

### CLARENCE EVANS WILL OPEN SHOE STORE SATURDAY

The new Buster Brown Shoe store, to be opened on South Central, across from the Craterian theater, by Clarence Evans, manager, will provide a pleasant surprise to local shoppers, when its doors swing open for the first time Saturday morning.

The interior of the new place of business is being remodeled and decorated in a harmonious and attractive color scheme, the pre-eminently note being orchid and gold. The front shop windows carry out this plan, in orchid wood work and panels stippled in silver and gold. The furniture consists of comfortable mahogany, leather upholstered chairs, white on the walls and at every convenient place are artistic reminders of Buster Brown himself and his inseparable dog, Tige.

The Brownbilt shoes for men and women, and the Buster Brown shoes for children are the lines carried by this new store, which will also handle the Wayne Knit and Everwear hosiery. "Make Buster Brown Health Shoes Your Hobby" is the motto passed along to the young folks by Buster, as he waves a welcome from atop a hobby horse's back in the unique shop.

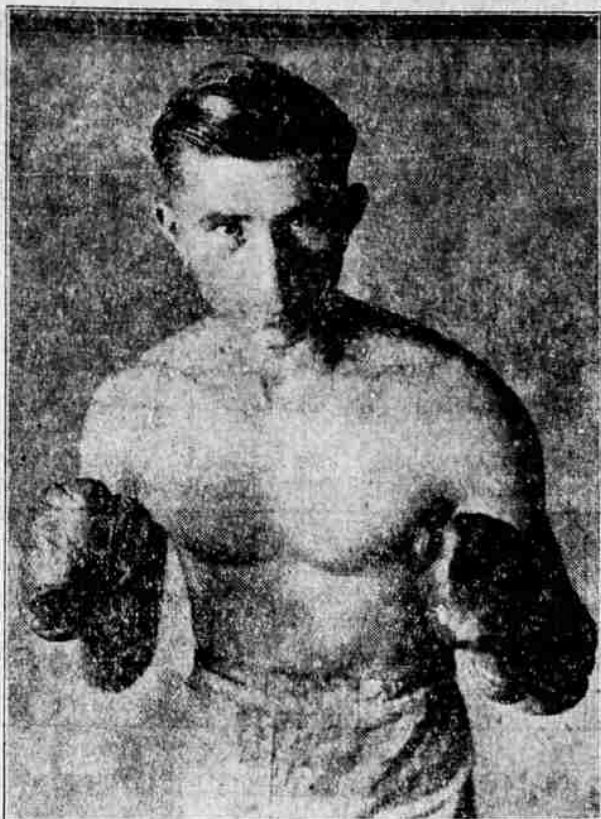
A number of attractive souvenirs will be given away to the young folks, who visit the store and make their purchases on the first day, according to Mr. Evans.

### AIR MAIL OFFICIAL WILL ATTEND FORUM

W. O. Willoughby, assistant superintendent of air-mails, has accepted the invitation to attend the Chamber of Commerce forum next Wednesday at noon at the Hotel Medford, which will be devoted exclusively to the proposed new airport.

All service club members, business men, members of women's clubs and taxpayers generally are invited to attend the forum.

### Rosander to Meet Padelford



Austin Rosander

Local fight fans will be interested in the 29 round American Legion boxing encounter to be held at the Ashland armory a week from tomorrow. Featuring Pat Padelford, local 135-pound scrappier, against Austin Rosander, 137-pound Ashland fighter in the ten round main event. Rosander is a former well known Portland fighter and has fought on cards there several times.

Padelford, local prize, has been in special training for the match for the past week and is in the pink of condition. He is anxious to show southern Oregon fans he has the edge over the Ashland man and is sparing no efforts to prepare himself.

Included on the same card will be a six round semi-windup between Billy Broedlove of Bend and Harold Wright of Chiloquin, preceded by two preliminaries and a curtain raiser.

