

ALTA THEATRE

Children, 10c

Adults, 35c



Jesse L. Lasky presents
GLORIA SWANSON
 in
ELINOR GLYN'S
"The Great Moment"
A Paramount Picture

Written Especially for Gloria Swanson by the World
 Famous Author of "Three Weeks"

Also Monty Banks in "WHERE IS MY WIFE?"

Silver Streaks Charlie's Hair



Gotham is breaking its neck, collectively and figuratively speaking, to get a peek at Charlie, Mary and Doug. Then the New Yorkers turn and whisper, "Look, Charlie's getting gray!" It's true. There are some gray hairs in the comedian's curly locks.

In The MOVIES

ALTA TODAY
GLORIA SWANSON
 IS GYPSY EXPERT
 In order to accurately portray the

"Cold in the Head"
 is an acute attack of Nasal Catarrh. Those subject to frequent "colds in the head" will find that the use of HALL'S CATARRH MEDICINE will build up the system, cleanse the blood and render them less liable to colds. Repeated attacks of Acute Catarrh may lead to Chronic Catarrh. HALL'S CATARRH MEDICINE is taken internally and acts through the blood on the mucous surfaces of the system, thus reducing the inflammation and restoring normal conditions. All Druggists. Circulars free. F. J. Cheney & Co., Toledo, Ohio.

role of Nadine in "The Great Moment," her first Paramount starring vehicle which will be shown at the Alta theatre today, Gloria Swanson took up the study of the Gypsies in her spare time and is now quite an authority on that strange nomadic race. The story is an original one for Paramount pictures, written by Mme. Elinor Glyn. Sam Wood directed and Monte Katterjohn wrote the scenario. So interesting was the study that Miss Swanson went further than was essential, for in the character, she is the cultured daughter of a wealthy and titled Englishman who had married a gypsy woman from the Tartary plains. But the nomadic instinct crops out in the daughter's character and it was to perfect this that Miss Swanson studied the subject so thoroughly. She found that the Gypsies are traced more or less accurately back to the Byzantine period or beyond. They have nearly always, in some districts been treated as pariahs, but they have an innate instinct and love for music, for color, for things occult and thaumaturgic. Thanks to this study, Miss Swanson has given a marvelously effective performance with just enough of the Gypsy in her rendition to make it colorful and convincing. Milton Sills plays opposite the star.

ARCADE TODAY

NINA NALDI NOTED ACTRESS
 IN FINE "LIFE" ROLE

Nina Naldi, a well known actress of stage and screen who scored a great success in support of John Barrymore in "Dr. Jekyll and Mr. Hyde," a Paramount picture which has become a screen classic, has an excellent vamp role in William A. Brady's melodrama picture, "Life," released by Paramount, which will be the feature at the Arcade Theatre today. According to New York reviewers, her characterization is one of the outstanding features of this massive production. Miss Naldi is seen as Muriel Barrisford, an adventuress, in the story. Muriel is extravagant, coldly calculating and lends herself to the audacious schemes of Ralph Stuyvesant, son of a wealthy broker and her admirer, and of Thomas Hornett, a rascally member of the Stuyvesant firm, to fasten a crime on Billy Reid, the hero. Her portrayal of this unusually dramatic vamp role is said to reveal her as a thorough artist who has few if any superiors in her special line of work. The cast generally is of the best. Jack Mower, the leading man, is well known as an actor, he having appeared in many Broadway productions. Arline pretty, the leading woman, is a noted stage and screen player who is not unfamiliar to Paramount audiences. Rod La Rocque, who has a heavy role in "Life," was seen to advantage in "Paying the Piper," a recent Paramount success. Others in the cast included Leonard Meeker, J. H. Gilmore, Effingham Pinto, Curtis Cooksey and Geoffrey Stein.

RIETH CITIZEN MEETS WITH PAINFUL ACCIDENT

(East Oregonian Special.)
 RIETH, Sept. 8.—Mr. and Mrs. Harry Grant and little daughter Mary went to Pendleton on No. 24 Tuesday morning to attend the wedding of Mr. Hasten Landrum and Miss Frances Simmons. Mr. Landrum is Mrs. Grant's brother. Nykee English had a painful accident Tuesday evening. While driving the cow in he stumbled and fell and hurt his arm quite badly. He was rushed to a doctor. No bones are thought to be broken but the ligaments are pulled loose from the wrist bones. Mr. and Mrs. Fred Peters returned Monday morning from a week end visit at The Dalles with her sister Mrs. E. I. McNurley. School opened Tuesday with Fleming Omen principal and Miss Mary Hartnett primary teacher. There is quite a number of new scholars here this year. H. Hatfield is building a new chicken house. It is understood that he is going to keep a big flock of chickens this winter. J. C. Langley spent Saturday night and Sunday in Walla Walla visiting Mr. and Mrs. Roy Dunlavey, his sister and brother-in-law. Mrs. Harry Grant has been suffering from an attack of hay fever but is improving now. G. A. Constant has been hired again this year to do the janitor work at the

