

### FAMED AVIATRIX HERE SHORT TIME ON COAST JAUNT

### NIGHT FLIGHT AT LOCAL FIELD IS VIEWED BY MANY

Louise Thaden, 23-year-old aviatrice from San Francisco, who holds the world's endurance and altitude records for women, stepped out of the Associated Oil single motor plane onto the Medford field at 4 o'clock yesterday afternoon, and smilingly greeted a committee of local people gathered to meet her. They hopped off 15 minutes later for Eugene.

The fact that Medford citizens are "air-minded" was forcibly brought out last night when hundreds of local people gathered at the present air field to witness a demonstration of airport illumination and night flying. Although the large 20-kilowatt twin floodlight was not in commission last night, the field was brightly illuminated by the smaller floodlight of only five kilowatt capacity, which gave plenty of light for the interesting demonstrations. Harold Sanders of the Sanders Aeronautical school, made nearly a dozen flights, carrying passengers on most of them, and his take-offs and landings caused much favorable comment by all present. Among the local citizens who saw Medford at night for the first time by air were Ted Baker, Jack Thompson, Doc Lagerson, Horace Bramley, Henry Fluhrer, "Moose" Multhead and many others. All were enthused over the beautiful view of the city by night and claimed the sight well worth seeing. By popular request this interesting demonstration will be repeated again tonight from 7:30 o'clock on for the benefit of those who did not see it last night. Passenger flights will be made by Pilot Sanders.

Mrs. Thaden, who is making an air tour of the northwest, appearing before civic groups and women's clubs, interesting them in the future development of aviation, is accompanied on this trip by Emory Bronte, who, with Ernie Smith, navigated the first civilian ship to cross the Pacific from San Francisco to Honolulu; George Nixon, special aviation representative, and D. D. Durr, assistant advertising manager for the Associated Oil company.

Born and raised in Ventonville, Ark., and coming west only two years ago, when she embarked on a career of aviation for the first time, the young aviatrix has the decided drawl of the southern state.

It was a year ago in February when Mrs. Thaden received her private pilot's license, and last December 7 her first ambition was realized when she set a new altitude record for women by ascending to an official 20,270 feet. On March 16 and 17, this year, she established a new endurance record for women by remaining in the air 22 hours, 11 minutes, 12 seconds.

That setting a speed record for women will be her next attempt, was stated by the young flier, when the question was put up to her. Her take-off in this endeavor will be from the Oakland airport, probably a week from today.

A special plane will be built for Mrs. Thaden by a California company, she said, for this stunt. It will be a Travel-Air, one-motor 150-horsepower plane.

Enthusiasm over the possibility of Medford building the proposed new airport was expressed by both Mrs. Thaden and Emory Bronte, who were emphatic in their statements that such a step is necessary if Medford is to be classed with the other important points along the coast.

### Obituary

MRS. PERMILLA A. CLELAND passed away at the home of her daughter, Mrs. Dr. Chas. T. Sweeney on North Pacific highway, after an illness of the past year, from infirmities due to old age, aged 85 years, 11 months, 14 days, born at Defiance, Ohio, April 16, 1843. Her early life was spent in Ohio, and also was married there to James A. Cleland in 1862, and later moved to Missouri, where her children were born. She was the mother of three children, being survived by one son, Frank P. Cleland, Warrensburg, Mo., and one daughter, Mrs. Dr. Chas. T. Sweeney, of Medford, also one brother, W. R. Powell, Azusa, Calif., and two sisters, Mrs. Mary King, Los Angeles, Calif., and Mrs. Carrie Bridges, of Saratoga, Calif., eight grandchildren and one great-grandchild. Following the death of her husband in January, 1916, Mrs. Cleland has made her home with her daughter. From early girlhood she was a member of the Presbyterian church. The remains will be forwarded to Warrensburg, Mo., her former home, where funeral services will be held and interment will be in Disagh cemetery by the side of her husband. Mrs. Sweeney will accompany the remains of her mother back to Missouri, leaving on the Shasta Limited at 7:10 this evening.

Notice  
The Presbyterian Sunday school will convene this morning at 9:45 o'clock as usual.

### Hunt's Craterian

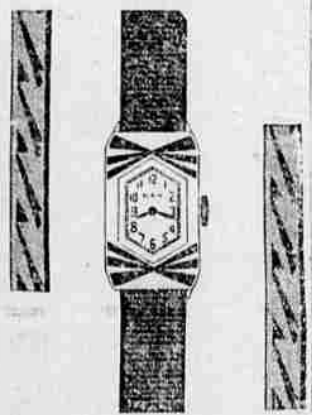
Tuesday  
IS THE BIG DAY  
YOU'LL

Hear Doug  
Talk!

