

Theatres Plan United Benefit for Salem Winter Charity Funds

'THE SQUAW MAN' CAPITOL FEATURE

Cecil B. DeMille Predicts He'll Film This Story Every Ten Years

"I have done a picturization of the play, 'The Squaw Man,' three times in the last 17 years. I will continue to do this story in film form, I promise you, at least once every ten years as long as I live. It is one of the few tales ever written so elemental and yet so sound in its psychology that it can never die."

In these words Cecil B. DeMille explained his reason for producing, for Metro-Goldwyn-Mayer release at Warner Bros. Capitol today, a talking picture version of "The Squaw Man," one of the most famous and popular stage dramas America has known.

"Ninety-nine per cent of all plays," stated DeMille, "are so tied up with local events of the time that they are written that they do not survive beyond their decade."

"There are few exceptions to this rule. 'Shylock' is one, because the money lender and his troubles have come unchanged in essence through the ages. Practically all of the rest of Shakespeare's plays were topical to the time, and require considerable mental adjustment on the part of play-goers who see them today."

"A very definite exception, however, is Edwin Milton Royle's play, 'The Squaw Man.' I fell in love with this production 26 years ago, when I saw one of the first Faversham performances. When Jesse Lasky and I decided to join forces in 1913 to make motion pictures, I had but one choice for our first picture, 'The Squaw Man.' I made it again, as a silent in 1918, and now I have done it in talking pictures."

"The reason why 'The Squaw Man' snaps its finger at passing time are the four main dramatic situations in it, namely, the voluntary self-exile of an innocent man to save the feelings of the woman he loves, wife of a thief; the protection of a woman from one man by another; third, the marriage of a man to a woman of another race; fourth, the sending of a boy to claim a heritage and a position forfeited in England by the moral mistake of a father."

"These situations happened two thousand years ago. They are happening today. They have nothing whatever to do with modern changes of law or social custom. They are elementary, the fundamental virtues and instincts of first, self-sacrifice; second, protection of the weak by the stronger; third, the call of man to woman; and fourth, the instinct of mother-love and of father-love."

"Occasionally you find a play which has one or more of these elements in it, but it is usually so tied in with timely topics of today as to destroy its chance of immortality."

'TRANSATLANTIC' IS COMING TO CAPITOL

Gestured acting is doomed! Greta Nissen, beautiful Norwegian blonde actress who has a featured role in "Transatlantic," William K. Howard Fox film drama coming to Warner Bros. Capitol Friday, believes that the "windmill" school of acting was struck its final death blow by the refinement of talking pictures.

"In the European school," she said, "where I was trained, you express emotion with somewhat more gesture and more vigorously so far as outward appearance goes. On the stage, even in America, your technique is different from talkie technique."

"For instance, you are astonished at something in Europe you raise the arms above the head, as the American stage you raise them a little, but in the talkies you lift an eyebrow. The stage has no closeups. If you raise your eyebrow with astonishment on the stage nobody gets the gesture except the people in the first few rows."

"Of course, there are scenes in the talkies that call for waving of arms. But the new American school doesn't wave arms much. It expresses emotion by more contained movements, by a repression which is well done is sharper than a scream."

GRAND A HOME-OWNED THEATRE

Sunday-Monday Tuesday



THE GOOD BAD GIRL

Mae Clarke James Hall Marie Prevost

First time in Salem



Lupe Velez and Warner Baxter in a scene from "The Squaw Man" which is the feature at Warner Bros. Capitol today.



William Powell looks Doris Kenyon over in a shot taken from the play "The Road to Singapore" now at Warner Bros. Elsinore.

Homely Men Star Now In Films Says Powell; Here In 'Road to Singapore'

The ugly mug has the best of things in motion pictures just now and the collar-and boys are taking back seats or playing villain roles, according to William Powell, who is starred in Warner Bros. "The Road to Singapore" now at Warner Bros. Elsinore theatre.

"This amazing upset dates from the advent of talking pictures but it has been gathering momentum at a tremendous rate the past two years, culminating as it has in the starring of such players as Wallace Berry, George Bancroft, George Arliss, Walter Huston, Jack Oakie, Edward G. Robinson and others of who do not exactly qualify as models for neck wear advertisements," Powell declares.

When the human voice became a part of screen entertainment, looks faded in importance and personality came into its own. Without talking pictures, Bill Powell might still be a signboard heavy—a very talented signboard but a signboard nevertheless—and other male stars, now sharing the major supply of screen glory might conceivably still be character actors of only secondary importance.

