

FORTY LEADING PAPERS UNIVERSAL ENTERTAIN

Forty of the leading daily papers the country ever have contracted with the A. P. Robyn Syndicate of Chicago to publish "Lucille Love, the Girl of Mystery," the most fascinating romance that has ever been written.

The author of this story is one of the best known fiction writers in the world. His versatility and marvelous descriptive abilities have won for him the title of the Master Pen.



MISS MARSHA FLORINE AND HER PET MONKEY

This thrilling story will be printed by at least one of the leading newspapers in the immediate neighborhood of every exhibitor and along with the story will be printed a list of the theaters where this feature can be seen the same day or the day following.

It was said before that this story, aside from being a literary masterpiece, was sensational. It is sensational—sensational in the situations it involves, the daring risks demanded to be taken by the players who will be seen in the story, in the spectacularism it will disclose, such as adventures with wild animals, death-defying dashes in airships, and the burning of ocean grey-hounds.

KING BAGGOTT PRODUCING ANOTHER DETECTIVE PLAY

(Continued from page 10.)

is called in. He discovers, first, that the dazed man had a mustache only recently—this from the fact that the man continues to brush his hand across his lip. Following up a chain of clues King finally learns that the man was not a sailor, but one of genteel habits.

As the story works out, the sailor had returned, and, learning of his brother's good fortune, had sought to replace him by stealing his identity.

Spring coming on, and more important, Easter, King Baggott decided that his wardrobe needed replenishing with fresh suits, hats, boots and shoes. But before this could be done it was necessary to clean out hundreds of pieces of clothing and what not that had served their usefulness.

King came to his decision between the taking of scenes of "Jim Webb, Senator," a two-reel lamp feature, now in course of production. In going through a mountain of clothes his hand passed over many, many pieces that he suddenly realized that he had not used in months. He realized that perhaps someone else could use them to better purpose than he himself.

The articles given away had cost the actor in assembling not less than two thousand dollars. Some of the pieces had come with him from the legitimate years before and bore trade-marks of stores situated all over the United States.

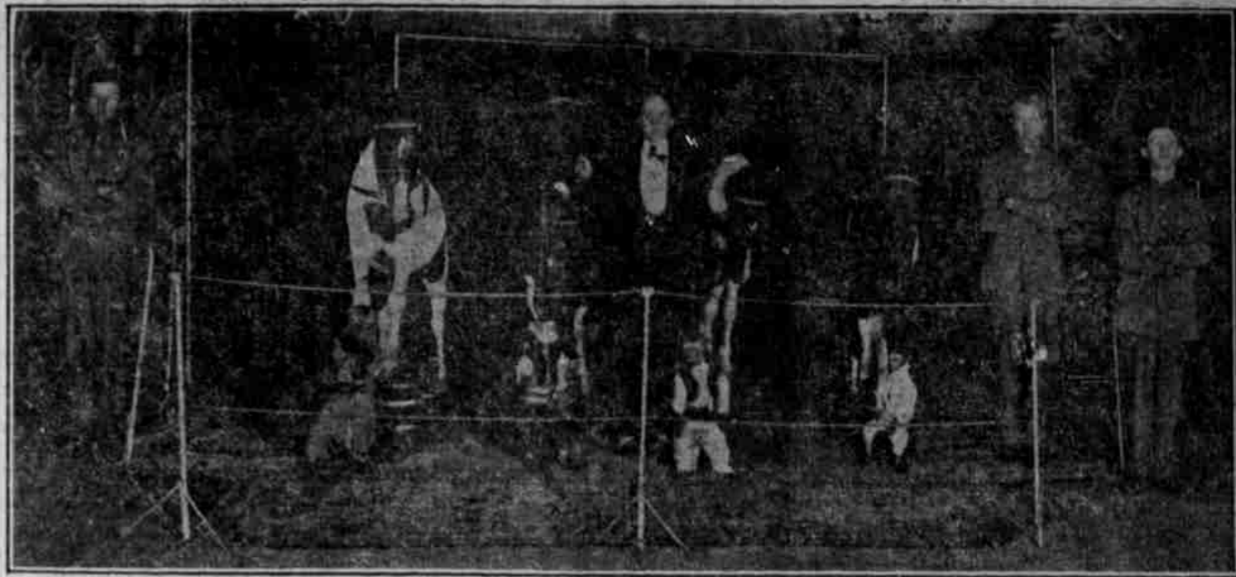
TODAY TODAY TODAY DON CARLOS

World-Famous

Dog, Monkey and Pony

Show, presenting the Big Laughing Act, The Monkey Hotel, Greatest show of its kind in the world. Matinee Price 15c, Any seat.

Sign of Good Shows Bligh Theatre Where Everybody Goes



wild animals, death-defying dashes in airships, and the burning of ocean grey-hounds.

"Lucille Love" will be released in two-reel instalments every week for 15 consecutive weeks.

HOMER CROY SAILS ON HIS TRIP AROUND THE WORLD

Homer Croy, the magazine humorist who has joined the Universal ranks, left St. Patrick's day on his trip around the world gathering humorous pictures. With him went Gilbert Warrenton, cinematographer.

