

MOVIES NOW BRING NEW SHOW WORLD TO LOCAL THEATERS

The bright radiance of Broadway's best entertainment is being projected nowadays thru the talking and singing movies, to every nook and cranny of these United States.

A revelation of this new trend, involving the presentation of spectacular New York musical comedies and stage hits as audible movies, with a galaxy of glamorous Broadway stars heading the cast, is contained in the announcement of Paramount's program of fall releases, elsewhere in this paper.

Aptly enough, Paramount has taken cognizance of this revolutionary change in the film industry and is referring to it as "The New Show World."

What it really means is that Hollywood has reached its long-aimed-for goal and is looking itself with the cream of New York's theatrical talent. Thus, for the first time, thousands of moviegoers will be privileged to enjoy the electric personalities of such favorites as Moran and Mack, the two famed Black Crows; Maurice Chevalier, the magnetic French music hall star; the four Marx Brothers; Dennis King, in the romantic singing hero of "The Vagabond King"; Jeanne Eagels, who starred in "Rain"; Ruth Chatterton, one of the great actresses of the legitimate stage; Helen Morgan, late star of Ziegfeld's "Show Boat"; Hal Skelly, Claudette Colbert, Jeanette MacDonald, Helen Kane, Gertrude Lawrence, Lillian Lash, Walter Huston, and other dramatic stars; Eddie Cantor, the inimitable jester, dancer and singer; Tito Schipa, the opera singer; Rudy Vallee, the sentimental singer; James Barton, and a score of others.

However, the acquisition of these glamorous figures will not mean any loss of the screen favorites, it is disclosed by a casual glance over the Paramount schedule for such idols of the silver screen as Harold Lloyd, Clara Bow, George Bancroft, Gary Cooper, Charles "Fuddy" Rogers, Nancy Carroll, William Powell, Richard Arlen, Evelyn Brent, Clive Brook and others who have demonstrated their ability as speaking actors will be found heading the casts of pictures represented in the fall and winter groups.

Today all roads of entertainment—stage plays, motion pictures, radio, music—lead to the talking, singing screen. The most celebrated actors, the best authors, leading stage directors, song composers—all are working now for the amusement of the masses of cinema-goers. And what a satisfying means of entertainment they will spread before the public this season!

Some of the leading "New Show World" productions of Paramount will be "Welcome Danger," starring Harold Lloyd, Moran & Mack in "Why Bring That Up?"; the Marx Brothers in "The Cocoanuts" in which May Eaton and George Jessel have unusual parts; "The Dance of Life," co-starring Hal Skelly and Nancy Carroll; "The Mysterious Dr. Fu Manchu," with Warner Oland, Neil Hamilton, Jean Arthur and O. P. Heggie; "The Love Parade," combining the talents of Maurice Chevalier and Ernst Lubitsch, director; Dennis King in "The Vagabond King," glorifying the American girl, starring Mary Eaton and Dan Healy; "Apple Sauce," introducing Helen Morgan; "Four Feathers," with a big Hollywood cast; "The Greene Murder Case," with William Powell starred; "Fast Company," "Elmer the Great," "Illusion," with Nancy Carroll playing the leading roles; "Jealousy," with Jeanne Eagels and Fredric March; "Woman to Woman," with Hal Skelly, Evelyn Brent and Chester Morris as the principals; "The Mighty," a George Bancroft starring picture; "The Lady Lies," with Walter Huston, Claudette Colbert and Charles Rogers in the leads; Clara Bow's "The Saturday Night Kid"; and "Behind the Mask-Up," with Hal Skelly, William Powell and Fay Wray, heading the cast. In addition to these feature productions, Paramount will present its news reel in sound and dialogue, as the Paramount Sound News and will also offer more than a score of comedies and novelty short films.

Close Harmony Hunts Craterian

"Close Harmony" proved to be aptly named at Hunt's Craterian theatre this afternoon when Buddy Rogers and Nancy Carroll appeared in a peppy, soulful production.

