

Elsinore To Observe First Anniversary Today

FOUR GREAT EVENTS COMING TO SALEM

Influence of Elsinore Theater Felt in Bringing of Fine Talent

The influence, which the building of the beautiful Elsinore theater has had upon the cultural life of the city, was felt immediately upon its completion, attracting as it did some of the greatest talent the musical world has to offer in a series of concerts, called the Salem Artist series. This influence was felt throughout the entire Willamette valley and attracted the attention of the musical magazines throughout the country.

The Salem Artist series brought to Salem four outstanding attractions during the past year, and this is to be continued during the coming season by an even greater artist series, again under the management of the Wolfsohn Musical Bureau, locally managed by the Elsinore personnel, with the aid and cooperation of the leading musical organizations of the city.

Salem is to have four of the principal events appearing on the large musical courses throughout the country during the coming musical season. In December, Edward Johnson, leading tenor of the Metropolitan Opera company, will be heard in concert at the Elsinore. When he appeared in Portland as leading tenor with the Chicago Opera company four years ago, when that organization last toured the coast, one leading musical critic said: "Wild with enthusiasm, Portland music lovers threw their hats in the air, shouted and whistled for encore after encore at the marvelous singing of Edward Johnson in the municipal auditorium."

"The golden magic of his voice" is a favorite expression of critics, and Melba recently expressed the opinion that "Johnson is not exceeded among living tenors."

January comes that loveliest of all the newcomers in the world of opera, Mary Lewis, beautiful ex-Follies girl, whose debut at the Metropolitan in 1925 was one of the sensations of a most brilliant season. Mary Lewis' climb to grand opera heights from the stage of the Follies is graphically told by herself in a series of articles now being published in the Ladies' Home Journal, the first installment appearing in the current May issue of the magazine.

"Bravo! Greater than Jeritza!"

(Continued on Page 4.)

