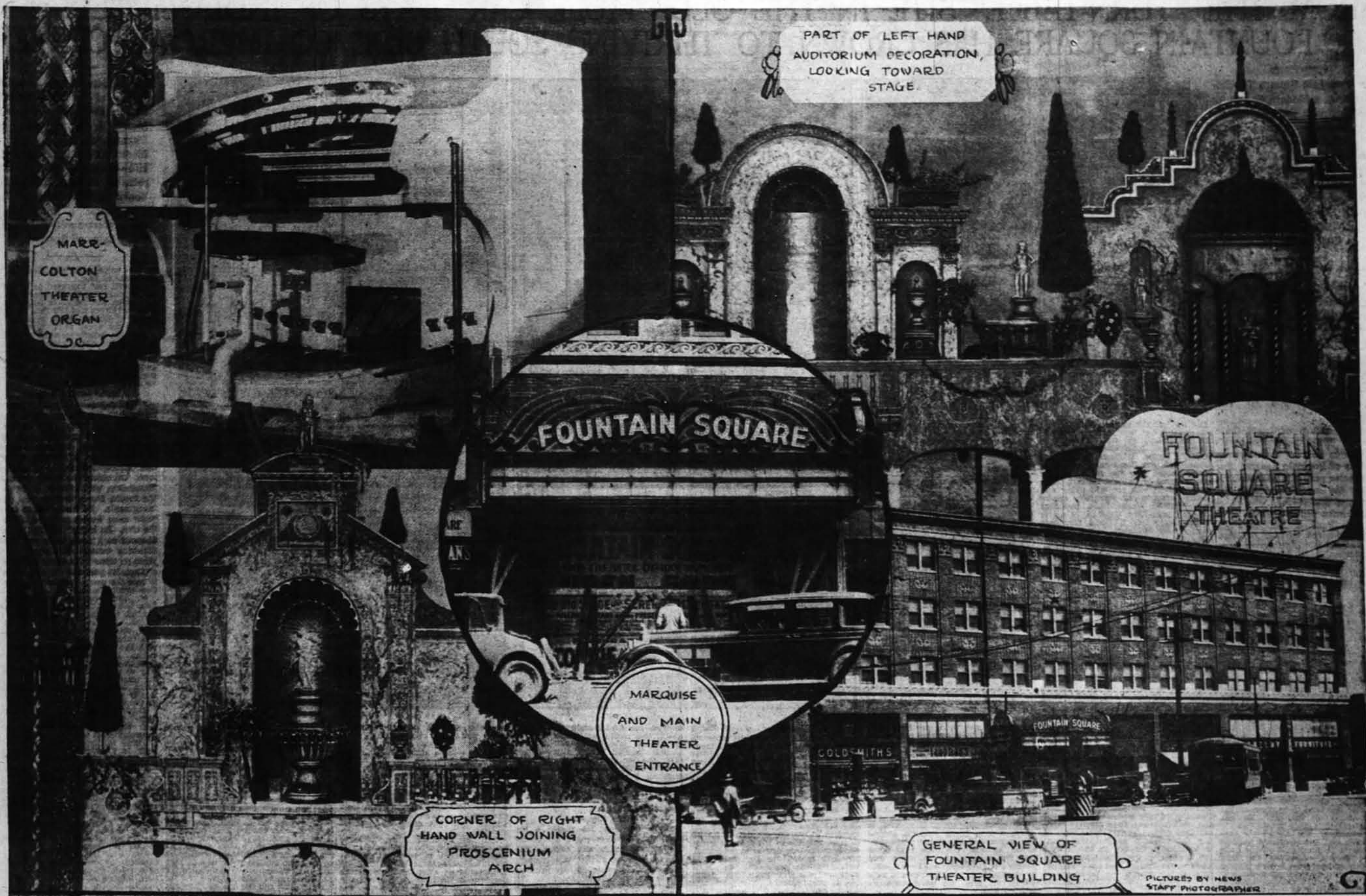


VIEWS OF THE NEW FOUNTAIN SQUARE THEATER



FOUNTAIN SQUARE IS NEWEST MOVIE HOUSE

Continued from Page 1, Part 2.

Shelby street side at a midpoint of the frontage and at a psychological location with reference to the Fountain square plaza, which is one of the finest free and open areas in the congested outlying business district

In the city. The principal exit of the theater extends to the Prospect street side and therein is placed an additional box office.

The theater, auditorium, lounge room, promenades, foyer and lobby are developed by a very complete architectural treatment, with a predominating influence of Italian design. The lounge room and the lobby are very formal, while the foyer and auditorium have an atmospheric scheme.

"antiqued and rusticated" to produce the old world charm.

The auditorium represents a large Italian garden under a night sky with twinkling stars, rolling clouds and creeping moon. The room is entirely surrounded by garden walls, shrines, fountain features, minarets and other architectural points of interest, all of which are backgrounded with artificial trees and over-hung with artificial vines and flowers.

