

Week is Featured by big Events; McDonald Opens, Follies pay Brief Visit

BILLS FOR NEXT WEEK

McDonald—Monday, Tuesday and Wednesday, "Sally."
HEILIG—Monday and Tuesday, "Greater Than Marriage"; Thursday, Friday and Saturday, "The Monster."
REX—Monday and Tuesday, "The Painted Lady"; Wednesday and Thursday, "Welcome Stranger"; Friday and Saturday, "The Trail Rider."
Vandeville
HEILIG—Wednesday, Western circuit, featuring "The Cotton Pickers."

THE week closing tonight has been featured with big events in the theatrical world, and Eugeneans are tired with excitement, but happy with the treats they received.

Greatest of all, was the opening of the new McDonald. One of the most beautiful theaters on the Pacific coast, new and built for Eugene, offering Gloria Swanson in "Madame Sans Gene," the event was a universal favorite. The picture, which, by the way, was a coast premier, was well received, and the realization of the fineness of the new theater left a glow of happiness in the breasts of those who have attended.

Set in the days of the French revolution, with the popular Gloria Swanson in the title role, the vehicle is one of the type that makes one forget all but the theme at hand. The hectic days when Napoleon was in power, coupled with the free-hearted comedy furnished by Madame Sans Gene, makes the picture a very likeable one.

But, while paramount, the opening of the new theater was by no means the only big attraction of the week. Mr. Gallagher and Mr. Stein, and their Greenwich Village Follies, for which Eugeneans waited so long, came Tuesday at the Heilig, and more than fulfilled expectations. The offering moved swiftly, and happily along, and rightfully earned the good name it has been carrying. From the beautiful Beethoven Sonata to the mirth-provoking pair with the slippery derby hats, the whole production was one of merit.

There were motion pictures, too, and vaudeville, to round out the week. Last night the University of Oregon juniors presented their Junior Vot-VII at the Heilig, and played to a full house. They repeat their show tonight. It is worth while.

To start the week right, the McDonald will show "Sally," a clever vehicle featuring Colleen Moore, on Monday, Tuesday and Wednesday. Eastern critics have regarded the picture as one of the few to be highly recommended, and all advance notices have played the production in an equally strong manner. The McDonald also announces that a little while later Syd Chaplin in "Charlie's Aunt," and Norma Talmadge in "The Lady," two strong films, will be shown.

Dorothy Mackaill, a popular new star, will be the last offering for Monday in "The Painted Lady." On Wednesday and Thursday a picture of the clean comedy type, "Welcome Stranger," featuring Florence Vidor and Dore Davidson, will be shown. On Friday and Saturday the advocates of western films will have their lining, when Buck Jones will play in "The Trail Rider."

"Greater Than Marriage" is the Heilig offering for Monday and Tuesday. On Thursday, Friday and Saturday, Lon Chaney in "The Monster," another strong play will be presented. Chaney does some of his fine work in the vehicle, and the plot is a tense, gripping one.

On Wednesday a Western vaudeville program will be staged at the Heilig, featuring "The Cotton Pickers," a company of six rollicking "way down south" folk. The program is varied, and attractive.

"SALLY" IS IN PICTURES
 Colleen Moore Stars in Vehicle Coming to the McDonald

Figures which spell success are always interesting because in many instances they stand for romance. A case in point is "Sally," the Ziegfeld musical comedy success.

"Sally" is now in the movies, presented by First National with Colleen Moore as the star, and will be shown at the McDonald next Monday, Tuesday and Wednesday. Floyd Hughes and Leon Errol, Broadway comedy kings, head the big supporting cast.

June Mathis, who was responsible for such film successes as "The Four Horsemen" and "Blood and Sand," made the adaptation of "Sally." Colleen Moore brings to the screen with a lovable hesitancy the screen with a newness and originality all of her own. Her interpretation of the role is declared to exceed in charm and poignant appeal any of her past characterizations.

The direction of the picture is the work of Alfred E. Green.

"Sally" shows at the McDonald at regular prices.

