

Mr. Gallagher, Mr. Shean Next Week; Lowell Will Open Doors to Patrons

BILLS FOR NEXT WEEK

Motion Pictures
REX—Monday and Tuesday, "Inez From Hollywood"; Wednesday and Thursday, "The Border Legion"; Friday and Saturday, "Little Robinson Crusoe."

HEILIG—Monday, "Scar Hanne"; Thursday, "O. U. West."

Vaudeville
HEILIG—Wednesday, Western circuit, featuring "The Snail."

Plays
HEILIG—Tuesday, "The Greenwich Village Follies."

FOR several weeks Eugene theater patrons were content with the regular schedule of motion pictures, but the coming week brings two great changes in the routine. Gallagher and Shean, the famous "Misters," will be at the Heilig on Tuesday with their "Greenwich Village Follies," and during the same week the new Lowell theater will be formally opened.

Mr. Gallagher and Mr. Shean need no introduction. They have been heralded from coast to coast, and their coming world tour is carrying their fame to the far corners of the earth. The beauty of the show, according to the critics, is that not only do Mr. Gallagher and Mr. Shean star, but the whole cast of the Follies is built of exceptional ability. There are 24 scenes in the production, so that everyone has a chance, and the whole effect is decidedly pleasing.

Some of the prettiest stage effects in a Follies show in years have been worked out for the show which will be presented here Tuesday. Classical numbers are not forgotten, and the program is well-rounded and well-produced. It is a presentation which should not be missed by any music lover, play lover or recreation-seeker.

The opening of the new Lowell theater has created an unlimited amount of discussion since the first announcement just a week ago. The structure, one of the most beautiful on the coast, will afford to Eugeneans a playhouse as well as motion picture theater, and will class Eugene as one of the best equipped cities in the theatrical line of any her size in the west.

The description of the theater has been given before. It can only remain to say that it is splendid, and that its opening will be the biggest event of the kind Eugene has ever experienced.

"Janice Meredith," one of the best historical productions in a long time, is coming to Eugene soon, according to announcement. It will be welcomed, for it is a production worthwhile.

During the coming week a variety of offerings are on the bill. Paramount are "Madam Sans Gene," which will open the Lowell, and "The Greenwich Village Follies," which will be at the Heilig.

"Madam Sans Gene," which stars Gloria Swanson, will be a Pacific premier, which means that the new Lowell will be the first theater on the coast to present the picture. It is Gloria's biggest production, in every way.

The Rex on Friday and Saturday, will feature the return to the screen of Jackie Coogan, who stars in "Little Robinson Crusoe," a clever production. Monday and Tuesday, the Rex will offer "Inez From Hollywood," in which Anna Q. Nilsson is given the stellar role. "The Border Legion," a Zane Grey picture, is billed for Wednesday and Thursday.

"Scar Hanne," on Monday, will offer "The Lady Who Lied," in which Yakima Canutt appears. Tuesday will be the famous Follies, and Wednesday will be the Western vaudeville circuit, with an extremely varied program. Lefty Flynn is on Thursday's bill in "O. U. West."

Buster Keaton certainly scored a hit in his "Seven Chances," which ran at the Heilig Thursday and yesterday, and will close tonight. Buster is always popular because of his clean, fast humor, but this latest picture of his must be acclaimed the best of all.

BLONDE VAMPIRE IS TRIED

Anna Q. Nilsson Appears in New Role in New Picture

How do you like your vampires—blonde or brunette?

For some unexplainable reason, brunette actresses have always been associated with vampire roles on both the stage and the screen. Possibly the brunette type appears more "vampirish" than the blonde. Or is it merely that the first "vamp" role was played by a brunette, and the precedent thus established?

At any rate, First National is offering an innovation in vampire in its new picture, "Inez From Hollywood." Anna Q. Nilsson plays the role of a wild, red-haired vampire, and she is decidedly blonde.

The story by Adela Rogers St. Johns, a former newspaper woman, deals with motion picture life. It gets "behind the scenes" of the movies and glimpses unconventional side-lights of film people and their work before the camera.

Lewis S. Stone is co-featured with Anna Q. in "Inez," and does one of the best roles of his film career.

The picture was directed by Alfred E. Green and will be shown at the Rex next Monday and Tuesday.

VAMPIRE BILL IS OFFERED

Heilig's Western Circuit Promises Much Wednesday

Eccentric musical comedies, a surprise dancing act, a clever skit, a piano novelty and an act of genuine humor are all on the Western Vaudeville bill for Wednesday at the Heilig.

The circuit's policy of variety and high quality is appealing more and more to Eugene crowds, and as a consequence, the bills are constantly becoming better and better.

The bill this week is headlined by Cliff Dean company, in a clever, humorous, fast moving skit entitled "The Snail." The plot is new, and presented in an able manner by Cliff

GALLAGHER AND SHEAN TO COME

Famous Follies Pair to be Seen in Action at the Heilig Theater on Tuesday Evening! Chorus of 30 is With Them



Mr. Gallagher and Mr. Shean, stars in the Greenwich Village Follies, assisted by Miss Fifi, charming French artiste, coming to the Heilig theater on Tuesday, May 5th.