Handsome is as handsome looks in talking pictures. It is possible that even the semi-sacred Valentino might have found himself lost in the present landslide of public opinion to men who look interesting and talk well and away from men who are merely good looking. It is noteworthy that even John Barrymore has neglected his classic profile in recent pictures and insisted on roles in which he appears as considerably less than beautiful.

"This is much more effective, it is one of the things that has made talking pictures, entirely aside from the fact that you hear the players' voices, much better productions than the old silent pictures."

Edmund Lowe and Lois Moran portray leading roles in the picture.

'TOO MANY COOKS' HERE WEDNESDAY

"Too Many Cooks," Radio Pictures' entertaining film, at Warner Bros. Elsinore Wednesday. The story is designed for laughing purposes only and revolves about the antics of thirteen members of the Cook family, who take an active interest in the courtship of a young couple, played by Bert Wheeler and Dorothy Lee.

From the beginning to the end the film is a whirlwind of funny situations, snappy dialogue, humorous character work and bizarre camera action.

William Seiter, the director, has moved straight to his objective, developed the full possibilities of his farcical situations, and delivered an extremely well rounded story.



Hallam Cooley tries to be a friend to Bert Wheeler and from the expression of Dorothy Lee's face one is not sure of the result. Scene from "Too Many Cooks" at Warner Bros. Elsinore Wednesday and Thursday.



Ramon Navarro as he appears in a high moment in the play "Son of India" now at the Hollywood.

The Call Board . .

By OLIVE M. DOAK

WARNER BROS. ELISNORE Today—William Powell in "The Road to Singapore."

Wednesday—Bert Wheeler and Dorothy Lee in "Too Many Cooks."

Friday—Joan Crawford in "This Modern Age."

WARNER BROS. CAPITOL Today—Warner Baxter in "Squaw Man."

Wednesday—May Robson in "Mother's Millions."

Friday—Edmund Lowe, Lois Moran in "Transatlantic."

THE HOLLYWOOD Today—Ramon Navarro in "Son of India."

Wednesday—Paul Lukas and Kay Francis in "Vice Squad."

Friday—William Haines in "Just a Gigolo."

THE GRAND Today—Mae Clarke in "The Good Bad Girl."

Wednesday—Bette Daniels, Ricardo Cortez in "The Maltese Falcon."

Friday—"Africa Speaks."

Joan Crawford does not play bridge. Neither do Pauline Frederick, Hobart Bosworth or Emma Dunn. The fact caused a serious and ludicrous situation in the filming of the new Metro-Goldwyn-Mayer continental comedy, "This Modern Age," which will be shown at Warner Bros. Elsinore Friday.

Director Nicholas Grinde took it for granted that there were no four people in a room who did not play the national indoor game. All was in readiness to shoot a bridge game scene. Cameras were set and the players took their places at the table. Each looked to Director Grinde for some enlightenment on the game. Each fumbled with the cards in a truly

comical manner. Grinde was at a loss. He never played cards in his life.

A hurry call was put in for the assistant director's advice. He could shed no light on the game. In fact no one on the set knew one card from another. Grinde had peeped the short scene to be completed in a hurry.

Mickey Bennett, who plays an important role in "Father's Son," the first National picture at the Grand theatre Wednesday, is one of the best known of Hollywood's boy actors. He has been in pictures for eight years. He has a rough-and-tumble fight with Leon Janney in the picture.

Mickey Bennett, popular juvenile

Conrad Nagel Marjorie Rambeau Madge Evans C. Aubrey Smith

in his finest romance, in a new and lovely setting, with this notable cast:

SON OF INDIA

A Metro-Goldwyn-Mayer Picture

Also Educational Comedy, News, and Paramount Screen Song

Home of the 25c Talkies

A HOME-OWNED THEATRE

TODAY, MONDAY AND TUESDAY

Continuous Performance Sunday 2 to 11 P. M.

Novarro's Finest Romance Since the "Pagan"



Mae Clarke and James Hall in the picture "The Good Bad Girl" which is the feature at the Grand today, Monday and Tuesday.

Pluto Takes Bespangled Ear Trumpet as Dumbest Of Motion Picture Stars

By R. M. FINCH

Quest for Hollywood's dumbest motion picture actor took me to the Walt Disney Studios during the noon hour, where I found Pluto the Pup sweltering in the sun while the other members of the Mickey Mouse company reposed in the shade.

As I watched Pluto, dripping with perspiration, industriously fighting flies, while Mickey Mouse and his co-stars sat in the cool shadows, I knew my long search was over. Positively nothing could be dumber than that!

