"Hooray For Love", Musical At Heilig; McDonald Offers "No More Ladies"

State To Offer "Laddie"; Rains Film At Mayflower; "Sequoia" Ends At Rex

They sing the season's catchiest tune, step its gay dances, tell Broadway's most happy-go-lucky success story in RKO Radio's tuneful, mirth-filled romance, "Hooray for Love." Against a background of smart cosmopolitan sets is projected a regular kaleidoscope of entertainment. The picture opens today at the Heilig.

Ann Sothern and Gene Raymond are the leads in this charming story of two ambitious youngsters out to win in the toughest game in the world—the theatre. They try a little of everything, including night club performances and radio, before Gene finally manages to present Ann as the star of his first big revue.

In a great city's smartest night club, a stunning set featured by illuminated glass panels decorated in dancing figures, a glamorously gowned girl sings the amusing nonsense song, "Lady Waley," accompanied by a chorus of twelve peppy girls.

Backstage in a New York broadcasting station, the world can see how it's done," as Ann sings to a dancing world the romantic air, "I'm In Love All Over Again."

Most fascinating of all, four great vaudeville acts are staged for the Gaiety musical revue. Maria Gambarelli, world-famed ballerina, leads the ballet in a graceful ballet.

Bill Robinson and Jeni LeGon, against an amusing black and white kitchen background, prove—to the tune of "I'm Livin' in a Great Big Way"—that they're the all-time leaders of the world's tap dancers.

Ann, gowned in shimmering black, comes to the stage again to sing "You're An Angel," with a two-piano accompaniment. Here the performance is rounded into a smashing finale, a gay whirl of dancing, singing girls in dazzling gold costumes, led by Ann in a silver gown. With the entire company they sing the theme hit, "Hooray for Love," bringing down the curtain for both revue and picture in a blaze of glorious climax.

Comedy in the story is contributed by Pert Kelton, who is cast as a wise-cracking chorus girl, and by Thurston Hall and Georgia Caine in the roles of an oldtime thespian and a wealthy patron, respectively, and by "Fats" Waller, radio favorite.

Dorothy Fields and Jimmy McHugh, authors of such hits as "Cuban Love Song" and "Blue Again," wrote the score. Walter Lang directed.

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Many men have risen to prominence through the influence on the brains of others. This fact is illustrated in "The Man Who Reclaimed His Head," the Universal drama which comes to the Mayflower theatre today, with Claude Rains, Joan Bennett and Lionel Atwill in the featured roles.

Henri Dumont, a publisher, rises to an important position in his native France on the shoulders of Paul Verin, who ghost-writes for the former's "Pacific Journal" a long series of keen, forceful articles, signed with the name of the publisher. Dumont becomes a popular idol of the country through Verin's efforts, but eventually, to increase his political fortunes, betrays his associate and secretly becomes an ally of the very munitions manufacturers he has been fighting, lending his great influence to the fomenting of the World War.

Later, he does not hesitate to embark on a conquest of the affections of the writer's wife, enabled by his power to keep Paul Verin in the trenches as a soldier, with leave to visit his home in Paris constantly denied him. Finally, however, the writer-soldier accomplishes a terrible revenge while the French capital, with all its lights extinguished on a terrible night of total darkness, shudders under the horror of an enemy air raid. This climax is said to be literally hair-raising in its powerful drama.

"The Man Who Reclaimed His Head" was directed by Edward Ludwig, and the cast supporting Rains, Miss Bennett and Atwill, includes three-year-old Baby Jane, Henry O'Neill, Wallace Ford, Henry Armetta, Lloyd Hughes and many others. The story was adapted by Jean Bart and Samuel Ornitz from Miss Bart's stage play of the same name in which Rains was starred on Broadway at the Longacre theatre.

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"Laddie," the new motion picture to parallel the appeal of "Little Women," brings the romance of true life happenings in an American farming community. It opens today at the State theatre.

