

PARAMOUNT FILM WEEK OUTLINED; HEILIG THEATER WILL OPEN THIS WEEK

MYSTIC MARVEL IS NOW AT THE BLIGH

The Treat Koran To Answer Questions; Will Be Here For Four Days

Theatergoers of Salem are going to have a chance to see "The Great Koran" before he leaves for his home in India. Koran known as "The Mental Marvel" has been booked by Ackerman and Harris at a great expense. He will start his engagement at the Bligh, Sunday, for four days.

Koran is considered the greatest adept at seerism to ever appear in this country. He comes direct from filing contracts in the east. He was the talk of New York, Chicago and other large cities where he played. At the finish of the Ackerman and Harris circuit he will go direct to the Orient, his home being in India. He does not claim to be a

SUNDAY

WORLD'S MASTER PSYCHOLOGIST

THE GREAT KORAN

THE SUPER MENTAL MARVEL

ALWAYS GOOD MOST TIMES GREAT

Bligh Theatre

MENTAL MARVEL COMING



The Great Koran, Nationally Famous Seer, to Appear at Bligh Theater for Four Days

"clairvoyant" but a scientist and psychologist. He does not claim any supernatural abilities. In fact he demonstrates at the Bligh that you or I can accomplish the same results when the secret is explained. Koran will answer any questions asked him by the audience.

FILMING IS DANGEROUS LONG CLIMB TO TOP OF MOUNTAIN IS NECESSARY

Fourteen miles on horseback and a 2,500 foot climb to the peak of White Horse mountain was the distance travelled by Director John Ford, George O'Brien and Cyril Chadwick, two prominent players in "The Iron Horse," to obtain two scenes for the production.

One scene shows where O'Brien as "Davy" is let down over a cliff by Chadwick in the part of "Jason," the treacherous fiend, the other "shot" records O'Brien's fall and each made on this distant location because of the unique set-

ting the cliff afforded.

The shooting of the scenes consumed one whole day, but in view of the fact that this particular action bears so dramatically upon the love story woven into the production, the time was well spent, according to Director Ford.

White Horse Peak is the highest of the Washoe group of the Sierras, situated in the Pyramid Lake Indian Reservation. It is here that Director Ford and a cast of five hundred, headed by Madge Bellamy, and including George O'Brien, Cyril Chadwick, Gladys Hulette, Will Walling and Fred Kohler spent many weeks filming the exteriors for the great railroad photoplay, which comes to the Heilig theatre next Saturday for a run of 6 days.

EPOCHAL FILM IS TO BE SHOWN HERE

'The Iron Horse' to be Presented at the Heilig on Next Saturday

The power of newspaper advertising is revealed by the fact that 2500 newspapers, daily and weekly, will serve as the first line trench when the Famous Players-Lasky corporation tells the world about the eighth annual Paramount week, September 6-13.

These famous pictures, being released as fast as possible, are to be shown in Salem, at the Oregon theater exclusively. No other picture house in this city may show them, under the terms of a contract with the producers.

More than \$100,000 will be loaded into its big advertising guns that will be fired simultaneously on the first day of the week, one of the largest sums ever spent by any organization in American newspapers in a single day.

In the background, as a sort of reserve, will be the advertising guns trained on weekly and monthly magazines.

Thus will Paramount be the most widely advertised movement of its kind this year as it has been in the past seven.

Coming as it does in conjunction with the inauguration of the greater movie season, Paramount week will be given added impetus this year. Exhibitors are looking forward to its advent because in the past it has proved a week of unusually good business and has attracted thousands to the theaters who do not attend regularly.

Paramount week has come to be watched for by the public. This does not mean only the public in larger cities. In the past Paramount's advertising has been placed exclusively in daily papers, but within the past few years more and more country weeklies have been added to the list. It is a tribute to the power of the rural press.

It is a custom each year to review the past and forecast the future week world wide. To the film world Paramount gave such gems as "The Covered Wagon," "The Golden Bed," "Thundering Herds," "The Ten Commandments," "Manhandled," "Monsieur Beaucaire," "Feet of Clay," "Merton of the Movies," "North of 36," "Peter Pan," "The Goose Hangs High," and "Madame

as well as the humor have been recorded on the screen by William Fox in a superproduction called "The Iron Horse," which comes to the Heilig theatre, next Saturday for 6 days. George O'Brien and Madge Bellamy have the leading roles in a notable cast, and John Ford, the director, has used in addition a regiment of U. S. cavalry and a tribe of Indians.