### Announcement

Nestle's Text-o-Meter, latest development in permanent waving. Tests the hair, insuring satisfaction. Roseborough's Beauty Shoppe, 12 So. Central, Phone 362. Come in and let us explain it to you. 35\*

See and hear the "Twelve Old Maids" at Lake Creek, Saturday, March 16th, 8:30 p.m. St. Patrick's dance to follow. A good time for everybody. 34

### 'IN ARIZONA' FILM REGISTERS A HIT ON LOCAL SCREEN

Worth of the "In Old Arizona" film which opened its four days engagement at Hunt's Craterian theater yesterday to run every afternoon and night until Sunday, and famed as the first sound moving picture made out in the open, was shown last night when many of the capacity audience remained to view the second show. So great is the appeal in its naturalness of this truly great attraction, where the large cast of prominent stage and movie actors speak and act their parts superbly while the eyes feast on desert, plain and boulder scenery of grandeur.

Another feature illustrating the absorbing charm of the film is that most of the hundreds at its conclusion, as soon as they got over marveling at the climax, exclaimed each one to his neighbor, "Why, it's over already—must have been a short show,"—so engrossed had they been in the plot and acting that they did not realize that the film is a long one. The praises of "In Old Arizona" are sounded over the city and valley today. Opinion this time is all one way, which probably indicates crowded houses the remainder of the week.

So realistic is the entertainment in its acting, sounds and scenery, that the audience last night came away hungry for ham and eggs. They had seen it sizzling in a skillet, and imagined they smelled its enticing odor. They also felt like brushing imaginary dust from their eyes and off their clothes, arising from the galloping horses and stage coach, and from the moving cattle herds. Anyhow they could hear the cattle bellowing, and a pig squealing, in their sleep last night.

In Old Arizona while having much of cowboys, half-breeds, cattle and the like should not be confused with the best of Westerns. In fact it is a Southwestern, so excellently different in every way, and all in a class by itself. It has dramatic thrills, suspense, a love theme, humor and punch—a story of two brave, real life bad men striving for the love of a beautiful, double-crossing, extremely likeable and Carmen-like half-breed woman. It might be called a "sing" as well as talkie. While Warner Baxter, Edmund Lowe and Dorothy Burgess are the featured players, they are surrounded by a wonderful supporting cast. Prominent leading stage and film actors play minor parts—some of them even little tid-bits. In the cast are such well known actors as Peter McManis, Frank Campeau, Roy Stewart, Henry Armetta, Tom Santeshl, Pat Hartigan, James Marcus and Joe Brown.

But the outstanding performance is that of Warren Baxter, portraying the handsome, brave, cruel and cunning "Vengeance" bandit. His vibrating, pleasing voice has a magnetic appeal both in talking, dialogue and singing. The work of Dorothy Burgess, charming young actress, who is a new screen find, as the beautiful half-breed girl, stands out notably, as does that of Edmund Lowe, as the brave, swaggering and lovable army sergeant.

Yes, "In Old Arizona" is good, very good. It is all so natural. R. A. K.

### Radio Program KMED

Mall Tribune-Virgin Station

- 228.9 Meters 1310 Ke.
- Thursdays, March 14
- P. M.—
- 5:30 to 6:15—Towne Crier.
- 6:15 to 6:30—Medford Mall Tribune News and Market Reports.
- 6:30 to 7—Medford Service Station and Coleman & Lawler's Service Station.
- 7 to 9—Farmers' Cooperative Exchange. Old-time program.
- 9 to 9:30—Rock Gas.
- Friday, March 15
- A. M.—
- 9:30 to 10—James McNair's Pharmacy.
- 10 to 10:30—Southern Oregon Electric Co.
- 10:30 to 11—Rosenberg's, Inc.
- 11 to 11:30—M. M. Dept. Store.
- 11:30 to 12—Jaquie Lenox.
- P. M.—
- 12 to 12:05—News Reports as furnished by Medford Mall Tribune.
- 12:05 to 1:05—Palmer Music House.
- 1:05 to 1:35—Medford Electric Co.
- 1:35 to 2:05—Lewis Super-Service Station.
- 2:05 to 3:05—Mann's Department Store.
- 3:05 to 3:05—Brophy's Jewelry Store.
- 3:30 to 6:15—Towne Crier.
- 6:15 to 6:30—Medford Mall Tribune News and Market Reports.
- 6:30 to 7—Band Box.

William Bell, district manager for the Oregonian in southern Oregon, left this morning for Roseburg on business.

