

# New Hollywood Theatre Opening Thursday

## Formal Opening of New Theatre Set for March 3

Professor Roberts to Preside at Wurlitzer; Special Entertainment Arranged; Manager Announces Pictures for Two Weeks

Formal opening of the new Hollywood theatre has been set for Thursday evening, March 3, from 7 to 11 o'clock p. m., and the general public has been invited to inspect the building thoroughly at that time, when a full program of entertainment which will not interfere with the visitors' trip through the theater will be presented.

The tones of the new Wurlitzer organ will be demonstrated by Professor T. S. Roberts, who will play a concert early in the evening, and music will be furnished at other times by Vern Suko's Midnight Sons orchestra.

Every half hour, the visitors will be seated for a brief period to hear a talk by a representative of one of Salem's service clubs. Among those who have promised to speak are Rev. Martin Fereshtian, President Harry Scott of the Lions club, Allen Kafoury, Ex-mayor John B. Giesy, George Ar buckle and others.

At intervals the projecting qualities of the equipment installed in the theater will be demonstrated and excellent entertainment will be furnished at the same time, through the showing of a two-reel comedy, "The Vulgar Yachtsman."

Service which will be especially gratifying to Salem people in the type of pictures shown, is assured on the part of the Hollywood theatre management in the announcement of its policy of securing the best attractions on the market and not only that, but of showing them at the same low prices on all occasions.

Manager Al Krause has announced his first two weeks features as follows:

Opening show, Friday and Saturday, Al Christie's comedy, "Seven Days."

Sunday and Monday, March 6 and 7, Buster Keaton in "The General," made in Oregon.

Tuesday and Wednesday, March 8 and 9, George Jessel in "Private Izzy Murphy," captivating comedy of the World war.

Thursday and Friday, March 10 and 11, Leatrice Joy in "Eves Leaves," the sea comedy that made her the first feminine rival of Buster Keaton.

Saturday, March 12, Monte Blue in "Hogan's Alley," fight pictures which shows a host of real ring stars in action.

Sunday and Monday, March 13 and 14, Douglas Fairbanks in "The Black Pirate."

Tuesday and Wednesday, March 15 and 16, Irene Rich in "The Girl Who Wasn't Wanted."

Thursday and Friday, March 17 and 18, Rin-Tin-Tin in "The Night Cry," regarded as the greatest animal picture yet filmed.

Other pictures of outstanding reputation which will be shown in March will include Mary Pickford in "Sparrows," and the epic "Stella Dallas."

Two other pictures besides the features will be included in every program, and the prices will always be 10 cents and 25 cents, Krause announces. The shows will start at 7 and 9 o'clock each evening, with matinees on Saturdays at 2 o'clock and continuous shows on Sundays and holidays from 2 to 11 p. m.

## North Salem Club Works For District Betterment

Organization Formed Over Year Ago Has 25 Members; Meetings Held in Home of Members; Seeks Establishment of Playground

The Salem Men's Club, better known as the North Salem Commercial club, was organized in December, 1925, and has now increased until it has more than 25 members, all business men in the North Capitol district.

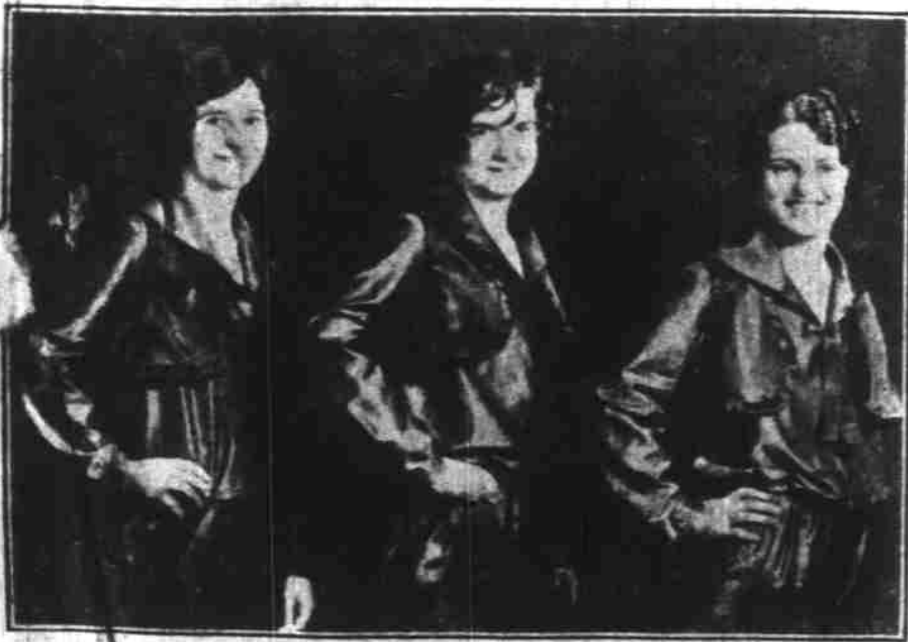
Although the men have organized for benefits in their own section of the city they have the city's general improvements in mind, their interests are not confined strictly to North Salem.