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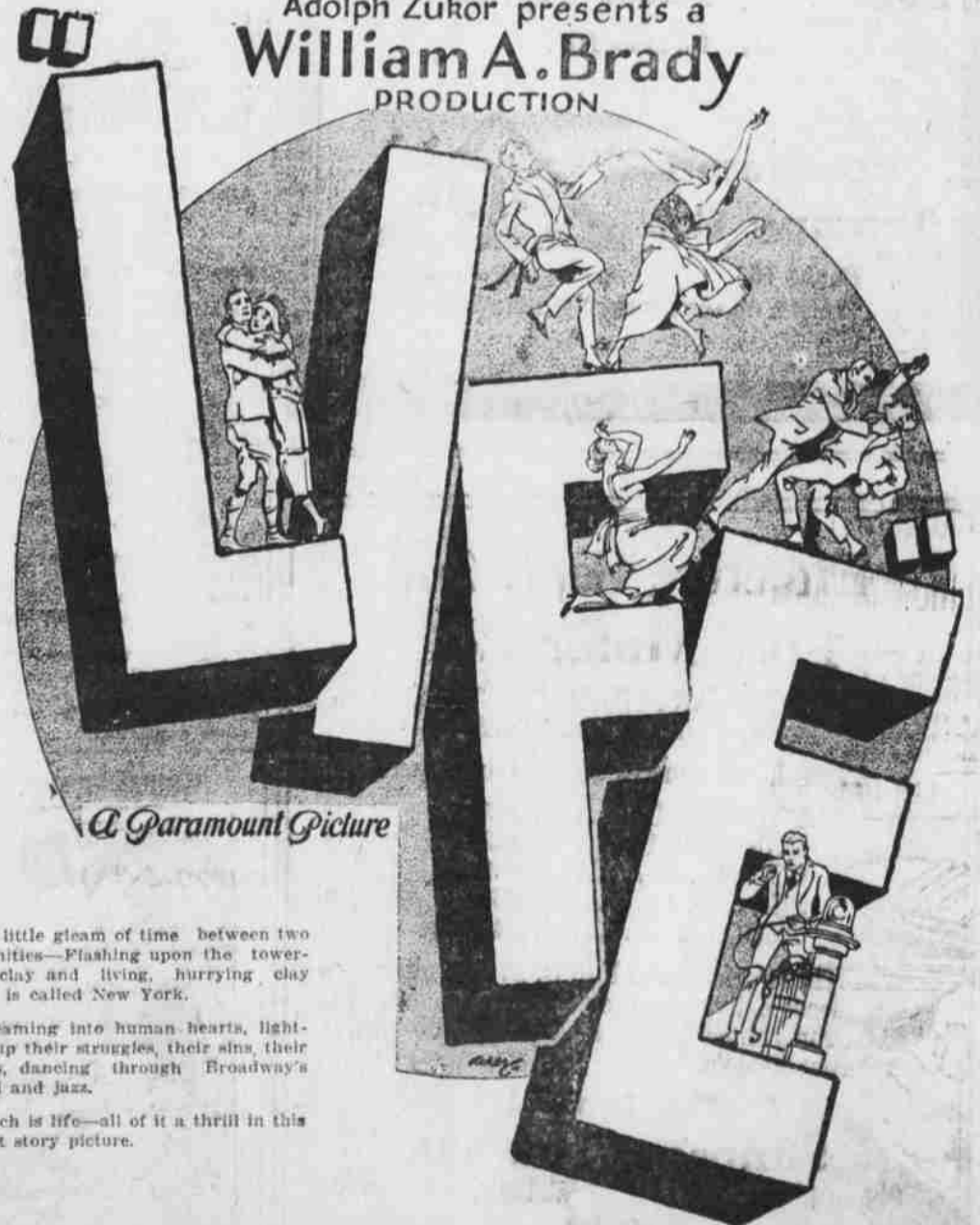
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ARCADE Thursday and Friday

Children, 10c

Adults, 35c

Adolph Zukor presents a
William A. Brady
 PRODUCTION



A Paramount Picture

A little gleam of time between two eternities—Flashing upon the towering clay and living, hurrying days that is called New York.
 Beaming into human hearts, lighting up their struggles, their sins, their loves, dancing through Broadway's revel and jazz.
 Such is life—all of it a thrill in this great story picture.