CINDERELLA SHOP MEDFORD'S NEW WOMEN'S STORE

The Cinderella Shop, Medford's newest women's wear establishment, will open for business Thursday morning, January 10, at 44 South Central avenue. This is the seventeenth Cinderella shop to be opened in the Pacific northwest in the past few years.

Sensing the ever increasing importance of credit in relation to the purchase of commodities, R. C. Hadley and associates, owners of the Cinderella Shops, established the "wear as you pay" system in a Salt Lake City shop with such success that that first shop has been followed in quick succession by 16 others.

"Medford was chosen for our newest shop," said Mr. Hadley, who is in Medford for the opening, "because our analysis, preliminary to leasing a new location, convinced us that Medford was the fastest growing city in the northwest; that it was the trading center for folks throughout southern Oregon and northern California, and that its horticultural and agricultural pursuits made it potentially one of the richest valleys in the country.

"We feel that our store has a niche to fill in your economic life and we want to grow with Medford."

The manager of the local shop is Miss Cora Buran, who has had buying and managerial experience of many years in a large Portland store prior to having become associated with the Cinderella shops.

The shop, which occupies a corner of Central avenue and Eighth street, has been entirely redesigned and decorated in warm tones of cream verging into brown and is as modern in equipment as it is new.

All merchandise, which will include dresses, coats, ensembles, hats and accessories, comes direct to the local store from the New York buying offices of the Cinderella stores. The store's entire opening stock will be spring merchandise.

Comedy-Drama Coming Tomorrow

Hunt's Craterian theater schedules a talking comedy drama, "Give and Take," co-starring George Sidney and Jean Hersholt, as its major entertainment beginning tomorrow.

"Give and Take" concerns an old fruit canning factory owner, played by Hersholt, and his superintendent, played by Sidney. Lewis plays the owner's son and heir, and Miss Lynn the daughter of the superintendent. That young lady also has the duela role of secretary to the boss and fiancee to the boss' son. It is when the son comes home from college and tries to reorganize his father's business on a profit-sharing basis that the fun starts. The addition of a hard-boiled banker who holds a mortgage on the factory, and a crazy millionaire with a wild chain store scheme, rolls the plot merrily along but almost wrecks the romance.

George Sidney is said to have the funniest role of his career in this screen comedy. Jean Hersholt also is provided with a role of great character possibilities, and the opportunity to hear these two great comedians talk their lines adds much humor to the splendid comedy situations.

Franks Comedians to Open Friday

After an absence of three weeks, Frank's Comedians will again spread laughter and merriment in the Playhouse theater. Mr. Frank has secured some exceptionally clever plays during his vacation, the first of which will be a delightful comedy drama, "For Cryin' Out Loud." The second release will be a sensational comedy drama of movieland, "A Hollywood Madonna." Two new releases, right off the fire.

To allow the patrons of Frank's Comedians a little breathing spell after their orgy of spending for Christmas, Mr. Frank has announced the month of January as a bargain month. Children will be admitted anywhere in the house for 10 cents and adults for 35 cents. "For Cryin' Out Loud" will be presented only three performances, Friday, Saturday and Sunday this week. However, the usual four-day program will start the following week, opening "A Hollywood Madonna" on Thursday.

Air Picture at the Rialto Theatre

Spectacular to a degree that evokes spontaneous enthusiasm and breath-taking suspense, is "The Air Legion," now appearing at the Rialto theater, which depicts the battles of air-mail pilots.

This powerful drama is written around the hazardous experiences, the romance and human interest in the lives of the flyers who whisk the mails across the continent in fair weather or foul.

Featuring Ben Lyon, Antonio Moreno and Martha Sleeper, the absorbing photoplay has for its theme the awakening of physical courage in the spirit of a young mail pilot who has developed a temporary "yellow" streak in the face of danger.

Two Die in Hotel Fire

JOLIET, Ill., Jan. 8.—(AP)—Two persons were burned to death and a dozen others were rescued today when a mysterious fire destroyed a downtown hotel. The dead are Mr. and Mrs. Wilbur Walker.

TEXAS MAN LEARNS TO FLY AT 64

Determined not to let youth outdo him, J. L. Gray, 64-year-old Dallas business man, has bought an airplane and learned to fly. He plans to make frequent business trips to Los Angeles by air.

PRINCESS ILEANA HONORED ON 22ND ANNIVERSARY DAY

BUCHAREST, Rumania, Jan. 8.—(AP)—Queen Marie gave a banquet at the royal palace last night in honor of the twentieth anniversary of Princess Ileana's birth. The 25 guests included premier Julu Maniu and members of the regency. For the first time since he became king, Michael participated in the religious service at the palace.

