

PERMITS ARE CONSTANT

During the past week building permits have been taken out at the office of the city recorder representing a total of \$40,100. Practically all of the building permits taken out during the week have been for homes, showing a rapid

growth in residential buildings. This surprising amount of building is being carried on in face of the fact that winter is close upon Salem. Realtors about town declare that while there are here and there vacant houses or apartments, the demand for homes is much in excess of the supply.

Moroni-Olson Players Are Coming to Heilig Theatre Next Wednesday Night

Unique Dramatic Organization Is Making Initial Appearance in Salem; Idea Originated in Utah Grocery Store

Salem, for the first time, will be audience on Wednesday evening, October 7, at the Heilig theater to a Moroni-Olson play. This unique dramatic organization which established itself out of an idea first developed over a grocery store in Ogden, Utah, in a loft heated by two coal stoves, will formally introduce itself to Salem in Bernard Shaw's famous comedy, "Pygmalion." Pygmalion is only one of three plays available for Salem during the season—providing Salem is interested. On December 9, St. John Ervine's "The Ship," may play here, and on March 1, "Friend Hannah," by Paul Kester.

A group of nine prominent Salem persons have banded themselves into a committee of personal guarantors for the initial Moroni-Olson play here. In this group are Prof. Horace G. Raskopf, Miss Carol S. Dibble, Miss Mabel Robertson, Miss Ethel McGilchrist, Mrs. George H. Alden, Paul B. Wallace, Prof. H. W. Wil-

liston, Prof. E. T. Brown and Prof. Morton E. Peck.

A few facts concerning the Moroni-Olson players—the history of the company, and its spirit—announce at the outset that this company has the distinction of being the first "Circuit Repertory Company" either in the United States or abroad.

Occasional repertory companies have taken out several plays at once and changed their bill every night, for say a week, in towns large enough to support them. Thus this company ventures into the small as well as the large towns through Utah, Idaho, Montana, Oregon and Washington—first with one play, and then another, and then a third. The first year this was done five times, but with the growth of the circuit, three plays wills the season. This plan makes an enthusiastic reception necessary for each production. Otherwise the following bill would fail to draw an audience. If a person sees one play he does not like,

Moroni-Olson Players



he certainly does not spend his money to see another play by the same actors.

The Moroni-Olson players have stood this relentless test so well that they now number 45 towns in their regular circuit, having started two years ago with but 15. For this, their third season (1925-1926) they have contracts with nearly twice as many towns as they had last year, and exactly three times as many as they started with. This season they are to play their series of three plays in practically every university and normal school town in the five northwestern states in addition to such cities as Tacoma, Portland, Seattle, Spokane, Helena, Butte, Boise, Salt Lake City etc.

No organization handling the Moroni-Olson Players in any town last season lost money! This fact pleases them more than do all the laudatory press notices, and appreciations they have received. It points toward permanency and a complete satisfaction for the "consumer" as well as the "producer."

Their ideals and plan of production are slightly different from the usual stock and repertory company in that they lay any claim for greatness, big or little, to their group or ensemble playing. No one person in the company is ever featured. The play is always the important thing, and the parts are given to the different members of the company best suited to playing them. It is interesting to note that during their two years of existence in the north west every member of the company has been given a chance to play an important part. And, at the same time as much attention, if not more, is given to the small parts as the large ones. How different from the ordinary "star" system!

Every member of the company is an artist, chosen for their ability to play any number of parts well, and for their devotion to the ideal of the group of "family." In this company an actor receives very little personal publicity or fame, but gets his reward in the satisfaction of knowing each play is well and thoroughly done. And what greater lesson can any person, artist or otherwise, get from life than that of "unselfishness." Goya said: "Painting consists of sacrifices." Any member of the Moroni-Olson Players could say the same of acting. Yet the public will never know or completely understand just how big these "sacrifices" have been. But they have already recognized that there is something fine and different about their productions.

LIFE BEHIND SCENES PORTRAYED IN FILM

"Pretty Ladies" Now Showing at Heilig, Is Novelty of Movie Season

Motion pictures are always presenting novelties to picture goers. Monta Bell, who directed "Pretty Ladies," the Metro-Goldwyn-May-er production now being shown at the Heilig theater, has introduced one of the most startling novelties in the history of the screen in this film.