Indirect Lighting.
The source of light is almost entirely indirect, strictly dependent on reflection from the face of the garden walls, which appear time-worn and decayed. Complete control of intensity of light is provided, and also changing colors will be a feature that will tend to make an ever-changing spectacle of the most striking and startling character. The orchestra pit is illuminated in order to feature musicians and the organ console is placed at the left side of the orchestra pit on a modern "lift" that will create a very inspirational impression.

A divided pipe organ of the very latest type and design has been provided and is so placed that the source of sound is entirely concealed. Arrangements have been made and proper facilities have been provided for broadcasting organ and orchestra recitals by radio.

The projection of pictures will be of the finest character, due to a very careful and up-to-the-minute planning of the projection room, in which every comfort and effective measure is provided for the projection operator. The stage is of regulation size, completely lighted and equipped and so designed that vaudeville productions or tableaux may be introduced thereon.

Ballroom.
The ballroom will be operated in connection with the theater and so planned that patrons may go from one to the other without interference. A separate and exclusive entrance to the ballroom is provided in the office lobby facing Prospect street. Both the ballroom and theater are ventilated with cooled air, washing and refrigerating equipment making a complete air change every three minutes. Particular attention has been given to parts requiring acoustical conditions and to every feature that is involved directly or indirectly with the comfort of the patrons. The ballroom dancing area is of hardwood and at one end large checkroom and rest rooms are provided.

At the Prospect street side, a short distance from the street corner is a very distinct and impressive entrance treatment into the office building lobby in which is a stairway running the full height of the building and a shaft for high-speed, electric passenger elevators. This shaft is so designed that elevator service may be extended to two additional future floors, which construction has been provided for in the present structural frame. This lobby is finished with Roman Travertine marble, trimmed with York Fossil and a Terrazzo floor laid in special design and color. An elevator lobby is on each floor in a similar position connecting with corridors running the full length of the building and communicating with the

various office spaces mentioned through full-length glass doors. A very long and wide light court is centrally located in such a way as to make the inside offices practically as suitable as outside spaces. The top floor has been left undivided and is particularly ideal for leasing by fraternities or civic organizations.

For Convenience of Tenants.
Compressed air, gas and every other modern arrangement have been provided as an extra convenience for doctors, dentists, beauty specialists and other tenants who have arranged for occupancy in the building. Hot water service and cooled drinking water are piped throughout the entire structure.

The offices, stores and other remote points in the building are heated by a two-pipe vacuum steam system, while the balance of the building, primarily consisting of the theater auditorium, is heated by a fan-blast hot air, circulating, thermostatically controlled system. Specific arrangements have been made in the plumbing, heating and wiring whereby the various parts of the building may be cut off independently and through which a special metering can be placed so that individual tenants will be upon separate energy consumption basis, making the whole proposition a flexible development thoroughly suitable to the ever-changing condition of future progress.

Particular consideration has been given to electric sign illumination for the entire building. An enormous sign has been placed on the roof immediately above the main entrance to the theater, while smaller signs are on the roofs of the marquis in connection with electric program panels. Original creation of fountain effects, operated on flashers give a distinctive note and serve as highly desirable advertising mediums.

Frank B. Hunter, with offices at 912 State Life building, is the architect, and says: "The entire project will be far beyond the expectations of the citizenship of the vicinity, and will mark a new architectural epoch in this neighborhood."

Architect's Record.
Mr. Hunter has been an Indianapolis architect for twenty-two years, and has built approximately 600 houses and buildings in the city. His enterprises cover a wide range of commercial and residential structures and he is regarded a pioneer in introducing reinforced stucco, extensive insulation, custom steel windows, patented sheathing and wallboard, scientific kitchen equipment, electric refrigeration, color blend roofing and highly developed interior decorating.

Hall apartment building, St. James Court apartment, Lesh Paper Company, Robbins Body Corporation, Indianapolis Brush and Broom factory and scores of others.

LIGHTING FIXTURES ARE FEATURE IN NEW THEATER

Large Switchboard is Designed for Simplicity in Handling Many Circuits.

A feature of the new Fountain Square theater is the intricate lighting effects throughout the house as well as on the theater's full-sized stage. The equipment necessary to control this elaborate system, much of which was made especially for this theater, was supplied by the W. C. Fletcher Company, Inc., 502 Illinois building, district representative for the Penn Electrical Company, of Irwin, Pa. The company also is representative for the Connecticut Telephone and Electric Company, of Meriden, Conn., whose inter-communicating telephones were provided for the theater.

The stage switchboards are of the "safety dead front type" especially designed for a large number of circuits and at the same time to occupy a minimum of space. The board also was designed with a view of simplicity of future progress.

Furniture for the Beautiful New Fountain Square Theatre

Furnished by Sander & Recker Furniture Company Meridian at Maryland

Furring—Plastering and Ornamental Work

In the Beautiful New Fountain Square Theatre Building

By HARRY W. CRAMER

Established 1909

3033 Washington Blvd.

HA rrison 0598

BIG THEATER SIGN

Fountain Square Has One of Largest in State. Surmounting the new Fountain Square theater will be one of the largest electric signs in the state. The

Wrecking by MILLION POPULATION WRECKING CO. 310 S. Delaware St. Lincoln 6270.

big sign has letters eight feet high and is in itself approximately forty feet in height. Its glowing letters designating the place of the Fountain Square theater can be seen for miles.

