

# MANY EXCELLENT PICTURES BILLED FOR THE SALEM THEATERS

## TOM MIX PICTURE IS NOW AT HEILIG

### Dating, Fighting Tom Mix Seen at His Best in "The Lucky Horseshoe"

In "The Lucky Horseshoe", which opened yesterday at the Heilig theater, Tom Mix, popular star of William Fox films, supplies one of the reasons for his unprecedented favor among devotees of screenland. The production is unquestionably one of the best ever made by the western star both in elaborate production values and good picture entertainment.

The film opens with such a lively tempo and sustains the intensity of plot so well, that after you are brought to the edge of your seat at the beginning, you are so absorbed in what is taking place on the screen that attention to personal comfort is entirely forgotten, and the edge of the seat is just as comfortable as an easy chair.

The Spanish sequence, wherein Tom Mix imagines himself the reincarnation of Don Juan, gives "The Lucky Horseshoe" a decidedly different twang, and marks a forward step in the production of western films. The star's reckless daring and surprising agility are brought to a full peak by the unusual feats he performs while in the character of the colorful and romantic legendary hero of old Spain.

Billie Dove, winsome and sweet, plays the leading role opposite Tom Mix and her quiet and graceful bearing fits perfectly with the dashing, spirited work of the western star. J. Farrell MacDonald and J. Gunn's Davis, both actors of wide renown, the former being an outstanding star of "The Iron Horse," vie with each other for comedy honors with the winning flag going to J. Farrell, whose comical make-up and flexible eyebrows bring many chuckles. Malcolm Waite, sleek and suave, schemes and connives for the downfall of Tom with great success until the final reels. The actor gives a good performance of his thankless role.

Ann Pennington, former star of the Ziegfeld "Follies" and other celebrated New York productions, dances her way into the hearts of the audience in the role of a Spanish senorita.

J. G. Blystone, maker of "Teeth," "Oh, You Toney," "Dick Turpin" and other Tom Mix photoplays, directed "The Lucky Horseshoe."

### SNAPPY SHOW AT BLIGH

A bill with plenty of pep is the keynote at the Bligh today. Carol Webb and Cui-Ups top the new show. It is a fast and snappy revue. Miss Webb introduces the much talked-of tance known as "The Charleston." This act contains 14 minutes of pep, snap and singer.

Fox and Smalley are billed as high class entertainers. Their part of the program will consist of singing, talking and saxophone playing. Lovers of music will have a treat in seeing this bit. Miners and Balcom in "Cooking

Up Fun" are exceptional vaudeville chefs. They serve a dish of singing, playing and dancing flavored with personality and pep.

A neat turn is presented by Cook and Hamilton in their comedy entitled "A Windy Day." It is based on a realistic happening on a day of storm and rain. The characters are portrayed convincingly and the theme of the act is one which hits many when they are caught in a midsummer shower. The king of the ukelele is Jimmy Mossley. He plays this small instrument as if he was playing a brass band.

On the same show is the first movie of the 1925 Pendleton Roundup, and the giant air circus at Vancouver, Wash., all taken during the past week.

## LON CHANEY SHOW COMING TO HEILIG

### "The Unholy Three", Drama of Mystery, Pathos and Comedy to Show Here

"The crook play, also known as the detective play, is highbrow entertainment."

This is the observation of Tod Browning, noted motion picture director, whose particular enthusiasm is making of crook plays, many of which he has written himself.

"The statement that the crook play is highbrow amusement or rather, entertainment for highbrows, is based on long study of the public appetite in motion pictures and reading," said Mr. Browning.

"Some of the greatest mental leaders of the world have been devotees of this form of entertainment. The late President Wilson was an ardent reader of 'detective story' magazines. They relaxed his mind."

"Persons who do a great deal of strenuous mental work, turn readily to the motion picture crook play for relaxation. The situations in it are so entirely different from the ones they encounter in their daily work that it is refreshing. 'And of course they teach the moral always that 'crime doesn't pay.'"

"The next time you go to a motion picture detective play study your audience. You will see that a heavy percentage of it is made up of brain-workers who find in this sort of film the stimulating diversion they need."

Browning is recognized in the film world as an authority on the crook plays. Mr. Browning directed "The Unholy Three," a crook story with a unique turn, of plot, in which Lon Chaney and Mae Busch are featured, which is coming to the Heilig Tuesday for a three day run. The film is based on the popular novel by C. A. Robbins. Waldemar Young wrote the adaptation. It is a Metro-Goldwyn-Mayer release.

Using the anthracite dispute as a means of getting up steam in a political machine is not the best way in which to guard against leaving the consumer out in the cold.

