

Heilig Remodeling Recalls Early Days

Long before the glitter of chromed boxoffices, talking "flickers," and push-back seats, a theater opened in Eugene. Appropriately it was named the Eugene Theatre.

Next Friday, more than 48 years afterward, the same theater is reopening under the same name it has held for all but about two weeks of that 48 years, the Heilig.

This new version of the old Heilig Theater has almost a half-century of changes of which to brag.

It first opened Nov. 17, 1903 as the third theater, but the first permanent one, built in Eugene. This was the same year the building now housing the City Hall was erected.

Boom times had come with the new century on the heels of a national depression; the town had almost doubled in size; business firms were moving in; Eugene was growing away from the tracks.

The Eugene Theater Company, Inc., organized to finance an up-to-date building, included F. L. Chambers, L. N. Roney and R. A. Booth. Basic construction was supervised by Roney; workwork and finishing, by George Midgley.

Historical material contained in this story on the old Heilig was furnished by Alice Henson Ernst, University of Oregon, who is currently working under a research grant to assemble material for a book on pioneer theatres of the state.

The S.R.O. sign was out opening night and the red plush boxes were overflowing, according to Cal M. Young, manager in the theater's early days. The new "Opera House," as most people called it, featured Hall Caine's play "The Christian," by the Baker Stock Co. of Portland, as the opening night program. It starred Catherine Courtiss. Music was furnished by the local Andrew Svarverud orchestra, which included Hal Devereau, Alf Dillard, and Leonard (Mike) Gross. Gross played his bull fiddle regularly there during the next two decades.

Calvin A. Heilig, lessee of the theater, and his associate, George L. Baker, Portland—later its mayor—were both first-nighters.

Despite a near-fire from an overheated furnace, the play continued with absorbing effect; its star, "always brilliant and fascinating," scored a triumph.

The next week, Florence Roberts, noted emotional actress of the American stage, brought her play "Zaza," and from then on a procession of footlight luminaries on the northwest circuit appeared at the Heilig, soon after renamed in honor of its lessee. Bookings were made in New

York for the far-flung chain of which the Heilig was a part. Most of the hits of the day were on tour.

A handful of colorful posters torn down backstage recently when the showhouse was remodeled boasted of the stars which trod the local boards.

Included were George Arliss in "Old English"; Otis Skinner in "Sancho Panza"; and "The Honor of the Family"; Mrs. Fiske in "The Rivals"; Walter Hampden and Fritz Leiber in Shakespeare plays. Countess musicals, "The Student Prince," "The Bohemian Girl," "The Merry Widow," and the long run "Blossom Time" were favorites. Melodrama, minstrel, high and low comedy and vaudeville... all entertained Eugeneans.

But changes were in the wind.

With the approach of a more streamlined way of living in the late '20's, vaudeville filled the entertainment gap in the transi-

tion between stage productions and motion pictures.

Silent films, Keystone comedies, Pathe thrillers and other brief features were billed with vaudeville acts, but stage entertainment still carried the load.

Before long, posters proclaimed the arrival of "The Birth of a Nation," Douglas Fairbanks in "The Thief of Bagdad," "Intolerance," "The Covered Wagon" . . . the "talkies" were here.

The red plush boxes faded, the heavy curtains were worn, and the star's dressing room showed signs of frequent use. Several times minor remodeling jobs pepped up the old building.

Time was remodeling the town, too.

Local theatre groups put on Ibsen's "Doll House," Chekov's "Cherry Orchard" and "Ten Nights in a Barroom," taking over where the professional legitimate stage was being conquered by the silver screen in the smaller towns.

And now a cycle has ended.

The last vestiges of the old Heilig have gone—a small stage, the old posters, autographs on the backstage walls.

They are replaced with a new, glittering movie screen, more space for heating and cooling apparatus, films with versatility beyond the imaginations of early actors.

Even with the movies, Heilig patrons are reminded of its foot-lit past, when films such as "Hamlet," "Macbeth" and the forthcoming "The Student Prince" are lighted on the theatre marquees. These titles which once advertised stage plays here.