MR. GALLAGHER and Mr. Shean, the celebrated lyricists now on the first lap of their "world tour" in the Greenwich Village Follies, will appear in person at the Heilig Tuesday, May 5.

In this edition of the "Greenwich Village Follies," Gallagher and Shean will make their debut as international stars. It will be recalled that they created a furore in last season's Greenwich Village Follies. In fact, so much so that A. L. Jones and Morris Green, producers of these annual revues, decided upon a continental tour for these notable comedians. Not only because of the tremendous popularity of these comedians in this country, but due to the fact that their particular style of humor is a typical American product, originating and flourishing in this country and nowhere different from any comedy created in any other country.

In their latest vehicle, the Greenwich Village Follies, Gallagher and Shean will be seen positively and absolutely at their best, and a company of exceptional size and merit has been assembled to support them. Prominent among the players are: Henders and Mills, Lynn Carter, Miss Fifi, Genevieve McCormack, Bessie Calvin, Paul Markman, Fred Cowick and Eddie Marr.

A dancing chorus of 30 artist models of remarkable verve and spirit add to the gaiety of the festivities.

The comedy scenes of the Greenwich Village Follies were written by Billy K. Wells, Louis Fields, George Kaufman and George V. Roberts; the lyrics by Bert Kalman and Irving Caesar, and the music by Louis Hirsch, Harry Ruby and Con Conrad.

The production in its entirety was staged by John Murray Anderson, the originator and creator of all former Greenwich Village Follies.

In the last act of the revue the comedians sing a new French version of the song, "Mr. Gallagher and Mr. Shean," which is said to be even more intriguing a ballad than the original one.

they lose the sympathy which substitutes have solicited for them, and the one real major character in the story, the vampire, as enacted by Miss Bennett, wins what the others lose.

Nazimova is given many chances to make good her title of "world's greatest emotional actress," and takes advantage of them all. She plays before a shrine that her son may be saved; she discovers the evidence of her son's guilt; she is plunged from happy preparations for her own marriage precipitously into the embrace of her son's misadventures. But—

—some day someone is going to "discover" Nazimova and, probably it will be someone who did not see her masterpiece, "War Bride," of some years ago. This person will see in her a brilliant, expressive personality, capable of subtleties of emotion. He will lift her from the gray, somberness of "War Bride" and subsequent pictures into the bright lights of saloon and ballroom.

In such settings, this somebody will let Nazimova emote with eyebrow and lip corners from a chaise longue instead of with arms, chest and torso from the floor. Opposite her he will put men of delicately refined expression, such as Adolphe Menjou, Lew Cody or Conway Tearle.

Nazimova perhaps will be delightfully wicked. Maybe not. But at any rate she will keep within the suppression that modern conventions demand. And also she will be mental. There will be for her a story of subtlety, and propped by actual types. All this is a pleasing possibility—yet in prospect.

Unusual Film Billed
 Victor Hugo Halperin's "Greater Than Marriage," which will be the attraction at Heilig theater soon, is one of those films that appeal to everyone. It has the elements of popular appeal and human interest that attract the attention and stay the interest.

An Unusual Coat
 An unusual coat to be worn over a sport dress of natural kasha cloth is of blue and white figured silk crepe lined with kasha.

Wild Riding Jones
 For those who find rip-roaring action a tonic for their nerves, a last opportunity to see "The Trail Rider," Buck Jones' latest starring vehicle, presents itself when it arrives shortly at the Rex. This is a stirring narrative, full of thrilling adventure and wild riding, with a cast of well known players in support of the star, including two leading ladies, Nancy Deaver and Lucy Fox.

George O'Brien Coming
 George O'Brien, the new star, whose unforgettable work in "The Man Who Came Back," endeared him to the motion picture fans of the world, is again coming to the Rex in a featured role in "The Painted Lady" from Larry Evans' Saturday Evening Post story. This new production will open soon at the Rex. As in his initial success Dorothy Mackall is playing opposite him in the title role.

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est. It gives intimate pictures of the lives of famous stars and popular playwrights and illustrates the manner in which they work. It shows the difficulties and obstacles that must be overcome before the pinnacle is reached.

Canutt in Films

Several stunts, understood by no one better than a professional cowboy, featuring the thrilling incidents in "Scar Hanne," Ben Wilson's new production for P. B. O. starring Yakima Canutt, world famous cowboy, which comes to the Heilig Monday.

Jumping from an automobile to a runaway horse; leaping out of a high window to the back of a spirited horse and numerous incidents just as breath-taking are child's play for Yakima Canutt.

Surprise Ending Given to Film Play

"The Lady Who Lied" Said to Have Achieved Newness

HOLLYWOOD, May 2.—It has come at last! A real surprise ending for a moving picture.

A few feet of film may make or break a picture on which huge sums have been spent and for that reason unusual innovations are rare in the industry.

