

BACK STAGE LIFE OF BROADWAY IN CURRENT TALKIE



Bessie Love. She and Charles King, the Broadway comedian and singer, are in the featured roles, supported by a very large company, including a full and complete musical chorus.

Medford theater-goers have the opportunity of enjoying for the remainder of this week a musical comedy movie play, or comedy drama, as you like it, "The Broadway Melody," famed as being one of the first and regarded by many critics as the best of the big all-talking all-dancing synchronized film productions, which opened its local engagement yesterday at Hunt's Criterion theater and sent

noon and last night extolling it as a very enjoyable, spectacular entertainment. It is big in every way. Bessie Love, Anita Page and Charles King, the Broadway comedian and singer, are in the featured roles, supported by a very large company, including a full and complete musical chorus.

"Broadway Melody" is another of those film plays which introduces us to supposed back-stage life, depicting the lives of the stage people, and while in a way it is sort of a sub-sister drama, it possesses much of the pictorial brilliance, glamor and sensuousness of a Ziegfeld or Schubert revue on the legitimate stage—has pleasing music, much fascination and color, and the story is such that you are alternately in tears or laughter during the engrossing portrayal of this well told romance of stage life.

"Broadway Melody" is well up among the musical film revues because of its beautiful ensembles, its fast action, its beautiful color sequence ("The Wedding of the Painted Doll," its humor and general tug at the heartstrings. The music is pleasing and sends one away unconsciously humming the songs, including the "Broadway Melody," "You Were Meant for Me," "The Wedding of the Painted Doll," and "Loveboat."

The story concerns two ambitious sisters in a cheap small-time vaudeville sister act, played by Bessie Love and Anita Page, who go to New York and endeavor to break in on Broadway, and their subsequent adventures. Bessie Love does some good emotional acting at times, and Anita Page also shines with her acting and beauty.

Charles King as the happy-go-lucky, wise-cracking song and dance friend of the sisters, proves a pleasing actor, but he is given a close run for the honors among the men by Ted Prater as the stuttering, stammering theater booking agent and close and faithful friend of the sisters.

A short talking comedy, "The Lion's Roar," in which the stubby Daphne Pollard, that funny screen comedienne, is featured, causes noisy hearty laughs and puts the audience in excellent humor to view and hear "Broadway Melody," R. A. K.

Prof. Warner Named. WASHINGTON, July 11.—(AP)—Professor Sam Bass Warner of Syracuse university, has been appointed a research aid by President Hoover's law enforcement commission. Professor Warner was formerly a lawyer in San Francisco and has served on the faculties at Oregon and Northwestern universities.

Hugo. Local postoffice building improved.

Remodeling Takes Important Position Building Circles

"With home modernization sweeping the country as it is, remodeling has taken such an important position in building circles that it has become a specialized feature in the offices of many architects. Rambling old houses, splendid in design, but wholly unsuited to the modern standards of living, are being converted into homes of exquisite beauty and comfort. Old attics, once the cobbly resting places of everything, are being converted into guest rooms, play rooms, nurseries, dens or workshops. Basements, once damp and smelly, are now jolly amusement rooms," says Elizabeth Gary.

"Old barns, old mills and garages have their place in this movement and are being made into show places for either winter or summer homes. And while this beautifying process is going on, the matter of insulation is given due consideration. For no matter how attractive the remodeling job may seem, the aim of satisfaction is reached through comfort. And comfort is obtained through proper insulation.

"No matter what the method of application the cost of insulation is not prohibitive either in a remodeled house or in a new one, for the original cost is more than offset by the actual saving in heating costs in a short time.

"Insulation affords comfort in many ways. It makes a home warmer in winter and cooler in summer; when used under the floors it is a protection against cold and dampness; and it effectively shuts out sound.

"It is interesting to know that Celotex, the insulating material made from the fiber of sugar cane, a semi-rigid board, not only affords insulation for the home, but it affords a structural strength that materially lessens the cost of remodeling."

