

Will Rodgers to Entertain Audiences in Two Plays in Salem This Week

'REACHING FOR THE MOON' HERE FRIDAY

Douglas Fairbanks Appears in Picture That is Ahead of Times

Douglas Fairbanks has given the public something new and years ahead of the times in "Reaching for the Moon," his new picture for United Artists, directed by Edmund Goulding, who is called the most versatile man in Hollywood. The modern comedy-drama comes to Warner Bros. Capitol Friday.

Supported by a cast of noted stage and screen personalities, several of them stars in their own right, Fairbanks has put aside his spear and jinks for a collar and fountain pen. He portrays a sensationally successful young stock broker who cuts a swath both in the financial and love markets.

As the leading feminine interest in his life, Bebe Daniels, a fit screen mate for the dynamic Doug, having beauty, courage, and a splendid sense of drama.

Jack Mulhall, young star with the experience of a veteran, is prominently cast as the star's best friend and confidant. Edward Everett Horton, who has enjoyed starring honors on both stage and screen for years, has an outstanding comedy part as Fairbanks' valet. Others of the "million dollar cast" include June MacCloy, late of George White's "Scandals," and hailed by Director Edmund Goulding as notable among the new crop of young actresses. There is also Luana Walters whose unusual poise and beauty brought her this, her first screen part. Claud Allier, an English comic character, Helen Jerome Eddy and Walter Walker are all suitably cast.

The story of "Reaching for the Moon" is set in present-day New York, or rather, it anticipates the architecture, fashions and speech of two years hence. Skyscrapers, pent-houses, a palatial ocean liner and fashionable haunts abroad provide the backgrounds.

This does not imply a fantastic riot of queer shapes and decorations. Modernistic furniture and appropriate settings in the best manner, beautiful and harmonious, have been designed and created by Edmund Goulding and William Cameron Menzies, the supervising art director. The smart, ultra effect is exactly suited to the theme and the tempo of the picture.

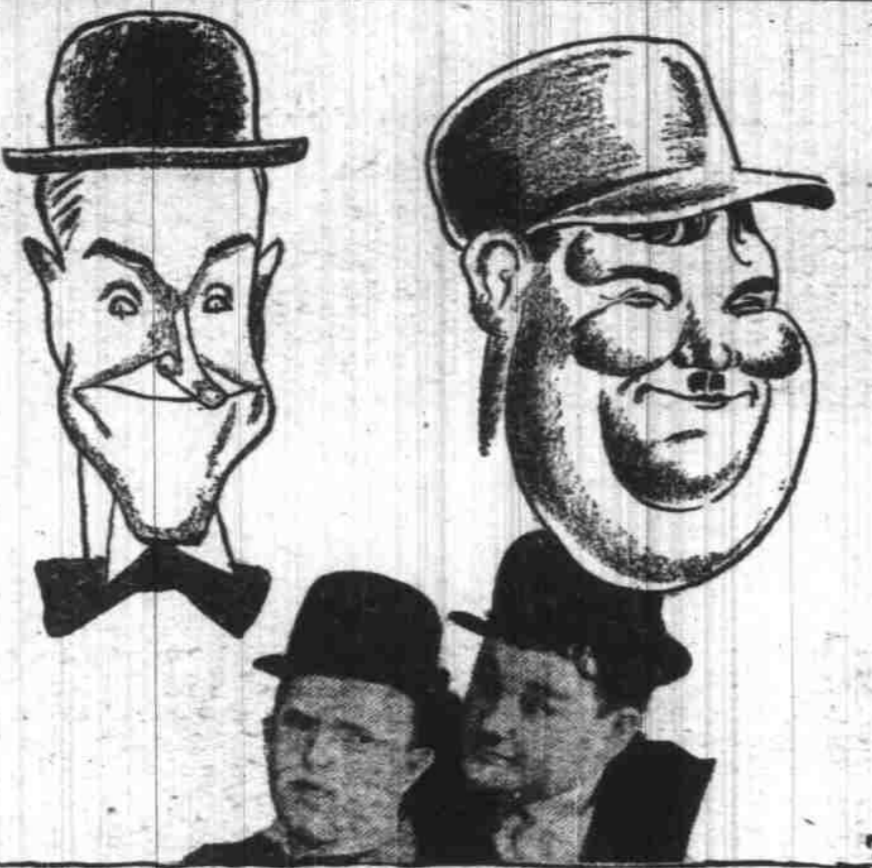
The gowns and extreme habitments worn by Miss Daniels and the scores of handpicked beauties in the cast will reveal what the fashion craze will be the year after next.

