

Ride 'em cowboy! Father doesn't mind supplying the "props" for "Buffalo Bill, Jr." - for Father knows this "wild and woolly" spirit is but the outward sign of youth and health! But it is Mother, truth to tell, who is chiefly responsible. For Mother has learned that children must have not only ample food but ample food-protection. Especially vitamins . . . magic vitamins that guard against winter ills and doctor bills . . . vitamins such as Nature stores deep in the creamy heart of the wheat . . . This is why health-wise parents make Carnation Wheat the mainstay of the family breakfast. Whole wheat hearts-energy-rich, mineral-rich, vitamin-rich-The Vitalizing Cereal!



The Vitalizing Cereal... hot

Plump, golden, sun-filled grains . . . steamed and rolled into creamy, wafer-thin flakes . . . Carnation Wheat brings to your breakfast bowl all the health-heart of the wheat with its precious vitamins; bran, the regulator; carbohydrates and fats for quick-to-use energy; proteins for bone and muscle; minerals for rosy cheeks and robust bodies!

Whole wheat hearts, Science now tells us, are the richest known source of Vitamins B and E and the best cereal source of Vitamin A. Mysterious, priceless, life-giving vitamins . . . always essential to good growth, good appetite, good health . . . doubly essential in winter when Nature calls for added food-protection. Your grocer has it!



Carnation Wheat

ONE OF THE Carnation-Albers PRODUCTS
Others are: CARNATION MILK-CARNATION OATS (quick and regular)-ALBERS FLAPJACK-PEACOCK BUCKWHEAT-PEARLS OF WHEAT-INSTANT TAPIOCA-ALBERS CORNMEAL

Society

Greater Medford Club Enjoys Luncheon Program

The tables in the Palm room at the Hotel Holland were beautifully decorated with potted tulips for the luncheon yesterday of the Greater Medford club.

Following the luncheon a program which was both educational and entertaining, was presented. Mrs. Susanna Homes Carter, county school superintendent, discussed the need for reorganization of the management of rural schools, showing the advantages to be gained through a larger unit plan. Mrs. Eva Benson then presented a group of her dancing class pupils in some beautiful and difficult numbers. La Merle Beck entertained with an American Indian dance, Helen Wood a Spanish fan tango, Ethel Chord with a toe dance and Gretchen McAllister and Rina La Fevere with a tap number. Mrs. I. E. Gore gave an interesting paper on the subject of "Pure Music vs. Program Music" and exhibited a set of pictures of the Chicago Civic Opera company, showing characteristic poses of the artists. And recommended that all persons who possibly can, attend the appearance of the opera company in Portland in March. Those who will not be able to attend the Portland program, are advised to acquaint themselves with the artists' lives and works through reading.

Mrs. C. H. Paske, popular local soloist, sang two numbers, which were much appreciated, and responded to an encore. She announced plans for presentation of the "Crucifixion" on Good Friday and invited all singers to join in the rehearsals of this beautiful oratorio. Hostesses for the afternoon were Mesdames Paske, J. E. Edmiston and H. C. Williamson.

Miss Boggs Leaves Today for Visalia

Miss Ethel Boggs left Medford this morning for Visalia, Cal., where she will make her home. Miss Boggs was the inspiration for several informal affairs given in local society last week.

Monthly Fellowship Dinner Last Evening

The monthly fellowship dinner was held last evening at the First Christian church, with about 150 members and friends in attendance. Following the dinner a short program was enjoyed, with a number of songs by the group.

Rev. W. R. Baird, pastor of the church entertained with a number of readings, including "Levings at the Wedding," "Cohen on the Phone," "Experiences in a Barber Shop," and "Shaving of Jacob."

Garden Club of Church Plans Luncheon

The Garden club of St. Mark's church, Episcopal will entertain with a cafeteria luncheon at the Guild hall tomorrow from 12 to 1:30 o'clock.

There will be many well cooked foods served and the cost will be charged for a serving of each. The committee, completing arrangements for the affair is composed of Mesdames John Mann, Gilbert Stuart, Frederick Heath, Sr., and W. H. Mulhead.