Notice. In the County Court of the State of Oregon for Jackson County. In the Matter of the Estate of William V. Barnum, Deceased. Notice is hereby given that Sadie G. Barnum, executrix of the above entitled matter, has filed therein her final report and account and that March 26, 1929, at 10:00 o'clock, a. m. at the Court House in the City of Medford, Oregon, has been fixed as the time and place for hearing objections thereto and the examination and allowance thereof. SADIE G. BARNUM, Executrix.

# J.C. PENNEY CO. Easter is Near

..... and the J. C. Penney Store Is Filled with New Things for Everyone



## What-Is-New This Spring in Silk Frocks

for Women :: Misses :: Juniors

\$14.75

In this assemblage of frocks, you will find the authentic modes for sportswear, for practical service, and for the more important occasions . . . at prices that will cause rejoicing among the thrifty!

### An Important Presentation!

## Silk Frocks

For Women, Misses and Juniors

\$9.90

Let us stress the fact that this is indeed an offering of the rarest sort! Not only are the modes fashionable—not only is the quality exceptional—but the price is compellingly low!



## Do You "Charge It" or "Save It"?

The Modern Woman knows that Good Housekeeping isn't a matter of drudgery, but of wise spending and intelligent saving.

She doesn't say "Charge It" because she knows that it always costs less when you pay cash, and she prefers to put that saving into her own bank account.

Carrying her package home is another sensible economy she is glad to make.

Are you a "Charge Account" or a "Bank Account Housekeeper"? We cordially invite both types to visit our store and judge for themselves just how much they can save by paying cash.

### Tailored Slips For Spring Frocks

An assortment including a number of different materials and a range of light, medium and dark colors. Some with 2 inch and others with 10 inch hems.

98c

### Rayon Lingerie With Trimmings of Lace

As dainty and as practical as anyone could wish! Steeps, bloomers and chemise in delicate pastel shades are edged and applied with lace. Our tempting low price is

98c

## Just a Hand Bag

But How Much Your Entire Costume Depends On It Being Style-Right!

The finishing touch to your Easter outfit . . . one of these smart hand-bags of genuine goatskin or shoe calf—usually found only in bags at higher prices!

And Each One Is an Exclusive Design for the J. C. Penney Co.

The outstanding hand-bag successes of the season—created for us—at the delightfully low price,

\$2.98

Clever Styles in Wanted Colors

Pouch bags—envelopes—back straps—fancy clasps. In black, brown and tan shades. So distinctively trimmed!



## Women's Silk Hosiery

Service Weight Semi-Sheer Chiffon \$1.49



Three numbers of full-fashioned hosiery to meet the smart woman's needs. A medium weight with lisle top and sole—semi-sheer silk-to-the-top—silk-to-the-top lovely chiffon—the saving way to hosiery smartness.

All the Wanted Shades to Harmonize With Spring Costumes

### Economy—and Smartness!



Both demands of the thrifty modern woman are met in this semi-sheer, pure silk hose. Full-fashioned, with mercerized top and sole.

98c

### A Flower For Every Costume



Tricky little clusters for the sports outfit, colorful exotics for the afternoon frock, and lovely trailing organdie posies for evening hours!

23c—49c—98c

Our Spring line of novelty footwear is ready. Select your Easter outfit at this store.

## The Trimmed Hat Is of Prime Importance for Easter



Felt . . . Silk . . . Straw . . . Combinations

Each hat has its distinctive trimming—whether of ribbon, a self applique or embroidery. Of many types, too . . . more elaborate for dress-up occasions than for several seasons. The color may match your costume—or the accessories, as you prefer. A charming group for your Easter selection at

\$3.98

Others from \$1.98 to \$4.98

NOW! HURRY!



NEVER SUCH CROWDS NEVER SUCH A SHOW!

Times Shown Daily at 1:30, 3:15, 7 and 9

YOU HAVE ONLY 2 DAYS AFTER TONIGHT TO SEE AND HEAR IT



# "IN OLD ARIZONA"

WARNER BAXTER. EDMUND LOWE. DOROTHY BURGESS



Also 2 BIG ACTS of "TALKIES" KITTY DONER "Famous Male Impersonator" and "THE TWO ARISTOCRATS"

Admission Mats, 10, 35 Eves, 25, 50