

Decorators Put Final Touches on Attractive Holly Theatre

Star of Initial Holly Presentation



Acclaimed by all critics as one of the most beautiful photoplays ever presented, Paramount's "The Song of Songs," comes tomorrow to the Holly theater. It stars Marlene Dietrich, seen above, in one of Camera-man Victor Milner's most effective studies of this glamorous star. This picture will be the initial presentation at the re-opened Holly theater, now under the management of E. E. Marsh and operated by the newly formed Medford Amusement Company, Inc.

BIG SATURDAY OPENING

Continuous Show From 2 P. M. To 11 P. M.
AT POPULAR PRICES
Matinees 25c Evenings 35c Kiddies 10c



Her Song of Love

...the lyric innocence of her loveliness turned into a melody in marble by the hands of the man who took her heart.

Marlene DIETRICH

In the picture of a woman's passionate pilgrimage

"THE SONG OF SONGS"

A ROUBEN MAMOULIAN PRODUCTION

From the story by Hermann Sudermann and the play by Edward Sheldon... with

BRIAN AHERNE • LIONEL ATWILL • ALISON SKIPWORTH

A Paramount Picture



THIS THEATRE WAS BUILT FOR SOUND—AND HEARING IS BELIEVING

PLUS "Hollywood On Parade"

Your Favorite Stars at Play

"Stoopnocracy" with Stoopnagle and Bud

"Paramount News Reel"

Congratulations

to

Fox Evergreen Circuit

and the

Medford Amusement Co. and the Manager, Mr. Marsh

upon the reopening of the Holly Theatre

The Roxy Theatre is always happy to have good, clean, open and above board competition

The Roxy Theatre

"Medford's Independent Theatre"



Congratulations

AND

Best Wishes

for Success

To the Medford Amusement Co. and Manager Marsh

Upon the Reopening of the



Home Telephone & Telegraph Co.

of Southern Oregon

Success To The Holly Theatre

Solve Your Heating Problem With a New

SPARK Oil Heater

Comfortable warmth, with a mere turn of a valve, is now possible with this new Spark Oil Heater . . . and, at very low operating costs. For over 30 years, the name Spark has represented quality. This quality has been built into this new oil heater . . . Designed especially for the Pacific Coast territory.

\$113.00

Plus Installation Charges.

People's Electric Store

212 W. Main.

Phone 12



Welcome!

Mr. Marsh

We Congratulate You and Officials of the Medford Amusement Company upon the Re-Opening of the



E. E. MARSH
Manager of the Holly Theatre—
Photo By The Peasleys



The PEASLEY'S

"PORTRAITS OF DISTINCTION"

Just Across The Street