

Medford Fox West Coast Theatres

Inaugurate

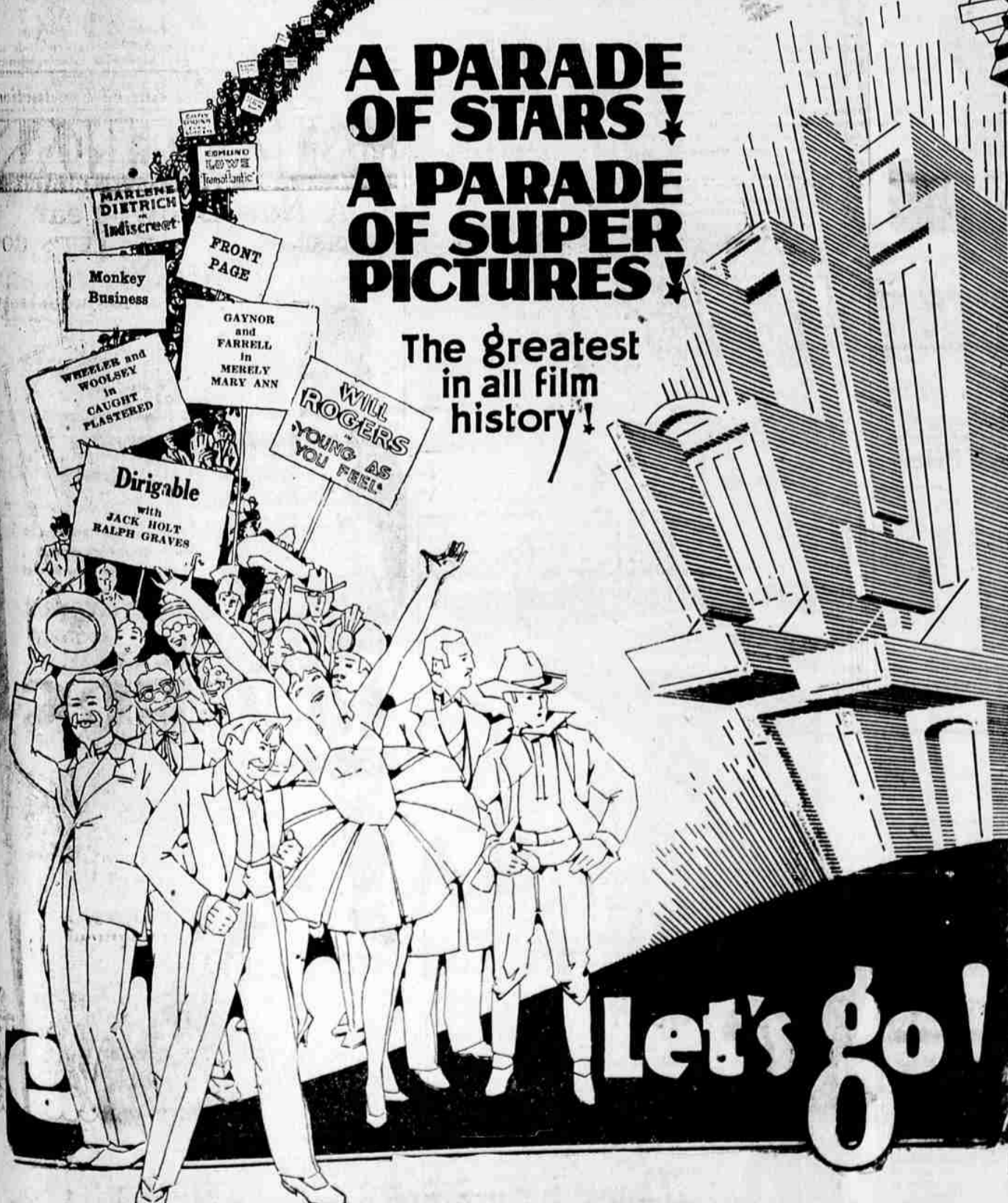
A NEW SHOW YEAR!

HOLLYWOOD STUDIOS

A SEASON
— of —
CERTIFIED PICTURES

A PARADE OF STARS!
A PARADE OF SUPER PICTURES!

The greatest
in all film
history!



EACH year at this time there starts forth from Hollywood, the fountain head of modern entertainment, the new product of the studios—the talking picture productions to which the makers look for the continued success of their industry.

Realizing that public taste has been sharpened to a critical degree, the producers have exhausted every force at their command to meet the demand for a new and finer class of pictures.

As picture after picture comes to us for preview, I am becoming more and more certain that the producers have achieved their aim.

Their accomplishment brings the dawn of a NEW SHOW YEAR, and I am more than gratified to announce this week the beginning of a season of CERTIFIED PICTURES at FOX MEDFORD THEATRES.

A new policy will go into effect at both the Craterian and Rialto Theatres; hereafter the Craterian will present only two pictures each week which will be known as SUPER SPECIALS with a price policy of ten, twenty-five, thirty-five and fifty cents. The Fox Rialto will present three first-run attractions each week with a price policy of fifteen cents and twenty-five cents.

The largest producing companies in the world are producing product for the Medford Fox Theatres including United Artist, Radio Pathe, Metro-Goldwyn-Mayer, Fox Pictures, Paramount and many others. You will see at the Fox Craterian during the month of September the following pictures: WILL ROGERS in "Young As You Feel"; JOAN CRAWFORD, in "This Modern Age"; JACK HOLT in "Dirigible"; Farrell and Gaynor, in "Merely Mary Ann"; Edmund Lowe in "Transatlantic"; WOOLSEY-WHEELER, in "Caught Plastered," and many other wonderful pictures, including "BAD GIRL," "STREET SCENE," "FRONT PAGE."

These productions are only the vanguard of the greatest parade of stars and pictures in film history, a parade that will continue throughout the months to come.

Archie Holt,
RESIDENT MANAGER,
FOX MEDFORD THEATRES.

Let's go!

COMING "NEW SHOW YEAR" ATTRACTIONS

WILL ROGERS, in "YOUNG AS YOU FEEL"; JOAN CRAWFORD, in "THIS MODERN AGE"; "DIRIGIBLE," with JACK HOLT, RALPH GRAVES; JANET GAYNOR and CHARLES FARRELL, in "MERELY MARY ANN"; "TRANSATLANTIC," with EDMUND LOWE; WHEELER and WOOLSEY, in "CAUGHT PLASTERED"; "BAD GIRL," with SALLIE EILERS; "STREET SCENE"; "FRONT PAGE"; MARX BROS. in "MONKEY BUSINESS"; "TABU"; "MURDER BY THE CLOCK"; RICHARD ARLEN, in "CAUGHT"; CLIVE BROOK, in "SILENCE"; CLAUDETTE COLBERT, in "SECRETS OF A SECRETARY"; BERT WHEELER, in "TOO MANY COOKS" and Many Other Hits to Follow.