Fairbanks is back in modern clothes for the first time in ten years. Laughter is the prime ingredient of the picture.

As a stock broker busy making millions, Fairbanks has never had time to woo a girl. But when he meets Bebe Daniels, who plays a society aviatrix, he forgets all about money and pursues her across the ocean finding out midway that she is engaged to a titled Englishman. This doesn't stop him. After the English valet, recently in the service of a naughty Grand Duke, instructs Fairbanks in the art of making love, and the comedy becomes uproarious.

Edmund Goulding, who directed the Joseph P. Schenck presentation, is the author of Gloria Swanson's "The Trespasser," and "The Devil's Holiday."

The story of "Reaching for the Moon" was tailored to Fairbanks' measure and is composed of the newest of the new in smartness and sophistication.



Do you need an introduction? Laurel and Hardy in comedy lines as some one gained an impression of them from their appearance in "Pardon Us" which will be the Friday and Saturday show at the Elsinore.



And here, ladies and gentlemen, is the ultra-smart "Doug" Fairbanks and he has with him his assistant, Bebe Daniels, in the very sophisticated play "Reaching for the Moon," which will be the feature for Friday and Saturday at the Capitol.

"As Young as You Feel" Brings Will Rogers to Elsinore Theatre Today

Tom Sawyer is not the only suitor who won his sweetheart by performing acrobatic feats for her benefit.

In a similar way Will Rogers won the heart of Betty Blake, now known as Mrs. Rogers, and sometimes referred to as the real reason for Will being the world's best-known comedian, author, screen star, after-dinner speaker, wit, newspaper columnist, and unofficial diplomat.

The story of their courtship, until now concealed from the world, came out during the filming of "Young As You Feel," Rogers' latest starring Fox picture which will be shown at Warner Bros. Elsinore theatre beginning today.

Frank Boyzage, director of the picture, was having dinner at the Rogers' ranch, as has been his frequent custom since he started directing of Rogers in his first Fox production, "They Had To See Paris."

"You know," Frank said to Mrs. Rogers, "I don't believe Will could suffer to see anyone in the world outdo him at something he wanted very much to do for himself."

"Yes, that's very like him," Mrs. Rogers answered. "The best example I can recall of his originality in beating competitors was shortly after we became acquainted. Every young fellow I knew could ride a horse, and most of them were experts at difficult feats of horsemanship. Will, of course, was the best of them all; but he realized that to show off on a horse wouldn't mean much to me. So he chose a bicycle. "They were just gaining popularity then, and the mere fact that anyone could ride one was considered an achievement. I knew that Will had purchased one, but I didn't realize why he never showed himself in public riding it. "One day he came riding by my house, as proud as he could be, grinning from ear to ear. All of a sudden he stood up on the seat and went coasting by without touching the handlebars. "He kept riding back and forth, each time with a new stunt, as much as to say: 'Keep your eyes open, Betty Blake, and I'll show you how good this Rogers feller really is.' "To top his whole performance, the last try he threw his hat on the ground. With his rope twirling he came down on the hat at top speed and roped it just as easily as he would have roped a calf from a horse. "In 'Young As You Feel' Will again demonstrates that he is not to be outdone. When, as Lemuel Morehouse, rich and old-fogyish meat packer, his two sons show a preference to rounds of sport and society over the routine of business, he decides to make business men out of them by beating them at their own game.