VENTILATION PLAN ADDS TO COMFORT

New Air Brought Into Theater Through Set of Tempering Coils

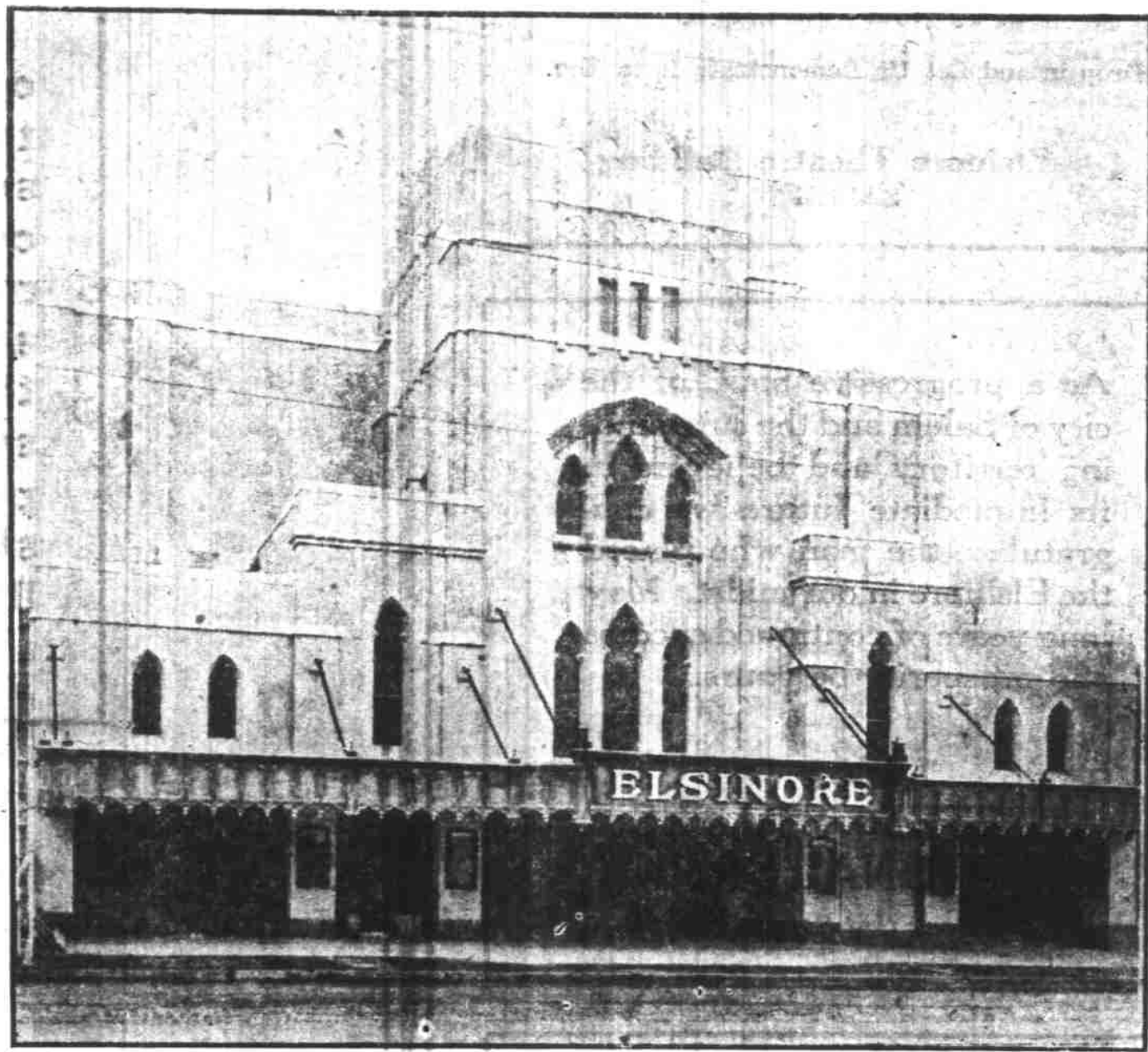
Salem people wondered last summer when the sun was shining its brightest how the Elsinore theater could be so delightfully cool. No matter how hot was the day the theater proved to be a comfortable relief from the sultriness without. Not all realized that the air which comes into the building is given a "shower bath" before it is forced by an eight foot fan into the main auditorium.

New air is brought into the theater through a set of tempering coils directly into the air washer. Water removes the dust, and the disease germs. After the cleansing, the air passes to the reheating coils where it is raised to a temperature conforming to the demands of the audience. In summer, the reheating coils are not used and the air cooled and purified by ice water, passes directly through the fan to the roof of the main auditorium where it is gradually diffused throughout the rest rooms, the dressing rooms, and the auditorium. Cool comfort in the hottest of weather thus is assured.

In the winter time, new air is brought in from the outside instantly, but instead the old air in the auditorium is run through an ozonator for purification, after which it is redistributed. This removes the necessity of heating and reheating the cold air. Ozone in the ozonator is created by violet ray.

The ventilation system is one of the most modern types for theaters, and was installed at great expense by the management.

ELSINORE THEATER FACING HIGH STREET



FINE ATTRACTIONS BROUGHT TO SALEM

Nineteen Road Shows Appeared in Year; Many Fine Pictures on Screen

New York presentations receive first rating in the theatrical world, followed closely by those in San Francisco, Los Angeles and Chicago. Productions in the latter three cities interlap with those of New York, using practically the same talent at a later date, or as in many cases, Broadway stars are made on their advance tours.

Such is the class of entertainment offered to Salem theater patrons at the Elsinore during the past year. Besides the many superior caliber vaudeville offerings of Fanchon & Marco, 19 road attractions have appeared on the Elsinore stage since September 21 last.

Julian Street's Players opened the season on that date with the comedy, "Seventh Heaven," and followed a week later with "Love 'Em and Leave 'Em," opening the way for the brilliant attractions which were to come later.

The favorite, Moroni Olsen company, with an all-star cast, produced "Dear Brutus" October 21, being received with such enthusiasm that he returned January 27 with "Outward Bound," a melodrama centered upon a powerful human interest plot.

