

FINE SCREEN OFFERINGS AT THE THEATRES TODAY

WEST COAST GIVES NEW SAVING PLANS

Elsinore and Oregon Theaters To Sell and Honor Scrip Locally

A sensational and revolutionary innovation in the sale of "Entertainment admission tickets" is announced today by West Coast Theatres, Inc., which operates a circuit of theatres throughout the west coast including the Elsinore and Oregon theatres.

A plan has been worked out by executives of the company whereby the public will be able to purchase a "West Coast" "Scrip" book, the "scrip" being good for admission tickets at the box office of any West Coast Theatre.

By buying these scrip books, the company announces, the public will be able to make a considerable saving on the regular price of admission in West Coast Theatres.

Announcement of the plan has caused a sensation in theatrical circles. The plan has been worked out by means of offering the public amusement at a saving and at the same time of creating a following for West Coast Theatres.

Interest in the plan is anxiously being awaited by those who are interested in amusement and entertainment—which means everyone.

West Coast Scrip, as it will be called, means that the same thing that has already been done in many other fields, will now be applied to the amusement world. Railroads offer a reduction over the regular rate to all persons who commute between a large city and a suburban town. The same applies to other fields.

Never has it been done on such a large scale in the amusement world as will be the case when West Coast Theatres inaugurate the plan.

West Coast Theatres today announced details of the plan which has been worked out to give the theatregoers the benefit of a reduction in admission prices, when such admission prices are purchased in bulk. The Elsinore and Oregon Theatres will sell and honor the scrip locally.

The first general announcement of the plan, made recently, created such an interest from the public that officials of the big theatre circuit decided to release details now.

West Coast Scrip Books, as the books with the exchangeable scrip are called, are to be sold to the public in three different amounts. Ten dollar books will be sold for nine dollars.

Five dollar books will be sold for \$4.50. Tickets in the scrip books are in amounts of 5 cents, thus making it changeable for any priced admission ticket.

It is announced that the West Coast Scrip books are good for admission in any West Coast Theatre, of which there are more than 400 scattered throughout the west. That the discount of 10 per cent offered the theatre patron when buying admissions in this form will prove popular is already assured by the interest taken by the public in the first announcement.

There is no time limit whatsoever on when the scrip may be used. It may not be detached, but is interchangeable. In other words, anyone may use the scrip. Scrip books are to be on sale at all West Coast Theatres offices. It has not been announced when the books will be ready for sale.

"ADAM AND EVIL" AT ELSINORE TODAY

Aileen Pringle and Lew Cody Score Hit; Fanchon and Marco on Bill

No better screen vehicle for the initial co-starring appearance of Lew Cody and Aileen Pringle could have been chosen than "Adam and Evil," Metro-Goldwyn-Mayer's new feature comedy, which opens at the Elsinore Theatre today.

Cody and Miss Pringle make ideal team-mates for comedy and there is little doubt there will be a lot of genuine surprise on the part of picture-goers to learn that the sophisticated Aileen Pringle, who has always appeared in society dramas, bearing little relation to comedy, is a genuine comedienne of the first class.

The picture-going world has been used to the Pringle of "Three Weeks," "His Hour," "Soul Mates" and other such productions and there is probably not one picturegoer in a thousand who ever dreamed that Aileen could do comedy like a veteran.

It must be that Miss Pringle, off the screen, is somewhat of a comedienne. Otherwise no picturewise producer would ever have switched her from the niche, in which she was already established, to pioneer in co-starring roles.

At any rate, Aileen proved that



JIMMY DAVIS

"SMILING" JIMMIE DAVIS TO APPEAR

Popular Young Leader To Score Hit During His Farewell Appearance

Popular and smiling Jimmie Davis, leader of the West Coast Elsinore Theatre Orchestra, is appearing in his farewell week starting today. This capable and energetic youthful master of ceremonies and orchestral leader has made an indelible impression upon his well wishers and the patrons of the theatre and it is with regret that he leaves his post here—but orders are orders and he must depart to assume a similar post at one of the larger West Coast Theatres on the big circuit.

During his farewell week he will offer some very clever orchestra numbers and specialties including many requests for solos and band numbers which have received popular approval of the patrons during the past weeks and which have been asked for by admirers for repeating.

The work of the orchestra under the direction of Jimmie Davis has met with continued success and public approval has been wholeheartedly enjoyed during its entire engagement at the Elsinore. Their appearance today and tomorrow with the Fanchon and Marco "Polar" idea, presented in conjunction with the showing of the special comedy drama "Adam and Evil" which co-stars Lew Cody and Aileen Pringle, will add materially to the colorful stage and screen offerings.

