese Dishes from 1:00 p. m. until midnight—Phone 667-R.

Evening and Sunday
DINNERS

If you are tired or not invited out to your friends' home, come to the
The Blue Flower Lodge
You will appreciate the pains we are taking to make our chicken dinners taste like Mothers. Perhaps you will find it more convenient as well as economical to take your guests out to dinner. It's a treat to dine at
The Blue Flower Lodge
On Pacific Highway at Phoenix

The Ocla E. White Co.
Presents
Al Jolson's Records
On the Brunswick
Weeks & Orr Building—Next to Rialto

Special Prices to Graduates
FAY E. DIAMOND
JEWELER

Welcome to Vitaphone!
FRANKLIN'S
Cafe and Confectionary
Special 50c Lunches
Next to Craterian

We Congratulate
George A. Hunt Company on the progressiveness on installing
VITAPHONE
and Movietone
at the Craterian Theatre
Jackson County Bank

The American Laundry
Extends Greeting to
VITAPHONE

Progress in moving picture entertainment is reflected in the perfection of the new Vitaphone Movietone.

Through the installation of last-minute equipment and by employing the newest and best methods, we are able to constantly improve our laundry service to Medford people.

Laundry Service That Pleases
"The American Laundry Does It Best!"
Phone 873

After the
Vitaphone Matinee

Shop at the
CITY MEAT MARKET
Medford's new open-front meat market offering a complete line of **QUALITY MEATS**.

**BEEF—PORK—LAMB
MUTTON—RABBITS
CHICKEN**

Everything in the Meat Line
Reasonable Prices—FREE Delivery
CITY MEAT MARKET
OPEN FRONT
121 N. Central—Tel. 324
CON DE VORE, Prop.

What Vitaphone and Movietone Offer

When the curtain rises at Hunt's Craterian tomorrow, you will be carried away from the world of the commonplace into a world of mystery where the impossible happens. When the lights are lowered, your favorite stars will step forth on the silver screen as you have been used to seeing them in motion pictures. Then you will be amazed and mystified! They will talk to you, sing to you and you will hear their voices as if they were actually in the theater—as if you held a ten dollar box seat at "premiere" when the stars appear in person.

That is what Vitaphone and Movietone offer you—not for today only, or a week, but for many months to come. An investment of nearly \$20,000 was necessary to bring this entertainment to you, and the programs will cost you but 25 and 50 cents.

Here, at last, is a perfect synchronized screen representation with the spoken word and with music. More than this, the music is not a little, frail stream of sound, but the full volume of the original in a measure hardly believed credible. . . . Indeed, the synchronization is so perfect and the effects so astonishing, that one has to pinch oneself now and then to realize that this is a mechanical reproduction rather than the original.

When you come to hear Vitaphone and Movietone, expect a great deal—you won't be disappointed!

New!
Indian Print
\$9.50

Printed linens as summery and colorful as they are smart and new—and how smartly they will accent the costume of plain colored silk or handkerchief linen.

Picture in your mind an ensemble of light yellow, turquoise blue, pale beige, chartreuse green, wood violet, scarlet or white—the frock solid color—with hat to harmonize colorfully trimmed—nude hose and gloves—and the final accent, bag and shoes of printed linen! Exquisite!

See Our Windows
THE BOOTERY
STRANG BROS.
Beautiful Shoes for Women

Values That Talk

After you have enjoyed the marvelous Vitaphone at Hunt's Craterian step across the street and see our Vitaphone specials.

Bib and Waist Overalls, special 98c
Army Soap special, 5 bars 25c
Big Double Wool Blankets \$3.98
Sweet or Nailpuller Work Pants, special \$2.49

Stewart's Outfitting Store
Across from the New Vitaphone

Before You Attend the Vitaphone Show
Dine at the
Hotel Jackson DINING ROOM
The Union News Co.
Special Merchants' Lunch, 50c
Evening Dinner, 65c
Just Across the Street from the Craterian Theatre