Douglas  
Fairbanks

IN  
"The Iron  
Mask"

They just don't make 'em  
bigger than this one.



American watches may occasionally look to Paris for style, but the whole world looks up to American watches for timekeeping... accurate, true, unflinching.

ELGIN  
HOWARD  
WALTHAM  
HAMILTON-ILLINOIS

LAWRENCE  
The Jeweler  
Main and Fir Est. 1908

### FRANK'S Comedians

One Night Only  
Sunday, Mar. 31

MEDFORD ARMORY

Present  
Three-Act Comedy

The Whole  
Damm Family

Many requests have been made to repeat this comedy

SUNDAY NIGHT  
BARGAIN NIGHT

Adults 25 Children 10

See Our  
Window  
Displays

# J.C. PENNEY CO. INC.

North Central at Sixth

Phone 245

See Our  
Window  
Displays

## Sleeveless Silk Dresses

### Group One

We sold hundreds of this price dress last year and this year the values are even greater! Prints and plain colors comprise this lot as well as an assortment of stripes in various color combinations. They have just arrived—all crisp, new merchandise stylish and carefully made—values that will appeal to the thrifty shopper. Sizes range from 16 to 46. Developed in the season's favored materials.

- Flat Crepes
- Printed Crepes
- Washable Stripe Crepes

Even in this price range you will find no two alike. Each dress entirely different. The combined purchasing power of 1212 stores will enable us to offer in excess of 150,000 of this price dress, naturally we can get quantity prices that are lower and it is our policy to pass these advantages on to you.

\$4<sup>98</sup>

## The Thrifty Way to Smartness Starts Starts With These New

# DRESSES

### Group Two

You will find these dresses particularly attractive—because they represent the smartest modes for Spring and Summer—and because the price cannot indicate how very desirable they are,—you must see them for yourself—and we feel sure you will find them irresistible.

WOMEN: MISSES: JUNIORS:

Included in this group are dresses appropriate and smart—dresses for afternoon and general daytime needs. In black, smart shades of beige and a number of the very popular prints.

Outstanding  
Thrift Values at

\$6<sup>90</sup>

## OVER 1000 NEW SPRING DRESSES

Only the price is low! Everything else reflects the high standard of quality that we demand of all our merchandise. We have carefully planned, far in advance, for this unusual showing of Spring and Summer Ready-to-Wear, selecting authentic styles, variety—putting VALUE into these garments that will assure continued confidence on your part. Every garment was built UP to a standard, not DOWN to a price!

## Frocks in Alluring Prints

### Group Three

With chic abundant—and thrift interest. Such clever frocks—so new—to wear right now—and later. Economy and Authenticity are the outstanding characteristics of this interesting group. Literally hundreds of lively prints, gay colors and staple shades. Included in this lot are many half size dresses that are usually found in the higher price range.

- Flat Crepe For Women
- Printed Crepes For Misses
- Georgette For Juniors

Scarfs, jackets, tiers and bows add interest to this splendid assortment. The variety is complete enough to please the most discerning.

\$9<sup>90</sup>

## Thriftily Priced Frocks

### Group Four

Ruffles, pleats, scarfs, bows, tiers—one, two- and three piece modes... vivid colors... flat crepes... alluring prints and charming georgette.

This authentic collection of clever frocks are styled with distinction—priced with restraint. Again, the particular woman who seeks clothes in good taste... at prices within reason... finds our stocks amply varied, authentic in style and attractively thrifty. This especially appealing group emphasizes that Spring modes are animated and distinctly different. Lively bright shades, also smart shades of tan and black.

\$14<sup>75</sup>

## Girl's Ensembles With Hats to Match

Ages 7 to 14 years. Girls' cotton Ensembles, consisting of dress, coat and hat. Coats are made of Broadcloths and Novelty Basket Weaves, hats to match; dresses are made of Broadcloths and Linen suitings. Prints are new, including some of futuristic design and the quality of material as well as workmanship are exceptional. These clever styles for the little Miss will delight you—and the price, too, only

\$2.98

## Rayon Lingerie at Low Prices!

- Plain Rayon Vests. Sizes 36 to 42 . . . . . 49c
- Shorty Bloomers. Yoke front . . . . . 98c
- Regular Bloomers. Yoke front . . . . . 98c
- Brassiere-Top Combinations. Band knee, no elastic. \$1.49
- Extra Size Bloomers. Sizes to 50 . . . . . \$1.49
- Misses' Rayon Combinations. Sizes 2 to 16 yrs. . . . . 98c
- Misses' Rayon Bloomers. Ages 2 to 12 yrs. . . . . 49c
- French Panties. Lace trimmed . . . . . 98c
- Rayon Vests. Picot trimmed . . . . . 79c