COMEDY TO BE PRESENTED
 Rex Books "Welcome Stranger" for Next Week

"Welcome Stranger," a sensational Broadway stage success, will be the mid-week offering at the Rex Wednesday and Thursday. In the screen adaptation Dore Davidson, who made a distinct personal hit in "Humoresque," plays the role made famous by Sidney. Florence Vidor, who heads the cast, has one of the most appealing roles of her career.

The story is clean comedy of the "Potash and Perlmutter" type, with an undercurrent of humanity that throws the humorous situations into high relief.

The play is essentially a comedy melodrama of race prejudice, and the ironic title refers to the red shoulder given to the Jewish shopkeeper when he comes to establish himself in a small New England town one bitter New Year's eve. How he melts this prejudice by his humility, his kindness and his generosity makes for a

Mad Men and Death Plot, in "The Monster"



Rigo, played by George Austin, and Dr. Ziska, played by Lon Chaney, in "The Monster," which plays at the Heilig theater next Thursday, Friday and Saturday.

had the idea of the title before he wrote his comedy, for the Aunt in question was no other than his own Aunt, and the selection of the word Charley was a mere matter of euphony. When, however, "Charley's Aunt" was presented at the Cluny theater, in Paris, where it ran for two years, the title hung over the doorway as "La Marquise de Charley." The German managers came nearer to the title for they selected "Charley's Tante." When it came to presenting the play in Athens, Greece, the manager was confronted with a very serious problem, since, curiously, there is no word in Greek for Aunt; the result was that the frisky lady found herself referred to on the billboards of Athens as "The Sister of Charley's Father."

The Viennese Sisters, Lucile and Mildred, offer an "Intimate Musicale." One of the sisters has a clear full soprano voice and the other is a violinist of ability.

The Heilig augmented nine piece orchestra will as usual open the bills with a popular selection.

"PAINTED LADY" FEATURES
 Dorothy Mackaill Stars in Saturday Evening Post Story

You hear the South Seas as in a shell; you see exotic life and love as in a mirror in "The Painted Lady," the splendid new production of Larry Errol's Saturday Evening Post story that aroused so much comment at the time of publication.

"The Painted Lady," in which the two screen favorites, George O'Brien and Dorothy Mackaill are featured, comes to the Rex theater on Monday for an engagement of two days.

The story starts in a big seaport city and poignant drama comes in the romantic, mysterious, treacherous South Sea Isles.

Fate seldom wove a finer, more dramatic plot with supreme picture possibilities. The story up to the first big passionate South Sea love scene alone would be hailed as a great special picture, to say nothing of what happens after the typhoon when the three meet again on the outcast Isle.

Directed by Chester Bennett, the excellent supporting cast includes such notable players as Harry T. Morey, Lucille Hutton, Lucille Rickson, Frank Elliott and Matt Logan.

"GREATER THAN MARRIAGE"
 New York is Brought to Hearts of Picture Fans

The Victor Hugo Halperin production, "Greater Than Marriage," which will be shown at the Heilig theater Monday and Tuesday is abash with colorful scenes, thrills and surprises. It shows glimpses of the Great White Way in New York at night, with the fairland of electric signs flashing above the vast crowds that throng the Times Square district during the theater hours.

There are flashes of Fifth avenue with its buses and picturesque buildings, the interior of Grand Central Station with its restless crowd moving to and from trains, a flash of the old De Witt Clinton, the first train to run over the New York Central tracks, the grand concourse before the station, and sections of Riverside Drive. Few films give as intimate a touch of New York life as "Greater Than Marriage."

The cast includes some of the greatest favorites of the screen and is headed by such names as Marjorie Daw, Lon Teller, Peggy Kelly, Tyne Power, Eugene Goldowsky, Tyne Shannon, Mary Thurman and Raymond Blomere.