Mrs. Sweeney Hostess at Luncheon Today

Mrs. C. T. Sweeney is entertaining at her lovely home on the Central Point road today, complimenting the officers of the Zulema temple Daughters of the Nile. Covers were placed for 82 at the luncheon table.

St. Ann's Altar Society to Meet

The St. Ann's Altar society will sponsor a card party tomorrow evening in the Parish hall. Playing will begin at 8 o'clock. A large crowd is anticipated.

Valley Shows Great Interest in Oratorio

Singers from various sections of the Rogue River valley with those of Medford gathered at the First Presbyterian church last evening for rehearsal of Stainer's "Crucifixion," oratorio to be presented on Good Friday.

There were 20 voices present representing Ashland, Talent and Phoenix. Several from Central Point are expected to attend the second rehearsal next Monday evening, which will also be held at the church.

Mrs. C. H. Paske and Mrs. Ethel Carlton Strang, who are directing the oratorio, state that at least 60 voices are needed to present the "Crucifixion" and urge all singers of the valley to come to the next rehearsal.

Mrs. Eva Marsh, well known local organist, will be accompanist for the presentation, which will add to the church beauty of the Easter season in Medford.

Engagement to Be Told at Formal Dinner Party

To announce the engagement of Miss Gladys Gregory of Lapu-Angeles and Mr. Keith Fennell of this city a formal dinner party will be given at the Alpha Xi Delta sorority house on the University of Oregon campus tomorrow evening.

Miss Gregory, who is a junior at the university, is well known among members of the local younger set and has been a guest in this city on several occasions, having spent a portion of the Christmas holidays here.

Mr. Fennell attended both the University of Oregon and Oregon State college, graduating from the latter. He came to Medford about a year ago and is now pharmacist for the Health Drug company. He is president of Active International in Medford and plays a prominent part in civic activities.

Alpha Sigma Class Has Social Session

The Alpha Sigma class recently met in the church parlors of the First Methodist Episcopal church for the monthly social session. A program and refreshments were furnished by the committee in charge and a very interesting evening was enjoyed. Mr. Percy Bray is teacher of this class and a cordial welcome is extended young people between high school and Bible class ages.

Pythian Sisters Meet With Mrs. Klein

A meeting of the Pythian Sister club will be held this evening at the home of Sister Klein, 534 North Bartlett. A large attendance is urged.

Card Party Announced For Wednesday Evening

The Wenona club will give a card party at the Redmen hall on Wednesday evening. Each member is asked to bring a friend.

Card Club Meets Tonight, Host Home

The Tuesday card club will meet this evening at the home of Dr. and Mrs. W. W. P. Holt, Corning Court, for dinner and bridge.

DOKKIES REHEARSE WEDNESDAY RITES

Talesman Lodge, Knights of Pythias held a short business session last night, followed by a full rehearsal of Pubal Burkan Temple No. 224 D. O. K. K. for their ceremonial held here tomorrow night. This will be their annual meeting with election of officers for the year.

The ceremonial will start promptly at 8 o'clock with many votaries in attendance from all points in southern Oregon and northern California.

The Tyro committee has been active signing up candidates and everything is in readiness for a rousing good time.

M. M. GIVES DOUBLE STAMPS WEDNESDAY

Double S. & H. Discount Stamps will be given on cash purchases at the M. M. Department store tomorrow, Wednesday, and hundreds of attractive bargains will be offered in every department. Ten free S. & H. trading stamps will be given Wednesday to each cash customer. Similar Red Letter days are featured one day each month to encourage shoppers in filling their premium books.

DECLARE EX-CONVICT STOLE 7 RADIO SETS

PORTLAND, Ore., Jan. 27.—(AP)—Howard Smith, 28, declared by police detectives to have been a ringleader two years ago in an attempted break from the Oregon penitentiary, was held without bail here today charged with the theft seven radio sets. Police say he stole an automobile in order to get away with the radios.

Albany—Albany Seed Co. changed location to building west of former quarters.

666
LIQUID or TABLETS
Cure Colds, Headaches, Fever
666 SALVE
CURE'S BABY'S GOLD

BUY NOW! WHY?

