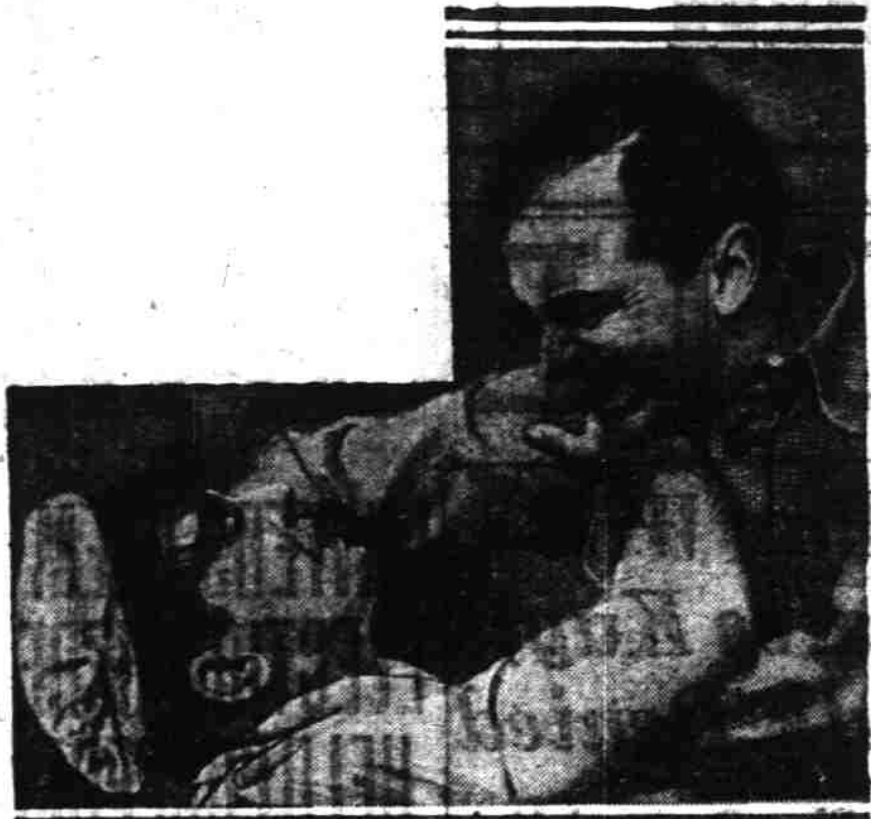


Greater Talkie Season Presents Newest Pictures Locally



A glimpse of action in "The Man Hunter," starring Rint-Tin-Tin at Bligh's Capitol beginning today.

FILM STANDARD HIGH Constant Effort to Improve Emphasized in "SEASON" NOW BEGUN

Once upon a time the legitimate stage people stood and frowned upon the silver screen. It was ruining the art and lowering the taste of the public. It was even considered rather poor taste to go to movies. That was long ago.

Today there is the talking picture to give both expression and sound to the plays presented. And beginning with this week in Salem and officially beginning August 15 will be a season instigated by movie producers about 10 years ago to encourage the showing of the best pictures obtainable. There has been a continual and insistent change in the type of pictures shown. More and more the best from the legitimate stage has been placed on the screen. Actors are not so much chosen for their looks now as they are being chosen for their ability to really act.

Salem theatres, Fox Elsinore, Bligh's Capitol, the Grand and the Hollywood, have all made an effort to get the best in the way of pictures to observe this season of "better movies and better talkies." Many hundred dollars have been spent in the purchase of the best. Cheap pictures are to be had yet there is no doubt of that, but real ones have been brought to Salem for this season.

A list of the fine pictures coming to the Fox Elsinore is Moran and Mack, "Anybody's War," Bill Haines, "Way Out West," Norma Shearer, "Let Us Be Gay," Jack Oakie, "Sap From Syracuse," Constance Bennett, "Common Clay," Nancy Carroll, "Devil's Holiday," Clara Bow, "Love Among the Millionaires," Milton Sills, Dorothy Mackaill, "Man Trouble," William Powell, "For the Defense."

Among those coming to the Capitol will be "High Society Blues," a Janet Gaynor and Charles Farrell picture; "Those Who Dance" will be presented August 21, 22, 23; "The New Movietone Follies of 1930" August 24; and "The Dawn Patrol" will follow.

Both the Grand and the Hollywood will bring some of the outstanding return pictures to Salem. "Sally" at the Grand Sunday will be a good sample.

When it is considered that moving pictures started only 40 years ago, and that the many inventions which have made the producing of pictures an art that is so much a part of the life of the American nation one may well look with admiration on the pictures which will be shown in Salem this "greater movie" season.

The Call Board . .

By OLIVE M. DOAK

FOX EL SINORE
Today—"Romance" with Greta Garbo.

BLIGH'S CAPITOL
Today—"The Man Hunter" with Rint-Tin-Tin.

THE GRAND
Today—"Mountain Justice."

THE HOLLYWOOD
Today—"The Girl Said No," with Wm. Haines.

HOLLYWOOD

Home of 25c Talkies
TODAY and SATURDAY

William HAINES

THE GIRL SAID NO



HE took her for a ride and had to walk home himself!