The Ukrainian National chorus, appearing in brilliant native costumes, delighted a large audience December 8. The famed screen and stage star, Pauline Frederick, presented her own stage production, "Lady Frederick," on December 1.

As the feature of Christmas week, the Manhattan Opera company offered Tamaki Miura, outstanding Japanese stage artist in that inimitable production, "Madame Butterfly." This attraction proved to be the feature of the early winter series, the theater being packed with patrons, not only from Salem but many other towns in the valley.

The closing attraction of the year was the comedy, "Struttin' Sam," presented December 29.

The beauty of the Elsinore as founded the famed Bertha Kalich, star of "Magda," the presentation of January 6. M. Kalich described the theater as the most beautiful in which she had been privileged to play during her brilliant career.

"Rain," the production which held Broadway's attention for 18 months, was presented January 11, starring Isabel Withers.

Then followed a series of the Salem Artists' presentations. Cecilia Hansen, violinist, whom the Oregonian described as "the girl who looked like an angel and played like a man," delighted a large audience. A week later came Reginald Werrenrath, baritone, rated as America's greatest offer in his class. Ernest Dohnanyi,

(Continued on Page 4.)

SPECIAL PROGRAM PLANNED FOR TODAY

University of Oregon Symphony Orchestra to Give Concert; Pictures

As a fitting reminder of the excellent attractions which have appeared on the stage of the Elsinore theater in the past year and of the many outstanding offerings which are to come in the future, tonight's observance of the theater's first anniversary will be featured by the appearance of the University of Oregon orchestra, directed by Rex Underwood, prominent Oregon musician.

Doris Helen Patterson, nationally known harp soloist, will be the headline performer of the evening.

Following is the program which the university musicians will present:

March, "Coronation" Kreischmar
Waltz, "Vienna Life" Strauss
Harp solo, Doris Helen Patterson

Violin solo, "Tambourine Chinois" Kreisler

Serenade, Nina Marnock
Piece Poet and Peasant, Pierre Poot and Peasant, Suppe

The orchestra will also appear at the afternoon performance, but the two shows in the evening, beginning at 7 and 9 o'clock, will constitute the anniversary program.

In addition to the musical attraction, the program will include the feature film, "The Whirlwind of Youth."

As the title indicates this adaptation of A. Hamilton Gibbs' novel "Soundings," deals with "youth" and the cast is composed of fresh young players who are a positive delight on the screen. Lois Moran, Paramount's new star, contributes a characterization that brings

(Continued on Page 4.)

ELSINORE OWNER



Geo. B. Guthrie

Geo. B. Guthrie Man With Vision And Faith

Builder and Owner of the Elsinore One of the Unassuming Type Who Do Things; Iowa Native, Graduate of Harvard Law School

I am asked, by the managing editor, to write about five inches of 10 point, double column, to fit the space under the above heading—with about 10 minutes left for the task; after being out of town for several hours up to nearly time for this section to go to press—