What will happen in the next 48 years once again to dull the polish and tarnish the chrome that will sparkle at Friday's opening—theatre television? Three dimensional movies? Stage shows?

CARROT GROWS BIG
DUNKIRK, Ind. —(U.P.)— S. R. Hawley pulled from his garden a giant carrot weighing three pounds, two ounces.

A Credit to Eugene...

THE NEWLY REMODELED

HEILIG THEATER OPENING

FRIDAY, JAN. 11-5 P.M.

MARK CASTELLOE
Electrician
EUGENE

Where, oh where but at Woolworth's!



59c CANNON BATH TOWELS
Imagine! You save 44% on thick, absorbent towels! Blue, pink, yellow, green. Contrast border stripes. 20" x 40".
3 for \$1



STAMPED PILLOW CASES
Here's a real bargain! Ready-to-embroider hemstitched pillow cases in 4 lovely patterns. Fine 64-60 muslin.
49c



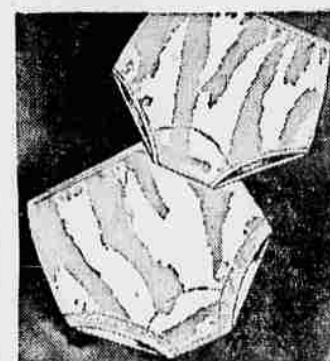
Specially Priced Sweet Treats
BIG SAVINGS ON COOKIES
Fresh, delicious family favorites.
Chocolate Eclairs lb. **39c**
FLAVOR-FULL SUGAR SQUARES
Wonderfully good, creamy snacks in chocolate lb. **39c**
CHOCOLATE-DIPPED PEANUTS
Yummy peanuts double-dipped in milk chocolate! Regularly 69c lb.
15c lb. 59c

Buy now!
Save now!

JANUARY

Thrift Sale!

Many special purchases that cannot be repeated... Spectacular savings!



SPECIAL WOMEN'S BRIEFS
Run-resist rayon in elastic or band leg, elastic waist, double crotch. White, pink, blue, maize. 3 to 7. Reg. 25c ea.
3 for 69c

Scoop up these store-wide bargains now!

PURE SILK PRINT SCARF
Grand savings on pure silk beauties. Large 35" x 33" size. Regularly 89c **79c**

PLASTIC WALLET
Many new styles to make your selection from **69c**

PLASTIC DRAPE SPECIALS
Smart patterns to brighten up your rooms. Values to \$2.98 **1.00**

MEN'S WHITE HANKIES
Stock up now on large, fine cotton hankies. Regularly 10c **6 for 49c**

MEN'S LIGHTWEIGHT HOSE
Thrill-priced white cotton anklets or half hose. Sizes 10 1/2 to 12 **5 prs. 98c**

MEN'S RANDOM HOSE
Outstanding value in lightweight cotton anklets or half hose. Sizes 10 1/2 to 12 **5 prs. 98c**

LADIES' MYRA JOY SLIPS
White only. Sizes 32, 34, 36, 38, and 40 **1.00**

BOYS' BLAZER ANKLETS
Outstanding value in bright, striped socks. Sizes 7 1/2 to 10 1/2 **5 prs. 98c**

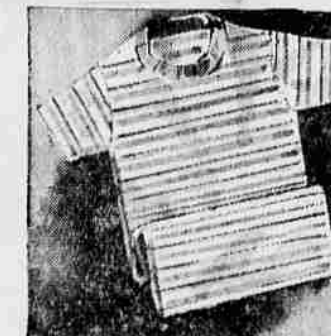
SALE! CLEANSING TISSUES
Chee Kist down-soft white tissues. 400 sheets to box. Reg. 35c **2 boxes 49c**

25c to 29c TOILETRIES
Save 24% to 34% on mouth wash, lotions, talcum powder, shampoo, many others **19c**