It is a living chandelier of beautiful girls, every one of whom has at least one beauty prize to her credit for face and figure. The girls are posed as supports and ornaments of the huge crystal decoration and were trained for days before they were able to keep their difficult positions while the scenes were being filmed.

The chorus girls in this production, many of whom compose the living chandelier, were selected after more than 200 applicants had passed the critical eyes of the director and Harry Hapf, associate executive of the studios.

Film tests and figure photographs of the candidates were made and those chosen were then trained by Fanchon and Marco, famous stage dancers, who created the dance numbers in the film.

Among the large number of celebrities who appear in this production is Ann Pennington, the musical comedy star.

The capture of busy Miss Pennington for a role in any picture is an event worth considering. She is booked ahead for years and no director, until Bell filmed "Pretty Ladies," has been able to obtain her services during the last several years.

In Bell's film Miss Pennington appears in the role of herself, as stage star. She found time to accept a place in the "Pretty Ladies" cast during a recent trip to the Pacific coast where she appeared in conjunction with the showing of Marion Davies' latest film, "Zander the Great."

"Nothing except pictures could tempt me to leave the stage," says the little dancer. "As a child I appeared in a few films some few years ago, but could never attempt a career in pictures because of stage engagements."

The leading roles of "Pretty Ladies" are portrayed by Zasu Pitts and Tom Moore, supported by a huge all-star cast.

"Pretty Ladies" is based on a magazine story by Adela Rogers St. Johns.

Correct this sentence: "Ready for school row, mother," said the small boy; "please see if my ears are clean."

CONTINUOUS 2 to 11
You've Never Seen
The Charleston Done
the way they do it in
MONTA BELL'S
PRODUCTION
PRETTY LADIES
 with ZASU PITTS, TOM MOORE, LILYAN TASHMAN, NORMA SHEARER and CONRAD NAGLE. Added Attraction ANN PENNINGTON.
 Popular Prices
 HEILIG
 TUESDAY AND WEDNESDAY
 THE SPIRIT OF THE U. S. A.

Announcement
LILLIAN GISH
 IN
"ROMOLA"
 Will be shown in Salem October 3-4-5-6
 At the Heilig of course!

COMING TUESDAY and WEDNESDAY

I'LL WHIP YOU WITHIN AN INCH OF YOUR LIFE !!

Love turned to bitter hate in his fine young eyes—lips drawn grimly together in the hiss of a snarl—muscles taut with the urge of combat—and then one of the GREATEST fights ever flung upon the screen! One of the many terrific situations in



Emilie Johnson's
Epic Soul Drama

THE SPIRIT OF THE U.S.A.

The whole teeming nation is gasping in exquisite wonderment at the scenic marvels that race across the screen in kaleidoscopic array—blending in their lightning passage all the stark drama—bitter pathos—sweet romance—side-splitting comedy—eternal mother love and spectacular action that finds its abundant source in the wizardry of its creator!

SEE! SEE! SEE! SEE!

The placid home life in the valley of peace—the home ties welding the family as one—the dark shadow of war falling athwart the household—the call to arms!—the home leaving with Johnnie off for the front—the giant battle scenes—the death-dealing duel in the air between aviators—the thrilling drop from the sky—the great guns spewing fire and shell—the Great God Mars in full blast—the home-coming of Johnnie and subsequent scenes of terrific human drama with an ending that will leave you happily convinced that Life is very well worth while.

Don't miss this Master Picture of the Master Director!
 Story by EMILIE JOHNSON



A Brilliant Cast
MARY CARR and JOHNNIE WALKER
 together for the first time since their memorable engagement in "Over The Hill"
 Carl Stockdale, Dave Kirby, Rosemary Cooper, William S. Hooser, Gloria Grey, Cuyler Supplee, Dickie Brandon, Newton House

SALEM'S AMUSEMENT PALACE FOR THE ENTIRE FAMILY

Special Music on our **HEILIG** Kimball Organ. News Comedy.