PRINCESS ILEANA

The king's mother, Princess Helen, presented her sister-in-law with a diamond band for her brow in the middle of which was an olive twig made of gold. The minister of interior gave the princess a diamond tiara in behalf of the government.

Ileana, who was a picture of beauty and radiant youth, sat between King Michael and Queen Marie and acknowledged felicitations and birthday wishes.

Later a royal soiree was held in honor of Princess Ileana, at the palace. Officers of the cavalry guards and of Queen Marie's cavalry regiment attended.

HONOR MEMORY ANDREW JACKSON

NASHVILLE, Tenn., Jan. 8.—(AP)—In the home to which Andrew Jackson came home from the wars and under the trees which sheltered "Oold Hickory" in times of rest, hundreds of citizens gathered today to honor his memory on the 114th anniversary of the battle of New Orleans.

A parade, a banquet and several speeches were on the day's program. Democrats throughout the state will hold memorial services at noon.

MINSTREL MAKEUP USED BY FIVE BANDITS

NEW ORLEANS, La., Jan. 8.—(AP)—Five men made up with rouge, burned cork and false eyebrows, staged a private show entitled "Hands Up" before a select little dice party in St. Bernard's parish Sunday and were $5000 richer because of their efforts.

Although the act was far from funny for the gamblers, six shooters made it convincing. One of the "actors" threatened to "blow the audience to hell" if the skit was stopped. It was not stopped.

One Cent a Day Brings $100 a Month

Thousands Taking Advantage of Liberal Insurance Offer. Policy Sent Free for Inspection

Kansas City, Mo.—Accident insurance at a cost of one cent a day is being featured in a policy issued by the National Protective Insurance Association.

The benefits are $100 a month for 12 months—$1,200 to $1,800 at death. The premium is only $3.65 a year or exactly one cent a day. Of the thousands of applications received many have come direct from the agents and executives of other insurance companies. The offer is limited to 100,000 policies.

Women, as well as men, are eligible for this remarkable policy. It also applies to children who are ten years of age or over. No medical examination is required.

Send No Money

To secure 10 days' free inspection of policy send no money. Mail to the National Protective Insurance Association, 1458 Scarritt Bldg., Kansas City, Mo., the following information: Name, age, address, beneficiary's name and relationship.

After reading the policy you may either return it without obligation or send $3.65 to put policy in force.

USE SIX COURSES IN FAIRWAY GRIND QUALIFYING PLAY

LOS ANGELES, Jan. 8.—(AP)—Qualifying play for the Los Angeles 72-hole $10,000 open golf tournament was scheduled for tomorrow over six local courses.

Entries for the big fairway classic closed last night, pairings for the qualifying rounds had been made, and arrangements had been completed for threesome to tee off for the 46 holes of play.

The Riviera course, to be the scene of the $10,000 open on Friday, Saturday and Sunday, today had been closed to those who have not played more than 36 holes of preliminary play over the tournament course since filing their entries. The latter were to be permitted to practice on the Riviera course today only.

Two additional names today had been added to the list of those who need not qualify for the event, as announced last night by the big six committee. They are Dewey Longworth and Roy Tufts. Both players tied at 300 in the Los Angeles open at Wilshire last year.

Gary Memorial Burns.

CHICAGO, Jan. 8.—(AP)—The Gary Memorial Methodist Episcopal church of Wheaton, Ill., erected by the late Elbert H. Gary and endowed by him in his will, was destroyed by fire early today. An overheated furnace was blamed for the fire, which caused an estimated loss of $225,000.

Pseudo Hunters.

INDIANAPOLIS, Jan. 8.—(AP)—Foud men, disguised as hunters, walked into the Irvington State bank today, and threatening the employes and customers with shotguns, took $10,000 and escaped.

Oregon Weather.

Oregon: Fair, but with low clouds and fog tonight and Wednesday, continued cold. Gentle variable winds.

CHILEAN VOLCANO TAKES LIVES OF ZONE INHABITANTS

BUENOS AIRES, Jan. 8.—(AP)—With five bodies recovered from the ruin caused by the eruption of the Chilean volcano Calbuco, near Lake Llanquihue, it appeared possible today that the lava had taken a toll of 22 lives.

Dispatches from Puerto Montt said that carbineers had unconfirmed reports that five families, totaling 22 persons, were missing. These families lived in the region which was heavily damaged when the volcano poured lava and ashes over it. Other dispatches said that many injured had been taken from the stricken area to Puerto Varas, across Lake Llanquihue.

All boats on the 30-mile wide lake were pressed into service for the rescue work. After the people had been brought to safety cattle were being taken from the grazing land upon which the hot ashes were pouring. Hot water was also streaming from the snow-clad volcano into the lake.

