

## Next Week's Films to Have Great Variety in Subject Matter, Stars

### BILLS FOR NEXT WEEK

**Colonial Pictures**  
**Monday**, "Paid to Love."  
**Tuesday**, "The Gay Deceiver."  
**Wednesday**, "The Gay Deceiver."  
**Thursday**, "The Gay Deceiver."  
**Friday**, "The Gay Deceiver."  
**Saturday**, "The Gay Deceiver."  
**McDonald**  
**Monday**, "Love Me and the World is Mine."  
**Tuesday**, "Love Me and the World is Mine."  
**Wednesday**, "Love Me and the World is Mine."  
**Thursday**, "Love Me and the World is Mine."  
**Friday**, "Love Me and the World is Mine."  
**Saturday**, "Love Me and the World is Mine."  
**Heilig**  
**Monday**, "The Gay Deceiver."  
**Tuesday**, "The Gay Deceiver."  
**Wednesday**, "The Gay Deceiver."  
**Thursday**, "The Gay Deceiver."  
**Friday**, "The Gay Deceiver."  
**Saturday**, "The Gay Deceiver."  
**Stage**  
**Monday**, "The Gay Deceiver."  
**Tuesday**, "The Gay Deceiver."  
**Wednesday**, "The Gay Deceiver."  
**Thursday**, "The Gay Deceiver."  
**Friday**, "The Gay Deceiver."  
**Saturday**, "The Gay Deceiver."

## RADIO NEWS

**AMERICAN FOREST WEEK**, including the United States and Canada in this celebration, is to be duly inaugurated over the stations of the National Broadcasting company on Monday evening April 23 by President Coolidge and Hon. Charles Stewart, Canadian minister of the interior. The musical feature of the program will be a new song, "Trees at Night," especially written for this occasion by Frank La Forge, the great composer and pianist, and sung by Louise Homer Stires, the noted soprano.

**SATURDAY PROGRAMS**  
**NATIONAL Broadcasting company**  
 8, RCA hour, the Earth, the Sky, the Sun, the Universe, broadcast over KHQ, KOMO, KFOA, KGW, KGO, KPO and KFI; 9, correct time; 9:01, Philo hour, from Sousa to Wagner, broadcast over KHQ, KOMO, KFOA, KGW, KGO, KPO and KFI; 10, The T. S. Cederars, dance frolic, broadcast from KFOA, KGW, KGO and KPO, until 11 o'clock and from KOMO, KGW and KPO until midnight.  
**Oregon Stations**  
 KOAC (270.1m-1110kc) Corvallis 6:30, music, market reports, news; 7, music.  
 KEX (277.6m-1080kc) Portland—6:30, sports review; 7, dance music; 9, Lucien Becker, pianist-composer; 10, dance frolic.  
 KOIN (319m-940kc) Portland—6, pipe organ; 7:15, orchestra; 11, Web-foot frolic.  
**California Stations**  
 KGO (384.4m-780kc) Oakland—6:30, news, weather, baseball; 7, book chat; 7:15, weekly sport review.  
 KFI (408.5m-640kc) Los Angeles—4:45, Hebrew melody; 5:30, soprano and pianist; 6, male quartet; 7, symphonette; 10, concert orchestra; 11, R. L. midnight frolic.  
 KFRC (454.3m-600kc) San Francisco—6:30, Cecilians; 8, Frank Moss, pianist; 9, dance music; 12, organ program.  
 KFON (241.5m-1240kc) Long Beach—8, hand concert; 10, dance music; 12, midnight dance frolic.  
**Washington Stations**  
 KJRM (309.1m-980kc) Seattle—5, kid's program; stocks and bonds, and sports; concert orchestra and vocal soloist; 7, joint broadcast with KHQ and KGW of Tooton concert; orchestra; 10, little symphony and mixed quartet; 11:15, dance music.  
 KHQ (370.2m-810kc) Spokane—4, the home beautiful; 6, concert orchestra; 7:15, traveltogue; 10, dance music.  
**KFOA (447.5m-670kc) Seattle**—7, Boy Scout program; 7:30, Camp Fire Girls.

## STARS IN FILMS COMING TO EUGENE DURING COMING WEEK



and Carroll Revue as the big number comes Thursday at the Heilig. Some four or five other acts are also scheduled, including "The Backyard," "Fifty Years Ago," and several song, music, dance, and comedy numbers.

Upper left—Scene from "Wild Geese" opening at Heilig Monday. Center, Richard Dix who plays in "Knockout Reilly" at Colonial next Friday. Right above, scene from "One Woman to Another" at Rex Monday. Left below, scene from "Love Me and the World is Mine," at McDonald Monday.

By MARIAN LOWRY  
 EVERYTHING a movie can offer, from serial realism to the period drama, sports, and other elements thrown in, is on the entertainment calendar for the coming week. Here's the annual Junior High school play, "The Dream of a Life," at the Heilig Monday and Tuesday. The play, known as the "Dream of a Life," is a comedy in three acts. It is a story of a young man who goes to college and falls in love with a girl who is a member of the same college. The play is a comedy and is a very popular one.