"CHARLEY'S AUNT" COMING
 Syd Chaplin Impersonates Title Role in New Film

"Charley's Aunt," in which Syd Chaplin impersonates the title role in the Christie picture, which will be on view at the McDonald theater soon has gone through various strange ramifications on the Continent in the effort to translate the name into the vernacular of each country. Most plays, it is well known, go through a selection of titles before hitting on the one finally selected. This curiously, however, does not apply to "Charley's Aunt." Brandon Thomas

ter spectacular scene, until one begins to wonder whether all the spectacular scenes available hadn't been roped and tied, and put into this one film.

But historical events, no matter how faithfully and lavishly and brilliantly done, probably never can vie on the screen with the charmingly delineated love affair of a dashing dandy and a beautiful, capricious and utterly desirable maid.

It's the love between Janice, who is Marion Davies, and Charles Fowner, who is Harrison Ford, that hits you right where most persons live and breathe.

"Janice Meredith" is a great picture—if it isn't the greatest.

BUCK JONES TRIES STUNTS
 Western Production Replete With Thrills, Is Word

It wasn't so many years ago that the strife between the cattle men of the northern and the southern ranges was savage and long drawn out—the reason being that nearly all Texas cattle were infected with the Texas cattle fever tick. That disease was almost always fatal to cattle, and when the Texas herds started north, Kansas ranchers barred the way at the border. Many a cowpuncher "went west with his boots on" during the resultant conflicts.

The powerful story of "The Trail Rider," written by George Washington Ogden, and which opens next Friday and Saturday at the Rex, has that old cattle war as a basis. It is a tale that develops thrilling situations and gives the dashing Buck Jones ample opportunities to show that the man who lived longest was the fellow whose gun leaped from its holster first. The escape from the forefront of a herd of stampeding cattle is wildly pulse quickening.

NORMA IN NEW PRODUCTION
 Favorite Talmadge Stars in "The Lady," Coming Soon

Some gigantic sets were built for Norma Talmadge's new First National picture to be shown at the McDonald theater soon.

The first is a complete English theater of the 1900 period. This theater is perfect in every detail and was done from old photographs obtained in London. It includes the stage, dressing rooms, back stage, orchestra pit, boxes, galleries and lobby of the theater where "Floradora" was first presented in London.

Next were reproductions of the Hotel Metropole and the exterior and interior of the Casino at Monte Carlo. Still another huge set was that showing the House of Parliament in England and London Bridge. The scene, with the London fog dimming

the whole set, was a triumph of architecture, lighting and camera work.

"The Lady" is a First National attraction produced by Joseph M. Schenck. It was directed by Frank Borzage. Wallace MacDonald is Norma's leading man.

"Cheaper to Marry"
 "Cheaper to Marry," a film version of the play of that name by Samuel Shipman, will be at the Heilig theater soon. It is a Robert Z. Leonard production for Metro-Goldwyn-Mayer. This story tells of the flaunting of conventions by a man, in the belief that in freedom lies happiness.

The cast includes Lewis S. Stoner, Paulette Goddard, Conrad Nagel, Marguerite de la Motte, Louise Fazenda, Claude Gillingwater and Richard Wayne.

Valentino Coming
 The Valentino fans are soon to have their inning. After an absence the screen's greatest lover returns to the world of lights and shadows in Booth Tarkington's "Monsieur Beaucaire," which will be shown at the Rex shortly.

The romantic background of this story is the gorgeous court of Louis XV, famous for the standards of etiquette and fashion that it set but infamous for its vice and love affairs. Something unusual in the way of costumes and settings may be expected in view of the fact that historical accuracy is a feature of this colorful photoplay.

King David Studied
 Of all fascinating characters in history, King David, the psalmist, heads in the procession, in the opinion of Warner Oland, who plays the role of David in the Biblical episode of "So This is Marriage," the Hobart Hanley picture which comes to the Heilig soon. Mr. Oland read up all the literature that he could find about David before playing the role, and he says that the laurel belongs to Don Marquis for his poem.

Behind the Screen in Hollywood
 Hollywood, May 8.—There's a new name in the movies for you to watch.

It's Ivy Livingston.