But Edwin Carewe has taken the plunge in his newest First National production, "The Lady Who Lied," and boldly will give us the subject of Hollywood's most stuporous current debate—the surprise ending.

"History of the short story is not dissimilar to that of the screen," says Carewe, "and, as the former had to await the psychological moment in its development to introduce the surprise ending, so with motion pictures. I believe the time has arrived."

"Surprise is recognized as indispensable to the body of pictures. Why not also to the ending?"

Thus, believes Carewe, audiences surprised with tales wherein the hero, heroine and villain are tagged from introduction to the final inevitable cliff (fate), will find new thrills in pictures in which obvious legs are eliminated, and characters are thrown into a turmoil of unfoldment which doubt until the end as to who will be the final hero and the exposed villain.

Adapting "The Lady Who Lied" from the story "Snakebite," he has changed the written story to get the unexpected finish.

"The Lady Who Lied" is a story of strong dramatic situation, hanging upon the marriage tie, and a trifling with its strictest limitations. Featured are Lewis Stone, Virginia Valli and Nita Naldi. Miss Valli is the married lady, Lewis Stone—well, telling that is to disclose the surprise, a most unjust procedure when such endings are of the essence of entertainment.

Carewe has backed his judgment lavishly. In these days when economy is no despised virtue in Hollywood, he has created sets of unusual dimensions and employed extras in vast numbers, for carnival, Venetian pageant and other costume sequences. Carewe wishes to strongly differentiate between the surprise and the trick ending.

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Jackie Coogan Again Stars in New Role

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Above, Jackie Coogan is shown with his new brother, Robert Anthony Coogan. Jackie stars in "Little Robinson Crusoe," which comes to the Rex theater Friday for a two-day run. The other picture is of Buck Jones, who comes to the Rex in "The Trail Rider," soon.

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from the movie. They talked and talked, but didn't get anywhere. Of course, more than half of it is close to look at. Then there's that young English chap, Clive Brook. He gave an excellent performance. After you see the movie, though, you understand what I mean about "movie translators" to get good plays, novels and stories properly adapted in terms of the screen by "movie story tellers."

Don't overlook "Seven Chances." It's a wow. After you see it, you'll be sold on Buster Keaton for life.

Everyone will want to see "Manhattan Madness," if for no other reason that the fact that Jack Dempsey's new wife works with the translation. As Mrs. Dempsey, one of the friendly Estelle Taylor, awakens a new interest. Incidentally, think it will be a good movie, because a good comedy director, Jack Melvott was handling a good story.

Success of this movie might have considerable bearing on whether or not Jack fights again soon. Jack, Estelle and Mr. Melvott, the director, are all going over to Europe for a little trip. They expect to be back some time in June.

Tom Mix and his horse Tony are in Europe. My good pal, Joe Lee, is with Tom, as press agent, so don't be surprised if weird things appear in the headlines about Tom and Tony in Europe. They hope to make Tom a trip a bigger event than the famous triumphant tour of Europe made by Buffalo Bill. Europe loves our Western hero types.

They've turned down another story that was scheduled for use by Valentino. They're being careful this time. If they use as much care with the picture for Bill Hart, these two national figures, "The Body" and "The Gun Billy" who recently joined forces with Doug, Mack, Norma and Charlie, will sweep back to their dominant position of the past. It is easy to "come back" in the movies if you have the right sort of stories and direction.

I got a great laugh from the Motion Picture Magazine of May, 1935. It said Myrtle Stedman made her debut in the movies just ten years ago with Tom Mix. Why, in 1914, I was in Ireland making movies with Sid Oleott, and had already arranged in London for the sale of a second series of films to be made on the continent, to be directed by me, and Myrtle Stedman was slated to be the star. I did not know Myrtle personally, but had seen her do excellent work in many movies, and so of all the girls in America, I had chosen Myrtle for my star. The sudden coming of the war blocked all our operations and forced us home. Golly, how that girl, Myrtle, could ride a horse in those days. Yet I can remember that a girl's ability to ride exceptionally well was a big asset in those early days of the movies. Myrtle will probably be surprised to read that she made her "movie debut" ten years ago. Oh, well, what a few years among friends. Myrtle should worry. She's still beautiful!

Two extras were talking over their mush and milk in the cafeteria near the Lasky studio.

"It takes good looks to make good in the movies," said the pretty one. "Never!" exclaimed the homely one. "It takes brains."

Then they went back to the cashier's window and drew their \$7.50.

"Welcome Stranger"
 "Welcome Stranger," which comes to the Rex theater soon is a new version of the great stage success of Aaron Hoffman. As a play, it ran for two consecutive years in Chicago and New York. In Chicago it broke both box office and consecutive performance records and in New York enough people were turned away each night to fill another theater.

BIG DANCE
 At Veneta Every Saturday Night Under new management. Bob Holsten's Orchestra. Everybody Welcome.

MONDAY FOLKS, MEET

CROWDS! CROWDS! CROWDS!

They've Come In Drove—

REX REDUCED PRICES