The management lays stress on Jimmie's farewell programs and urges all those who have enjoyed his music here to attend these performances and make his "good-bye" week a rousing success.

SHOWING AT ELSINORE TODAY



AILEEN PRINGLE and LEW CODY in "ADAM AND EVIL"

she is a comedienne, just as Lew Cody, some years ago, made an overnight switch from "heavy" roles to sophisticated comedy—and made a huge success of it.

The co-stars of "Adam and Evil," however, are not the only comedians in the cast.

There is Roy D'Arcy noted for his black villainy in such productions as "The Merry Widow," "Burdelys, the Magnificent," "The Temptress," "Winners of the Wilderness" and many other box office attractions. Roy proved that he is an actor with a wide range of histrionic ability, yet he has proved such a popular "heavy" that it would almost seem a shame to switch him from the sort of roles that have stamped him one of the "best" villains in celluloid.

Steamship passenger rates are to be reduced 10 per cent. In the airplane's competition felt so soon?—New York Sun.

METROPOLIS COMES TO OREGON THEATRE

Paramount's Cine Miracle Returns To Oregon Wednesday Upon Demand

The cinemiracle "Metropolis" will return to the Oregon Wednesday by popular demand. The review of this picture as appeared in the New York American follows:

The German motion picture again scores with "Metropolis" at the Rialto. Colossal of sets, fantastic of theme and exquisite of photography, this latest offering from the UFA Studios, which was two years in the making, tops any film we have thus far imported from Berlin, the mecca of movie angles.

Even superlatives seem inadequate to describe the originality of the story, which deals with the problems of a visioned "Metropolis," the city where once man made machinery and now machinery makes man. The story is reminiscent of "R. U. R.," a romance of Robots, which graced our speaking stage several seasons ago.

In "Metropolis," the workers, who dress alike, are merely called workmen and designated by number. They live miles below the city, and above them, though still under the city, is housed the machinery by which the town is run. The only bright moment in the strenuous ten-hour day the workmen put in is the respite they enjoy in hearing Mary, a girl of their own class, preach the gospel of salvation.

To counteract the girl apostle's influence, John Masternan, who runs the city, orders that a machine-made counterpart of Mary be struck off which will prevent the workmen using their brains

and thus become dissatisfied. Rotwang, an inventor, "creates" another Mary, who causes death, disaster and ruination in the city before she is finally put to death herself.

Even amazing sets are useless when a story doesn't "hold-up." But in the case of "Metropolis" the situations, acting and photography, so hand in hand with the stunning and imaginative settings. The Tower of Babel sequence is especially effective, as are the scenes in which Masternan's son flees from his father's business to the city of workmen. The conception of elevated streets, one above the other and each jammed with traffic hurrying in the same direction, is a breath-taking spectacle.

The episode in which Mary's likeness is struck off from metal, and is like its pattern except for lack of soul, is astonishing. In fact, this highly imaginative tale, by its exquisite handling, is invested with a deal of realism.

Karl Freund, who photographed "The Last Laugh" and "Variety," outdoes himself on "Metropolis," and Fritz Lang, megaphone-wielder, turned out an excellent piece of work.

The German players who seem to be chosen for acting ability and not sex appeal acquitted themselves more than creditably in this newest of the UFA films to reach us. Alfred Abel, Gustav Froelich and Heinrich George are excellent.

You cannot afford to miss "Metropolis." It is the best of the best German films and will hold you spellbound.

"WAY OF ALL FLESH" MOVED TO OREGON

The world's greatest character actor in the most painstakingly perfect characterization of his life.



Emil Jannings in "The Way of All Flesh"

A mechanical dawn following the final fadeout on the screen; for a few poignant seconds there had been absolute silence.

Then the voice again in the half-light; a whisper like an echo: "A perfect performance."

The tribute came from a nationally known motion picture critic; a man who has seen more films—good, bad, and impossible—than any other person connected with the industry. It was made in the laboratory projection room of Paramount's West Coast Studio. The critic had just witnessed a preview of "The Way of All Flesh" in which Emil Jannings, the supreme international film artist, makes his American debut.

"Jannings has portrayed a character in that picture who will live as a vivid, appealing and mighty personality for all time," the critic continued as she turned to his companion.