Another little glimpse of the versatile Will Rogers, this time in "The Connecticut Yankee," which will be the Friday and Saturday picture at the "Grand."



Here is Norma Shearer and James Gleason in "A Free Soul," feature for the Hollywood Wednesday and Thursday.



Here he is, Will Rogers in "Young As You Feel" which will be the feature at Warner Bros. Elsinore today.

With the aid of Fifi Dorsay, who played with him in "They Had to See Paris," he steps out, and his stepping proves so fast that his sons are soon gasping.

Donald Dillaway and Terrance Ray impersonate the two sons. Lucien Littlefield has a featured role with Lucile Brown, Rosalie Roy, Brandon Hurst and C. Henry Gordon in the cast of the picture, which is the screen version of George Ade's noted play, "Father and the Boys."

The Call Board

By OLIVE M. DOAK

- WARNER BROS. ELSINORE
 - Today—Will Rogers in "As Young as You Feel."
 - Wednesday—Gloria Swanson in "Indiscreet."
 - Friday—Laurel and Hardy in "Pardon Us."
- WARNER BROS. CAPITOL
 - Today—Richard Barthelmess in "The Last Flight."
 - Wednesday—Claudette Colbert in "Secrets of a Secretary."
 - Friday—"Doug" Fairbanks and Bebe Daniels in "Reaching for the Moon."
- HOLLYWOOD
 - Today—Clara Kimball Young in "Mother and Son."
 - Wednesday—Norma Shearer in "A Free Soul."
 - Friday—Lloyd Hughes in "Ships of Hate."
- THE GRAND
 - Today—Spencer Tracy in "Goldie."
 - Wednesday—Dorothy Lee in "Laugh and Get Rich."
 - Friday—Will Rogers in "Connecticut Yankee."

MARY BOLAND WILL APPEAR AT CAPITOL

The distinction of being one of the three leading ladies of the late John Drew who are still active in the American theatre belongs to Mary Boland, who makes her talkie debut in "Secrets of a Secretary," the Paramount feature at Warner Bros. Capitol Wednesday.

Bille Burke and Isabel Irving are the other two stage stars who are still carrying on.

Miss Boland has been in the movies before—but "Secrets of a Secretary" is her first talkie. She closed a very successful stage season in "The Vinagar Tree," popular Broadway comedy, prior to joining the cast in support of Claudette Colbert in "Secrets of a Secretary" at the Paramount New York studios.

Gloria Swanson In 'Indiscreet' Is Coming Soon

Gloria Swanson has an appealing role as "Jerry Trent," the modern miss in her latest United Artists picture, "Indiscreet," which comes to Warner Bros. Elsinore theatre Wednesday. As a young woman who has very definite ideas on how to treat men, Miss Swanson puts her modern ideas to work, and the result provides numerous dramatic situations that reach a climax when her fiancé discovers her in a compromising position with a former admirer whom she is trying to prevent from marrying her sister. "Indiscreet" is an original story written for the star by De Sylva, Brown and Henderson, the trio of famous song writers, who also are the producers of the film.

"LISTEN" TEXACO IS ON THE AIR TONITE!

featuring:
The Texaco Symphony Orchestra
33 of the nation's finest musicians under the direction of Gregory Goldblatt

Laurel Nemeth Soprano
Original Star of "Whisper Trail"

Charles Bouchomp Tenor
Will have concert duty and radio appearances

Biltmore Trio Popular songs and vocal solos

Sunday Evening 7:00 P. M.

COLUMBIA NETWORK

2200, San Diego; 1412, Los Angeles; 826, Santa Barbara; 10-7, Fresno; 11-6, Stockton; 12-3, San Francisco; 12-10, Sacramento; 12-11, Portland; 12-12, Seattle

"GOLDIE"

The comedy team that split your sides in "Up the River." That platinum blonde who increased your pulse beat in "Hell's Angels."

