

The Week's Events In Salem Theaters

'SYNCOPIATION' IS TALKING HIT HERE

Famous Orchestra Enlivens Story on Elsinore Theatre Sound Screen

Judging from the big crowds evident at the Elsinore theatre Saturday to witness "Synco-pation" which started its local engagement, it is safe to say that local theatregoers have found in this unusual talking and singing production, entertainment seldom offered in other productions.

"Synco-pation" features that nationally famous musical aggregation of entertainers, Waring's Pennsylvanians, who are known the country over for their splendid phonograph recordings. They play a delightful repertoire of song hits, among them being "I'll Always Be In Love With My Darling," "How About Me," "Mary," and others. Their original musical arrangements, coupled with their excellent showmanship, make them one of the outstanding attractions in the country.

Morton Downey, the golden-voiced tenor, takes a very good part in "Synco-pation," and his melodious voice is indeed an asset to the picture.

L. Carlos Meier, versatile organist, is offering a collection of popular musical hits, which are going over big with Elsinore audiences.

Little David Smith, Jr., the 4-year old boy tenor, who has entertained thousands of radio enthusiasts by virtue of his excellent singing voice, is one of the stage surprise attractions. Smith, Jr., has sung over KGW and KXL radio stations in Portland, and has won a large following.

Fanchon and Marco's greater "Varieties" is on the stage today only, and an unusual fine presentation is promised by this act. The act includes such well-known vaudeville acts as Mabel Hollis, blues singer, Wallin and Braes, two eccentric chaps who can shuffle their feet; Mary Sweeney, the "Wonder Girl," and Cliff Clark, master of ceremonies and comedian.

'THUNDERBOLT' TO OPEN ON THURSDAY

The Elsinore theatre announces the booking of George Bancroft's latest all-talking picture of gang life, "Thunderbolt," which will open its local engagement Thursday.

George B. Guthrie, owner and manager of the Elsinore, was elated over the fact that he was able to bring to Salem theatre-goers this big road-show talkie, which is now breaking records of the Portland Public theatre.

"Thunderbolt" is the name by which the intangible Bancroft disguises himself, and his performance in this picture is said to be even better than his memorable characterization in "Underworld."

"Thunderbolt" was directed by Josef Von Sternberg, maker of "Underworld," which accounts for its gripping reproduction of contemporary life. Its events are the episodes which the newspaper biazon forth every day; its scenes are the events which take place behind the curtain of life.

"Thunderbolt" has been rated as one of the greatest of underworld mystery productions ever filmed. Harlem, that strange black metropolis in the heart of New York plays a very important part in this picture, as many of the thrilling and exciting scenes are laid there.

Fay Wray and Richard Arlen, the latter recently seen here in "The Man I Love," offer Bancroft some admirable support in this picture.

NATIONAL CAMPAIGN OF ADS ANNOUNCED

Montgomery Ward to Grow to 1500 Stores Says Its Management

A series of national advertisements pointing public attention to the growth of the Montgomery Ward & Co. retail business has been announced recently by officers of the company. The retail world views this as a far-reaching step, indicative of a national program of expansion started two years ago by the company which stated that within five years 1,500 stores would be opened. To date 408 retail locations have been opened to the public.

F. T. McAllister, manager of the local store, said that the national advertising program was part of a movement to acquaint the public with the scope of the business activities carried on by his company.

McAllister continued: "Local Advertising Imperative. With our expansion into new retail fields, we recognize the entire country as a market for our merchandise. The appeal is general, reaching urban as well as rural residents—in fact, it extends to all classes of our entire population."

"Our national advertising," says Mr. McAllister, "will in no way change the local advertising program, but will assure more than ever the use of the local newspapers as profitable advertising media. Our advertising in the Oregon Statesman will feature the same items described in the national series at the same time the magazine advertisement is released."

Masters of Half-Beat



Fred Waring's Pennsylvanians, who put the sink in "Synco-pation," now showing at the Elsinore.

She's Star



Miss Marcelle is the star in a Vitaphone production being given this week at the Capitol theatre.

"We realize, as do all up-to-date merchants, that there is no substitute for timely merchandise if the local daily papers. From 57 years of experience we are firmly convinced that advertising pays when the merchandise and prices are right."

JUNE COOL MONTH EXCEPT FEW DAYS

The temperature for June has been characterized by its steady coolness. The average maximum for the first 20 days was 68.9 and the average minimum 49.7. On nine days out of the first 20, the temperature was 70 or over; the highest maximum was reached on June 12 with a registration of 81 and a minimum of 60. The lowest recorded minimum was on June 18, with a register of 36.