And then this connoisseur of the screen started analyzing what he had just witnessed. Point by point, scene by scene he went over the picture, looking for some one or two things he could decide upon as having the greatest bearing in establishing its pre-eminence. Finally he chose a word.

"It is its simplicity, its humaneness, its stark realism; the faithful manner in which it tells the big dramatic moment that came into the life of a kindly, common man," he said. "Wherever that picture is shown it will create thought and comment; it will send people from the theater, silent and wondering, in an introspective mood. I feel that I have seen the summit, the masterpiece, of the motion picture maker's art."

This wonder picture, acclaimed everywhere as one of the finest films of the year will be shown at the Oregon theatre for 3 days starting today, being transferred from the Elsinore and held over by public demand to accommodate the crowds.

Belle Bennett, the star of "Stella Dallas" and Phyllis Haver, who made fame and fortune for herself in "What Price Glory" head the supporting cast. "The Way of All Flesh" was directed by Victor Fleming, producer of "The Hour Riders." Donald Keith and Fred Kohler play important parts.

Read the Classified Ads

Popular Thomas Meighan To Be Elsinore Attraction Starting Tuesday



Thomas Meighan and Marietta Miller in the Paramount Picture "We're All Gamblers! A James Cruze Production"

Here is Thomas Meighan in a new type of role—two new types in fact. No Meighan vehicle in recent years has been crowded with so much action. "We're All Gamblers" is the name of the production. It was directed for Paramount by James Cruze, maker of "The Covered Wagon" and "Old Ironsides" and it starts at the Elsinore Tuesday.

It's a great story. It shows the star as a youngster at the start—a wait on a New York East River dock who is picked up by a policeman and taken in by a kindly woman as her son. By the time he reaches manhood he is a contender for the heavyweight championship, a celebrity who stirs the interest of an aristocratic woman. An automobile injury prevents him from winning the title and he eventually becomes the proprietor of a night club.

The early scenes of the fight, an auto accident and East Side life are tense and exciting. The night club's New Year celebration later brings about a thrilling climax.

Supporting Mr. Meighan is a brunette beauty from Vienna, Marietta Miller. She has appeared in only one American picture before this, but her future is assured. That dear old lady, Gertrude Claire, the Grandmother in "The Goose and the Gander" adds charm to the film.

The screen play by Hope Loring is based on Sidney Howard's stage play "Lucky Sam McCarver."

Don't miss it! Then of course there will be Smiling Jimmy Davis and his ultra-modern orchestra, too! Wow—folks—it's going to be some show!

Mayor Walker of New York is talking about enforcing the curfew at three o'clock in the morning in the night clubs. The trouble is that by three o'clock the boys aren't in any condition to hear the curfew ring.

Princeton player breaks leg in practice. Now it's up to Harvard to deny it had anything to do with it.



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TODAY—Continuous 2 to 11 P. M.
ALL ABOARD FOR CUDDLE-LAND
It's an Intimate Picture—and How!
WARNER BROS. PRESENT
The Honeymoon Express
with **IRENE RICH**
with **HELENE COSTELLO — JASON ROBARDS**
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WEST COAST THEATRE
OREGON
THEATRE
FOUR DAYS STARTING TODAY
MOVED TO THE OREGON TO ACCOMMODATE THE CROWDS

TRULY THE GREATEST PICTURE OF ALL TIME

Emil JANNINGS
THE WAY OF ALL FLESH
with **Belle BENNETT**
and **Phyllis Haver — Donald Keith**
A Victor Fleming Production
A PARAMOUNT PICTURE

THE PICTURE THAT HAS ALL SALEM TALKING

WEST COAST THEATRES INC.
West Coast Theatres Inc. is the Gibraltar of the entertainment world—because the whole wide world is searched—and the cream of what they find—this earth's best entertainment talent—is yours.

The Elsinore
NOW SUNDAY and MONDAY

ADAM AND EVIL
with **LEW CODY** and **AILEEN PRINGLE**
A ROBERT E. LEONARD production
Love, laughs, thrills, in a modern Garden of Eden.

FANCHON and MARCO
Polar—Idea
Featuring the **San Francisco Beauties**
Harvey & Alice Rose Valys
others
One of the Best
Fanchon Marco Acts
to be presented
in Salem
20 Company of 20

JIMMIE "Smiling" DAVIS
and His **Elsinore Orchestra**
This is Jimmie's Farewell Week
Hear Him Before He Leaves For the Big Circuit

Tues., Wed., and Thurs.—Thomas Meighan in "We're All Gamblers Now"