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 Reg-'iment," 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 theis 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 Sega, 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

husband" of a girl whom he has be observing the rules. husband" of a girl whom he had a this season for the movies never before seen, gives one of his dis- was instigated about 10 years tinguished fun-making career, ago in San Francisco. It came Denny throws himself into his to take the place of the old cuspart with an energy and vivacity tom of closing the theaters durspeed during every moment of the mer when the mass of people



Honfe of 25c Talkies

Today, Monday and Tuesday Continuous Performance Today 2 to 11 P. M.

DARING, ADORABLE JOAN IN A WESTERN SINGING TRIUMPH



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Song hits! Cowboy ballads! Heart interest! Comedy! And what a supporting cast!

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Also Laurel and Hardy Talking Comedy and Pathe Sound





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

Come Ahead of Official Date, Announced AT LOCAL THEATRES

aters of Salem will commence season with a second engageidea of "trial marriage" in a the "greater talkie season." The ment of "The Texan" in which small community that holds to official date is August 15, but Gary Cooper does such splendid old-fashioned matrimonial through certain changes of shows work. A beautiful play quite it is possible for houses to begin worthy of "better talkie season." Denny, as the imaginary "trial a bit earlier than that and still The Grand has not yet an-

that keeps things moving at top ing the lean months of the sumwere vacationing or otherwise 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 picthat 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 Movietone Follies of 1930" August 24: and "The roof of a many-storied building, 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 populace will be warned to "stick pictures will follow this,

Beginning with this week the- | The Hollywood will start its nounced 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

"Sweet Mama" Coming to The Grand

Alice White Leads at Fast Pace; "Runaway Bride" Starts Wednesday

Alice White leads the way for 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

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 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.

Beginning with Wednesday the em up" as they enter the Grand,

SEE AGAIN

FU MANCHU'S

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WARNER

OLAND

O. P. HEGGIE

JEAN ARTHUR E NEIL HAMILTON

ALIVE

LAST TIMES TODAY

"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 nights under the stars, quarrels eastern girl who is traveling to and other episodes all quiet rests the western ranch of her father. on the play's final scene. The trip is made on a special

but the warning is for Lloyd Hughes and Mary Astor who are wood Wednesday and Thursday. and Friday in "Runaway Bride." in it the public meets the famture forms a fascinating back- suave and clever actor. Leila Hyground for this picture in which ams plays the woman's lead.

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,

"The Bishop Murder Case," one of the highly exciting mystery plays of the season, will play a return engagement at the Hollyto be seen Wednesday, Thursday | This is an S. Van Dyne story and It is said that romance mixed ous and well liked Philo Vance, with mystery, intrigue and adven- played by Basil Rathbone, a

Mary Astor and Lloyd Hughes | Three murders occur with no become sweethearts for the sev- trace of who or why; evidence is enth time in the history of their sought in vain, but all that is film career. If anybody has ever seen is that each time one is comwondered about the possibilities mitted a black bishop from the of a good hold-up when parked chessmen is brought into evidence out in some lenely corner, just in some manner. The final expose go and see what happened to of the real criminal is thrilling and breath taking.

"Romance" Coming to Fox Elsinore

But First There's Dr. Fu

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

with vivid love scenes and the World war,

Manchu and "Lawful Larceny" Bills

Polly Moran is due back in

"Lawful Larceny," and Wednesday will open one of the muchtalked of productions of recent months, "Romance," staring Greta Garbo. With her will appear Lewis Stone and Gavin Gordon.

The play is full to overflowing in the American army during the

same time a flaming love story. Greta Garbo takes the part of an Italian prima donna who suf-

fers 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.

Hollywood from Mt. Clemens. Mich., next week to begin re- Today-"Sweet Mama" with hearsals with Marie Dressler for their new Metro-Goldwyn-Mayer comedy, "Reducing," Polly has been taking a bath cure.

John Boles was an interpreter

The Call Board.

By OLIVE M. DOAK

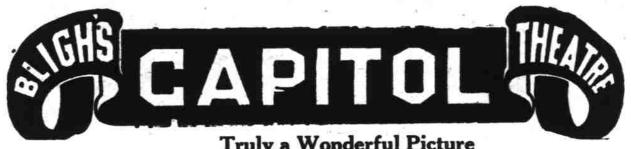
FOX ELSINORE * Today-"The Return of Dr. Fu Manchu." Monday—"Lawful Larceny." Wednesday — "Romance," with Greta Barbo.

BLIGH'S CAPITOL Today—"Bride of the Regi-

THE GRAND . Alice White, * Wednesday - "Runaway Bride."

THE HOLLYWOOD • Today—Joan Crawford in • "Montana Moon." * Wednesday — "The Bishop * Murder Case.

GREATER 'TALKIE' **SEASON**



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the price of one!

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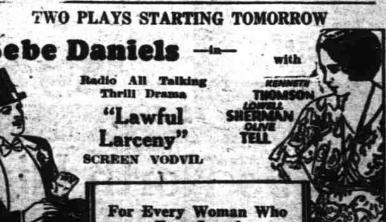
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