

GREATER SHOW SEASON BRINGS HITS

OFFICIALLY LAUNCH NEW SEASON OF FINE PICTURES AT LIBERTY

Management Expresses Pride in Schedule of Motion Pictures Booked for Showing in La Grande; Liberty to Be in Step With the Largest Theatres in the Country; Hope to Have Stage Attractions Also

"Greater Show Season," being officially launched at the Liberty Theatre this week, will come in the way of a treat to the movie fans of La Grande and the vicinity. It marks the start of the new season of 1933-34 pictures coming from studios that are producing 35% more pictures than during the 1932-33 season, and brings actual proof of the revived efforts of the major producers to give the entertainment world the best that can be produced. Studios of the major companies have been operating during the past season on slashed budgets to such an extent that productions have suffered.

"Our 'Greater Show Season' attractions look so strong that one might think we had been saving up the best pictures for several months in order to give them a concentrated schedule of big pictures," said C. M. Wight, manager of the Liberty, in commenting upon the list of pictures dated for the next month. "But this is not the case," he said. "We merely hope to show the fans in La Grande that the new season is to bring a class of pictures that will over-shadow anything they have seen so far. With strained economic conditions during the last two years, movie-producers were no different from any other executives in not knowing just what was to be the bottom. But every major company has responded to the national recovery administration with such enthusiasm and earnestness, that movie fans are to benefit, and incidentally the movie industry itself."

"We are actually proud of our schedule of pictures for the coming season, as it enables us to keep step with the largest theatres in the country. For that reason, and because Mrs. Wight and I like La Grande immensely, I am glad I was placed in charge here in time to usher in the new season of better pictures."

Stage attractions, an almost extinct form of entertainment since the advent of talking pictures, is making a valiant attempt to again gain its place in the entertainment world. According to word Mr. Wight just received from Frederick Mercy Sr. and Junior, owners and directors of the corporation operating the La Grande theatres, if the opportunity presents itself in the nature of worth while stage attractions, La Grande will be benefited with such attractions this season.

"Greater Show Season" has a triple significance for Frederick Mercy Sr. and Frederick Mercy Jr., directors of the corporation operating the La Grande theatres. Primarily it is the announcement of the new season's pictures. To Frederick Mercy Sr., it marks the twenty-sixth year of his career as a showman in the Pacific Northwest. Twenty-six years ago, when movies were hardly more than an experiment with the modern facilities of talking pictures, and screen fame undreamed of, Mr. Mercy started his first theatre in Seattle, Wash., in a small store converted by means of benches and a screen into a "nickelodeon."

This year also marks the third anniversary of the Mercy entrance to La Grande. Three years ago in September Inland Theatres leased the Liberty and Granada theatres, later taking over the State. After remodeling and reconditioning these theatres they were re-opened with a new policy of pictures and operation.

"We have gone through some tough times in La Grande," Mr. Mercy stated on one of his recent visits here, "but probably no more so than some of the other business concerns located here. Theatres are true barometers of business conditions, and La Grande has been no exception to that rule. We have always had a great deal of faith in this community however, and while it might have been the natural thing to look for a way out when the going was hard, we have consistently held to the idea that the potentialities of La Grande far exceed the dreams of some of its best boosters. The fact that La Grande was among the last cities of its size in the Northwest to feel the depression is a clear indication that this is one community which will see increasingly prosperous times in a few years."

Mr. Mercy stated his regrets at having to temporarily close two of the local theatres. Repeated attempts were made in the face of declining business to keep these theatres operating.

"If the business upturn increases to such an extent that we have sufficient grounds for believing that La Grande can support more than one theatre, we will be ready to immediately re-open the closed theatres," Mr. Mercy stated, "and our belief that such conditions are not far off can be seen in the fact that we have contracted for more pictures than it will be possible to run in the Liberty this season."

Theatre One Of First To Sign NRA Agreement

The Liberty theatre joined its company, First National Theatres of Oregon and Washington, as one of the first theatre companies in the northwest to sign President Roosevelt's re-employment agreement under the national recovery act.

The signing of the blanket NRA agreement has created an addition to the Liberty payroll of two men and an increase of approximately \$180 a month.

"My Weakness," a diversion of the musical trend, brings Lillian Harvey, a newcomer to La Grande fans but a sensation in the larger cities, co-starred with Lew Ayres.

STARS COMING TO LIBERTY SCREEN



Impossible to secure except from theatre supply houses in Portland and Seattle.

The staff of thirteen people now employed at the Liberty is comprised of six young women graduates of La Grande High school and some of them students at Eastern Oregon Normal, making up the crew of cashiers and usherettes, and seven men, two projectionists, three doormen, a janitor, and the manager. Of the men, three support families and maintain homes in La Grande, two are single, and one is a student at the Normal school.

starring Marie Dressler, Wallace Beery, John and Lionel Barrymore, Jean Harlow, Lee Tracy, Jimmy Durante, Karen Morley, Franchot Tone, May Robson, and Jean Hersholt.