Bill Haines' funniest talking farce!
IT'S RICH!
with LILLA HYMANS, POLLY MORAN, MARIE DRESSLER
Also Mickey Mouse Comedy, Fables Comedy, Serial and News.



Here is a view of Greta Garbo who as the famous opera singer, Cavallini, does some excellent work in an unusual play "Romance" now playing at the Fox Elsinore.

Mickey Mouse NOTES

The Mickey Mouse club sure has been made a fine club under the leadership of Chief Dow and now he has started a way for some members to make money selling a movie magazine, the Screen Mirror.

The boys that are selling these now are: Norman and Gordon Summers, Darrel Harros, Morril Cray, and Jack and Dale Love-

land. We can still use a few more boys.

MMO
Here we are boys! Prof. Feagy, Bill Brazee and Chief Dow have decided to inaugurate a boy's band for the club this season. Next Saturday, August 23rd, those interested will meet at 11 o'clock at the Fox Elsinore to register. Join.

MMO
Greater Talkie Season starts this Saturday, and it sure starts with a real show; William Hains in "Way Out West" and Fanchon & Marco's "Idea in Blue." Mickey Mouse in "Frotting Fish" and the second episode of the new serial The Fatal Warning; the

"Phantom Flyer." MMO
The "Great Lover" of the screen has been found at last, and in the August 9th issue of the Literary Digest they say our Mickey Mouse is the great lover. I guess Mickey is sure getting famous. You should read this item in the Digest.

MMO
We'll be sure and have this yoll this week.
RICKETY-EX DITTY-EX DITTY-EX
RICKETY-EX DITTY-EX DITTY-EX
LOLLA BALOW LOLLA BALOW
MICKEY MINNIE
WOW

HERE'S WHAT Greater Talkie Season

means to patrons of the



Here you will see and hear the new 1930-31 project of the studios—new stars—new directors—vastly improved recording and projection all combining to present the last word in talking picture entertainment.

THESE GREATER TALKIES WILL BE SHOWN NOW!

- Moran and Mack "Anybody's War"
- Bill Haines "Way Out West"
- Four Marx Bros. "Animal Crackers"
- Norma Shearer "Let Us Be Gay"
- Jack Oakie "Sap From Syracuse"
- Constance Bennett "Common Clay"
- Nancy Carroll "Devil's Holiday"
- Clara Bow "Love Among the Millionaires"
- Milton Sills, Dorothy Mackaill "Man Trouble"
- William Powell "For the Defense"
- George O'Brien "Last of the Duanes"
- Claudette Colbert "Manslaughter"
- Gary Cooper "Man From Wyoming"
- Ruth Chatterton "Anybody's Woman"
- Jack Oakie, Jeanette McDonald "Let's Go Native"

NOW—GREATER TALKIE SEASON—NOW

NOTE—The Fox Elsinore is the only Theatre in Salem showing the new season's product.



Marilyn Miller and Alexander Gray in "Sally," which will christen "better movie" season at the Grand, Sunday.

Greater Talkie Season now—then after visit

PETER PAN
OUR NEW

Delicious ICE CREAM

Makes you smack your lips and call for more! Nourishing. Refreshing. Fresh frozen at the Fountain.

Fresh Fruit, Nut and Standard Flavors

Sample them yourself

State and High Sts.

Telephone 839

WHEN

JACK HUGHES

Breaks Into Print . . .
It's An Unusual Event . . .
He Took This Space to Boost for . . .

Greater

Talkie

Season

and Incidentally to Boost His Popular

Blue Bird Cafe

Lunches - Fountain - Magazines-Candies
Salem's Jolliest Recreation Center

Hop Pickers DANCE

at
KENTI HALL

Opening Sat. Aug. 16

Largest Floor in the Valley.

Speaking of Greater Talkie Season
We're for a Greater Moving Season



Moving Storing Crating
Larmer Transfer &
Storage
Telephone 3151

We also handle Fuel Oil and Coal

More than 16,000,000 Americans visited Canada last year.



TODAY and SATURDAY
Rin-Tin-Tin Blazes New Trails



On the
Ivory
Trail!

RINT-TIN-TIN "The Man Hunter"

Sharks, savages, jungle perils beset "Rinty" on "The Ivory Trail."



ATTENTION KIDDIES . . .
Every child attending the Friday or Saturday matinee will receive a toy Glider and a box of candy FREE.

See the battle with the sharks

SUNDAY BRINGS
No. 2 of our Greater 'Talkie' Season



You'll like it even better than "Sunny Side Up"

GRAND FRIDAY - SATURDAY



MAYNARD Mountain Justice

Also
COMEDY - NEWS - FABLES

ACHES

There's scarcely an ache or pain that Bayer Aspirin won't relieve promptly. It can't remove the cause, but it will relieve the pain! Headaches. Backaches. Neuritis and neuralgia. Yes, and rheumatism. Read proven directions for many important uses. Genuine Aspirin can't depress the heart. Look for the Bayer cross!



EL SINORE Starting Greater Talkie Season

COOLEST SPOT IN TOWN

LAST TIMES TODAY
Greta Garbo
in "ROMANCE"
TOMORROW and SUNDAY

HAINES
in "WAY OUT WEST"
ON THE STAGE
FANCHON & MARCO'S
Idea in Blue