The play, an adaptation from the original story of the same name, is a portrayal of the lives and loves of those who gain their livelihood behind the footlights on the vaudeville stage of the bigtime.

Buddy is the ambitious leader of a jazz orchestra, and Nancy is the headlined song and dance girl of the theatre. Menace and comedy alike are furnished by Jack Oakie and Richard "Skeets" Gallagher as a song and dance team, and by Harry Green as the high-pressure manager of the theatre.

The sound reproduction is "happy" and comes nearer to absolute perfection than anything yet heard from the silver screen.

Hold Bishop's Broker.
NEW YORK, Aug. 25. —(AP)—Harry Goldhurst, through whose office Bishop James Cannon, Jr., of the Methodist Episcopal church south, had traded in stock, is being held under \$20,000 bail on a charge of mail fraud preferred by Post Office Inspector James J. Moran.

SEE and HEAR!

HAROLD LLOYD
in his first Talking Picture
"WELCOME DANGER"*

Florenz Ziegfeld's
"GLORIFYING THE AMERICAN GIRL"

MAURICE CHEVALIER
in **ERNST LUBITSCH'S**
"THE LOVE PARADE"
with Jeanette MacDonald

DENNIS KING in
"THE VAGABOND KING"
with Jeanette MacDonald

"THE FOUR FEATHERS"
With William Powell, Richard Arlen,
Fay Wray, Clive Brook, Noah Beery

*Produced by Harold Lloyd Corp.
A Paramount Release

THE NEW SHOW WORLD...THE TALKING, SINGING SCREEN...

The greatest names in all branches of the entertainment world . . . stage, screen, music, radio . . . contributing their talent. Bringing Broadway to you. Broadway hits. Great dramas, spectacular musical comedies and revues. Talking, singing, dancing. Flashing with color. Great new song hits. A new Hollywood. Screen stars talking and singing. Becoming new, live, animated personalities. Never before such a world of talent to draw on. And no one better equipped than Paramount to fuse all into one new, great thrilling form of entertainment. Paramount . . . with mighty resources. Paramount . . . with ultra-modern studios in

Hollywood and New York. Paramount . . . with the cream of stage, screen, musical and radio talent. Paramount . . . with eighteen years of quality leadership is the greatest name in The New Show World today! "If it's a Paramount Picture it's the best show in town!"

PARAMOUNT WEEK:
11th Annual Paramount Week is Sept. 1 to 6, when the best theatres everywhere show Paramount Pictures only. Celebrate by going—see The New Show World Pictures!

SOON ON THE AIR!
Paramount-Public Radio Hour, beginning Sept. 21, and every Saturday night thereafter, 10 to 11 P. M. Eastern Daylight Time over the Columbia Broadcasting System.

SEE and HEAR!

MORAN & MACK
"THE TWO BLACK CROWS" in
"Why Bring That Up?"

"THE DANCE OF LIFE"
Starring Hal Skelly & Nancy Carroll

"THE VIRGINIAN"
With Gary Cooper, Walter Huston,
Richard Arlen, Mary Brian

"APPLAUSE"
with Helen Morgan

"ILLUSION"
Charles Rogers & Nancy Carroll
and 60 more!

PARAMOUNT SOUND NEWS
Paramount Silent News
PARAMOUNT TALKING and
MUSICAL ACTS
CHRISTIE TALKING PLAYS
SCREEN SONGS . . . TALKING
CARTOONS

Paramount Pictures

PARAMOUNT FAMOUS LASKY CORP., ADOLPH ZUKOR, PRES., PARAMOUNT BUILDING, NEW YORK

HUNT'S CRATERIAN and the RIALTO THEATRES

Show Paramount Pictures Exclusively in Medford

The Next Big Paramount Attraction at Hunt's Craterian is the

FOUR MARX BROTHERS in "COCOANUTS"

WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SEPT. 4 TO 7