It is a story of American life in Indiana in the '70's, and owes its tremendous power to two things: the genius of its author, Gene Stratton-Porter, and the realism of its characters.

Naturally gifted with the keenest powers of observation, the famous writer put into her novel so much life and dramatic punch, plus an unsurpassed delineation of many endearing folk of the soil, that "Laddie" pulses with the sense of actual experience. Translated to the screen, the story has become a saga of homespun America.

But there is another important factor in "Laddie's" popularity, that of America as a melting-pot, and the author caught this exquisitely in weaving into her novel the tale of a noble family that fled England and settled among the farmers, finally to cast off the starched traditions of class and luxury and contempt of the toilers.

So "Laddie," penetrating deeply into the American angle, takes on an entrancing aspect, in its drama of social clash, and in its eventual working out of the truth that there is a nobility of the soil which can challenge that of the peerage.

Into the motion picture, RKO-Radio put everything of talent, attention, and expenditure. John Beal, Gloria Stuart and Charlotte Henry are featured. Other players are Gloria Shea, Donald Crisp, Virginia Weidler, one of the cleverest of all Hollywood child players; Willard Robertson, Grady Sutton, Dorothy Peterson, Greta Meyer and Jimmy Butler. George Stevens directed.

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An array of stars, plus a sophisticated story triumphantly tested first on Broadway, plus the important factors covered by "production value" equals "No More Ladies," Irving Thalberg's new production for Metro-Goldwyn-Mayer, opening today at the McDonald theatre.

Joan Crawford and Robert Montgomery are co-starred, heading a cast which includes Charlie Ruggles, Franchot Tone and Edna May Oliver.

The picture opens with a whirlwind romance between Marcia (Joan Crawford) and Sherry (Robert Montgomery) and maintains a rapid-moving tempo until the final fadeout. Marcia is a light-hearted but level-headed society girl whose love for Sherry, an incorrigible heart-breaker, is such that she submits to wedding bells well within the first reel.

It is then that the picture settles down to revealing the problems that accumulate behind the glamorous exterior of the too-popular young Park Avenue couple.

Meantime, into the story have walked such true-life characters as Fanny, Marcia's salty maiden aunt (Edna May Oliver); Jim, who wants to save her from her husband (Franchot Tone); Edgar, a thorn in the side of organized society (Charlie Ruggles); and Therese, the night club singer (Gail Patrick).

The final scene comes when Marcia, in revolt against Sherry who has neglected her, invites all Sherry's former women friends with their ill-assorted husbands, to their country home. The ensuing party, with its surprising consequences, carries the story to a triumphant finale.

Every scene of "No More Ladies" bears the mark of Irving Thalberg's astute showmanship.

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Fair feminine hands waving at fledgling fliers high in the air; encouraging them, inspiring them to greater deftness at their delicate controls . . . this is a phase of American military flying which provides much of the human interest and entertainment in Wallace Beery's new stellar vehicle, "West Point of the Air," which opens Friday at the Rex theatre for three days.

"West Point of the Air" was photographed actually at Randolph Field, Texas. It shows the actual training of army pilots at this greatest of all flying schools.

But, even more important than the amazing thrills of the film, the picture also shows the women's side of a great enterprise.

It is provided by two popular players, Maureen O'Sullivan and Rosalind Russell. These two girls represent two points of view. Daughter of a general, Lewis Stone, Maureen O'Sullivan holds loyalty to the service to be all-important.

Rosalind Russell, beautiful, wealthy, direct from Park Avenue, sees no reason why the man she loves should be so deadly serious over the army. And when Robert Young loses his nerve and becomes involved in a tremendously dramatic situation with his father, Wallace Beery, she tells him that there are other fields, that neither flying nor the army are the greatest things in life.

But just as he weakens, a sputtering engine is heard over the apartment. Wallace Beery, in a rickety wreck of a plane is endangering his life, taking his son's place in dangerous maneuvers. How Young makes his romantic decision; how he saves his father in one of the most terrific air scenes ever filmed, provides the smash climax of this exciting story as directed by Richard Rosson.

