

New Lowell Theater Will Open in Week of May 4; Gloria Swanson to Play

BILLS FOR NEXT WEEK

Motion Pictures
HELLIG—Monday and Tuesday, "The Thief of Bagdad"; Thursday, Friday and Saturday, "Seven Chances."
REX—Monday and Tuesday, "Sackcloth and Scarlet"; Wednesday and Thursday, "Another Man's Wife"; Friday and Saturday, "Too Many Kisses."
Vaudeville
HELLIG—Wednesday, Western circuit, featuring "The African Duke."

PARAMOUNT of all theater announcements of the week is that of Donald McDonald, manager of the new Lowell, who said that the new theater would open its doors the week of May 4. The announcement came as a surprise to many, since it was generally thought that a longer time would be required to complete construction.

The theater, which will be larger than any now located in Eugene, will be one of the most modern and finest equipped of any in the state or north-west. Everything that could be obtained for the comfort of the theater patrons was incorporated in the construction of the playhouse, and the result gives Eugene a reputation in theatrical circles that will be hard for any other city to surpass.

The opening play was also announced. It will be "Madame Sans-Gene," starring Gloria Swanson and Warwick Ward. Further than that, the showing in Eugene will be the first on the Pacific coast for the production. The picture is now running in New York, widely heralded by the press agents, and is regarded as one of the very best vehicles of the past few years.

From the very entrance, the new theater will present a beauty that is hard to surpass. Leaving the box-office and the outer display cases, the patron will find himself walking on deep rugs, through a long and spacious lobby, with walls neatly decorated by four large framed masterpieces.

Inside, however, the real surprise comes. A spacious foyer is to be found, heavily carpeted, with specially designed iron chairs, console table, tapestry and a huge mirror on the end wall, four beautiful ivory chandeliers hung from gilded rosettes on the ceiling, charming arched entrances to the main floor, backed by silk plush drapes. The double ramp from the foyer to the balcony is one of the most charming features of the new structure.

Five massive paintings on the ramp walls leading to the second landing—paintings reproduced from famous illustrations—add to the beautiful effect of the whole.

Great futuristic paintings on each wall, in arches reaching clear up into the coved ceiling, grace the lower floor. The auditorium is to be lighted by five wall baskets on each side, near the ceiling. Three colors and white lights are to be in each basket, so that very beautiful lighting effects may be obtained. The garden beneath each organ chamber, the great Wurlitzer organ, twice as large as that of the Rex theater, the great blue-grey draw curtain, the spacious stage, the magnitude of the whole affair, are impressive.

The theater is a masterpiece of playhouse construction. Its opening will be greeted with an enthusiasm very seldom surpassed.

Some very fine motion picture attractions were offered to Eugene patrons during the present week, and from the schedule for next week, it would appear that even more of a treat lies in store.

"The Snob," which showed at the Hellig Monday and Tuesday, was perhaps the outstanding picture of the week from the standpoint of plot and downright good acting. John Gilbert, in the title role, did some mighty fine work, and Norma Shearer and Conrad Nagel are deserving of praise for their roles. The picture was very human, and humanly done.

Three good pictures were on the Rex program. First was Richard Barthelmess, and his wife, known as Mary Hay, in "New York." The picture, while not up to many of the pictures in which Barthelmess has starred, was very interesting in that it introduced Mary Hay to the motion picture world. Then came "The House of Youth," a defense of the flapper, and now "As Men Desire," playing. "As Men Desire" is a picture which features Milton Sills and Viola Dana in drama filled with plenty of action.

The Hellig also offered Western vaudeville on Wednesday, and drew more than a full house to both shows. To say that the big crowds were well pleased is putting it but mildly. Tonight, for the last time, "The Great Divide" will be shown.

The coming week's attractions are as enticing as any program announced for a single week in some time. Douglas Fairbanks' famous "Thief of Bagdad" will be at the Hellig Monday and Tuesday for its second run in Eugene. On Wednesday the Western vaudeville circuit will be in order, and on the last three days of the week the far-famed and widely laughed at Buster Keaton will do his stuff in "Seven Chances." Buster is one of the best liked comedians of the screen today, and his latest picture, where he starts as a millionaire, gives all his money to the poor, and his 700 henchmen following him in answer to his newspaper advertisement for a wife, affords him every opportunity to show his comic wares.