They are to film all the different countries that they pass through.

Homer Croy is the best known of the younger American humorists. He has a big audience through the magazines each week, and by joining the Universal he widens the scope of his field.

representing nearly every known species. Sixty-five instructive, amusing, and thrilling acts are presented, one showing a group of twenty-four African lions.

The program is generously interspersed with clean, clever comedy, provided by forty rib-tickling clown bears, goats, ponies, dogs, monkeys, mules and elephants.

Performances are given at 2 and 8 p. m. and the doors open at 1 and 7 p. m. A glittering, new feature parade is presented to the public at 10:30. The date for Salem is Tuesday, April 14.

MILLION DOLLAR PICTURE PLANT WILL BE ERECTED

The purchase of a 750-acre ranch just outside Los Angeles, and the intention to begin immediate construction of a million-dollar moving picture plant, was announced recently by officials of the Universal Film company, whose Pacific Coast producing resources are now divided among three studios in various parts of the Hollywood district.

The new ranch stretches from the Lankershim road to the Burbank road, just across the Caluenga pass from Hollywood.

The property was purchased from Mrs. M. J. Anderson and C. E. Boag, the announced price being \$250,000.

"We will have one of the largest plants in the world," said Albert M. Norton, attorney and controller of the corporation, yesterday. "We have already retained Architects S. Tilden Norton and Frederick H. Wallace, now designing the Greek theater for Griffith park, to draw plans for reinforced concrete buildings to cost \$1,000,000.

"These will include the largest stage in the world, 500 feet long by 200 feet wide, another stage 300 feet by 200 feet, and three revolving stages for quick work in scenarios not requiring extensive scenery.

JOURNALIST TELLS WHY PEOPLE STOP THEIR PAPERS

University of Oregon, Eugene, April 7.—David H. Smith, for years circulation manager of the Oregon Journal, was brought to Eugene recently to tell the students in the department of journalism "Why People Stop Their Papers."

Mr. Smith gave five of the reasons, which he said were responsible in the order named: Bad delivery, disapproval of editorial policy, specific inaccuracies in news stories, competition of other papers, changes of location. He showed how the wide-awake circulation manager tries to hold the subscriber who "orders a stop" for any of these reasons.

Recital of some of the troubles and responsibilities of the circulation manager of a metropolitan daily interested the students greatly. When the paper is late and the trains are missed, the circulation department bears the burden of complaint and the financial loss, although some other department is always responsible for the lateness. Best business results are obtained when editorial, circulation, advertising and mechanical departments co-operate closely, he said.

HIRES SPECIALIST TO REVIEW OCCULT PLAY

Allan Dwan, director of special features at the Universal Pacific coast studios, recently employed two specialists with expert knowledge in mental telepathy and allied subjects, to review with him and criticize his latest production entitled, "The Forbidden Room," a three-reel story delving deep into the fascinating field of the occult.

Mr. Dwan is exceedingly careful in handling stories, the development and subject matter of which implies a scientific knowledge of established facts.

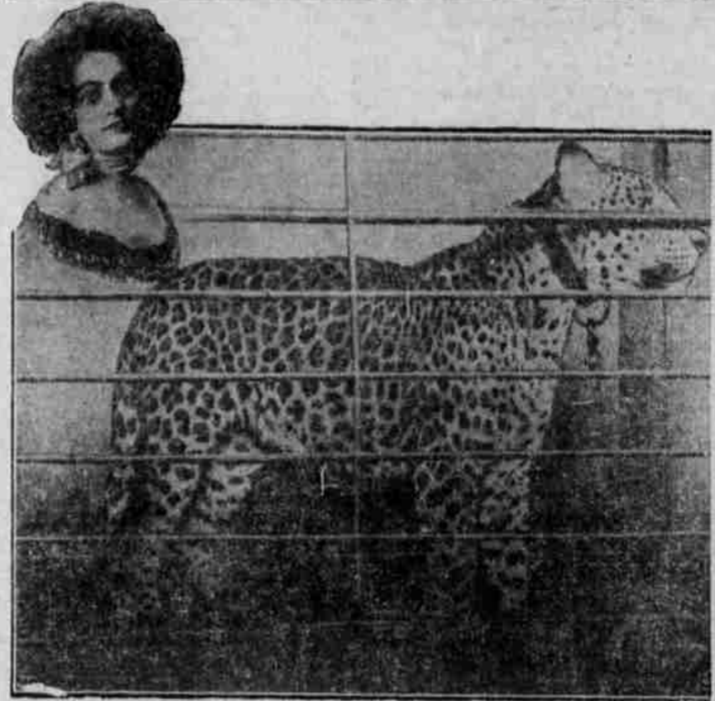
"The Forbidden Room," is, in a measure a problem play. Mr. Dwan has handled his subject in such a manner that the question arises and is disposed of as to whether or not a person in a state of hypnosis can be influenced by the hypnotist to commit murder.

Murdock MacQuarrie, William C. Dowland, Lon Chaney and Pauline Bush play the leading parts in the drama.

