

Grace Moore In Dazzling New Surprise Hit Opens At Craterian Today

NEW PERSONALITY IN MUSICAL, 'WHEN YOU'RE IN LOVE'

From the classical strains of such famous gems as Schubert's "Serenade" to the hotcha swing-tunes of Cab Calloway's epic "Minnie the Moocher," Grace Moore provides a genuine surprise with her versatility and dazzling new personality as evidenced in her new picture, "When You're in Love," opening a three-day run today at the New Craterian theater.

Written and directed by Robert Riskin, whose screen work has until now been almost entirely on a partnership basis with director Frank Capra—"It Happened One Night," "Mr. Deeds" and the most recent "Lost Horizons," now being road-showed—the picture has the unmistakable touch of those famous hits which Riskin undoubtedly picked up from his long association with Capra.

The story has Miss Moore as an Australian opera star who is forced to leave the United States because of immigration laws. A vain person, who has surrounded herself with several fawning sycophants, the star is much disturbed at her ejection as she has set her heart on singing at a song festival to be sponsored by her old teacher and guardian.

She goes to Mexico in an effort to obtain an Australian quota number but is unsuccessful. In order to get back to the States she has to buy herself an American husband, who turns out to be a hard-drinking young painter with an utter contempt for the star. Complications arise with stunning rapidity from this situation, finally winding up in a blaze of song, required love, and reformation on the part of the vainglorious star.

Cary Grant portrays the husband and others include Aline MacMahon, Henry Stephenson, Thomas Mitchell, Catherine Douest and Luis Alberni. In addition to Schubert and Cab Calloway, Miss Moore sings compositions by such widely divergent composers as Jerome Kern, Puccini and Verdi.

"Great Ziegfeld" Returns to Rialto For Three Day Run

Heralded as the "Greatest Show on Earth," with a cast of 205 speaking roles, 200 glorified American beauties and 5000 extras topped by the stellar triumvirate of William Powell, Myrna Loy and Luise Rainer, "The Great Ziegfeld," giant extravaganza of entertainment, plays a three-day return engagement at the Rialto theater starting today. The film is returned at regular Rialto prices and is shown exactly as it was in its road show presentation, running time over three hours. "The Great Ziegfeld" will show continuous all day Sunday and with two performances daily for Monday and Tuesday.

The cast is studded with such luminaries as Frank Morgan, Fannie Brice, Virginia Bruce, Reginald Owen, Ray Bolger, Nat Pendleton and Harriet Hector.

Although "The Great Ziegfeld" is not merely another motion picture revue, it has many and elaborate musical incidents which form the background for the story, give authenticity to the plot and recreate the atmosphere of the show world.

It was for her exceptionally fine portrayal of Anna Held in this film that Miss Rainer won the coveted Motion Picture Academy Award for the finest acting of the year.

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what a salesman!

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Harlow and Taylor in "Personal Property"



A new screen team, joining two of the most popular romantic stars of Hollywood—Jean Harlow and Robert Taylor—comes to the New Craterian theater Thursday with the local showing of "Personal Property," a comedy-drama that has met with outstanding success wherever shown.

The story has Miss Harlow as Mrs. Crystal Wetherby, posing in London society as a rich American widow, but actually impoverished and just one jump ahead of her creditors. When Taylor is given a job as a sheriff's officer assigned to watch the person property of Mrs. Wetherby, she

induces him to pose as her butler in order not to "give her away" before a man she hopes to marry for his money and thus liquidate her debts. When Taylor discovers the supposed bridegroom is his own brother with his own idea of marrying for money, the complications run thick and fast for merry comedy.

"Quality Street" Starring Hepburn Coming Wednesday

Katharine Hepburn's latest addition to her gallery of screen por-

traits is that of Phoebe Throssel, the captivating heroine of James M. Barrie's renowned comedy-drama, "Quality Street." As the girl whose love is captured by the man who went away unknowingly—for a time—Miss Hepburn gives a brilliant

display of those talents which have put her in the forefront of screen luminaries. Franchot Tone appears as the man in question. "Quality Street" will play Wednesday only at the Craterian theater—also being shown Wednesday night only at the Holly theatre.

Cowboys at Holly Monday



Among the many entertainers coming to the Holly theatre stage in person for tomorrow only are Ray Whitley's Six-Bar Cowboys, air-

the Three Phelps Bros, with their novelty washboard band, and Ken Card, wizard of the banjo.

Also listed among the more better known radio personalities featured in the stage show are Sheriff Loyal Underwood, Drury Lane, favorite tenor; Glenn Hardy, KNX news reporter; Buddy Bumpkin, comedian; Joe Bishop, "The International Hill-billy."

On the screen will be Hugh Herbert, top film comic, in "That Man's Here Again."

Rialto Wednesday



Joseph Hergesheimer's great novel "Java Head," with Anna May Wong, Elizabeth Allan, Edmund Green and John Loder in the leading roles, plays as the added feature.

There will be one show in the afternoon and two complete shows in the evening. Regular prices will prevail.

Roxy Today



Hit the laugh spots with Joe E. Brown and June Travis in "Earthworm Tractors," opening a three-day run at the Roxy theatre today. Joe plays a high-pressure tractor salesman who doesn't know his tractors. There's laughs galore and especially so with Carol Hughes, Guy Kibbee and Dick Foran included in the cast.

SALEM, April 17—(AP)—Carl Cover, who has been assistant budget director since 1935, assumed duties this week as chief personnel officer of the unemployment insurance commission.

TALISMAN LODGE No. 31, Knights of Pythias, Monday, April 19th, initiation work. All members are requested to be present. Clyde Fichtner, C. C.

GRACE MOORE GOES TO TOWN! ... TODAY ... 3 DAYS!

THRILLING THE WORLD WITH
MADCAP FUN AS SHE ...



sings "Minnie the Moocher" ... with gestures, and how!
buys herself a husband ... in a goofy Mexican jail!
makes love to the gay ... music ... of Jerome Kern!
goes from Schubert to ... swing... she's ter-rific!

She's Grace Moore as you've never known her before ... the hi-da-hi heroine of the gayest yarn ever concocted by the writer of "Mr. Deeds" and "It Happened One Night"!

GRACE MOORE
When You're in Love
CARY GRANT
Aline MacMahon • Henry Stephenson • Thomas Mitchell
Music by Jerome Kern • Lyrics by Dorothy Fields • Production Ensembles by Leon Leonidoff
Written and Directed by ROBERT RISKIN

Music by
Jerome Kern • Puccini • Verdi • Schubert and "Cab" Calloway!

Shows Today at
1:45 — 3:45
6:45 — 9:00

THE New CRATERIAN

Matinees — 30c
Evenings — 40c
Kiddies — 10c