Colonial has three pictures on the next week, Monday and Tuesday, "The Gay Deceiver," "The Gay Deceiver," and "The Gay Deceiver." On Wednesday, "High School," with Charles Paddock in the lead, opens for two days, Friday and Saturday. Richard Dix comes in knockout Reilly.

of Christ Scientist; 9, musical comedy.  
 KGW (491m-610kc) Portland—7:30, Steinway artists; 8, Franz Funke; 9:30, Chevrolet concert; 10, little symphony orchestra.  
**Washington Stations**  
 KJR (348.6m-800kc) Seattle—5:10, concert trio; 7:10, organ recital; 7:30, Methodist Episcopal church; 9, concert trio, KHQ (370.2m-810kc) Spokane—6,

**LAST DAY IT'S BIG MILTON SILLS The VALLEY OF THE GIANTS With DORIS KENYON**  
 From the Famous Story by PETER B. KYNE  
 Comedy :: Pathe News  
**Colonial THEATRE**

**Oh! Baby— SINGER'S MUSICAL STOCK CO.**  
 —with—  
 "Glen Boze" Singer  
 The Rosebud Chorus  
 Lou Marshall  
 Girls' Jazz Band  
 —in their—  
 "Minstrel Idea"  
 Stage Shows Today at 3, 8 and 10  
 It's Some Bill!  
 On the Screen  
**OLD KENTUCKY**  
 Oh boy! you'll cheer it!  
 The great racing classic now a winner on the screen.  
 Continuous Today 1 to 11:15  
 Matinee . . . 35c  
 Night . . . 50c  
 Children . . . 10c  
**HEILIG**

**SUNDAY PROGRAMS**  
**NATIONAL Broadcasting company**  
 1, Golden Strand group with vocal soloists, broadcast over KHQ, KOMO, KFOA, KGO, KPO and KFI; 2:30, Sunday afternoon concert, honoring the memory of William Shakespeare from KHQ, KOMO, KGW, KGO and KFI; 4:30, Great Moments of History, Paul Revere's historic ride into Lexington 153 years ago last Thursday, over KHQ, KOMO, KGW, KGO and KFI; 9, Atwater Kent artists describing Vienna musically, from stations KHQ, KOMO, KFOA, KGW, KGO, KPO and KFI.  
**Oregon Stations**  
 KEX (277.6m-1080kc) Portland—6, orchestra; 7, Catholic Truth society; 7:30, Presbyterian church; 8:30, Greater America; 9, Interna-

**REX LAST DAY**  
**ZANE GREY'S Under the Tonto Rim**  
 A PARAMOUNT PICTURE  
 A red-blooded drama of the gold rush days in Arizona, when men fought with the greed of gold in their hearts and lust in their eyes.  
 also COMEDY NEWS REX PRICES Continuous TODAY 1 to 11 P. M.

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**UNIVERSAL PICTURES CORPORATION**  
 Carl Laemmle, President  
 730 Fifth Avenue  
 New York, New York

OFFICE OF THE PRESIDENT  
 April 11, 1928  
 MR. RUSSELL F. BROWN, Mgr.  
 McDonald Theatre,  
 Eugene, Oregon.

Dear Mr. Brown:

In view of the marvelous receptions your patrons have given my special productions in the past, notably "THE HUNCHBACK OF NOTRE DAME," "THE PHANTOM OF THE OPERA" and "MICHAEL STROGOFF," it gives me great pleasure to advise you that your theatre will be privileged to present one of the few showing at regular admission prices of "LOVE ME AND THE WORLD IS MINE" which is now at the height of success here in the east at prices ranging up to \$2 per seat.

Please do everything in your power to let everyone in your city, and surrounding territory, know that "LOVE ME AND THE WORLD IS MINE" is one of the finest it has ever produced, and that they will like it as well, if not better, than any of the pictures mentioned above.

Wishing you unprecedented success with this great production, I remain,

Very truly yours,  
 (Signed) CARL LAEMMLE,  
 President.

N. B.—"LOVE ME AND THE WORLD IS MINE" opens a special three day engagement at the McDonald next Monday at regular admission prices.

McKINLEY INSURES ANYTHING  
 colleen MOORE  
 HER WILD CAT  
**RIALTO Theatre JUNCTION CITY SUNDAY**

**McDONALD**  
 Reginald DENNY  
**THAT'S MY DADDY**  
 L. A. UNIVERSAL PICTURE  
 ALSO "SNOOKUMS" and "OSWALD" and NEWS  
 Geo. McMurphey and his **KOLLEGE KNIGHTS** in "FUN FROLIC" at 8:50  
**COMING MONDAY**

**LOVE ME AND THE WORLD IS MINE**  
 Carl Laemmle's First Big 1928 Production.

**Saturday Night INDOOR CARNIVAL AND FREE DANCE American Legion Show "Days of 49" AT EUGENE ARMORY FUN—FROLIC—MUSIC FREE DANCE 9 to 12 Special Saturday Night Program Where The Spirit of '49 Prevails ADMISSION FREE. Doors Open At 7:30**