The three chief objects of the club are: First, to secure more adequate drainage improvements; second, to bring North Salem better street lights and other forms of illumination; and, third, to insure the residents of their district a block of land to be used as a playground, provided with adequate amusement equipment.

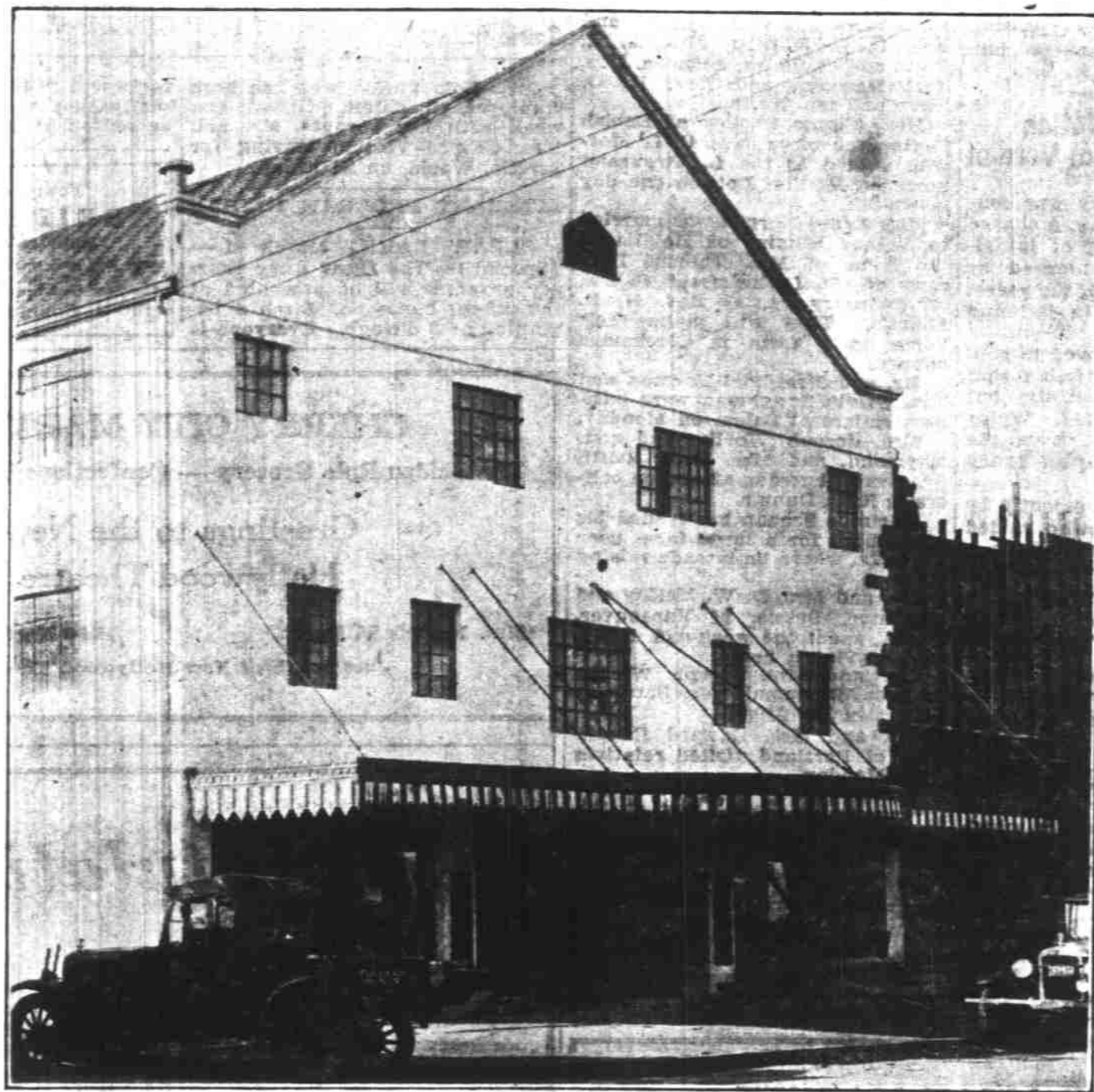
The club holds regular meetings in the business houses or homes of its members, where social gatherings are promoted as well as business discussions.

