

# NEWS AND VIEWS OF IMPORTANCE TO SCREEN FANS FROM SALEM SHOW SHOPS

## LEADER VIEWS MOVIE SEASON

### Joseph Schenck Opines Great Future for Talkies; Yet lauds Silence

By JOSEPH M. SCHENCK  
President and chairman of the board of directors of the United Artists corporation, who gives his estimate of significant events and tendencies of the past motion picture year.

The production era in 1928 was divided into two parts. The first half of the year brought pictures far ahead of any productions made during prior years. In the midst of this successful season, with producers turning out their best efforts, a new medium of film entertainment, in the form of sound and dialogue, brought a re-orientation that was very natural under the circumstances.

Producers were afraid to continue making big costly pictures with the talkies in vogue sweeping the land, for two reasons. The first was that they were unprepared to make talkies. The second was that they could not afford to meet talkie competition with costly silent products.

### Talkies Get Acid Test

On the other hand, the exhibitor played an important role in this sudden shifting of entertainment. For he could pack his theatres with a talkie, due to the tremendous novelty of dialogue pictures, and pay less than a big silent picture that cost perhaps three to six times the production value of the talking picture, with practically the same total at his box office.

During the second portion of the past season talkies were not only introduced but given the acid test with the audience before them. They must prove themselves worthy of attendance and profit and must be just as entertaining as the silent productions. This reduces the situation to the fact that the silent picture is just as attractive as ever and producers will continue making silent pictures, regardless of this new found form of screen amusement.

### Silence For Epics

The past season brought the talkies. But while I think the success of the talkies so far has been chiefly due to their novelty, there is, in my opinion, a great future for this form of entertainment in certain subjects ideally suited to talkies, just as there are subjects that would be completely ruined with dialogue. The greatest problem in the past has been the supply of suitable stories. Now talking pictures open a new channel for stories that might heretofore have been found unsuitable for production.

One thing is certain. All screen epics will be silent pictures, because silent dramas can carry certain sweeps that the talkies cannot register. The past season's division and introduction of dialogue and sound has been helpful to everybody and has added a certain impetus to the industry with this new source of supply.

Personalities, of course, will always be the greatest value to the screen, regardless of anything else. But new a personality is given added asset in voice as well as beauty, artistry and characterization.

## Four Chorines—One Prima Donna



SCENE FROM "THE HOT MOMMA GOOSE", a vaudeville drama which will be seen by fans at the Oregon theatre, starting today.

## Star Gazing ALONG MOVIE LANE

Exclusive Special Press Dispatch to The Statesman  
**NEW YORK, Jan. 12.**—Great talkies being made by Corinne Griffith's new contract. It specifies she shall appear only in talking movies. It involves approximately a million dollars or so for two years' work.

Beauty marks on the forehead is a style advocated by Myrna Loy, movie star, shown here wearing a triangle just north of her attractive nose. What do you think of the idea?

cause silent dramas can carry certain sweeps that the talkies cannot register. The past season's division and introduction of dialogue and sound has been helpful to everybody and has added a certain impetus to the industry with this new source of supply.

## ELSINORE

COMING Wednesday

### The Big Girl Show

"Hot Momma Goose" Idea

With the "Sunkist Beauties" and "Naughty Baby" with Alice White On the Screen.

## OREGON

TODAY and MONDAY  
Melophone Road Show

### TALKING PICTURES

"Beautiful But Dumb"

With PATSY RUTH MILLER

Synchronized with Melophone Orchestra Accompaniment  
CONTINUOUS PERFORMANCE

PRICES  
Adults 35c  
Kiddies 10c  
Loges 50c

## POLICY CHANGE DUE THIS WEEK

### Fanchon and Marco Shows Come Wednesdays, Vaudeville on Saturdays

Announcement of a change in policy at the Elsinore theater in both stage and screen attractions has just been made by George B. Guthrie.

The change becomes effective following the screen attraction "Two Lovers," co-starring Ronald Colman and Vilma Banky, the current United Artist attraction, which ends its engagement on Tuesday at the Elsinore.

The day of the Fanchon & Marco stage shows was announced and they will be presented here Wednesdays; these attractions having formerly appeared on Tuesdays.

"The Hot Momma Goose" idea with a large cast and feature screen attraction of "Naughty Baby" with Alice White will start this combination policy on this coming Wednesday; to be followed by other Fanchon and Marco units each week prior to opening their engagement in Portland.

Thursday and Friday, double feature screen attractions will be seen and the choice productions from the various producers will be shown at popular prices.

Negotiations which have been under way for some time for securing a high class brand of vaudeville have been completed, and these shows will hold forth each Saturday commencing January 19.

Five standard acts of merit will be presented with feature pictures. With this variety of entertainment, use as the star of first magnitude, the theatre-going public of Salem is assured an opportunity of securing the very best in the amusement field.

## Beautiful But Dumb



AT THE OREGON THEATRE TODAY

## REVUE COMES HERE BEFORE NEW YORK

For the first time in Salem's theatrical history a New York Winter Garden revue will be seen here prior to its Gotham premier, when "Gay Paree" comes to the Elsinore Saturday, February 2.

