

Burelson's New Ready-to-Wear Store Will Open Here Saturday

OPEN HOUSE WITH FAVORS FOR ALL VISITORS IS PLAN

A perfect setting for spring's captivating styles. Burelson's new ladies' ready-to-wear store on North Central avenue, in the center of Medford's shopping district, will hold open house tomorrow. Complimenting the women and children who visit this attractive establishment during the day, favors will be presented by Mr. and Mrs. E. T. Burelson.

From the artistic entrance, throughout the store to the curtained balcony in the background, Burelson's new home is harmoniously decorated and arranged for the convenience and pleasure of southern Oregon shoppers. Spacious display windows, featuring Durallith finish in the ceilings and walls, adds a modernistic effect. A black and gold color scheme is carried out in this part of the store, with clever candlelight fixtures providing additional light.

In contrast with the cream-colored walls and ceilings are the green monks cloth drapes for the six fitting rooms and other side wall fixtures. Burelson's store is large enough to accommodate an exceptionally complete stock of women's apparel, being 100 feet in length.

The millinery department, in charge of Mrs. J. H. Sugg, is located at the rear of the main floor, and the alteration headquarters and office are on the balcony.

No effort has been spared in making Burelson's North Central store one of the smartest and most modern women's apparel shops in southern Oregon, and tomorrow Mr. and Mrs. Burelson will welcome visitors and customers from Medford and vicinity as well as their many northern California patrons.

STORE IS WORK LOCAL ARTISANS

Local workmen and building materials were employed in remodeling and decorating at Burelson's ladies' ready-to-wear store, which opens tomorrow on North Central avenue.

The window background of black and gold stucco and the ceiling were finished by the Medford Concrete Construction Company, under the supervision of Homer Marx.

Lumber for equipping the new Burelson location was furnished by the Big Pine Lumber Company, and wiring throughout the store was in charge of the Medford Electric Company.

The front window glass was purchased from the Timber Products Company; carpets were laid by Weeks & Orr, and L. Hicks was the general contractor.

Says Prince is "Lovely."

LONDON. — (UP) — Barbara Newberry, Broadway dancer, has met the King's youngest son, Prince George, and says he is "perfectly lovely," has turned down two proposals from men within three months, but neither knows nor wants to know Bernard Shaw, because "he is a rude old man."

Mutes Sued for Slander.

ISTANBUL. — (UP) — The president of the deaf-mutes' association in Turkey has sued three members of the organization for defaming it. The complainant and defendants gave their testimony in the deaf-mute sign language.

Oregon Weather.

Fair and cloudy west portions tonight and Saturday, becoming unsettled probably with rain on coast Saturday; normal temperature; increasing southeast wind offshore.

SEASON'S FASHIONS OF WEST DISPLAYED AT SAN FRANCISCO'S STYLE SHOW



New ideas for the wardrobe were modeled at the annual fashion tea promenades of the Manufacturers and Wholesalers Association and the Western Furniture Market in San Francisco. Left: Ethel Swillinger poses in an evening gown of abersinthe mousseline de sole embroidered in black silk with handsome black cire flowers. Miss Swillinger is shown again at right in a knitted blue and white wool swim suit. Inset: California fruit adorns the large black hat worn by Helen Saunders. It has a five inch brim. In the center panel the hostess (right) is dressed in a black mousseline de sole dinner gown, while the guest is attired in a lightweight beige crepe coat with harmonizing dyed adjustable fox collar. The "Sweet Adeline" bar is Chinese red with black decorations. (Associated Press Photos)

ASHLAND NORMAL PICKS FINE CAST IN COMING SHOW

Southern Oregon Normal school has been presenting weekly radio programs over KMED for the purpose of advertising the coming dramatic production, "The Perfect Alibi."

A special feature on the later program has been a series of skits written by Jeanne Patrick of Medford and featuring the phrase, "a perfect alibi."

Other numbers on the programs have been vocal solos by Irwanda Bateman of Ashland, Jenny Lind McKnight of Marshfield, and Beulah Heath of Portland. Helen Jones of Medford also appeared on one of the programs, playing an original piano solo, while Edgar Blake, well-known Ashland trumpet artist, played two instrumental selections. Another program of special interest was that given by a trio of Medford boys. The trio included Art Cook, Bob Nelson and Durward Glass. Miss Harriet Baldwin, Medford school music supervisor, was their accompanist. All of these people have either attended the Normal school or are attending at the present time.

The play, "The Perfect Alibi," will be presented on two nights, February 29 and 31. A. L. Bowmer, the director, has secured special permission of the publishers to present the play on two nights so that a larger number of people may be able to see it. The story is written by A. A. Milne, famous English playwright, and can be presented only in certain localities in the United States by amateurs. The story is a mystery concerning a murder and its subsequent solving. There can be no doubt in the minds of any who have seen previous Good

SPORTS FIGURES MEET IN SOUTH



Jimmy Foxx, the Philadelphia Athletics' big bat man, and Helene Madison, famous Seattle, Wash., swimmer, are shown on the beach at Miami Beach, Fla. Jimmy is having a little vacation before sharpening his batting eye in spring training camp. (Associated Press Photo)

dramatic productions as the meritorious presentation of any vehicle, and "The Perfect Alibi" has the added quality of being a super story.

Beverly Young of Ashland has the leading role, that of Susan Cunningham, ham.