Much of the credit for the development of the new business district in the North Capitol street locality is due to the cooperation of the Salem Men's club.

### Ushers at New Hollywood Theatre



FAY WILLIAMS, LORAIN KINSER, BEATRICE KERTSON



WILLIAMSON'S NEW HOLLYWOOD THEATRE AND APARTMENT HOUSE  
2005 North Capitol Street

## New Hollywood Theatre Harmonious and Artistic

Stage Arranged for Community Shows as Well as for Motion Pictures; Show House to Seat 500 People With 350 in Orchestra

Theatre goers of Salem are going to be agreeably shocked when they visit the new Hollywood theatre, the city's first suburban show house, on opening night, Thursday, March 3. Harmonious and artistic in its exterior design, this theater, pioneer among such ventures in Oregon outside of Portland, is in distinct contrast to the usual conception of suburban entertainment centers.

Compact and cozy, it is a surprise to the visitor to learn that the theatre will seat 500 people. Seats for 350 are provided in the broad orchestra section, its width making this possible despite the comparatively short distance from the stage to the rear entrance. Fourteen loge seats are provided at the front of the balcony, and in addition there is an attractive mezzanine floor, a men's smoking room and a "crying room" where mothers may take young children, partitioned off from the rest of the theatre but with a plate glass front which permits a good view of the screen. The balcony seats increase the capacity to 500.

Simplicity and harmony mark the appearance of the interior, foyer and lobby, the novelty plaster finish being tinted in a three and four tone blended stain and the woodwork with a three color blend, all carrying out the Spanish motif which harmonizes with the general appearance of the interior and its furnishings, which include attractive Spanish chandeliers.

The seats are all of the new spring upholstered type, the same as those in the Capitol. Lighting is both direct and indirect.

Taken altogether, while not so large, the interior appearance and arrangement compares favorably with Salem's new downtown theatres, in which it takes such pride.

The equipment, too, is on a par with that of the larger show houses, with one feature that is even more modern and satisfactory. That is the projecting equipment, which is of the new Mazda type, its installation being made possible by the shorter distance from projecting room to screen. This system gives a clearer, steadier picture than any previous invention, but has not yet been adapted to a longer throw. Two power machines are being installed. A silver screen,

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## North Salem District Has Phenomenal Growth Record

Two Million Dollars Spent for Construction North of Market Street Since 1923. Three Plots in Locality Added to City Vicinity

Since North Capitol street was first opened up beyond Market street for municipal development in September, 1923, \$2,000,000 would be a very conservative estimate on the investments made in residence and commercial construction.

During this period three new tracts have been added to the city, namely: the Highway addition in the immediate territory around the new Hollywood theatre, the Williamson and Laurel Park additions extending on north from the Miles Linen mill. From a few scattering houses, building has so increased in three years that property is now selling by the front foot in many instances instead of by a flat rate per

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## Splendid Structure Shows Faith in Salem's Future

Building District Credit to North Salem; Three Stories in Height With 12 Furnished Apartments on Third Floor

Firm faith in the future of Salem in general and North Salem in particular was demonstrated by John Williamson, extensive owner of property in the North Salem community business district, when he ventured an investment of \$90,000 in the handsome new theatre building which will be completed early this week in time for the opening of the Hollywood Thursday evening.

Situated on the northwest corner of Hunt and Capitol streets, where main arteries of travel converge from several directions, this building is a distinct credit to North Salem and to its builder.

Not only did Williamson exercise the sagacity and confidence in the community's future to erect this building, but he outlined the exterior and interior plans and the decorative scheme of the theatre as well. The detailed plans were prepared by C. H. Post of this city.

The building is of three stories, and has been constructed of concrete reinforced with steel throughout. The theatre occupies the first two stories, except for a store room in the southeast corner, fronting on Capitol street just south of the theatre entrance, which has been leased to Fred Kirkwood and will be fitted up as an ice cream parlor and confectionery; and Williamson's office, which is on the other side of the entrance.

The front is finished in white stucco, with an attractive marquee across the entire length, above which is a big electric sign will be erected.

