

# Northwest Premier of "Fifty Million Frenchmen" at Capitol Theatre Today

## The Call Board...

By OLIVE M. DOAK

**HOLLYWOOD**  
Today—Gary Cooper and Marlene Dietrich in "Morocco."

**GRAND**  
Today—Wheeler and Woolsey in "Hook, Line and Sinker."  
Wednesday—Loretta Young in "Road to Paradise."  
Friday—Gary Cooper and Betty Compson in "The Spoilers."

**WARNER'S ELSINORE**  
Today—Joan Crawford in "Dance Fools, Dance."

**WARNER'S CAPITOL**  
Today—Olson and Johnson in "Fifty Million Frenchmen."  
Wednesday—Dorothy Mackall in "Kept Husbands."  
Friday—Mary Weston in "Behind Office Doors."

One of the most original and different popular plots to be offered to the public on the screen is that of "Dance, Fools, Dance" in which Joan Crawford plays the feature role.

The play is one which will appeal to nearly any audience which really wishes to be amused, I believe. The story itself is not easily guessed, and the interest is held to the last play.

Miss Crawford has done much better acting than she does in this play but she is very pleasing. Clark Gable does some most interesting acting. He is a new type of character and I think you will enjoy him. He rather fascinates the observer with his steady, calculating temperament.

Cliff Edwards also rises from a wise cracking musician to some real acting in this play. Natalie Moorhead, poor dear, has to take the same old over-sophisticated role. Some day maybe, she will get a break, that is if she can do anything else.

The audience Saturday afternoon just could not keep still as the play progressed. It seemed each person just had to talk over what might be the probable ending and discuss the particular situations which were being enacted as the play went forward.

It is that sort of play, realistic for the most part, even though it is overacted in many places and although the directing is stilted almost to count.

You will like "Dance, Fools, Dance" in my guess and will like it very much. It is real entertainment for any mood.

### New Warner Feature at The Capitol

"Fifty Million Frenchmen" With Olson and Johnson Week's Headliner

Salem is to have the northwest premier of Warner Brothers' new show, "Fifty Million Frenchmen" in which Olson and Johnson star and in which the new screen "find," Claudia Dell takes an important role. The picture will show in Salem two weeks before it is to be seen in Salem.

The play has a plot in which many cross purposes are used in developing the single result. A wager is made and carried out by a young American in Paris. The story is developed about this wager and the love for a pretty, impetuous girl.

Olsen and Johnson, two excellent "funny men" of the screen carry the comedy part and William Gaxton, John Halliday, Helen Broderick and Claudia Dell carry the other main feature roles.

The play was first produced as a stage production and won renown as a whirlwind comedy.

"Kept Husbands," which has just closed a two weeks run in Portland at the Orpheum will be the Wednesday and Thursday feature at the Capitol.

It is built about a matrimonial problem of all time—is it possible for a poor man to marry a rich woman and the marriage to be a success? Some men go into the market quite openly for a rich wife. This play of "Kept Husbands" treats of the subject in interesting fashion.

## Happiness Only Thing That Counts Says Joan Crawford

The only thing that is really important in life is happiness and contentment.

Joan Crawford believes Joan Crawford. Nothing else matters, she declares. Fame, fortune and fun are all meaningless unless happiness and serenity of mind walk with them.

"Happiness can only come with peace of mind, the popular young star declared recently.

"You reach a state of mental calm only after you have been able to adjust yourself to your valuations of life. That isn't done in a day or a year. It requires time and experience.

"Must Touch Extremes" "You must touch all extremes before you find your happy medium. That is true of everything. And in order to attain peace of mind you must have known the depths and heights of sorrow and joy.

"The younger generation has done this thing and has done it successfully. In the days of our mothers and our grandmothers, they went to the utmost extremes of prudery and false modesty. Then, after the war, they swung the other way to a new extreme of abandon and carelessness, not to say carelessness. Now they are beginning to find the happy



Claudia Dell, who is appearing as a new star in the motion picture horizon, as she appears in "Fifty Million Frenchmen" which has its northwest premier at the Capitol theatre today.



Lester Vail and Joan Crawford in a scene from the current production at Warner's Elsinore, "Dance, Fools, Dance."



A glimpse of Gary Cooper in the picturization of Rex Beach's book "The Spoilers" which will show at the Grand Friday and Saturday.

Just what the husband is doing at the office and what part the office girl plays in his daytime operations is the theme of the story "Behind Office Doors" with Mary Astor and Robert Ames, Ricardo Cortez, Catherine Dale Owen, all giving a helping hand in the interpretation.

### Cliff Edwards Without Uke in Newest Picture

For the first time since coming into pictures Cliff Edwards plays a "straight" role without his famous ukelele in "Dance, Fools, Dance."

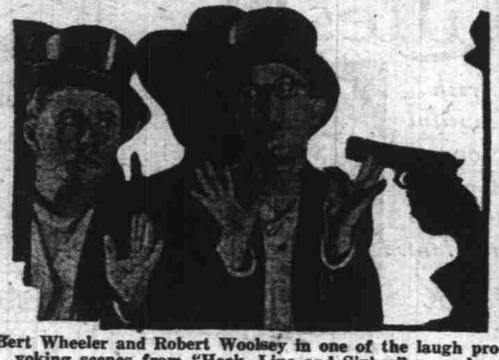
In the picturization of the thrilling Chicago gangster story, "Behind Office Doors" the newspaper reporter whose discoveries of underworld crime result in his murder.