Heretofore it has been the custom to open the major extravaganzas in Atlantic City or other points in the New York littoral. The success of the previous edition of "Gay Paree," "A Night in Spain" and other big Shubert outfits, following their Winter Garden runs, caused the experiment of sending a brand new show westward before introducing it to Broadway.

In point of importance of its name players it is apparent that the new "Gay Paree" is even more noteworthy—"Chic" Sale continues as the star of first magnitude. This is the third of the "Gay Paree" series with which Sale has identified his droll bucolic characterizations. Not to find his name

## FANNIE BRICE IN GLAMOROUS ROLE

### Fannie Brice is winning acclaim at the Capitol theatre in her first talking picture, "My Man."

Vitaphone takes Fannie to its her charm—vocal—infinitely—glittering—travelling toes—obstreperous legs—misbehaving fingers all that has made Fannie Brice a famous singing comedienne—is caught.

The story of "My Man" is glamorous and dramatic, and the cast is splendid, including Guinn "Big Boy" Williams, Edna Murphy, Andre de Seguro, Richard Tucker, Billy Sear, Arthur Hoyt, Ann Brody and Clarissa Selwynne. Archie L. Mayo directed for Warner Bros.

## COLD WAVE SWEEPS MID-WEST SECTION

CHICAGO, Jan. 12.—(AP)—Near zero and sub-zero temperatures over-sweeping the middle-west today were augmented by the remnants of a second cold blast from the Rocky mountain regions with prospects for lower temperatures tonight than last night.

Temperatures ranging from near zero to 10 or 12 below prevailed last night in the middle west and northwest, the cold being accentuated by a driving wind and flurries of snow.

While the mid-west believed itself unfortunate with three cold waves since January 1, White River, Ont., with 44 degrees below zero probably was the coldest place last night with any record was made.

In Chicago, although the mercury descended to only one above zero, one death was attributed to

the cold and there were many cases of frozen feet, hands and ears.

## Hollywood TODAY - MON. - TUES.

### WHITE SHADOWS IN THE SOUTH SEAS

and 25c

LAWRENCE STOCK CO.

"Whose Baby Are You?"  
Featuring  
JACK LAWRENCE  
JACK HOLT  
MADGE FEELY  
And Others

## Biggest Theatrical Event in History of Salem and Environs

It is with exceptional pleasure and no little pride that we are enabled to announce the advent of the **ALL NEW GAY PAREE** to Salem. The engagement is for one night, Saturday, February 2 at the Elsinore.

For the first time a New York Winter Garden revue is being offered BEFORE playing its Manhattan engagement, in cities west of Chicago. So successful have been the recent tours of other Shubert extravaganzas—after the New York run—that the producers are giving patrons of this section an opportunity of seeing one of the larger revues while still in the full flush of its pristine vigor and before long tenancy on Broadway has tarnished the lustre of its newness.

The cast includes such stage celebrities as CHARLES "CHIC" SALE, Stanley Rogers, Frank Gaby, La Pulchra, Sylvia Froos, Franklyn Bates, BERTHOFF TROUPE, Kelo Brothers, Margie Evans, Margherita Marano, Virginia Murray, Oliver Jones, Genshury & Hudly, Lillian Herbert, John McDowell, Charlotte Terry and Charles Mae. The entourage numbers over 150. MAIL ORDERS are now being received. Those accompanied by self-addressed, stamped envelope will be filled in rotation.

SEATS NOW! PRICES: \$1 to \$2. No Tax

## ELSINORE

TODAY - TOMORROW

The most popular screen lovers in their last picture together.

### Ronald COLMAN Vilma BANKY

in  
"Two Lovers"

A great story... filled with glorious romance... high daring... absorbing mystery... A tale of yesterday... today... tomorrow... It will be going soon... Don't miss it! It's for everybody.

COMING WEDNESDAY  
That is the day Fanchon & Marco will bring "HOT MOMMA GOOSE" and her Sunkist Beauties to town... what a day! Enough Gags, Girls and Giggles to fill the whole week.

Wednesday only

MAC AT THE ORGAN  
COMEDY  
Familiar  
Every Evening

Popular Prices  
Mat. 25  
Eve. 50

NEXT SATURDAY  
5 BIG ACTS  
HIGH CLASS VODVIL

## Do Men Admire Beauty or Brains?

Betty Brown said: "I don't want to be common, but I do want to be popular. I am going to find out why I am not."

Betty Brown is an auburn haired girl who believed culture to be the most important thing in life. But Betty learned that these are seemingly greater chances than mental ones. Meet her and her friends in

### "PASSED UP!"

By ROE FULKERSON

Starting Thursday in  
The Oregon Statesman

LOIS  
ANDY  
GEORGE HARRIS  
STAGE HAND

## CAPITOL

The House of Hits  
FIRST TIMES  
TODAY  
For Seven Days

The Female Al Johnson  
**THE LOVE THIEF**

Tonight he was to marry her—today her sister was in his arms! She had lost her man!

FANNIE BRICE  
MYMAN

Now Playing New York  
At 22.00 Top  
Will be shown here at  
Regular Prices

Added  
4 VITAPHONE ACTS  
SHAW & LEE  
DORA MAUGHN  
THE INGENUES  
GEO. JESSEL