June	Max.	Min.	Rain
1	62	44	.02
2	67	43	.14
3	70	43	T
4	66	52	.00
5	73	42	.00
6	73	47	.01
7	71	52	.00
8	61	52	.00
9	64	51	.00
10	67	50	T
11	75	52	.00
12	81	60	.00
13	73	60	.03
14	71	56	T
15	64	56	.79
16	60	51	.01
17	59	49	.05
18	63	36	.01
19	69	52	.00
20	79	42	.00

Read the Classified Ads.

An Invitation to the Public

AFTER a number of months of effort, an ideal which I have treasured for years has been at least partially realized.

That ideal was to build a home in which the architecture should fit perfectly into a hillside property and thus to make an exceptionally artistic home setting.

From the standpoint of both interior and exterior design I believe this new home offers something unusually practical and yet artistic in home construction.

This is not a mediocre, ordinary type of home; it is attractive, unique, natural landscaping providing a setting for the home different.

The public is invited all day Sunday and in the evening, to view the home. The public showing will continue throughout the entire week. Hostesses will be in the home ready to point out every nicety of its construction and to answer all questions.

I cordially invite the people of Salem and Marion county to attend this opening and to see every detail of the new house.

It has been my purpose to call the public's attention to the possibilities of hillside construction and every visitor will be cordially welcomed.

DELMAR L. BOND.
Salem, Oregon, June 22, 1929.

MISS MARCELLE S STAR IN NEW SHOW

Bligh's Capitol Has Actress of Outstanding Ability on Its New Booking

Miss Marcelle, popular variety comedienne and singer of southern syncopated songs, who is now being seen and heard in the Vitaphone presentation program at Bligh's Capitol theatre, began her theatrical career on a dare, and quickly became one of the most popular songsters on the vaudeville stage.

Miss Marcelle, who uses only her first name for stage purposes, was born in New York City. Several years ago she went to Hot Springs, Ark., where she attended some negro revival meetings. She became interested in negro "spirituals" and also in the southern accent. She had been studying music for some time, and she began doing imitations of the "spiritual" singers. She returns to New York and one evening, while attending a theatrical party, she was dared to entertain with her impersonations. A member of the Keith booking office was so impressed by her interpretations that he asked her to try out for an act.

Miss Marcelle presented "Alabama Bound" and "Forgive Me," and her renditions were so successful that she soon became a hit on the variety stage. She has acquired a special number of her own, "If I Never See You Again," and the "spiritual," "My Troubles Are Over," in southern dialect.

MISS SALEM COMES WITH F-M JULY 10

Fanchon and Marco's "Opportunity Idea" featuring Miss Salem, Dorothy Beyer, comes to the Elsinore July 10, according to an announcement made by the theatre management.

Miss Beyer has been going over big all along the Fanchon and Marco circuit, and has been winning considerable favorable comment.

Elaborate plans are being prepared by George B. Guthrie, owner and manager of the Elsinore, whereby Miss Beyer will be given a hospitable welcome.

Read the Classified Ads.

EL SINORE
"Salem's Greatest Entertainment"

George BANCROFT
THUNDERBOLT
A Paramount Picture

It's Bancroft's Latest All-Talking Production Truly Greater Than "Underworld"

STARTS THURSDAY

THE BEST SHOWS SALEM HAS EVER HAD

100% TALKING

MARY PICKFORD
COQUETTE

ADAPTED FROM THE SENSATIONAL STAGE SUCCESS

UNITED ARTISTS PRESENT

MOVIE NEWS **VITAPHONE VAUDEVILLE ACTS**

—THE BETTER ENTERTAINMENT—

Gang Life Depicted



Fay Wray and George Bancroft in a scene from the Paramount picture "Thunderbolt," at the Elsinore beginning Thursday.

BANQUET HELD FOR RECENT AMERICANS

A banquet honoring the persons successful in the recent naturalization tests was held Saturday night at the Salem Y. M. C. A. Many of the new citizens were members of the citizenship class conducted at the Y. M. C. A. during the past winter. The banquet was at 6:30 in the dining room. Justice Coshaw and Mayor Livesley were honor guests.