Our Prices Lowest in Years

Reductions of 10%, 20% and even more have, during the past six months, become effective in every department in our store. We have passed on to you every reduction which we have obtained in the cost of raw materials and production.

Listed below are evidences of our value-giving ability:

- Boys' Dress and Play Shirts, sizes 6 to 14½ 49c
- Boys' Elastic-Top Overalls, red trim 98c
- Boys' Caps 49c
- Boys' Elastic-Top Knickers \$1.98
- Boys' Three-Quarter Hose 25c to 49c
- Men's Sleeveless Sweaters, all wool \$1.49
- Men's Genuine Fur-Felt Hats \$1.98
- Men's Vat-Dyed Broadcloth Shirts 98c
- Men's Wool Coat Sweaters, sizes 36 to 46 . . . \$2.98
- Men's Heavy Khaki Work Pants 98c
- Men's Chambray Work Shirts, coat style 49c
- Men's All Wool Top-Coats \$10.00
- Ladies' Lisle Hose 25c
- Ladies' All Silk Chiffon Hose 79c
- Ladies' Fine Gauge Rayon Bloomers 49c
- Ladies' Over-Night Cases 98c
- Ladies' New Spring Hats 98c
- 3-lb. Cotton Batts 79c
- New Spring Broadcloth Prints, fast colors, yd. . . 25c
- Wizard Sheets, size 81x94½ 69c
- Wizard Cases, size 42x36 14c
- 36-inch Cretonnes, yd. 15c
- 40-inch All Silk Flat Crepe, yd. 98c
- New Shipment of Women's Shoes \$2.98 to \$4.98
- Men's Work Shoes \$2.49

J. C. Penney Co. Inc.

DEPARTMENT STORE

BONDERS PICTURE AT HOLLY TODAY

"The Gold Bonders," which opens at the Holly theatre today is a real feature film in length and interest. Filmed here by a professional director and cameraman. The Gold Bond Saving club spared no expense in making this picture a real feature, and those present at the preview were enthusiastic with praise for the photography and professional atmosphere throughout the whole picture. The local untrained cast did remarkably well under the supervision of their director and cameraman, Robert V. Quick; formerly of Hollywood, where he has been active in the production of motion pictures for the past number of years.

MRS. CHANEY SHOWN OREGONIAN COLUMNS

The Oregonian of yesterday printed an excellent one-column cut likeness of Mrs. Mary E. Chaney of Medford, who will represent the American Legion auxiliary of Oregon at the sixth annual women's patriotic conference this week in Washington, D. C.

MRS. SWEENEY HOSTESS AT LUNCHEON TODAY

Mrs. C. T. Sweeney is entertaining at her lovely home on the Central Point road today, complimenting the officers of the Zulema temple Daughters of the Nile. Covers were placed for 82 at the luncheon table.