Other players in the vivid film (not the least of its thrills being a simultaneous parachute jump by one hundred men) are James Gleason, Henry Wadsworth and Russell Hardie.

THIS WEEK'S BILLS

HEILIG—Sunday to Wednesday, "Hooray for Love," with Ann Sothern, Gene Raymond, Bill Robinson; Thursday to Saturday, double bill, "Unknown Woman," with Richard Cromwell, plus "Justice of the Range," with Tim McCoy.

M'DONALD—Sunday to Wednesday, "No More Ladies," with Joan Crawford, Robert Montgomery; Thursday to Saturday, double bill, "Let 'Em Have It," with Richard Arlen, plus "The Age of Indiscretion."

STATE — Sunday, Monday, double bill, "Laddie," with John Beal, plus "Flirtation Walk," with Dick Powell; Tuesday, Wednesday, "Laddie"; Thursday to Saturday, double bill, "Baboona," Martin Johnson thriller, plus "Silver Streak," with Sally Blane.

MAYFLOWER — Sunday to Wednesday, double bill, "Man Who Reclaimed His Head," with Claude Rains, plus "Princess O'Hara," with Jean Parker; Thursday to Saturday, double bill, "Werewolf of London," with Henry Hull, plus "Mills of the Gods," with May Robson.

REX — Sunday only, double bill, "Sequoia," with Jean Parker, plus "Shadow of Doubt," with Virginia Bruce; Friday to Sunday, double bill, "West Point of the Air," with Wallace Beery, plus "Living on Velvet," with Kay Francis.

IN THIS WEEK'S THEATRE ATTRACTIONS!

Upper left, Joan Crawford and Robert Montgomery, starred in the sophisticated comedy-drama, "No More Ladies", at the McDonald; lower left, Bill Robinson, world's greatest tap dancer, who has a featured role in the musical, "Hooray for Love", at the Heilig; above, Chester Morris and Jean Parker, in "Princess O'Hara", at the Heilig; left, John Beal and Gloria Stuart, stars of "Laddie", State attraction.

Radio Programs

SUNDAY'S PROGRAMS

KORE, Eugene

10 a. m., Radio Church of God; 10:30, Hill Billy Serenade; 11, Reading the Comics; 11:15, Salon Melodies; 11:30, First Christian Church; 12 to 1 p. m., Theatre of the Air; 6, concert; 6:30, Manhattan Moods; 7:30, Lighthouse Temple.

KGW, Portland

8 a. m., Bowes; 8:15, Studio; 8:30, Music Hall, 9:30, Melodies; 9:45, Orchestra; 10, Words to Wise; 10:15, London; 10:30, Light Opera; 11:30, Stars of Today; 12, Tommy Luke; 12:30, Speiry; 1, Symphony; 1:30, Grenadiers; 1:45, Ray Heatherton; 2, Posey; 2:15, Anything Goes; 2:30, Hotel; 3, Limericks; 3:15, Health Spot; 3:30, Singer; 4, Chase & Sanborn; 5, Merry-Go-Round; 7, Sunset Dreams, 7:15, Jergens, 7:30, Bennyt 8, Orchestra; 8:30, One Man's Family; 9, Chevrolet; 9:15, Sports Views; 9:30, Pipe Organ Dedication; 10, News; 10:15, Orchestra; 10:45, Organ; 10:55, News; 11, Bal Tabarin.

KNX, Hollywood

6, p. m., Calmon Luboviski and Claire Mellonino; 6:30, Rev. C. E. Fuller; 7:30, Rev. R. O. Bates; 7:45, Judge Rutherford; 8, Presbyterian Church; 9, News; 9:15, Dr. Martin Luther Thomas; 9:30, KUX Dude Ranch; 10:30, Dr. Matthews.