Bob Stedman of Phoenix plays the part of Jimmy Ludgrove, who is Susan's co-patriot in the solving of murder.

der, and with whom she is in love.

George Smith of Ashland has a very good part in "The Perfect Alibi."

Harriet Smith is well known in some productions. She has a comedy role in "The Perfect Alibi." Miss Smith is a cousin of the famous Jack Oakie of movie fame.

Other students who have parts in this play are Winston Hottel of Medford and Harold Gilmore of Ashland. These boys will be remembered as Huey and Hoey in the Midnight Review of 1933, called "Beauty and Hoey," which was presented during Homecoming.

Helen Jones of Medford is in charge of costumes; Marjorie Fisher of Eugene is taking care of the props; the play production class, under the supervision of Mr. Bowmer, is designing and constructing the realistic scenery which, by the way, is said to be superior to any of the type which has yet been used in Normal school dramatic productions.

Each program which is broadcast over KMED is presented on Thursday afternoons at 4:15 o'clock. They last 15 minutes. A special program is planned for that time on Tuesday, February 20.

Rachel Forsythe of Ashland is in charge of all publicity for "The Perfect Alibi."

Card of Thanks.

We wish to thank the many friends for their kindness and floral offerings during the sickness and burial of our beloved father—Edgar Schollars, Mrs. Daisy Hamilton, Mr. and Mrs. C. H. Mosher, James Schollars, Mr. and Mrs. Fred Schollars.

BURELSON'S MARK FIFTH YEAR HERE WITH NEW STORE

The opening of Burelson's new store on North Central, Saturday morning, marks five years of business in Medford for Mr. and Mrs. E. T. Burelson, who came to Medford from Crookston, Minnesota.

During the past five years, Burelson's have steadily gained a larger list of friends and customers throughout the Rogue River valley and northern California, by featuring up-to-date apparel for women at moderate prices.

A number of extensive improvements have been made from time to time by the Burelsons in their former location on South Central, and the move to the other end of Central avenue was made in order to provide a more accessible store, with many modern additions.

Both Mr. and Mrs. Burelson have had many years experience in connection with women's ready-to-wear firms, and are completely familiar with all the various types of dresses, coats, suits, hats and accessories which appeal to well-dressed women and girls.

Bigger Eggs And Fewer of Them Is Hatchery Code

BOISE, Ida., Feb. 9. — (AP) — Bigger eggs and fewer of them is the aim of the National Poultry Hatcherymen's code which Idaho and eastern Oregon operators were told they must join if they wish to sell any of their production.

J. A. Harnish, national coordinator of the code, said it was aimed at insuring fair practices, but had as a major motive the reduction of the surplus.

"Little eggs hatch out chickens which lay little eggs," he said. The code provides that only chicken eggs which weigh 22 ounces a dozen or more will be permitted to hatch.

MODESTO WINDOWS RATTLED BY QUAKE

MODESTO, Cal., Feb. 9. — (AP) — An earthquake rattled windows in Modesto at about 1:20 a. m. today. No damage was reported.

In keeping with the times—Drugs and Toiletries at Cut Prices at JARMIN'S DRUG STORE.

CONGRATULATIONS
BURELSON'S
MEDFORD ELECTRIC
B. M. BUSH, Owner

VANCE WILL MANAGE PORTLAND RUM STORE

A. J. Vance, formerly of this city where he was manager for a number of years of the Pacific Telephone and Telegraph company, has been named manager of one of Portland's liquor stores, it has been announced in the Portland papers.

Mr. Vance, who left this city a few years ago, was more recently field supervisor for the telephone company.

He will have charge of the Elks' temple location in Portland.

Heat of stars is measured by a device weighing only one one-thousandth as much as a drop of water.

Adjusting automobile radio sets to receive aviation weather reports as an aid to driving is suggested by a government official.

A rare collection of Chinese books has been given the Duke university library by Jas. A. Thomas of White Plains, N. Y.

Suits cleaned and pressed, 95c. Dresses 75c up. Tel. 535-J. Economy Cleaner, 1738 No. Riverside.

Congratulations!

Mr. and Mrs. Burelson upon the opening
of your new store

Window background and ceilings of Burelson's were finished with DURALITH—a new superior wall decorating process.

Medford Concrete
Construction Company

Congratulations

— To —

Burelson's

UPON THE OPENING
OF THEIR
FINE NEW STORE

Firestone
Service Stores, Inc.

ONE-STOP SERVICE
9th and Riverside Phone 520

We Congratulate

Mr. and Mrs. E. T. Burelson
Upon the Opening of their

NEW STORE

Tomorrow in the Medford Bldg.

THE opening of this very attractive new store is indicative of the steady improvement of business conditions in Medford. It is an expression of confidence in the speedy economic recovery of this section of Oregon. We sincerely wish Mr. and Mrs. Burelson success in their latest enterprise.

The
FIRST NATIONAL BANK

A Departmentized Bank

Burelson's

WELCOME

And

CONGRATULATIONS

On Your Splendid
NEW LOCATION

Next Door to

Heath's
DRUG STORE

Medford Bld. Phone 884

CONGRATULATIONS

— to —

Burelson's
POPULAR PRICE STORE

Open the Opening of their Fine
Medford Store . . .

Smart "Pacific Maid"
Two and Three Piece

Swagger Suits

From this Firm Will Be Especially
Featured at Burelson's Opening

Pacific Coat Co.

PORTLAND - OREGON