Ivy is the twin sister of Margaret Livingston. Recall "The Chorus Lady"? That was Margaret, whose rise to fame and fortune has been accomplished in the manner usually described as "meteoric." She is assisting Ivy to scale the ladder of movie achievement. "Sis" is getting her start in Universal Pictures.

Maurice Elvey, the director, has spoken straight into the Los Angeles press under the following headline: **WOMAN BRANIER SEX, DIRECTOR SAYS**

Then Mr. Elvey goes on to say that he would rather direct women than men. "They respond better," he utters facetiously.

Upon the appearance of the article the male members of the cast, in a joshing mood but doubtless with a serious undertone, protested.

"You disagree with my opinion?" queried Elvey of Herb Rawlinson. "Sure do!" Herb argued.

"Well, then," drawled the wily Briton, "you boys will just have to prove it, that's all."

And my goodness, Clarice, what competition those players provide each other on the set. The William Fox production manager says the brand of acting in "Every Man's Wife" will be—what is the word? Oh, yes, simply Superlative!

Only a man could start an argument like that. Guess we are the brannier sex, after all!

Women can't be hard to please. We saw three pictures employing the talents of Tony Moreno, Lev Cody—now a hero by crickey!—and

TOO MUCH WORK, SAYS DOROTHY

Slave-Driving Director Proves to be Almost too Much for Actress, With her Brand new Bungalow Home



Scene from "The Painted Lady" in which Dorothy Mackaill and George O'Brien are to be starred at the Rex next Monday and Tuesday.

There's enough motion in making motion pictures without having to move, according to Dorothy Mackaill, especially when you've just bought a swell new bungalow in Hollywood.

But oh you bad Director Bennett! He, wielding the megaphone in making "The Painted Lady," who makes her bow to the local public at the Rex theater on Monday, drove dainty Dorothy, featured in the emotional title role, nearly nuts, even to the point of considering moving.

Director Bennett is a glutton for work. And he makes others work. Particularly, when the creative mood was upon him, when he was spoiling to be up and at the big super-scenes of "The Painted Lady" and get her out of his temperamental system was he a regular slave driver.

Convey Tearle last week—and lo and behold! They had SIX chins between 'em!

High neck, long sleeves, short skirt. That's the Hollywood fashion dictum.

How do we know? We heard Nita Naldi and Mrs. Rudy Valentino talking about it. Shouldn't have listened—but knew you'd like to know!

Kate Price. A breath—a strong breath, indeed—from Auld Erin. Kate is just about the busiest actress in Hollywood. She is playing in Clarence Brown's production of "The Goose Woman," and at the same time is appearing in the first scenes of Laura LaPlante's new vehicle, "Doubting for Cupid." At night she's busy making retakes for Colleen Moore's "The Desert Flower."

Besides all this the delightful actress who plays "Irish mammy" roles so imitatively has appeared at the Hollywood Writer's club in a one-act play and is writing a scenario!

Another fashion note: Noah Beery came back from location in Arizona with four rattlesnake skins—the proof of his prowess as a marksman.

He was in doubt as to what use he

Dorothy Mackaill doesn't mind sheikhs, but she doesn't crave for being metaphorically manhandled by an untiring driver.

She was due on "The Painted Lady" set at the big William Fox West Coast studios, Hollywood, every morning at 8 o'clock, rain or shine, and with her paint on.

This meant a six o'clock alarm clock call from Painted Lady dreams and daintily relaxing sleep in Hollywood bungalow. And it was new, or until seven and often later, that the young emotional Fox star reached her cozy home. For three nights a week scenes on the big special picture are shot.

Miss Mackaill now insists that if she has to get up at six, she be given living quarters on the Fox lot.

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McDonald THEATRE
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McDonald Theatre

Telegram from Lieut. Lowell Smith—

Hollywood, Cal., May 5.

I sincerely believe the only proper thing to do is to name the new theatre after A. H. McDonald, who so splendidly planned it.

LOWELL SMITH.

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 "Madame Sans Gene"

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 SPRINGFIELD
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 A great picture of the last days of the cattle kings.

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