The Rex offers "Sackcloth and Scarlet," a play involving the problems of two sisters, on Monday and Tuesday. The following two days will bring "Another Man's Wife," which stars James Kirkwood and Lila Lee, with Matt Moore and Nosh Beery in important roles. On Friday and Saturday, Richard Dix will appear in "Too Many Kisses." He plays the part of a young American in the Pyrenees, between France and Spain, and his adventures are clever and many.

Gallagher and Shean, famed far and wide, in the Greenwich Village Follies, will be here May 5. Their production excels anything tried previously in that line. It is said, and everywhere they have gone they have been accorded the greatest of praise.

But Gallagher and Shean are not to be all, for the Follies carry a long list of other celebrities this year. Twenty-four acts, some of them as beautiful as anything ever staged in Eugene, are on the bill. It seems that May 5 is a long time coming, when one must wait for the Follies on that date.

RICHARD DIX AGAIN STARS

Featured as a Young American, He is a Real Hit

Richard Dix's latest startling picture for Paramount, "Too Many Kisses," adapted from John Monk Saunders' Cosmopolitan Magazine story, "A Maker of Gestures," comes to the Rex theater on Friday next for a two days' run.

The story is laid in the Basque country in the Pyrenees between France and Spain and deals with a young American, sent abroad by his father to make him pay more attention to his mining business and less to fair ladies.

There's not a doubt but "Too Many Kisses" offers Dix his finest screen role to date.

FAIRBANKS' FILM IS BACK

"Thief of Bagdad" to be Shown at Hellig Monday

"The Thief of Bagdad," Douglas Fairbanks' great masterpiece, is coming back to the Hellig for the first two days of the week, Monday and Tuesday. It will be presented exactly as shown all over the country, and at regular prices.

PLAY OF SISTERS OFFERED

"Sackcloth and Scarlet" is to be Shown at Rex

"Sackcloth and Scarlet," Henry King's first American-made picture in two years—an unusually human and appealing story of two sisters, adapted from the novel by George Gibbs, comes to the Rex theater on Monday next for a run of two days.

Alice Terry is featured in the cast which includes, among other big names, Dorothy Sebastian, Orville Caldwell, Otto Matzner, Kathleen Kirkham and John Miljan.

Three locations, the far West, New York and France, play prominent roles in the unfolding of this Paramount picture.

The story starts in a fashionable mountain resort in California with Polly Freeman (Dorothy Sebastian), a wealthy, spoiled, 18-year-old New York girl, carrying on a dangerous flirtation with Stephen Edwards, played by Orville Caldwell, one of the guides, a handsome, manly young fellow, but unaware that the girl is only playing at love.

Polly runs away to Paris and marries a dancer, Joan is ostracized and held guilty for the sins committed by Polly. Finally Joan goes to Washington, where she meets and falls in love with Edwards, who has worked hard, succeeded and been sent to Congress. He proposes and breaks down Joan's scruples regarding what she says is a barrier by saying his past life, too, is under a shadow and that their love is strong enough to overcome any past mistakes.

A few days before the wedding, Polly, who has discovered her husband, reappears. Jealous of her sister, despite the sacrifices the latter has made for her, she determines to claim the now successful Edwards.

The many big dramatic situations in the earlier portions of the story reach a tense and unusual climax.

BLACKFACE ACT IS FEATURE

Western Vaudeville Program for Wednesday is Good

A zippy blackface act, replete with southern melody and humor, a clever cast, acrobatics, piano eccentricities, and a breezy western vehicle are all on the Western Vaudeville bill at the Hellig for Wednesday. The bill is heralded as one of the best seen out this way.

"The African Duke" is the title of the headline number, with Farrell Taylor, a noted burnt cork artist, in the title role. The act is riotously funny, with plenty of harmony.

In "The Bear Cat" the old problem of the mother-in-law enters in, but discovering that she is interested in spiritualism, the enterprising young husband finds a way to part with her that is funny as it is original.