My peace of mind and happiness is based upon a two-fold responsibility, work and domesticity. The average woman has only one or the other. Having both is doubly interesting and difficult.

"I will never retire into complete domesticity, even when my picture days are over. I want to leave films while I am still in my prime and not be a has-been and have people pitying me. If I could find the right opportunity I would like to try a film at the stage or take up something else, music or art or anything to keep a vital interest in the world."



Gary Cooper, Adolphe Menjou, Marlene Dietrich as they appear in a scene from the Josef von Sternberg production "Morocco" which will show for five days at the Hollywood beginning today.



Bert Wheeler and Robert Woolsey in one of the laugh provoking scenes from "Hook, Line and Sinker" now showing at the Grand.

the land. The young man is 39 years old and his writing experience, to date, consists of editing his high school paper in Beverly Hills. T. Roy Barnes has been awarded the questionable distinction of teaching Edmund Lowe how to deal cards off the bottom of the deck for Ed's new gambler's role in "Trans-Atlantic."

Victor McLaglen has eight bedrooms in his new house, one for each brother and one left over. Hollywood's youngest executive is Milton Hoffman, Jr., who, at 20, is producing the Hoot Gibson series of Westerns. He previously has had a seat on the California Stock Exchange and has managed a string of three theaters.

No Rest For The Beautiful Young will have practically no time to reflect upon the blow-up of her marriage with Grant Withers.

First National will put her into "I Like Your Nerve" as Douglas Fairbanks, Jr.'s, leading woman. After that she goes the S. S. Van Dine mystery story with Walter Huston.

"I Like Your Nerve," relates the adventures of a young American in South America. It is said to resemble some of Douglas Fairbanks, Sr.'s, earlier films. Heaven forgive me, I feel a pun coming on. Perhaps, Papa Fairbanks will echo, "I Like Your Nerve."

Did You Know? That Conrad Nagel was born in Keokuk, Ia., and that he played his first stage role with the "Poorest Stock company" in Des Moines?

TURNER, March 28.—Mr. and Mrs. Earl C. Bear are receiving congratulations upon the birth of a son, William Edward, March 24 at the Deaconess hospital, Salem. They have a daughter, Eunice Amy, over two years old.

## Hollywood Low-downs

By HARRISON CARROLL  
Hollywood—Another attempt is being made to find star material in American colleges.

For two months and a half, Arthur Ungar, of Universal, has been touring the universities of the country, selecting the most likely screen possibilities among the students. His proteges will be brought to Hollywood during the Easter vacations for talkie tests.

No attempt will be made to retain any of them at this time. When the tests are made they will return to their colleges, and, next summer, a lucky few will be asked to come back for real try-outs. They will be given small parts in Universal pictures and will be sent to a motion picture school. If any potential stars develop, they will be given contracts.

A similar experiment was tried by First National several years ago, but none of the discoveries turned out to be important. In a less systematic way, several other companies are scouting around Universal for material. First National already operates a school for apprentice actors.

Latest Gossip Will Rogers approves of Bill, Jr.'s, decision to become a reporter on a Fort Worth newspaper. "Bill will be a good hand," he says "if they don't have to take him up". . . incidentally, young Rogers probably will be the only polo-playing reporter in

the land.

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Joan CRAWFORD in "DANCE FOOLS DANCE" Today Through Tues. ELINORE

UNIVERSAL NEWS Ates & Herbert in "SHE WENT FOR A TRAMP" ONLY 3 MORE DAYS

## "Morocco" Featured at The Hollywood

Famous German Star in Story Of Spectacular Power Here First Time

The Hollywood has a treat for Salem this week. It will show "Morocco," in which appears Marlene Dietrich, famous German star who is threatening the place of Greta Garbo.

This play was presented in Hollywood with a grand flourish and it has continued to hold interest and win the praise of its audiences as it has been shown since its recent appearance.

Gary Cooper stars and Miss Dietrich almost steals the picture—her first in the United States. She has beauty and personality that left the critics rapt.

The play itself is one of tremendous sweep, fast action, artistry and is called a spectacular picture with power as well as spectacle. The locale is Northern Africa and the French Foreign Legion and individuals in it from the action together with the woman in whom the men are interested.

Dangerous missions in which tension and intrigue play an interesting part, and the fascinating and dangerous love for a woman, Dietrich, by Cooper and Menjou, together with large action scenes, make a picture that holds attention and recurs often in memory.

Realism is realism. Harry Beaumont, who directed "Dance, Fools, Dance," Joan Crawford's new vehicle, wouldn't allow anything but broken-in typewriters to be used in the Chicago newspaper city-room scenes.

A large number of decrepit machines were obtained for the sets and veteran newspapermen acted as technical advisors to make sure no foppish blunders were made in the action or dialogue. The newspaper scenes, in which Miss Crawford is seen as a reporter, play an important part in the gangster film and realism.