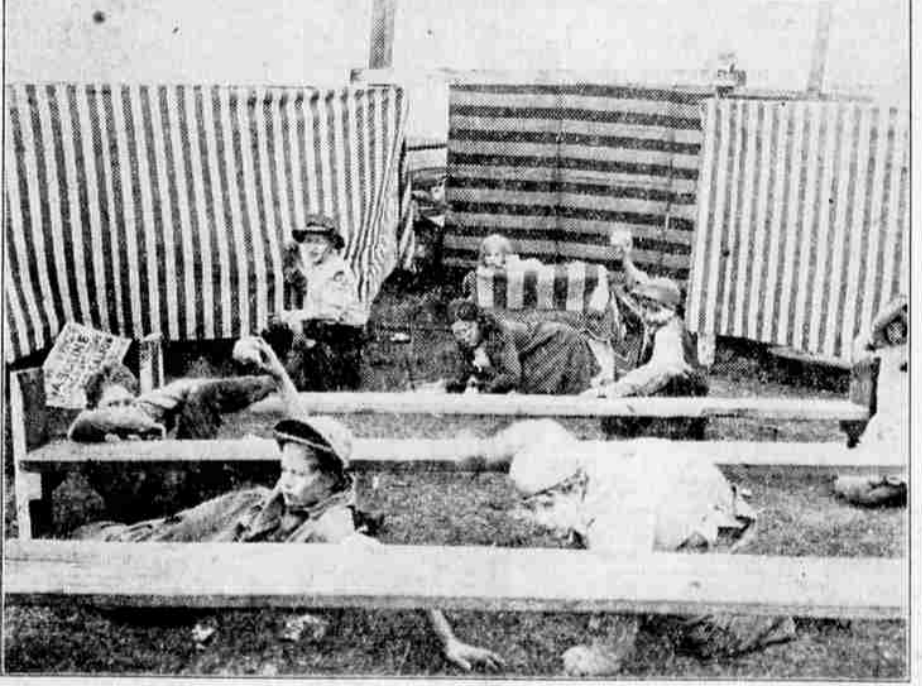
TONIGHT AND TOMORROW

HOLLY

MATINEE AND NIGHT!

LOCAL FEATURE PICTURE

"THE GOLD BONDERS"



PRODUCED BY HUNDREDS OF CHILDREN WHO ARE MEMBERS OF THE GOLD BOND SAVING CLUB

Here is an opportunity to see the children of your local community in a locally made picture . . . familiar faces . . . familiar scenes . . . come and see them on the screen in a story of Historic Jacksonville . . . something different and interesting . . . Photographed by expert Hollywood cameraman

PROLOGUE
On the stage—Nites only
—Songs, Dances, Comedy.
See the kiddies on the stage and then in the picture.

ALSO
A FINE PROGRAM OF SELECTED SHORT SUBJECTS!

REGULAR HOLLY PRICES
Evening Children 25c, Adults 50c
Matinee Children 10c, Adults 35c

342673945786151

I've got your Number

On your radio tonight . . . listen to Lorna Fantin, famous numerologist. She'll tell you how names and dates affect success in business, love or marriage. A real radio thrill. KGVN and entire Columbia network at 5:15 P. M., Pacific Coast time.

OLD GOLD
CIGARETTE
RADIO PROGRAM

STATE
THEATRE

TODAY and WEDNESDAY

"HE KNEW WOMEN"

with
LOWELL SHERMAN
and
ALICE JOYCE

He knew women—this twentieth century Don Juan who loved 'em . . . left 'em . . . and laughed at 'em!

15c ANY TIME
Kiddies 10c

JOHN L. COTTON
TO LAST REWARD

John L. Cotton passed away on Lezler lane near Medford, early Tuesday morning, at the age of 73, after having spent more than 59 years in Jackson county, most of which time he lived in Rogue River. He was born in Missouri and came to Oregon when a young man.

Besides his wife, he leaves seven children, Jesse, John and William Cotton and Eva Childers all of Rogue River; Artha Roland and James Cotton of Medford and Martha Kinkle of Malin, Ore.; also one sister and one brother, James and Bertha Cotton of Coquille, Ore.

Funeral services, in charge of Conger Funeral parlors, will be held at the church in Rogue River, at 2 p. m. Thursday. Interment at Gold Hill cemetery.

NEW STAMPS HONOR PULASKI'S MEMORY

A supply of the new commemorative two-cent postage stamps in memory of General Casimir Pulaski, the noted Polish patriot, for his valiant services with the Continental army in the Revolutionary war, has been received at the Medford postoffice.

This new stamp, which will be eagerly sought by local stamp collectors, is of the same shape and size as the regular two-cent stamp, and is printed in red ink with a photograph of Pulaski and other distinctive decorative features on its face.

Kotex stays soft longer

One of the many reasons why you should demand this sanitary pad

KOTEX is soft, and it stays soft. It does not pack into chafing hardness after use. Millions of women have discovered that fact, and they are particular to specify Kotex.

One of the reasons why Kotex stays soft is the way in which it absorbs—quickly, scientifically over the entire length of the pad. Many other pads absorb in one concentrated area which soon becomes uncomfortable.

Kotex is guaranteed to last longer, stay soft longer, than any other sanitary pad. You can wear Kotex on either side, with no chance of possible embarrassment, with the same degree of efficiency. It deodorizes. It is shaped to fit. And it is, of course, disposable.

Kotex Company, Chicago.

KOTEX
The New Sanitary Pad which deodorizes