

Growing up in Salem in the 50's we had 4 theaters in and around Salem. We had the Elsinore, the Capitol, The Grand and The Hollywood theater. I loved going to the movies on a Saturday matinee. The plush cushioned chairs, the smell of freshly popped buttered popcorn. The quiet footsteps as you walked over deep pile carpets and were led to your seat by the uniformed usher. Going to the movies was a treat and a experience. It was a way for local and close communities near Salem to enjoy a good film, perhaps dinner before going home. The lines were already forming for most shows a hour or more before the doors opened. This is where teenagers could meet, enjoy a movie and still get home before dark. It was common for a family to come to the movies and share the experience together.

Although the movies in town were good. The theater I really enjoyed was " The Hollywood " theater in NE Salem. It showed some standard movies but was known for its art films, foreign, and alternative films, as well as shorts and serials. It was the best, least expensive and the most fun as well as good old fashioned entertainment for how to spend a few hours on a weekend or weeknight on a date.

Covid 19 had a major impact on our theaters like many other businesses this past year. We need our theaters back, we need to once again experience the smell of popping corn, the quiet hush in such places as Salem Cinema. We don't have the Hollywood any more but Salem Cinema has surpassed that and set a new benchmark with their choice of movies..their Oscar Nominees and choice to top films has set a new standard for Salem theatres. Now we can once again have Movie Night.. or go to the movie matinees and know we are going to have a safe, enjoyable experience. Salem and Oregon needs their theaters and people need this form of entertainment to brighten our lives. We need to keep Salem Cinema and other theaters open and giving us awesome movies in the form of Art, Foreign and Alternative Films.