The third floor has been partitioned off into 40 rooms which will constitute 12 furnished apartments, with a sound proof floor so that sounds from the theater will not disturb the tenants. The stairway leading to this floor is on the north side of the building.

At the rear of the third floor is a specially built laundry room, with trays electric mangle iron and drying room, for the convenience of the apartment tenants.

Each apartment is equipped with electric range and telephone, and is supplied with steam heat.

The heating and ventilating system for the theatre as well as for the third floor, has been installed by Nelson Bros.

## Al Krause Chosen Manager of New Hollywood Theatre

Brings to New Position Experience of Many Years; Worked From Usher's Job to Manager in Various Portland Theatres

Al Krause, who will manage the new Hollywood theatre, is best known to Salem people as a men's furnishing merchant, but he is primarily a theatre man, and will bring to his new position years of experience. Krause was only 16 years old when he became connected with the theatrical business, starting at the bottom as an usher in the Star theatre in Portland.

Later he was treasurer of the Bungalow theatre, and after that assistant manager of the People's theatre. He then returned to the Star as manager, and after spending a year in Europe, was treasurer of the Orpheum Theatre in Portland for five years. Before coming to Salem in 1922, he served for a time as publicity manager for the Universal Film company.

## Over 400 New Residences Constructed Since 1923

Forty Houses in Various Stages of Construction; Many Advantages Attract People to District for Making Their Homes

Since September, 1923, there have been approximately 1100 permits issued for new residences in the city and of this number it is estimated that more than 400 have been built or are under construction in the district north of Market street and Garden Road.

Backed by this record, residents of the so-called North Salem district point with pride that their locality is the favorite section for new construction. Forty houses are now in various stages of construction within five blocks of the North Capitol commercial center, located at the intersection of Capitol street and Fairgrounds road.

The question arises, are these houses being put up by speculators or are they really meant to become homes for the owners? According to a reliable authority, fully three-fourths of these 400 houses have been built by people intending to make them their homes. With this thought in mind, most of the houses are of a more substantial type than those put up by the speculators who look only for the chance to make profit on their dealings.

Bounded on the west by the Willamette and on the east by numerous state institutions, Salem's outward growth must necessarily go either north or south. Both sections have had remarkable development, although South Salem has been handicapped by its topography, being of naturally hilly land.

Every resident of north Salem believes that the future of his district is assured by the advent of the two linen mills, the Oregon Linen Mills, Inc., and Miles Linen Mill. Both organizations have scarcely reached the beginner's stage and are practically certain of success with huge increases in output and payroll.

Church and school facilities are salient features in favor of this rapidly growing center. Protestants have had good churches within walking distance for a considerable time but it was not until 1926 that adherents of the Catholic church had such accommodations.

The St. Vincent De Paul unit, composed of a church and school combined, serves a parish of more than 200 families. An attractive brick building was constructed last year on a block adjacent to Highland and Myrtle avenues, making a needed addition to the city.

Grant and Highland grade schools and Parrish Junior high school furnish adequate facilities for school children now, but if growth continues as foreseen, a new building will be needed further out.

One distinct advantage of the district is that commercially it is almost self sustaining. Practically every daily necessity may be bought with just a short walk instead of the long trip of 25 or more blocks to the main business section of the city. Whether it being a pound of meat for dinner or theater tickets for the evening's entertainment you can get it in north Salem with little inconvenience.

Suburb developments are sure signs of growth in any city. Every large metropolis in the country is dotted with smaller suburban growths, each pulling for itself, yet, above all, standing firmly back of the parent to their growth with full loyalty and a spirit of cooperation.

Just as every added industry in that locality means a boost for north Salem, every new home and new business house that springs up there means another asset to Salem's development.

## Williamson Expanded His Interests; Theatre Came

Lone Star Service Station First Venture of Many Coming From Texas; New Buildings Came and Many Businesses Opened

Starting five years ago with a small service station which was the only business located there, John Williamson, whose new Hollywood Theatre in North Salem will open Thursday evening, has expanded his interests, erected new buildings and started new businesses there until he has practically built up that thriving business district single handed.

The Lone Star service station was his first venture; since then he has built up the camp ground, several store buildings, a larger service station, and climaxed it all by erecting Salem's first suburban theatre. Some of the businesses he started have been sold to other proprietors, others are still under Williamson's management.

Williamson came here in 1922 from Texas.

### Personnel of New Hollywood Theatre



JOHN WILLIAMSON  
Owner



AL KRAUSE  
Manager