REX THEATRE
LAST DAY
GODDESS OF THE WILDERNESS
"SEQUOIA"
UNTAMED ROMANCE IN THE HIGH SIERRAS!
with JEAN PARKER
An M-G-M Picture
ADDED ACE FEATURE
SHADOW OF DOUBT
with RICARDO CORTEZ, VIRGINIA BRUCE, CONSTANCE COLLIER, REGIS TOOMEY
A Metro-Goldwyn-Mayer Picture

DANCES
Willamette Park
Wed. & Sundays, 25c each
Ladies 10c till 9:30
Saturdays—35c-40c
Band: The Willametteers 10 Piece Band
A Nice Place for Nice People
Hop Gold and Blue Ribbon Served

STATE
TWO FEATURES TODAY!
America's Great Love Story!
GENE STRATTON PORTER'S
LADDIE
with JOHN BEAL, GLORIA STUART, Virginia Weidler
A TRUE BLUE STORY COME TO LIFE!
DICK POWELL, RUBY KEELER, PAT O'BRIEN
Warner Bros.' Military Musical
flirtation Walk

McDONALD
Now! NEW SHOW TODAY
When they meet . . . High Comedy! When they kiss . . . Flaming Romance . . . It's the raciest, most rollicking fun since "Forsaking All Others"!
JOAN CRAWFORD
Robert MONTGOMERY
FRANCHOT TONE
EDNA MAY OLIVER
CHARLIE RUGGLES
in THE DELIGHTFULLY SOPHISTICATED COMEDY-ROMANCE . . .
"no MORE Ladies"
Added
Doors at 12:45
CHARLIE CHASE in "POKER AT EIGHT"
COLORFUL GUATEMALA" Gorgeously Colored Travel Talk

MAYFLOWER
ELEVENTH AT ALDER
STARTS TODAY FOR 4 DAYS!
The Season's Gayest Comedy Hit!
Jean PARKER
Chester MORRIS
in DAMON RUNYON'S Collier's Magazine story
Princess O'HARA
With a great all comedy cast including Henry Armetta, Leon Errol, Vince Barnett and Raymond Hatton.
PLUS
The Dramatic Smash Of The Year!
Others stole his brilliant mind . . . but when they tried to steal his wife he rose to smash his enemies!
CARL LAEMMLE PRESENTS
Claude Rains • Joan Bennett
("The Invisible Man")
in
The MAN WHO RECLAIMED his HEAD
A UNIVERSAL PICTURE WITH
Lionel Atwill • Baby Jane
Henry O'Neill
Krazy Kat Cartoon
"The Masquerade Party"
Universal-Graham McNamee News of Today
Continuous Shows Sunday Only
Starting at 12:45
Week Days Doors Open 6:30

HEILIG
BETTER PICTURES • PERFECT SOUND
STARTS TODAY FOR 4 GRAND DAYS!
A footloose show with a heart warming glow! When you see this romance with melody, you'll shout:
Hit Songs! "You're An Angel," "I'm In Love All Over Again," "Hooray for Love"
HOORAY FOR LOVE
With all these stars!
Ann Sothern • Gene Raymond
BILL ROBINSON World's Greatest Tap Dancer
MARIA GAMBARELLI Dancing Star of Roxy's Gang
PERT KELTON
THURSTON HALL
SAM HARDY
"FATS" WALLER
JENI LE GON
Another Smash Musical by the Producers of "Roberta" and "Gay Divorcee"
Here they come!
A host of thrilling stars in a glittering musical comedy!
All-Color Cartoon
"The Merry Little Kittens"
Andy Clyde in "Leatherneckers"
Shorty, the Chimp on the Farm
Pathe News of Today
SCHEDULE:
News and Shorts
12:50 2:54 4:58 7:02 9:06
"Hooray for Love"
1:42 3:46 5:50 7:54 9:58

DANCE
Every Wednesday—Friday Sunday
Eddie Scroggins' Band
JEFFERSON BEACH
Dancing, Swimming and Boating
Follow the Crowd