UNIVERSAL FILM COMPANY GIVES EMPLOYEES MEDALS

For "using the brains God gave them" seven employees at the Universal Pacific Coast studios were awarded gold medals for bravery by the Universal Film Manufacturing company on March 6. The presentation of the awards was made by Carl Laemmle, president of that company, and for services rendered the company on the night of January 12, when the film cutting and joining room took fire and \$100,000 worth of film was threatened with destruction.

Only the prompt action and quick-wittedness of these seven employees, four of them young women, saved the costly negatives from the flames. They risked their lives to perform their duty. As a result of this intelligent action, the loss from this fire was confined to about \$12,000.



Miss Martha Florine, principal woman wild animal trainer with the Barnes Circus, which exhibits here Tuesday, April 14. Miss Florine performs a large roup of leopards, pumas and jaguars.

NEWBRO'S HERPICIDE SOLVES THE PROBLEM OF GOOD HAIR

After Prof. Sabouraud confirmed the germ origin of dandruff, science was confronted by a new problem which was not solved until the discovery of Newbro's Herpicide. Herpicide being the first successful preparation compounded in harmony with this new theory, "the original remedy to kill the dandruff germ."

Since then, numerous preparations, said to be "just as good" as Herpicide have been thrown upon the market; others have adopted Herpicide claims, and without making any change in their remedies, but none have ever reached the same degree of popularity. Everywhere this remedy is recognized as the one genuine dandruff eradicant. As a result, Herpicide has more satisfied users than all other hair preparations combined.

SECOND ROUND OF SPRAYING IS NOW ON IN THIS VALLEY

With the opening of the apple blossoms a second round of spraying is taking place in the orchards in the Willamette valley, as many growers believe that the more serious damage is done the apple by the moth depositing its egg at this season. Others hold that the fruit is stung when about the size of a marble, but to be on the safe side the up-to-date horticulturist is spraying early and often. The excellent price for apples prevailing late in the season has encouraged growers to prune and spray carefully this spring, although some discouragement has been a marked feature of this crop in the Willamette valley until last fall when prices made the shipping of several carloads to Nome and other Alaska points, profitable.

The peach crop is pronounced practically out of danger unless intensely cold weather should prevail, as the fruit is well set on. Cherries are rapidly getting past the danger point of frost and prune growers are carefully watching their prune orchards as the price promises to be good owing to the fact that the first grade prunes throughout the country are practically cleaned up, the annual heavy buying by public institutions early in the year having done much to create a "clean slate" if not a shortage.

Small fruits, such as loganberries, are looking exceptionally well and will soon be in bloom, thus promising to come into bearing in June instead of July as in former years. At no time for several years have strawberries wintered in such excellent condition, coming through vigorous and without the loss of leaves except where they were cut with a view to promoting new growth.

Less than the usual amount of grafting has been done this spring, owing to the fact that the season was so forward that the rising sap made the continuance of the work impractical.

SAYS BENNETT WILL GET BIG MAJORITY IN LINN

W. H. Hornibrook editor of the Albany Democrat was in the city Friday afternoon. Asked about the political situation in Linn, he said: "So far as the governorship is concerned Linn will give a big majority to Bennett for the democratic nomination with Smith second and Manning third." He said he had talked with leading democrats from Benon and Lane counties and they were confident Bennett would lead all opponents for the democratic nomination.

In Linn county, he stated, practically all the leaders of the party including the executive officers of the county central committee are a unit for Bennett.



FLORENCE LAWRENCE IN "THE LITTLE MAIL CARRIER" Victor-Spann Drama

He also ventured the prediction that in Albany Bennett would poll three to one more than any other democratic candidate for governor.

A new bride always has a queer feeling about spending any of her husband's money. But it is wonderful how soon she gets over it. The feminine desire to get her money's worth never induces a woman to have her skirts made too large.

Special Easter Program. 4--MUTUAL MOVIES--4. Seventh reel of series OUR MUTUAL GIRL. Margaret meets America's foremost Suffragettes. A DANDY COMEDY LOVELAND BROS. Big Special Musical Act. SIGN OF GOOD SHOWS. BLIGH THEATRE. WHERE EVERYBODY GOES. Sign of the Best Shows.

Summer Cooking a Delight. With an "Insurance" National Gasoline Stove. It does away with the heat of a coal or wood stove. It is always ready for use. A touch of a match and you have your fire piping hot. The moment cooking is done, the flame is instantly out—no hot stove to cool off. An INSURANCE is a great labor saver. There is no fuel to lug, no ashes to carry out, no dust to clean up. Best of all, an INSURANCE is so safe. Call and let us demonstrate it for you.

Salem Hardware Company. (INCORPORATED). 120 North Commercial. Phone Main 172. Day Telephone Main 933. Residence phones, 2454-J and 204-W. Office and warehouse, 161 S. Com'l St.

Capital City Transfer Co. Agents for Pacific Coast Forwarding Co., and Rock Springs Coal. Reduced freight rates on household goods. Get our rates.