"Night Flight" with a brilliant cast including Clarke Gable, John and Lionel Barrymore, Helen Hayes, Robert Montgomery, and Myrna Loy. The story of this picture hinges around the airmail pioneering of the South American Rockies.

"Hollywood Party," Metro's supreme effort at establishing a musical screen fare that can never be equalled. Into this picture they have seemingly thrown their entire star power with Joan Crawford, Marie Dressler, Jean Harlow, Lee Tracy, Jimmy Durante, Nils Aather, Lupe Velez, Jean Hersholt, and 300 beautiful girls.

"Another Language" the play which taught Broadway that the true, human things of life are the most dramatic. Written by a comparatively unknown author, it speedily became the sensation of New York dramatic circles, Robert Montgomery and Helen Hayes star.

"Soviet," bringing Wallace Beery and Clarke Gable in another giant dramatic spectacle along the lines of "Hell Divers," probably will create as much talk as any picture scheduled for production this season.

"Viva Villa," another Wallace Beery vehicle, is to be highly interesting because of Beery's interpretation of the titled character. While production has not begun on this picture as yet, Metro is backing Beery up with a powerful supporting cast.

"Fire Chief" (tentative title) will bring Ed Wynn, radio idol, to the

screen with a story that Metro claims will bring down every house throughout the country.

"Tarzan and His Mate," a sequel to "Tarzan the Ape Man," and starring the same cast of Johnny Weissmuller, Maureen O'Sullivan, and Neil Hamilton, will overshadow its predecessor from indications now ap-

parent about the studio sets.

Fox studios have created considerable excitement with their strong schedule of screen fare for this season. Among the first Fox pictures of the new season to be shown here will appear:

"The Power and The Glory," es-

tablishing three year records with its premiere showings, brings Spencer Tracy and Colleen Moore to the screen in a dramatic vehicle of rail-

reading, entirely different from the old "thundering flicker-drama" still

shown during the last few years. "While the City Sleeps" will be welcomed by fans, as it brings Warner Baxter in his famous role of the Cisco Kid. Undoubtedly this one will bid for its place among the season's best box office attractions, both because of its Cisco Kid character and because of its own merits.

LIBERTY SPENDS \$19,000 HERE IN TWELVE MONTHS

During the fiscal year ending Oct. 1 this year, the Liberty theatre has spent locally in the neighborhood of \$19,000. This amount includes payroll, supplies, electric power and light, advertising, express and freight, and repairs. This does not include rental of the Liberty, Granada and State buildings, the taxes paid to Union county, insurance, and varied miscellaneous expenditures.

The \$19,000 placed in circulation locally by the Liberty is exclusive of the vast amount spent yearly for film rental, administration costs, up-keep and repair of sound equipment, advertising supplies, and for the purchase of miscellaneous items it is

'DINNER AT EIGHT' AMONG NEW FILMS COMING TO CITY

La Grande movie-goers are to benefit this season from the revived efforts of the major producers inasmuch as the pictures from all the major companies are contracted for showing here.

Probably outstanding of the new season product are those pictures emanating from the Metro Goldwyn Mayer studios. Among their announced schedule for the 1933-34 season appear the following:

"Dinner at Eight" destined by reports of its premieres to occupy a niche in the hall of movie fame, and

COMING PARADE OF HITS

Each of the Attractions Listed Here Are to Play at The LIBERTY During "GREATER SHOW SEASON"

"Warrior's Husband"
Starring
ELISSA LANDI
DAVID MANNERS
ERNEST TRUOX

Edward G. Robinson
in
"The Little Giant"

James Cagney
in
"The Mayor of Hell"

"Another Language"
with
HELEN HAYES
ROBERT MONTGOMERY

"What Price Innocence"
With a Cast of Juvenile Players
Including
JEAN PARKER
WILLARD MACK

"Arizona to Broadway"
Featuring
JOAN BENNETT
SPENCER TRACY

Will Rogers
in
"Dr. Bull"

"The Power And The Glory"
Featuring a Big Cast Including
Spencer Tracy - Colleen Moore

"Hold Your Man"
Starring
JEAN HARLOW
CLARK GABLE

"My Weakness"
with
LILLIAN HARVEY
LEW AYRES

Space Does Not Allow a Complete List of Greater Show Season Attractions

LIBERTY

FRIDAY - SATURDAY

AS MIGHTY AS THE SOIL

FROM WHICH ITS CHARACTERS SPRING!

The Soul of America is in this Stalwart Character... the most Lovable Ever Played by

LIONEL BARRYMORE

with

Miriam Hopkins
Franchot Tone
Stuart Erwin

In a Story by the Author of "State Fair"

"Stranger's Return"

It's characters are real, living, breathing people — Its story as human as its people!

Laurel And Hardy
in "TWICE TWO"
SCENIC - NEWS

COMING!
Marie Dressler
and
Wallace Beery
— in —
"Tugboat Annie"