HOLLYWOOD HOME OF 25c TALKIES Starts Today — For 5 Days Continuous Performance Today - 1 to 11 P. M. Matinee Each Day 2 P. M. Attend The Matinees and Avoid The Crowds First Showing in Salem 1930's Greatest Love Drama on the Talking Screen

MOROCCO WITH GARY COOPER MARLENE DIETRICH ADOLPHE MENJOU A Paramount Picture

A JOSEF VON STERNBERG PRODUCTION MACK SENNETT COLORED COMEDY AND NEWS

A trio of thrilling actors! With the alluring, mysterious marvel of the movies, Marlene Dietrich. In Josef von Sternberg's unforgettable masterpiece.

## "Hook, Line, Sinker" at The Grand

Roaring Farce: "The Road to Paradise" Next, Then Rex Beach Story

The Grand will start the week with a good laugh in presenting Wheeler and Woolsey in "Hook, Line and Sinker," the best thing that these boys have done so far.

The whole plot has neither rhyme nor reason and is all the funnier because of that fact. Most amusing gun play, a theft of jewels which to watch causes a roar from the audience, and a love element that grows more amusing as the plot develops are only a few of the incidents which make "Hook, Line and Sinker" a really amusing and happy piece of real entertainment.

"Road to Paradise" will be seen at the Grand Wednesday and Thursday. Loretta Young plays a double role in this play—this bit of strategy always proves interesting to watch. Jack Mulhall plays the lead opposite Miss Young.

The play has to do with a young girl who grows up under trying circumstances but despite much unhappiness and no little concern on the part of the audience, there is a happy and rather unexpected ending.

The week-end bill will find Gary Cooper and Betty Compson enacting with the help of a good cast the familiar story of "The Spoilers," written by Rex Beach. This play is exceptionally well done from the standpoint of acting, directing and photography, and the theme of the story is one that has intrigued readers for many years.

Newspaper Story now at The Elsinore "Dance, Fools, Dance" Lives Up to Newsroom Traditions, Report

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## Farrell and Valli Leave On 'Secret' Honeymoon; Cameras Click Farewell

Charles Farrell and Virginia Valli are on the Atlantic ocean honeymoon bound following a "secret" marriage and an equally "secret" embarkation. The only persons on hand for the latter were some scores of photographers and interviewers and several hundred unattached well-wishers who thronged the decks of the S. S. Augustus and packed into every inch of space in Charles and Virginia's stateroom.

Following their marriage on St. Valentine's day in Yonkers, Farrell and his bride returned to New York and went to separate hotels. That was all part of the plan for keeping the ceremony a secret. How well it worked they discovered February 17, the day of their departure, when they both were swamped with visitors to their respective suites. Downstairs they found the lobbies were crowded with the curious.

Throng Mills on Deck Batteries of cameras were trained on the end of the gangplank when they reached their boat. Breathless women and eager men pushed and jostled for a glimpse of the popular young star and his bride.

It is estimated that in the course of the afternoon more persons said "Make way for the press" than are on the staffs of all the newspapers in New York. The bride and groom posed for pictures in steamer chairs, on the deck, in their stateroom, hand in hand, hands on shoulders, embracing. Let's photographers would arrive and suggest new poses. Camera men who had already had their turn would insist on a chance at the new poses too.

Finally the sailing warnings started and the crowd thinned out and disappeared. And the exhausted Charles and Virginia could turn their thoughts to their quiet ocean voyage ending in sunny Italy where they plan to buy a small motor car and tour the country in leisurely fashion.

The Farrell-Valli wedding was a great success. The couple decided to be married last week after Virginia had cancelled a vaudeville tour and traveled to New York to meet Charles. At first they planned the wedding for the morning of sailing. Last Friday they went to the marriage license bureau and it was all so much easier and simpler than they had expected that they decided to be married immediately.

Accompanied by Alice Joyce, Carlton Hockett, Farrell's business manager, and a friend, they went to the home of the Rev. Ralph M. Houston, pastor of the First Methodist Episcopal church in Yonkers. Farrell produced the license and somebody looked at the date and they all realized for the first time that it was Friday the thirteenth.

There was a hasty change in plans. The Rev. Houston was persuaded to stay up until midnight. A few minutes after that hour the wedding party reappeared and the ceremony was performed.

Charles and Virginia will be in Europe two months or more. She has a home in Beverly Hills and he has one at Tonolow Lake near Hollywood. They have not decided yet where they will live.

The romance began four years ago when the two met at the home of friends in Hollywood. They have never appeared together in pictures.

Now! 50 MILLION FRENCHMEN with OLSEN and JOHNSON WILLIAM GAXTON JOHN HALLIDAY CLAUDIA DELL CHARLES JUDELS A Warner Bros. Vitaphone Production Directed by LLOYD BACON

WARNER BROS. CAPITOL

hook, line and sinker! 25c ANY TIME 25c GRAND THEATRE

BERT WHEELER and ROBERT WOOLSEY in "hook, line and sinker" A RADIO picture