

State Theatre Opening Scheduled for Tonight at 6:30

CHURCH STREET BUILDING READY

Latest Type of Equipment Installed; Manager is Well Known Here

Salem's first dime theatre in recent years opens for business tonight at 6:30 p. m. in the newly constructed State theatre at 255 North Church street between Court and Chemeketa streets. Eddie Lewis, in the theatre business almost continuously in Salem since he was 10 years old, is to be manager. He is part owner of the State Theatre corporation which will operate the new playhouse.

Interior decorators were busy yesterday completing the theatre which is artistically decorated in a Spanish motif and comfortably furnished with 450 upholstered, spring-back chairs. A special preview of tonight's picture was shown at the theatre last night.

Two afternoon and two to three evening shows will be run daily except Saturdays and Sundays when continuous shows will be run, beginning at 12:45 p. m. A complete theatre entertainment will be provided with a feature picture, a comedy, a news reel and cartoon and a short feature. Lewis said yesterday there would be four changes of shows each week with Friday and Saturdays featured as family days. Forty per cent of the pictures shown will be first runs, the remaining features being subsequent runs.

Sound Equipment Is of Latest Type

Up-to-the-minute sound equipment and projection equipment has been installed. Every chair in the house is arranged to give the theatregoer an excellent view of the screen. The entire building, save for a foyer and office and projection room space, is being used for the theatre, the floor space comprising 40 by 100 feet. There is no stage, the theatre concentrating on talking movies.

Lewis has chosen Sam Collard, engaged in the theatre business here for the last 17 years, as his assistant manager. Elizabeth Boylan will be cashier and Earl Hedrick will be operator. The construction of the theatre has been under a general contract held by H. C. Hummel. Local

workers will be employed.

Included in the equipment of the new playhouse is a thorough air conditioning plant which permits new air in the showhouse each five minutes. Attractive carpets have been laid in the aisles and in the foyer. Special attention to sound effects has

COMING TO STATE THIS WEEKEND



Jean Harlow and Robert Williams who will open Sunday, August 5, at the new State theatre. The picture is a Columbia production. It will be shown two days.

'Crooked Circle' With Zasu Pitts of Expressive Hands Initial Show at New House

Zasu Pitts, whose every screen appearance is relished by film fans far and wide, shares one distinctive trait which was also internationally famous with the great Sarah Bernhardt, in having the most expressive hands in motion pictures.

This particular characteristic is very noticeable in her current role as the flutney housekeeper in "The Crooked Circle" which is offered as the opening picture at the State theatre today.

While almost impossible to describe in cold type, nevertheless Miss Pitts conveys every emotion and shade thereof, by peculiarly graceful movements of her fingers and hands.

Her present role as the nervous housekeeper of a reputedly haunted house offers unlimited opportunities for this player's individual art. By simply pointing in a given direction she conveys nervous fear. Her touch on an object instantly reveals her emotion of the moment and Zasu Pitts' expressive gesture of "wringing" her hands can depict

been given in the interior decorating and the large drapes used on the walls of the theatre.

Lewis will handle the buying of films for the theatre and will work with Collard at the door, thus becoming acquainted with his customers.

INTRODUCE NEW SOUND SYSTEM

State Theatre is Equipped With "High Fidelity" Victor Machines

With the showing of "The Crooked Circle" as the first vehicle, Eddie Lewis, manager of the new State theatre yesterday announced the operation in the theatre of the very modern "High Fidelity" sound reproducing system installed by the RCA Victor company.

Working in the early hours of the morning sound technicians from the great laboratories of the RCA Victor company, at Camden, New Jersey, have installed and tested the new High Fidelity system and reported it ready. A new giant loudspeaker, capable of reproducing the entire range of audible frequencies with the utmost fidelity, has been installed behind the porous screen from which the sound emanates, and with the new sound-head and high quality amplification system in the projection booth, the stage is set for presenting the greatest advance in theatre sound since the advent of talking movies.

Progress Very Rapid Technical progress in the sound motion picture art has been so rapid and far-reaching since the time, four years ago, when speech and music were added to the moving image on the screen, that sound reproducing systems of the earlier days are now hopelessly inadequate in recreating the finely recorded pictures of the present day. Whereas previous systems have been able to reproduce tones as low as 100 cycles and as high as 6,000 cycles at the very best, the new RCA Victor equipment can faithfully reproduce tones as low as 60 cycles and as high as 10,000 cycles. The range of volume too has been improved so that the merest whisper of the wind in the grass or the great crescendo of a symphony orchestra may be reproduced with equal fidelity.

The development of the new High Fidelity system comes as the culmination of years of persistent research and experiment by a group of engineers with a background of more than 30 years of acoustical experience. It was this same group of engineers that was responsible for most of the major advances in radio broadcasting and in marine and transoceanic communications.

With the installation of this remarkable new RCA Victor High Fidelity apparatus in the State theatre, motion picture fans of Salem will enjoy sound of the same high standard as that in the two finest theatres in the world, the RKO and International Music Hall of Radio City, in Rockefeller Centre, New York, for the sound systems are practically identical in operation and quality of reproduction.

Paradise Alley's Farmers Start Cut Of Grain and Flax BRUSH CREEK, Aug. 2.—Hay baling is the present work and play of a large majority of Brush Creek farmers. The hay crop was reported quite good, and prospects for a good grain crop are also reported. Cutting of grain has not begun in any general degree, although farmers along Paradise Alley were running their binders Monday of this week.

Hauling of flax from the Victor Madden farm was also begun Monday and will continue through most of the week. Three loads are hauled to Salem each day.

BIERSACK, SHARP HURT SCOTTS MILLS, Aug. 2.—Jake Biersack hurt his left hand quite badly Saturday night while splitting wood. The axe slipped, cutting the fleshy part of his hand beneath the thumb. Virgil Sharp, who has been working in a hop yard near Newberg fell from a platform while training hops last Friday and broke his arm near the shoulder. He is in the Newberg hospital.

Plumbing

in the new STATE THEATRE was done by

John B. Nathman

1174 Mill St.

Tel. 5881

Dunsmoor Bros. Handle Painting Of New Theatre

Three generations of Dunsmoor have been painters and at present five brothers of the present generation and their father are all painters and decorators. William Dunsmoor is the founder of the local firm of Dunsmoor Bros., which for eight years has maintained a standard of first-class work, doing all types of painting and decorating. Dunsmoor's handled the State theatre work.

"We paint inside, outside, up-side, down-side," said William Dunsmoor this week. "Some of

our jobs may look like suicide but we carry out our instructions or else do our specifications for decoration. Our work in oil has so changed some homes the mortgage really seems smaller."

TO ATTEND INSTITUTE WOODBURN, Aug. 2.—Several members of the Methodist Episcopal Epworth League will leave Saturday for Falls City where they will attend the Epworth League Institute for an eight day session. Those attending from the Woodburn district are: Rev. P. M. Hammond, pastor of the church, Miss Pauline Livesay, Miss Beatrice Brown, Miss Freda Hall, Miss Mona Does, Wayne Livesay, Ernest Livesay and Robert Hall.

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