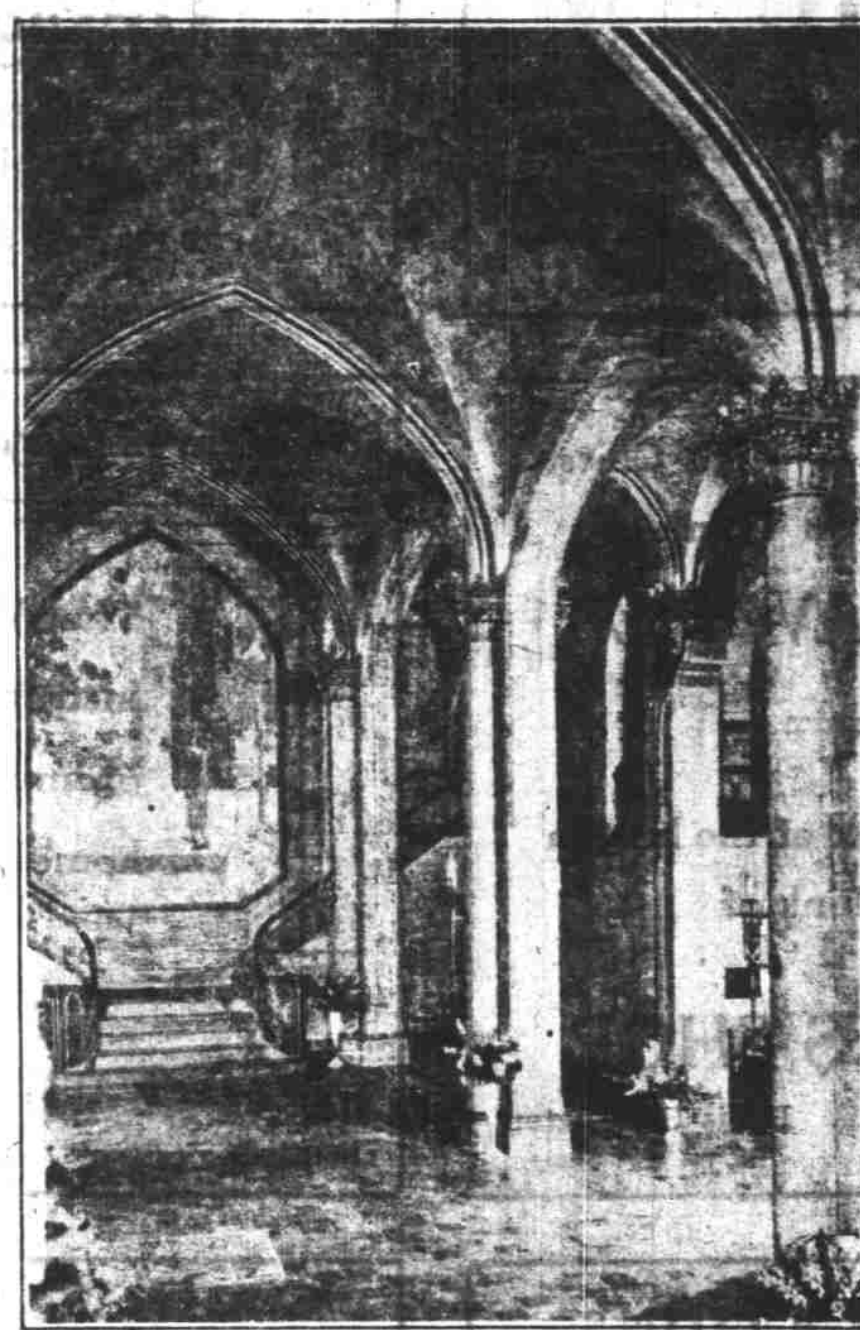
And that would be more than enough space and time for Geo. B. Guthrie to tell all about himself; for he is one of the most modest and unassuming of men—characteristic of men who do big things. Witness Lindbergh.

Geo. B. Guthrie was born in Buchanan county, Iowa, in 1882; graduated from Iowa State College 1906; from Harvard law school in 1909. Came immediately to Portland and began practicing law. An accident brought him to locate in Portland; another accident caused him to begin his connection with Salem theaters in 1912 or 1913. That's the story—

But he had faith in Salem and her future from the time he first saw this city, and he soon developed a vision out of which grew the Elsinore Theater. He carried the vision for years; dreamed the dream for more than two years, and spent nearly a whole year in the building of the play house. He was personally on the job. Oh yes; he had the architect's drawings. But he built and rebuilt. Changed the plans. Tore out finished work and substituted other work. He built himself into that theater. It is individual. It is different. It is unique. There is nothing else like it. And great artists, world famous in their fields, have pronounced this distinctive Salem play house the finest on the round earth. They keep saying this, one after another. The Elsinore theater is Geo. B. Guthrie's monument. It is more. It is Geo. B. Guthrie

(Continued on Page 4.)

Great Gothic Lobby Looking South



Attractions Booked for Coming Season

Without doubt the outstanding theatrical attraction booked for Salem during the summer months will be the appearance of Otis Skinner in "The Honor of the Family," June 22, at the Elsinore theater.

