

Salem's "Greater Movie" Season Gets Under Way Early

"Bride of Regiment" at The Capitol
 Technicolor Picture Opens Greater Movie Season; Denny Due Soon

Reputed to be one of the most thrilling and pictorially beautiful pictures to reach the screen for a long time is "Bride of the Regiment," which will open "greater movie season" at Bligh's Capitol theatre today. Mr. Bligh, it is announced by Archie Holt, manager, has booked some excellent pictures for this period of presenting "greater talkies" as he has called it.

The theme of "Bride of the Regiment" is that of a bride threatened by an Italian officer, who saves herself in a remarkable and unexpected manner, through the aid of several quaint and amusing circumstances, and in doing so saves her husband at the same time. The characters, it is said, are delightfully human.

The picture is filmed in technicolor and has an illusion of the third dimension. Picturesque Italy forms the background; much good music adds to its charm. Vivienne Segal, Allan Prior and Walter Pidgeon play the leads.

Packed end to end with laughter, "Embarrassing Moments," Universal comedy starring Reginald Denny, will come to Bligh's Capitol theatre Friday and Saturday, August 14 and 15. The amusing plot has every conceivable complication to arouse mirth. It deals with the introduction of the idea of "trial marriage" in a small community that holds to the old-fashioned matrimonial ideal.

Denny, as the imaginary "trial husband" of a girl whom he has never before seen, gives one of the best performances of his distinguished fun-loving career. Denny throws himself into his part with an energy and vivacity that keeps things moving at top speed during every moment of the action.

HOLLYWOOD
 Home of 25c Talkies
 Today, Monday and Tuesday Continuous Performance Today 2 to 11 P. M.

DARING, ADORABLE JOAN IN A WESTERN SINGING TRIUMPH

JOAN CRAWFORD
 IN
MONTANA MOON

The Best Film Treat in Town
 The "Untamed" star is back—more daring and exciting than ever!
 Song hits! Cowboy ballads! Heart interest! Comedy!
 And what a supporting cast!

JOHN MACK BROWN
DOROTHY SEBASTIAN
RICARDO CORTES
BENNY RUBIN
CLIFF EDWARDS
KARL DANE
 Also Laurel and Hardy Talking Comedy and Pathe Sound News

GRAND
 SUN. - MON. - TUES.

ALICE White

SWEET MAMA
 Also COMEDY FABLES and NEWS



Vivienne Segal and Walter Pidgeon in "Bride of the Regiment," now showing at Bligh's Capitol.

OUTSTANDING SHOWS Come Ahead of Official Date, Announced AT LOCAL THEATRES

Beginning with this week theaters of Salem will commence the "greater talkie season." The official date is August 15, but through certain changes of shows it is possible for houses to begin a bit earlier than that and still be observing the rules.

This season for the movies was inaugurated about 10 years ago in San Francisco. It came to take the place of the old custom of closing the theaters during the lean months of the summer when the mass of people were vacationing or otherwise occupied.

By presenting the best pictures and giving added attractions it was possible to hold the attention of the populace on the theater. Now the aim of "greater talkie season" is to create in the public a greater appreciation for the work being done by the theater producers. The best shows possible that local theaters are able to secure, are to be presented during this period of special emphasis on good shows.

Bligh's Capitol will start the season today with "Bride of the Regiment," an all talking picture in technicolor. Following that the outstanding presentations for this house will be "High Society Blues," a Janet Gaynor and Charles Farrell picture; "Those Who Dance" will be presented August 21, 22, 23; "The New Movie-tone Follies of 1930" August 24; and "The Dawn Patrol" will follow closely behind these other productions.

The Fox Elsinore will start its "greater talkie season" Wednesday with the superb "Romance" with Greta Garbo playing the lead. A long list of outstanding pictures will follow this.

The Hollywood will start its season with a second engagement of "The Texan" in which Gary Cooper does such splendid work. A beautiful play quite worthy of "better talkie season." The Grand has not yet announced its program.

Goodness knows there is plenty of room for better talkies and it is quite certain that with producers conscious enough of the need to present a "greater talkie season" effort, there should be some relief in sight from the "every other one" poor quality show.

"Sweet Mama" Coming to The Grand
 Alice White Leads at Fast Pace; "Runaway Bride" Starts Wednesday

Alice White leads the way for a pleasant week-end for Grand patrons in a snappy production called "Sweet Mama." Alice seems to be going strong in this show and that means a pace guaranteed to reduce the average human.

The plot is that of a young cafe dancer who gets the "inside" on a gang of crooks and tips off the police, and in so doing involves the man that she loves. Just at the minute when her lover is about to be thrust from the roof of a many-storied building, the girl, who is Alice White, manages a rescue and your hair begins to lie quiet again. A new leading man is seen as the lover, one David Manners by name.

"Montana Moon" Heads Hollywood Bill
 With Joan Crawford; "Bishop Murder Case" Thrills Billed for Later

Joan Crawford and John Mack Brown in "Montana Moon" will be the attraction at the Hollywood today. This is a story of an eastern girl who is traveling to the western ranch of her father. The trip is made on a special

train and a house party is going on. One of the men is about to force Joan to marry him and she very quietly slips off the train at a far western town and meets a "cowpuncher" with whom she promptly falls in love. It turns out that the "puncher" is foreman on her father's ranch and then with a few house parties, nights under the stars, quarrels and other episodes all quiet rests on the play's final scene.