## NEWSNOTES FROM MOVIELAND

### RADIO MUSIC

As an experiment, Radio experts gave a special performance of Siegfried recently. While the film was being shown the score



Eleanor Boardman (top) and Lillian Gish

her recent illness. \* \* \* Adolph Menjou used to wait on patrons in his father's cafe in Cleveland, when he was a youngster. He says his father taught Cleveland how to eat. \* \* \* Aileen Pringle always wears long skirts, even when they're not in fashion. She says she won't be a slave to fashion and wear things which are not becoming to her.

Do you have difficulty in selecting your jewels? Maybe a recital of the charms of various stars will be of great assistance in solving



Mary Alden

ing your difficulty, Marian Davies adores black pearls. Claire Windsor and Aileen Pringle like diamonds and have a rare collection of them. Renee Adoree wears a large pigeon blood ruby ring and a half dozen bangles on each arm.

was broadcast from a New York theatre to other theatres exhibiting it. If officials decide that the test merited it, plans will be made to broadcast musical scores for films twice daily. Thus the picture houses in the small towns can obtain the proper music to accompany the "feature" merely by twisting the dials.

### PROPOSES "MOVIE CHAIR" IN UNIVERSITY

An annual \$5,000 endowment for a university chair in motion picture learning has been offered by Robert T. Kane, producer. He has named eight institutions which can receive the endowment. The first one to accept his offer will receive the money. He hopes to interest other producers to the extent that they will endow chairs in other universities. The technical staff of his studio will lecture to the students at intervals and the studio will be open to them at all times.

### STAR DUST

F. P. A., the New York columnist, says that Charlie Chaplin is the worst poker player he knows. Who says Will Hays isn't cleaning up the movies? It's getting so that a star can't even play a social game of poker. \* \* \* Marian Nixon married Joe Benjamin, a prize fighter. She fell in love with him while he was working in the movies between fights. \* \* \* Barbara La Marr has recovered from

She says they express her gypsy spirit. Mae Busch wears large quantities of jade. Now that you know what's what step right out to the nearest store and make your selection.

Rerearsals are being held for "La Boheme," starring Lillian Gish. Director King Vidor plans

to hold scores of rehearsals so that the production will be speeded up when the actual "shooting" takes place.

"Miss Brown Eyes" recently gave a party on the lawn of one of the exclusive Los Angeles hotels. Right out in sight of the staring public the guests stood about and

ate. No, we mean stood, for "Miss Brown Eyes" is a Jersey cow who played her first screen engagement with Buster Keaton in "Go West." She invited all the talented animals in Hollywood to her tea.

All the little girls who aspired to the leading role in Doug Fair-

banks new picture are crying big tears and gnashing their teeth. They figure that Doug "done them wrong." He broadcasted an appeal for a leading lady. Experience wasn't necessary but she did have to be unspontaneous. Then Doug went and picked Billie Dove, an ex-chorus girl, to take the part.

NOW PLAYING Until Tuesday CONTINUOUS SHOW TODAY 2-11- TOM'S LATEST-COME EARLY

WILLIAM FOX PRESENTS Tom Mix IN The LUCKY HORSESHOE

BILLIE DOVE-ANN PENNINGTON-MALEDM WHITE-LIBRELL H'DONALD TONY, the wonder horse

A Cowboy of the Wild West Romances in old Spain

Comedy Fox News for Variety HEILIG Hear Our New Kimball Organ

Comfortable Cantilever SHOES If Others Fail Try Us JOHN J. ROTTLE

OPENS TUESDAY 3 Big Days

# The Unholy Three

MAE BUSCH MARY MOORE

HEILIG POLICY

Medices 25¢ Eyes Sims Fels 35¢ Lozes 50¢ Keddies 10¢

FOLKS! THE HEILIG Takes Great Pleasure in Presenting to Salem This Wonderful Picture at Popular Prices

Why were they called "The Unholy Three" The Ventriloquist—he could throw his voice from behind doors. The Giant—he could overpower a dozen men. The Dwarf—he could climb into locked places.

HEILIG

GREATEST THRILL PICTURE of ANY Year!

OREGON

Today and Monday

The Great Adventure Story of the Most Adventure-some Life

With MONTE BLUE

What can you pay now for a Gruen Watch?

To answer this question do not count your ready cash. Just determine how much you can spare out of your current income for the next few months.

Under our new divided charge account plan we will accept part of the price upon the delivery of the watch, dividing the balance into convenient amounts payable monthly.

In that way we make it easier for you to secure, without advance over the standard prices for Gruen Watches, the kind of watch you really want.

We shall be glad to show you a large assortment of fine Gruen Watches at various prices.

HARTMAN BROS. Jewelers and Silversmiths State and Liberty, Salem, Oregon