SUNDAY - MONDAY - TUESDAY

A Home-Owned Theatre

GRAND

MOTHER AND SON

Home of the 25c Talkies
A HOME-OWNED THEATRE
TODAY, MONDAY and TUESDAY

See the INCOMPARABLE CLARA KIMBALL YOUNG

Also Charles Chase Comedy "One of the Smiths," Review, and News

WARNER BROS. CAPITOL STARTS TODAY!

HERE'S TO NIKKI AND HER BOY FRIENDS

Reckless adventure! Beautiful women! Mad fancies! He knew not where it would end. He didn't care!

RICHARD BARTHELMESS

returns with his old fire and genius to tear your heart in

THE LAST FLIGHT

with DAVID MANNERS, JOHN MACK BROWN, HELEN CHANDLER

Also Ned Sparks Comedy "News" "Vitaphone Shorts"



INTERVIEWING WILL ROGERS DIFFICULT

"Connecticut Yankee" Will Be at Grand Theatre Beginning Friday

Will Rogers, one of the friendliest men who ever lived, will talk to anyone on any subject, but he is the least interviewed celebrity in the world.

Many newspaper men and women, who have attempted the difficult assignment of trying to get Rogers to talk for publication, have departed, remarking that "Rogers won't talk, because he'd rather save his wisecracks for his own writings."

Asked point blank if that were the reason, Rogers, with tongue in cheek, says, "Maybe."

The real reason, however, this famous comedian-humorist shies from an interview like a horse from a steam shovel, is his innate modesty.

One of his greatest fears since becoming a talking picture star has been that he will be presented to the public as an actor who brags about his work. For that one reason, Will insists on censoring all advertising copy that exploits his pictures.

That Rogers is not hard to interview, once a reporter gains his confidence and gets him talking on subjects he likes, was demonstrated recently by Bill Oliver of the Los Angeles Herald, who wrote one of the finest interviews ever printed. Oliver's impression of Rogers after talking to him for several hours, is interesting. He said:

"He is the most unassuming man I have ever met in Hollywood. He is as unadorned as his printed words. He talks with sim-

ple one-syllable honesty, in a low, slow voice. You feel as though you were talking over the fence with a farmer, resting his plow at the end of the field. Chattering about nothing outside of the weather, crops and market conditions, like a flash a bit of wise humor comes out. You get to liking him more and more.

"If he wanted to turn crooked, Will Rogers could sell gold bricks, subways, Elks buildings and the whole kit and caboodle. Abe Lincoln must have had that simple, honest, humorous air, too."

Will Rogers' latest starring picture, the Fox production of Mark Twain's "A Connecticut Yankee," will be seen and heard at the Grand theatre, Friday.

MICKEY MOUSE TO CELEBRATE EVENT

Near to a million youngsters in Mickey Mouse clubs in theatres all over the world will unite in celebrating the third birthday anniversary of the famed cartoon character Saturday, October 24.

Elaborate programs will be presented by talented children trained as part of their club activities, and in most of the theatres, a mammoth birthday cake, bearing three candles, will be cut and served in honor of Mickey. Featured on many of the screen programs for the celebration will be the Mickey Mouse film, "The Birthday Party," Warner Bros. Elsinore, home of the Salem Mickey Mouse, according to Mickey Mouse Chief Rice, will stage a big party for the Salem Mickey. Plans are under way now for this affair.

Contracts for 55 road and bridge projects to cost \$3,612,258, have been let by the Louisiana highway commission.

WARNER BROS. Elsinore

WILL ROGERS

Starts Today

One little wink—and he dropped all the years that separated him from his sons... and then showed 'em his heels as he hit the high spots.

with FIFI DORSAY

Chic Sale "Comedy"

News

Latest

VITAPHONE SPECIALTIES

WARNER BROS. CAPITOL

STARTS TODAY!

HERE'S TO NIKKI AND HER BOY FRIENDS

Reckless adventure! Beautiful women! Mad fancies! He knew not where it would end. He didn't care!

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