W. G. Crawford, representing the Celotex company, was in Medford and southern Oregon on business this week.

Men's Union Suits

Athletic Underwear in either Nainsook or flat knit. Button on shoulder and front button styles. Sizes 36 to 46.

49c

J.C. PENNEY CO.

See Our Window

The "Penno" sheet washed and ironed 75 times by local laundry. Come in and examine it.

Cool Printed Fabrics . . . Colorful Summer Shades



Apron Frocks

for porch and house-wear . . . exceptional values at

79c

Dainty novelty prints . . . printed dimity . . . printed lawn . . . fashioned into cool, attractive frocks! that you'll be able to enjoy all summer long because they'll launder well!

Trimming details feature hand-embroidery, colored organdy, colored buckles and buttons and corded pipings. Regular and extra sizes.



"we saved enough money on Bob's suit to buy new shoes for Junior!"

Remarks such as this are not uncommon in a J. C. Penney Co. store. Years ago Mr. Penney resolved to give each customer just a little extra pair of shoes or coat for his money that he could obtain elsewhere.

How We Keep Our Prices Low

To keep our prices low it was necessary to cut every unnecessary expense and take the smallest possible profit. Has it paid? Well, last year customers brought us \$175,000,000 of their business. Passing the savings on to the customer has helped us become a nationwide institution.

Won't You Let Us Show You?

Every associate in our store takes an honest pride in our merchandise and service. Won't you drop in and look around the next time you are passing. We shall take a friendly interest in serving you.



Summer Smartness for You

in these two thrift groups of smart



Silk Frocks

For Women
For Misses
For Juniors

Filmy printed chiffons . . . printed crepes . . . lovely plain shades in flat crepe and sheer georgette . . . dainty wash silks. Styles for most any summer need. Better-than-ever values because THIS IS JULY INVITATION MONTH!

\$4.98 \$6.90

NATIONAL AUTHORITY AT FORUM LUNCHEON

With E. D. Jordan, manager of the domestic distribution department of the national chamber of commerce, as the speaker of the day, the Chamber of Commerce forum luncheon scheduled for tomorrow noon at the Hotel Medford promises to be one of unusual interest to local business men.

Mr. Jordan's talk will deal with efficiency methods in modern business, and will touch many of the vital problems in the commercial world today. All service clubs will attend the meeting, and the public in general is invited.

CLIMATE AGREES WITH VISITOR FROM FLORIDA

F. C. Prater, who came to Oregon two years ago from Bellfountain, Ohio, for his health, left today for Diamond Lake, where he will spend a few weeks. Mr. Prater was a carpenter in Florida during the boom, and built a \$120,000 home near the spot where the million-dollar singing tower is now located.

"When the bubble burst in Florida," as he expressed it, Mr. Prater returned to Ohio where he has a 10-acre farm. His health failed and he came west. The southern Oregon climate agrees with him, he said.

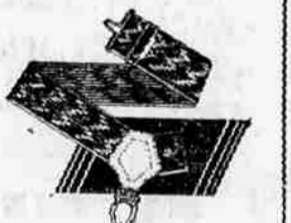
Fancy Hose In Smart Patterns



Rayon and mercerized plaited hose of a good quality. Patterns and colors for every man. Buy a supply.

25c

Men's Garters Of Silk Elastic



The single grip style that many men prefer. . . made of firm elastic in fancy patterns. . . strong satin pad. Neat, attractive, serviceable, pair

25c and 49c

Men's Shirts

Another shipment of men's broadcloth collar, attached shirts. Sizes 14 1/2 to 17. The colors are fast, the quality excellent.

98c

Good-looking And Sturdy!



A man's dress Oxford of gun metal calf which will give splendid service. Well sole; half rubber heel. For men who appreciate shoe-value!

\$4.98

JULY INVITATION MONTH

This Invitation is addressed to those shoppers who expect and demand that VALUE shall include QUALITY as well as LOW PRICE. To all such we extend a cordial invitation to visit our Store at this time and look over our timely offerings at saving prices.