Skinner rates higher in character parts than any other actor in America, according to dramatic critics of the New York Times and the Sun. With him he brings his own company, a group selected carefully from the galaxy of actors who wish to associate with a man of Skinner's caliber.

Four months away is the appearance of John Philip Sousa with his 80-piece band. Sousa comes to Salem with one of the best groups in his entire career, a personnel of picked musicians.

Besides road attractions, the regular vaudeville offerings are increasing in popularity. Fanchon & Marco, representing the best the Pacific coast has to offer.

The following Fanchon & Marco stage presentations are coming to the Elsinore next month:

Aerial ballet, June 5 and 6—Sunday and Monday.

A bevy of 20 beautiful girls, selected from a group of hundreds of finished aerial artists, are presented in a magnificent scene that holds the audience breathless with the daring originality of the num-

(Continued on Page 4.)

THEATER'S BEAUTY WINS MUCH PRAISE

Decorative Care Apparent Throughout; People Appreciate Elsinore

Does beauty, seen every day, grow commonplace or does it come to be more thoroughly appreciated as the days and years pass? The answer, perhaps, depends on the individual. Some admire a beautiful building, scene or work of art once, and then see it no more, even though it appears before their gaze every day; others, whose response to the harmonic in outline, color and proportion is deeper rooted, find new perfection to appreciate the oftener the object of beauty is seen.

In Salem, it is safe to say there are both; and it would be interesting, on this first anniversary of the opening of the Elsinore, if one could get a cross-section of their varied reactions to the familiar but none the less unsurpassed beauty of the building, both within and without.

To some it has grown so familiar that they do not take the trouble to look and admire, yet they are the very people who did not take the trouble to inspect it thoroughly at first, and there are beauties there which they do not suspect.

Others, even though they sought to drink in every line and to form an appreciative conception of the whole one year ago when they attained their first opportunity to view it, never enter the theater or even pass by it, without being instinctively drawn to renew that original appreciation and add to it by the discovery of additional details.

But whether he appreciates it himself or not, the Salem citizen is constantly being reminded of the outstanding perfection of the Elsinore, through the admiration expressed by newcomers and visitors from out of town. Many prominent people have added their bit of praise, and the agreeable shock experienced by these visitors and by artists and performers who are scheduled to appear on its stage, on first seeing the exterior and interior of the building, constantly renew Salem's appreciation of its own unequalled amusement place.

Reiteration of the comparison which reveals the supremacy of the Elsinore among theaters of

(Continued on Page 4.)

WONDERFUL ORGAN LEND'S MUCH CHARM

George Guthrie Spent Considerable Time in Planning for Instrument

Realizing the vital part the organ has in the theater of today, Mr. Guthrie spent a great deal of thought and study in planning and designing the magnificent instrument that now graces this temple of art, the Elsinore theater, and a few words regarding the pipe-organ may be of interest.