A pleasing couple, Ray and Edna Tracy, will present "Piano Eccentricities." Original dance steps are included, and their clean easy performance has stamped them as an unusual pair.

With Gordon and Budd Carrell, the Wyoming Duo, offer a novelty diversion. Varieties of the West—Rope spinning, whip cracking, stinging and dancing are all on their program.

The Rimbo, a compact little man and a young woman, offer an act consisting of bumps and falls from table and barrels, in a funny and amusing way.

The Hellig augmented nine-piece orchestra will play an overture both for the first show and the second at nine o'clock.

SHARP CONTRASTS FEATURE

New Picture Features James Kirkwood and Lila Lee

Sharp contrasts in historic versatility blend into a well-balanced cast in "Another Man's Wife," which comes to the Rex theater for a two day run next Wednesday.

James Kirkwood, of "Human Wreckage" fame; Lila Lee, the beauty of a multitude of screen triumphs, and Matt Moore, are the trio of featured thespians.

Kirkwood plays the part of John Brand, the palous husband who is intent upon avenging his honor by

Attractions Coming in the Near Future to Eugene Theaters



Above are Alice Terry and Dorothy Sebastian, who star in "Sackcloth and Scarlet," which comes at the Rex theater Monday and Tuesday. The comely maiden and the handsome gentleman in the next picture are Francis Howard and Richard Dix, in "Too Many Kisses," which comes to the Rex next Friday and Saturday.

Next to the lower picture is from Buster Keaton's "Seven Chances," which will be at the Hellig theater next Thursday, Friday and Saturday.

Below is the famous team, Mr. Gallagher and Mr. Shean, who appear in the "Greenwich Village Follies," which will be at the Hellig May 5. The show, a musical comedy, is one of the best on the road today.

BUSTER KEATON ON HIS WAY Popular Funster Stars in Latest Film, "Seven Chances"

When it comes to money and marriage in "Seven Chances," his latest Metro-Goldwyn comedy, coming to the Hellig Thursday, Friday and Saturday, Buster Keaton just can't say "no."

Buster starts out a millionaire but, being of a most religious turn of mind, he sells all he has and gives the proceeds to the poor. Meanwhile some 700 women in bridal regalia answer his newspaper advertisement for a wife, believing him to have \$7,000,000. And there the fun begins.

David Belasco considers "Seven Chances" the funniest stage comedy of recent years. And Buster Keaton has "kicked it up" until his film version is declared to be seven times as funny as the stage comedy was. Joseph M. Schenck purchased "Seven Chances" from David Belasco and released it through Metro-Goldwyn Pictures.

Buster's new leading woman in "Seven Chances" is Ruth Dwyer, who has just finished the lead in "White Fang."

Buster also is supported by T. Roy Barnes, star of many Hollywood comedies and New York musical comedy success, as well as by Santa Edwards and Jules Cowles and a boy of seventeen beautiful "bubly" stars including Lora Bara, sister of Theda Bara, Marion Harlan, daughter of Otis Harlan and Alma Bramley, Detroit heiress.

"Seven Chances" was adapted from the David Belasco play by Jean Herve, Clyde Bruckman and Joe Mitchell. It was made under the supervision of Lou Anger.

Thousands of birds have died from a mysterious disease in the North Platte River valley of Nebraska.

The Hellig Theatre Tuesday, May 5th. The Theatrical Event of a Lifetime

The BOHEMIANS, INC. (A.L. Jones & Morris Green) Managing Directors announce **The WORLD TOUR** of UNIQUE & EXTRAORDINARY COMEDIANS

Mr. Gallagher and Mr. Shean (IN PERSON) in AMERICA'S GREATEST REVUE **The GREENWICH VILLAGE FOLLIES**

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PRICES—Entire lower floor \$3.50, balcony, first 3 rows \$3.00, next 3 rows \$2.50, next 3 rows \$2.00, last 4 rows \$1.50 (plus 10% tax).

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The story of two sisters whose lives and loves were strangely linked in a chain of startling events.

A Paramount Picture



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