"The Bishop Murder Case," one of the highly exciting mystery plays of the season, will play a return engagement at the Hollywood Wednesday and Thursday. This is an S. Van Dyne story and in it the public meets the famous and well liked Philo Vance, played by Basil Rathbone, a suave and clever actor. Lella Hyams plays the woman's lead.

Three murders occur with no trace of who or why; evidence is sought in vain, but all that is seen is that each time one is committed a black bishop from the chessmen is brought into evidence in some lonely corner, just go and see what happened to Mary.

"Romance" Coming to Fox Elsinore
 But First There's Dr. Fu Manchu and "Lawful Larceny" Bills

Once upon a time the famous character Dr. Fu Manchu, whom Sax Rohmer has made so much a part of current literature and the stage, took poison and died from the effects thereof, but now that good old Chinese villain is back again to startle the theatre goers with new tricks. Warner Oland will be the crafty old scamp. C. P. Heggie, Neil Hamilton, Jean Arthur and a group of worthy supporters take the characters in this different and intense mystery drama which will show at the Fox Elsinore today.

Monday and Tuesday will show "Lawful Larceny," and Wednesday will open one of the much talked of productions of recent months, "Romance," starring Greta Garbo. With her will appear Lewis Stone and Gavin Gordon. The play is full to overflowing with vivid love scenes and the

whole plot is a quaint and at the same time a flaming love story. Greta Garbo takes the part of an Italian prima donna who suffers a frustrated love. Lewis Stone is a clergyman who falls in love with the opera singer, Greta Garbo and Gavin Gordon, a newcomer to the screen, will furnish the third man in the case.

The play is one by Edward Sheldon and it has had outstanding stage appearances. The amount of detail and work to accomplish a perfect setting has been studied and carried out in every manner. The play was directed by Clarence Brown.

Polly Moran is due back in Hollywood from Mt. Clemens, Mich., next week to begin rehearsals with Marie Dressler for their new Metro-Goldwyn-Mayer comedy, "Reducing." Polly has been taking a bath cure.

John Boles was an interpreter in the American army during the World war.

The Call Board . .

By OLIVE M. DOAK

- FOX ELGINORE
 Today—"The Return of Dr. Fu Manchu."
 Monday—"Lawful Larceny."
 Wednesday—"Romance," with Greta Garbo.
- BLIGH'S CAPITOL
 Today—"Bride of the Regiment."
 Tomorrow—"Sweet Mama" with Alice White.
 Wednesday—"Runaway Bride."
- THE HOLLYWOOD
 Today—Joan Crawford in "Montana Moon."
 Wednesday—"The Bishop Murder Case."

GREATER 'TALKIE' SEASON

BLIGH'S CAPITOL THEATRE

Truly a Wonderful Picture



For LOVE of her husband, must she risk her HONOR, AND OBEY the love-call of another man?

See "Bride of the Regiment"

TODAY MONDAY TUESDAY 3 BIG DAYS 3

7 Stars for the price of one!

- ★ ★ ★
- 3 Famous Singing Stage Stars—VIVIENNE SEGAL, ALLAN PRIOR, WALTER PIDGEON
- And 4 Screen Favorites—LOUISE FAZENDA, FORD STERLING, MYRNA LOY, LUPINO LANE
- ★ ★ ★

Let lovely Vivienne Segal teach you these popular new song hits—"Broken Hearted Love" and "Dream Away."

★ ★ ★
 A John Francis Dillon production, based on the operetta, "The Lady in Ermine" by Rudolph Schanzer and Ernest Welisch. "Vitaphone" is the registered trademark of The Vitaphone Corporation.

Her bridegroom's life, or her own disgrace—which should she choose?

Torn from her royal husband on her wedding day, must she give her FIRST KISS to the handsome rogue who held her bridegroom captive?

You'll find an amazing answer in this story of the strangest wedding night any bride has ever known!

All-Star, All-Color, All-Luxurious, BRIDE OF THE REGIMENT will sweep away your memories of all other musical romances.

Come early to avoid the overflow crowds that flock to this sensational hit wherever it plays!

No. 1 of the GREATER 'TALKIE' SEASON

No. 1 of the GREATER 'TALKIE' SEASON



FOX ELGINORE

LAST TIMES TODAY
 SEE AGAIN FU MANCHU'S ALIVE



ON THE STAGE
 FANCHON and MARCO'S "CADETS Idea"
 Featuring:
 1. BORN and LAWRENCE Comedy Capers
 2. MILEE SISTERS
 3. ROGNAN and TRIGGER Fall Nuts
 4. MABEL and MARCIA
 5. WALLIN and BARNES
 6. Sunkist Dancing Cadets
 Lou Meter and Elsinorians

TWO PLAYS STARTING TOMORROW
Bebe Daniels in
 Radio All Talking Thrill Drama "Lawful Larceny" SCREEN VODVIL
 with
 KENNETH THOMPSON
 SHERIDAN OLIVE TELL
 For Every Woman Who Ever Loved

A FIRST NATIONAL & VITAPHONE PICTURE WITH 100% TECHNICOLOR