When I suggested to Pluto that we move into the shade while he told his life story, his sad eyes dropped in confusion.

"I never thought of that," he said simply. "I was in the shade when I came off the set, but it moved off and left me."

"From my earliest puppyhood days in Hollywood, I have always been the 'patsy.' If there was a newly made flower bed, I choose to dig me a cool nest to sleep in and get a larrupping. I was always caught playing with the slippers my brothers and sisters fished out of the closet and got the hiding."

William Noll was given the directorial away.

Three Debs of Film Year are Making Advance

An interesting advertisement from Fox studios comes to the editor's desk bearing the picture of three "debs" of the 1937 season. It will be a matter of interest to watch the progress of these maids—they may be stars and then again they may fall by the wayside—some do!

One of them, Conchita Montenegro, who has won fame as a dancer and who appeared in "The Cisco Kid," is winning a big hand in "Never the Twain Shall Meet."

The other two maids are Linda Watkins who won a Fox contract for her work in "June Moon," and is making her debut with Fox in "Sob Sister," and Helen Mack who is making her debut in "While Paris Sleeps."

WHAT CAUSES EPILEPSY? Is There a Cure?

New York, N. Y. A booklet containing the opinions of famous doctors on the subject, "Can Epilepsy Be Cured?" has met with great interest throughout the country. Dr. Imre of Budapest, Hungary, Dr. Miner of New York and Dr. Bowers of Los Angeles have all contributed to this interesting discussion, which contains a great deal of information and advice on the subject. Any reader writing to Educational Division, 509 Fifth Avenue, New York City, Desk 673, will receive a free copy of this booklet, while they last.

WARNER BROS. CAPITOL STARTS TODAY

MAGNIFICENT DRAMA! A MIGHTY CAST!

A REAL BIG TREAT FOR EVERYBODY

WARNER BAXTER

He sacrificed his honor to the desire of his love mad soul!

CECIL B. DE MILLE'S

THE SQUAW MAN

LUPE VELEZ ELEANOR BOARDMAN CHARLES BICKFORD

SHOWN ELSEWHERE AT INCREASED PRICES — BUT SEE IT HERE

ADULTS 25c KIDDIES 10c

WARNER BROS. ELISNORE

GREATER than "COBRA" or "RAIN"

Society barred its doors but gave him a secret key

STARTS TODAY

Also LAUREL AND HARDY In "COME CLEAN"

WILLIAM POWELL

THE ROAD TO SINGAPORE

DORIS with KENTON MARIAN MARSH Love to the tune of South Sea Island Tom-Toms

A WARNER BROS. & VITAPHONE PICTURE

'SON OF INDIA' AT HOLLYWOOD TODAY

Ramon Navarro in Oriental Character; Bombay is Locale of Story

Ramon Navarro will be seen at the Hollywood today in "Son of India." This is the star's first oriental characterization since "The Pagan." It is based on the P. Marion Crawford novel, "Mr. Isaacs," and was directed by Jacques Feyder, who produced Navarro's last film, "Daybreak."

Whereas in "The Pagan" Navarro portrayed a native of the South Seas, in "Son of India" he is seen as the son of a Hindu jeweler who is plunged from wealth to beggary and back to wealth again by a series of spectacular incidents.

The episodes of the melodramatic story take place in and around Bombay, India. Highlights include a spectacular tiger hunt, an ingenious trick by which Navarro is buried alive but survives, and a dramatic bandit raid.

Madge Evans, once a famous child star with Montagu Love, Antonio Moreno and other favorites, but more recently the juvenile lead of the New York stage success, "Phillip Goes Forth," makes her talkie debut in the picture as the white girl whom Navarro loves.

The strong cast also includes Conrad Nagel, Marjorie Rambeau, C. Aubrey Smith, Mitchell Lewis, John Miljan and Nigel de Brulier.

Babe Dillard, 17-year-old Fort Worth, Texas star, plans to train all winter for Olympic team competition.

Dresses

That are smart and new

LOWEST PRICES

\$4.75 \$6.75 \$8.75 \$10.75 \$12.75

The Little French Shop

Just west of the Court House Near the Market A. P. SPEER Phone 7787

WARNER BROS. Elsinore

GREATER than "COBRA" or "RAIN"

Society barred its doors but gave him a secret key

STARTS TODAY

Also LAUREL AND HARDY In "COME CLEAN"

WILLIAM POWELL

THE ROAD TO SINGAPORE

Stirring drama, delicate intrigue, marriage scandal, with the inimitable Powell touch to make it unforgettable.

WARNER BROS. & VITAPHONE PICTURE