New Giant Copy Cat PAINT BOOK
29c
New Plastic Light Fixtures
39c to 1.39
Wash Cloths
10 for 98c



NOW! SAVINGS ON NYLONS
60-15 full fashioned ladies' nylons in popular shades. Sizes 8 1/2 to 10 1/2. Regularly 1.15 now **98c**



TOTS' POLO SHIRTS
Fine, combed cotton... short sleeves, crew neck. Gay stripes, solid colors. Sizes 2-4-6. New patterns. **59c**

Valentine Heart Shape CAKE PANS
29c
New Spring Stamped Art Goods Just Received!
Complete Line of MORNING GLORY KITCHEN WARE
For your spring cleaning

APPLEGATE Furniture Store

HEILIG THEATRE

Western Vaudeville

(2nd Edition of Orpheum)

- (1) Pale Boogie
- (2) Mock Song in previous Ralph Graves in "Love's Sweet Pickle" by Ivan Suppe.
- (3) Over the Top by C. W. Wynn, Conductor.
- (4) MAGICAL MULKEY
The story of Eugene's popular young musician who is about to have a wonderful tour, and is no additional attraction on this excellent bill, but a far-spread performance.
- (5) MARU & RONNIE SINCLAIR
in "The Cyclomaniacs".
- (6) WILLY—DUNLAY & MERRILL—Bessie.
"So Long Broadway"
- (7) 3 JACKS AND A QUEEN.
A Song and Dance Revue.
- (8) KINGSTON & EBNER
in "This and That"
- (9) Wm. SELBINI & GROVINI—Jeanetta
in "Follies of Vaudeville"
- (10) Topics of the Day.

IMPORTANT
Starting next week, WESTERN VAUDEVILLE will play each Wednesday and Friday at 7:00 and 9:00 P.M. with Matinee on Wednesdays.

Don't Miss This Wonderful Junior Orpheum 100 Next Wednesday in its Quality, Variety and Fun to wit the Most Brilliant Program that would do justice to the finest theatre anywhere.

Program for Next Wednesday
Mack—MAHON & CHELET—Paul
Two Boys from Texas.
CLAIRE & ATWOOD
"A Bunch of Thrills"
CHARLIE ROGERS & CO.
In a Comedy Singing and Talking Skit.
"The Ice Man"
EDWARDS & DEAN
Present a Song Story Entitled
"The Golden Wedding Night"
Staged by Hamilton Coleman.
THE ANDRIEFF TRIO
A Triphurcan Trio
In Their Fantastic and Spectacular Dance
Creations, Presenting Their Original
Double Face Dance.

After the Show Visit
De Towne Shoppe
EUGENE SEITE, Prop.
Restaurant — French Pastry
Soda Fountain — Confectionery
Culter-Torrell—Feller Co. Partners

INISCENT OF A DAY LONG PAST is this program the old Heilig Theatre. The combination of vaudeville and early movie shorts indicates the program, though it was probably issued during the late 1920's before "flickers" completely took over the crowd's fascination. "Magical Mulkey" may be recognized by some Eugeneans as the local man who is now known as "The Great Virgil."

At **Marley**

SPECIAL SALE

FRIDAY & SATURDAY ONLY!

* JACKETS *

WHITE STAG TARTAN PLAIDS
Sizes 10-20
Were \$16.95 Now **\$11.30**

ALL WOOL WORSTED
double breasted, fitted style
Sizes 10-18
Were \$25.00 Now **\$13.95**

ALL WOOL FLANNEL
Checks and plain colors
Sizes 10-18
Were \$21.95 Now **\$11.95**

One Group of Odds and Ends
1/2 OFF

Short Sleeve Tailored Blouses
Sizes 32 to 40 — 5 colors
Were \$4.95 Now **\$3.00**

Jewel Neck Blouses
Sizes 32-40
Were \$4.95 Now **\$3.00**

Marley
SPORT SHOP
ON EAST BROADWAY NEAR PEARL

Shop Woolworth's First—for everything

930 Willamette



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