Those who were successful in passing the tests were Otto Hillman, John Carrick, John Buchanan, Francis Joseph, Margaret M. Fessenden, Arnold Bothlin, Johannes M. Jorgensen, Michael C. Storrust, Jacob Bursack, Frank Poltschneider, Martin Hueser, Carl Jensen, Sarah Robert, Esther Burke, E. A. Solle, and

THE CAPITOL
"The Better Entertainment"

Coming Soon AND AT REGULAR PRICES, TOO!
Vitaphone Singing Triumph

DESERT SONG

light of the new relations of those present.

Walter Larkin, representing U. G. Boyer, presented the citizenship papers to the applicants. Following this each of the new citizens made a short talk of appreciation.

The citizenship class, which had been conducted at the Y. M. C. A. during the winter presented secretary Kells with a handsome fountain pen desk set. Presentation was made by Otto Hillman. The program was closed with the singing of "America," led by Ernest Solle.

The tables were beautifully decorated with a profusion of flowers and small American flags. The decoration was furnished by Ernest Lufner, who was a member of the citizenship class two years ago. During the dinner Mary Elizabeth Kells played "Minuet" by Paderewski; "Barchetta," by Noyce; "Evening Star," Wagner; "La Prima Donna," King; "Nocertune," Chopin; and "Sextette from Lucia," Donizetti.

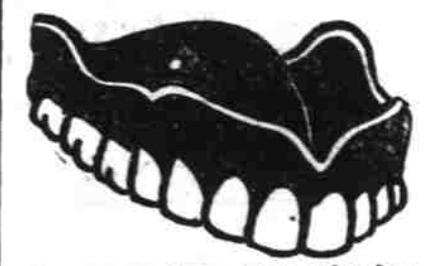
MRS BAIR HAS RECITAL

KEIZER, June 22—Mrs. Ruth S. Bair, a former Keizer girl, now living at Bay City, recently presented her piano students in recital.

Mrs. Bair was assisted by Mrs. Harold Newman, vocalist and Miss Martha Painton, reader. A daughter of Mrs. Bair, Miss Dorothy Bair, also appeared on the program.

One of the longest hauls of to-

A DENTAL PLATE



when made by a man who has specialized in this line of work should look natural and fit perfectly. I guarantee my plates to do both. Do not buy a plate on price alone, you may have to buy another one in a short time.

My prices are as low as possible, in keeping with good dentistry!

Come in and see my unbreakable "gumlike" hecolite plate—at a big saving to you!

Dr. F. C. Jones

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Phone 2860
Over Ladd & Bush Bank
"Five years instructor at the Portland Dental College."

Everybody Is Raving About This Great Bill!

EL SINORE
"Salem's Greatest Entertainment"

Now Playing TILL WE'D IN.

100% ALL-TALKING ALL-SINGING... ALL-PLAYING
Mammoth Screen Extravaganza!

FRED WARING'S Pennsylvanians in SYNCOPATION

with MORTON DOWNEY
CROWDS GALORE
They're coming from all over to See and Hear this Program and also
Fanchon & Marco's Varieties TODAY ONLY
Pathe Sound Talking News
L. CARLOS MEIER AT THE ORGAN
David Smith, Jr.,—4-year old KXL and KGW Star
COME ALONG!

Results heretofore unheard of in a Low-Priced motor car

There never before has been a car at anywhere near the price that could be driven comfortably at top speed hour after hour.

There never before has been a car in the low-priced field so smooth and flexible.

Plymouth, bear in mind, is the only low-priced car with the advanced scientific advantages of Chrysler engineering. That, in and of itself, explains the thrilling superiority of Plymouth performance in every respect.

Plymouth is the only low-priced motor car with Chrysler weatherproof-4-wheel hydraulic brakes. That is the reason why

EVERY day brings additional emphasis to the self-evident fact that the improved Plymouth is today's great example of progress in the field of low-priced motor cars.

There never before has been a low-priced car of Plymouth's full-size roominess, restful comfort and attractive appearance.

There never before has been a low-priced car of such strength and stability of construction.

There never before has been a car at anywhere near the price that could be driven comfortably at top speed hour after hour.

today's Plymouth is and does until you sit in the driver's seat and get the actual feel of the car. We invite you to test Plymouth in your own way.

Coupe, \$655; Roadster (with rumble seat), \$675; 2-Door Sedan, \$675; Touring, \$695; De Luxe Coupe (with rumble seat), \$695; 4-Door Sedan, \$695. All prices f. o. b. factory. Plymouth dealers extend the convenience of time payments.

PLYMOUTH
AMERICA'S LOWEST-PRICED FULL-SIZE CAR

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