The historical accuracy of the picture has been assured by basing every scene upon an incident which has been faithfully recorded by eyewitnesses. The story opens with the passage of the Pacific railroad act by congress, on June 24, 1862, and its subsequent approval by Lincoln on July 1.

In 1865, General Dodge, then merely a hopeful surveyor for the

"THE IRON HORSE" IS GREAT TRIBUTE TO ABRAHAM LINCOLN

All the world knows that Abraham Lincoln held the North and South united, but it may not be generally known that the railsplitter linked the East and West, even though he did not live to see the realization of his dream. The Great Emancipator was dead when on May 10, 1869, the crude engines of the Union Pacific and Central Pacific railroads, touched noses at Promontory Point, Utah, completing the transcontinental rails, but without Lincoln the project could not have been carried through the completion.

The paths of the achievement

government, met a man on the porch of the Pacific house at Council Bluffs and told him of his explorations through Missouri. The stranger took a deep interest in the soldier-surveyor's talk. Seven years later, when General Dodge went to Washington to consult with Lincoln, the president said:

"Hello General. You've done what you were hoping for out there at Council Bluffs haven't you?"

Lincoln remembered the meeting and every phase of the conversation and it was well he did, for it was just at that time that he was to establish the eastern terminus of the Union Pacific. He fixed on Council Bluffs while General Dodge waited.

In his message to Congress on December 1, 1862, President Lincoln predicted early completion of the Pacific railroad and visioned 50,000,000 people settled "in the

great interior region." He drew a mental picture of the unlimited possibilities of Western America.

It is necessary that some men should be industrious and economical in order to help out their friends who don't like to work and never could save anything.

AT THE HEILIG



The Iron Horse Comes to Salem This Week

This Store Will Be Closed All Day Monday—
Labor Day



Salem Store 465 State Street
Portland Silk Shop 383 Alder Street

SEE THE OREGON CAVES!
Wonderful Caverns in a Mountain of Marble
49 Miles from Grants Pass
Via the Redwood Highway

Breitenbush Hot Springs

Marion County, Oregon
HEALTH AND PLEASURE RESORT
Open Under New Management

Hot mineral water baths; hot mineral mud baths and natural hot mineral vapor baths.

Breitenbush is famous for its hot arsenic spring and unusual variation of other mineral content. These waters are exceptionally beneficial to rheumatism, neuritis, constipation, skin and blood diseases.

Wonderful scenery; fine fishing; trout hiking and mountain climbing; good accommodations; excellent meals; reasonable rates.

Mill City-Detroit Highway under construction, will not open this season. Take train from Mill City.

For Further Particulars, Write
M. D. BUCKMAN
Manager
Breitenbush Hot Springs
Detroit, Oregon



WILLIAM FOX presents

The IRON HORSE

By Far the Mightiest Achievement in the History of Motion Pictures

ON ITS SIXTH WEEK IN PORTLAND

DIRECT FROM ONE YEAR'S RUN IN NEW YORK

Opens the Salem Heilig Theatre
Saturday, September 12
For a Six Day Run

Formerly the Grand Theatre

HEAR OUR NEW
KIMBALL UNIT
PIPE ORGAN

THE Heilig THEATRE

GOOD USED PIANOS

If you want a real bargain don't buy a cheaply made new instrument. Better choose a used piano, made by a well known manufacturer, that has been well cared for.

The Geo. C. Will Music House often receives in trade on new pianos, instruments that are in excellent condition and have a splendid tone. Right now we have some on hand; and you can buy one at a low figure, on very easy terms.

KIMBALL MADE PIANO \$265

This is the very latest design and can hardly be told from new. It will give you exactly the same service as a new piano—you will have to act quickly if you get this one. Terms only \$10 a month.

FINE JACOB DOLL PIANO \$225

Here is a piano of real merit, one that you would be proud to own. Terms \$8 a month.

Many Other Fine Used Pianos

Kimball \$95, Beckstein \$150, Krakauer \$140, Emerson \$135, Schubert \$160, and others. Terms \$7 a month

GEO. C. WILL

Salem's Leading Music Dealer 44 Years 432 STATE STREET