Burnett Bros. Jewelers—Pay Us As You Are Paid—Eleven Stores on the Pacific Coast—Everett to Hollywood



Every good jewelry store in the land will be proud to show you this famous time-keeper. And it is sold at one price the country over. Here at the Burnett Store you may have one at the lowest CASH price you ever heard of—Fifty Dollars, but with this difference—you need not pay out the fifty cash—try the Burnett Budget Plan

Pay a Dollar and Slip the Hamilton Into Your Vest Pocket

There are no extras to pay—no interest—no tax, and the readers of this newspaper may take this as a personal invitation to open an account at the Burnett Jewelry Store. Take the Hamilton along and pay for it "as you are paid"—A Dollar a Week Will Do.



Beginning tomorrow morning we will sell a group of men's thin model watches at this astonishing price—\$14.95.

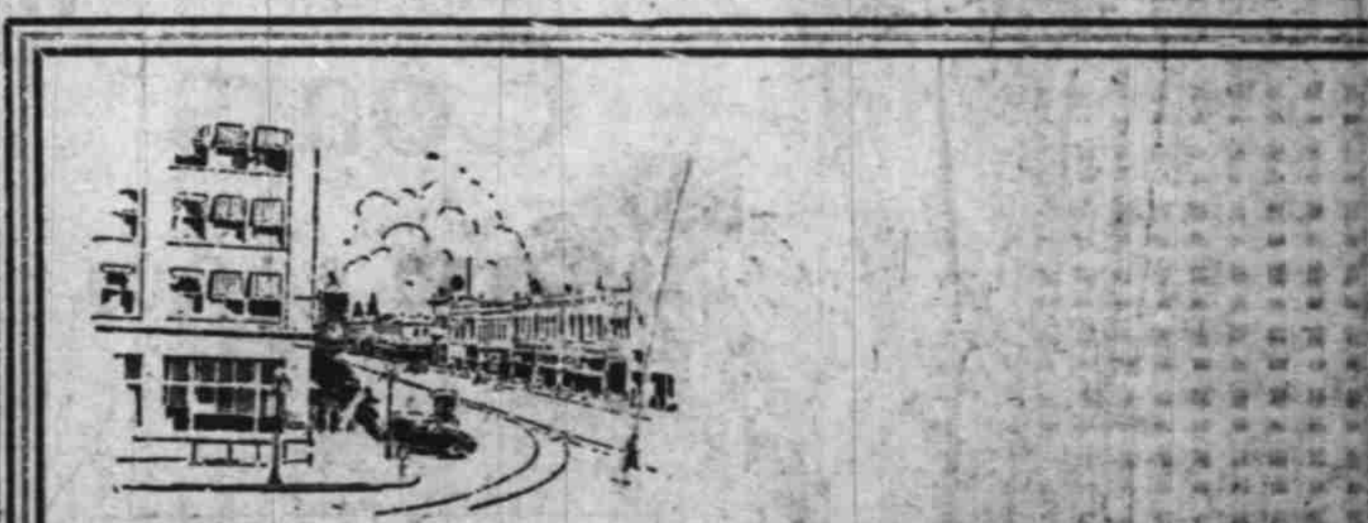
Elgins Are Included
 All are encased in Green or White Gold filled cases and all are guaranteed. The guarantee means just this: YOU get a new watch instantly, and without a question for one that fails to keep time!

Delivered for a Dollar Bill Paid for a Dollar a Week

Money back without a whimper if within thirty days you find that you can do better for cash in any other good store.

Mail Orders Filled. Same Prices—Same Terms. Write if You Cannot Come. We do fine watch repairing. Small Swiss and complicated watches a specialty. Give Us the Hard Ones.

Burnett Bros.
 157 State Street



Showing What Better Methods Produce

Both in crops and in livestock, the Oregon State Fair will show the progress made during the past year by better agricultural and breeding methods. The United States National urges those farmers whom it has financially assisted to attend. The inspiration received from mingling with other successful farmers and breeders will be of inestimable benefit in your future plans and operations.

The **United States National Bank**
 Salem, Oregon