The disturbance was stated to be subsiding today. The threatened district is largely settled by Germans and the people were regaining tranquility with the lessening of volcano activity.

The Calbuco volcano is 6000 feet in height and of peculiar formation. Its three extremities border Lakes Llanquihue, Todos Santos and Chapede Este.

It was believed that hundreds of homeless persons had fled to the mountains to escape the lava flow and low-hanging clouds of gases.

Fights Last Night

By the Associated Press.

MIAMI, Fla.—Maxie Pelz, of Portland, Ore., won on a foul from Red Riley, Troy, New York (5).

LITTLE ROCK, Ark. — Milton Manguno, New Orleans, outpointed "Dutch" Easter, Pacific Coast (10.)

NEW YORK—Sid Terris, New York, outpointed Jackie Pilkington, New York, (10). Jimmy McNamara, New York, outpointed Jose Gonzales, Mexico City, (6).

BUFFALO, N. Y.—Lope Ternorio, Philippines, outpointed Jimmy Goodrich, Buffalo, (10). Osk Till, Buffalo, knocked out Tilly Kid Herman, Butte, Mont., (6).

ST. LOUIS—Joey Rivers, Kansas City, outpointed Eddie Anderson, Casper, Wyo., (10). Dave Knost, St. Louis, outpointed Arthur "Sailor" Maley, Chicago (10).

TULSA—Babe Hunt, Ponca City and Big Boy Peterson, New Orleans, drew (10).

PEORIA, Ill.—"Spug" Myers, Chicago, outpointed Al McCoy, St. Louis (10). Johnny Melton, Indianapolis negro, knocked out Eddie Walsh, Chicago, (2).

LOUISVILLE, Ky.—Sammy Price, Benton Harbor, Mich., knocked out Jackie Reynolds, Terre Haute, Ind., (6). Frank Nancy, Pittsburg, outpointed Howard Jones, New Albany, (8).

Morrow Takes Rest

WASHINGTON, Jan. 8.—(AP)—Dwight W. Morrow, American ambassador to Mexico, who has been here assisting Secretary Kellogg in connection with the Pan-American conference on arbitration and conciliation, has gone to Nassau, Bahamas, for a rest.

Klamath Falls—$100,000 mill improvement project completed for Big Lakes Bob Co.

Gresham—Methodist Episcopal church rebuilt and new parsonage dedicated recently.

*Rules established by Life Extension Institute

A little horseplay in the home of Mr. and Mrs. Fred A. Brand

Years without sickness in the Brand family

"And we owe much to Lifebuoy's antiseptic lather for our splendid health," says Mr. Fred A. Brand

"It certainly was a lucky day for my family when we started using Lifebuoy," says Mr. Fred Brand, father of three vigorous and radiantly healthy children.

"It's years now since we've had any sickness at all in our home, and we owe much to Lifebuoy for our splendid health.

"I have tried many different toilet soaps, but for a real, honest-to-goodness kick—for lots of cleansing lather that leaves me fresh and full of pep—give me Lifebuoy every time.

You've never seen two sturdier, livelier boys than Frederick and Joseph Brand—and one big secret of their health is Lifebuoy!

"My wife says it's marvelous for the skin, too. But her real reason for training the youngsters to use Lifebuoy is because it guards health. We have three children—Joseph, Frederick and Florence—and I'm sure that their busy little hands, touching books, playthings, etc., must come in contact with germs many times a day. We'd never feel safe if they didn't use an antiseptic toilet soap." *Mr. Fred A. Brand, 17 Crescent Terrace, Brooklyn, N. Y.*

Germs all around—beware!

Mr. Brand's letter is typical of many we could quote to show you how Lifebuoy is helping thousands all over the country to guard family health.

In your home, too, health protection is necessary. Remember that your hands, your children's hands, are constantly touching things that others may have handled and left germ-laden—such as money, carstraps, telephones. It's safer for every member of your family always to use this gentle, antiseptic toilet soap—its purifying lather removes germs. Keeps skin clear and healthy, too, prevents chapping.

Your family has to wash with some toilet soap anyway, so why not use Lifebuoy which gives added health protection—at no extra cost? You'll quickly learn to love Lifebuoy's pleasant *extra-clean* scent, which tells you Lifebuoy purifies, and which vanishes as you rinse. Adopt the Lifebuoy habit today. LEVER BROS. CO., *Cambridge, Mass.*

LIFE·BUOY

HEALTH SOAP

Removes Germs ~ Protects Health

PARTICULAR BUILDERS ALWAYS SPECIFY

"BEAVER BRAND" PORTLAND CEMENT

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