

THE RIALTO THEATRE

HAS GONE TALKIE

THE INSTALLATION OF THE LATEST IMPROVED WESTERN ELECTRIC SOUND SYSTEM GIVES RIALTO PATRONS THE FINEST SOUND REPRODUCTION SCIENCE HAS PERFECTED

A Few of the Leading Theatres on the Coast that are now Using the Same Sound System.

GRAUMANN'S CHINESE—Hollywood, Calif.
THE NEW FOX THEATRE—San Francisco
FOX BROADWAY THEATRE—Portland, Ore.
HUNT'S CRATERIAN THEATRE—Medford, Ore.
5TH AVENUE THEATRE—Seattle, Wash.
PORTLAND THEATRE—Portland, Oregon

GRAND OPENING

TOMORROW

—and for 3 Big Days— 4 Shows Daily at 1:30—3:15—7 and 9 P. M.

Owing to the Hundreds of People Who Were Unable to Get in—

Owing to the Hundreds Who Wish to See It Again—

We're Showing Again for their Special Pleasure

The Greatest Laugh Show
Known to the Talking Screen

THE FOUR MARX BROS.



COCOANUTS

ADMISSION
Matinee, Adults 25
Evening, Adults 50
Children 10c Any Time

Good Added Short
Sound Subjects

INSTALLATION AND
WIRING OF THE NEW
WESTERN ELECTRIC
TALKING MACHINE

DONE BY
ELECTRIC WIRING CO.

H. O. Furucker, Prop.

22 S. Grape

Phone 335

SEE AND HEAR THE
COCOANUTS

TOMORROW AT
THE RIALTO



Now Electricity
Speaks---at the
RIALTO.....

Another achievement in electricity; another step ahead for Medford... that is what the new talking installation at the Rialto means to all of us.

We join in hearty congratulations to the management of the Rialto. We know this spirit of Progress makes it easier to work for even greater progress. Medford can be justly proud of her theatres—another goes talky.

The California Oregon Power Company
Your Partners in Progress

The MODERN Fuel
Gas
QUICK • CLEAN • SURE

In the Motion Picture Field
the Talkie is the Latest
and Most Modern

In—Space Heating
Water Heating
Refrigeration
Cooking GAS

is the Modern Up-to-Date and "INSTANT FUEL."

We Invite You to Visit Our
Demonstration at the Fair.

Southern Oregon Gas Corporation

209 W. Main St. Phone 526
K. I. DAZEY, Gen. Mgr.

Natural Permanent Waves

at

**Wineland
Beauty Shop**

Medford Hotel

also

Facials, Marcells
Manicures

Phone 61



AFTER THE COCOANUTS

REMEMBER

YOU CAN GET MOST
ANY OLD THING
MOST ANY OLD TIME

AT

DE VOE'S

MODEL BAKERY

OPPOSITE THE RIALTO

BLUE RIBBON and
MOTHER'S BREAD
HOME MADE BREAD
Made With Malt and Milk

A place to get tasty
things for your lunch

Save Penn China Coupons

We Are PROUD
To Be Next Door

to the

RIALTO THEATER

**COLVIG
DRUGS**

**BROWNE
HARDWARE CO.**

QUALITY—COURTESY
SERVICE

Sporting Goods

Sherwin-Williams Paints

203 West Main Street
Medford, Oregon

AFTER YOU HEAR THE



**Cocoanuts
TONIGHT**

Then Drop in
and See

MRS. JANE WILLIAMS

who has just returned from a two weeks' Elizabeth Arden school at San Francisco and have her tell you how to keep care of the skin.

West Side Pharmacy