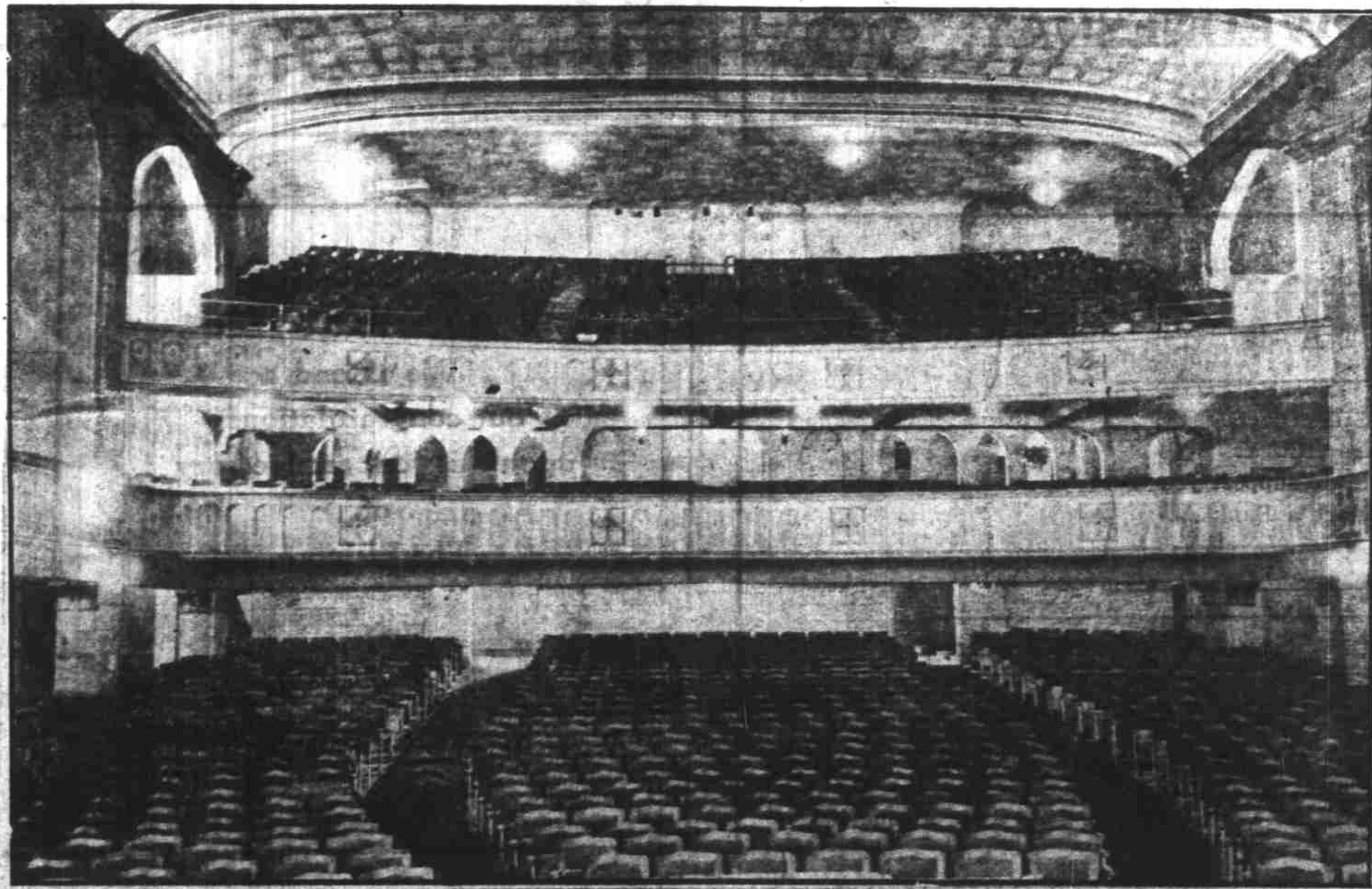
The organ was built in the Wurlitzer factories in North Tonawanda, N. Y., in direct accordance with the plans of Mr. Guthrie and his consulting colleagues, and from a tonal as well as a mechanical standpoint, it is as near perfect as human ingenuity can conceive. It comprises 150 stops, so selected that each and every one can be used as a solo stop as well as in conjunction with others for many desired tone colors or shadings that the artist may require, either in concert work or in giving interpretation to pictures.

Many organists of note have praised the instrument for its beauty and flexibility of its tone, and the rapidity and response of action is marveled at by every one who has had the pleasure of playing on it.

The organ is installed in four separate chambers directly over the proscenium arch, and no expense was spared in making these chambers dust and tone proof, thereby assuring perfect rendition of sound to all parts of the theater.

Much has been said of the wonderful beauty and atmosphere of the Elsinore theater, and the organ, although hidden away, is an unseen charm that lends enchantment to an artistic whole.

INTERIOR VIEW OF THE ELSINORE, "THEATER MAGNIFICENT"



BOUNCER REQUIRED

HOLLYWOOD, Cal., May 27.—Once in a while the people who look tough on the screen are as tough as they look. So a "bouncer" in the person of Jimmie Kilgannon, a 200-pound lad, was hired for the dance hall set where several hundred extras were paid to look "hard-boiled." It was his duty to keep over-enthusiastic members of the crowd well within the bounds of make-believe.