Some of our money-saving values are displayed on this page. Many other similar opportunities to save await you at our Store.

"Penimaid" Sewing Silk



A strong, smooth quality which will be a pleasure to sew with! 50 yard spools. In the popular shades. Our own brand . . . and only

6c a spool

Tailored Vests and Bloomers of Rayon



These popular, practical garments are worn by millions of smart women . . . they are dainty, cool and look like silk . . . yet cost so much less!

Vests . . . 79c

Bodice Top Style

Bloomers . 98c

Elastic or Yoke Top—Elastic Knee

Costume slips of rayon, pastel shades. All sizes. 98c to \$1.88

Pen-Co-Nap Sanitary Napkins



An improved shape with rounded corners . . . more comfortable. 6 napkins in a box for

19c

THE PICK OF THE BIG SILENT PICTURES

MATINEE 15 RIALTO STARTS TODAY EVENINGS 25

She's Here!

—THE WILD PARTY GIRL IN HER LATEST BIG WHOOPEE SHOW

Colleen Moore

IN

"Why-Be-Good?"

—YOU'LL GET A TRIP TO "THE BOILER," the most unusual road house ever. You'll see the jazziest party ever staged.

—YOU'LL HAVE THE TIME OF YOUR LIFE—NO FOOLIN'.

ALSO GOOD ADDED SHORT FEATURES

Four Shows Daily at 1:30, 3:15, 7 and 9

FRIDAY NIGHT IS CHINA NIGHT

The single grip style that many men prefer. . . made of firm elastic in fancy patterns. . . strong satin pad. Neat, attractive, serviceable, pair

25c and 49c

Men's Shirts

Another shipment of men's broadcloth collar, attached shirts. Sizes 14 1/2 to 17. The colors are fast, the quality excellent.

98c

Good-looking And Sturdy!



A man's dress Oxford of gun metal calf which will give splendid service. Well sole; half rubber heel. For men who appreciate shoe-value!

\$4.98

Lunch Boxes Of Light Metal

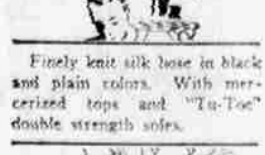


Light and sturdy lunch boxes. Roomy enough and made with patent holder on inside of cover for vacuum bottle, as illustrated. Lunch box only—

49c

With Vacuum Bottle, \$1.25

Men's Hose Pure Thread Silk Leg



Finely knit silk hose in black and plain colors. With mercerized tops and "Tu-Toe" double strength soles.

49c Our "No. 701"

Khaki Rollers With Screen Front

Full blocked hats with stitched brim. Made with wire screen in front. Lightweight and cool.

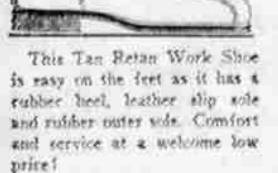
49c

Polo Shirts.

Assorted colors in this popular cotton shirt. Sizes for men, women and boys.

98c

For Workmen Who Want Value!



This Tan Retan Work Shoe is easy on the feet as it has a rubber heel, leather slip sole and rubber outer sole. Comfort and service at a welcome low price!

\$2.69

Ironing Board Pad and Cover



A soft pad . . . a sturdy unbreakable muslin cover which laces snugly over the board.

89c

Cover only, 23c

Smart Hose You Can Depend On!



Silk to the top! An extra thread spliced over the toe gives added wear. Just two reasons why this hose is so popular!

\$1.49

Pen-a-tox Introductory Set

A large size tube of tooth paste, adult tooth brush and large bottle of mouth wash, all in a convenient package for

49c

Bedspreads For New Homes . . . and Old Ones



Every bed must have a spread . . . and it should be smartly colored. Here are lovely ones for the bride's selection . . . as well as for experienced homemakers.

Cotton Bedspreads \$1.49 and \$1.98

Rayon Bedspreads 2.98-3.98-4.98



An improved shape with rounded corners . . . more comfortable. 6 napkins in a box for

19c