This huge sign, together with signs on the marquis, which have an electrical flashing routine that appears as fountains, are products of the Aircraft Sign Company, of Lima, O.

CONGRATULATIONS JOHNSON-MAAS CO.

CONSOLIDATION
Maas-Neimeyer Lumber Co.
Wm. F. Johnson Lumber Co.
PHONE TALBOT 7000
Lumber, Millwork and Building Material Divisions.

For Office or Store Space

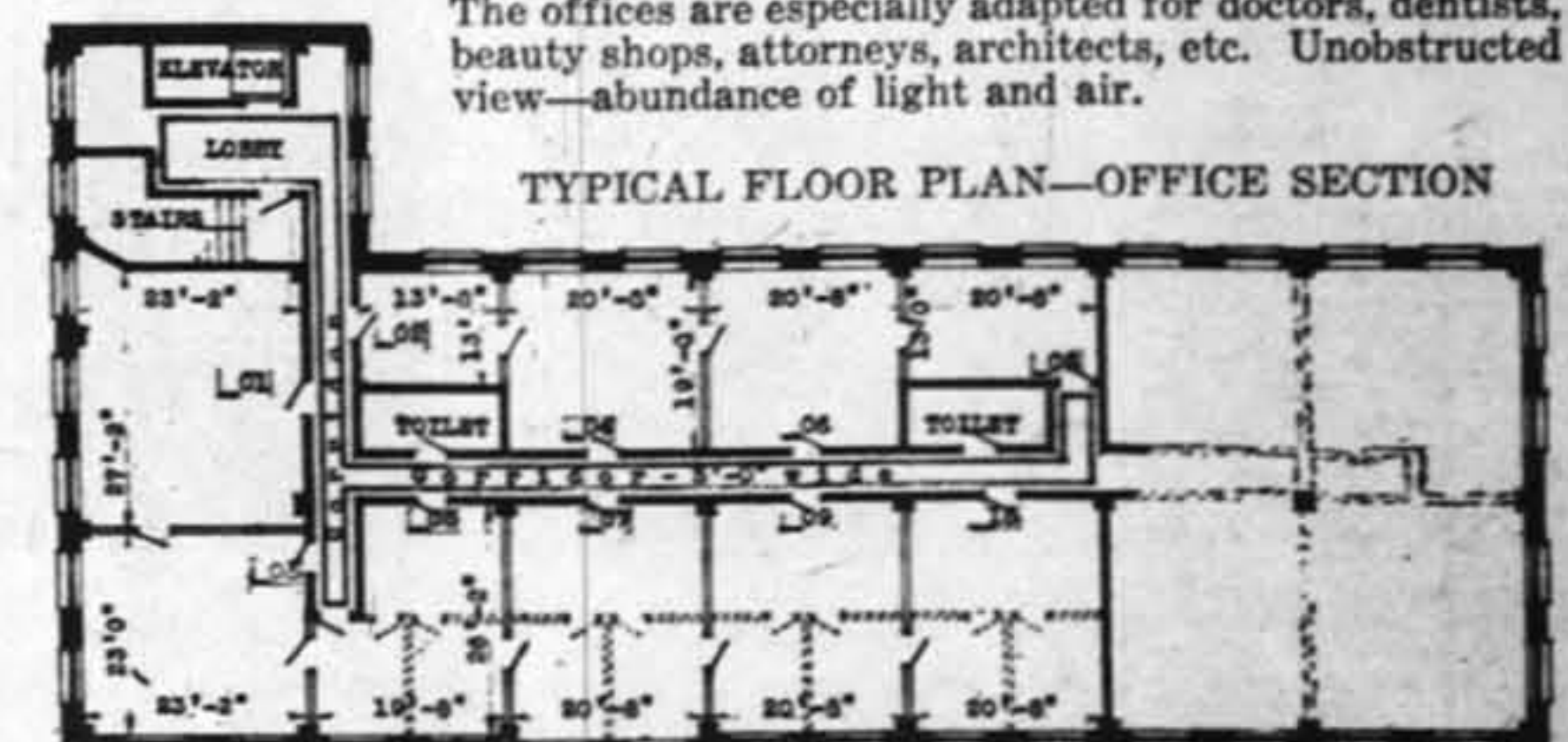
IN THE BEAUTIFUL

Fountain Square Theatre Building

Southeast Corner Shelby and Prospect Streets

The Finest Office and Commercial Building South of Washington Street

Strictly modern—fireproof—Warren-Webster vacuum steam heating system—elevators—Frigidaire—gas—compressed air—janitor service. The offices are especially adapted for doctors, dentists, beauty shops, attorneys, architects, etc. Unobstructed view—abundance of light and air.



Joint Occupancy and Inner Partitions Can Be Arranged to Suit Tenant

For Further Information Call or Write

Columbia Securities Company

152 N. Delaware St.

OR YOUR LOCAL AGENT

LI ncoln 6334

Congratulations

to the

Fountain Square Theatre

We wish you the same success that we have had in our Fountain Square Branch

GUARANTEE TIRE AND RUBBER CO.

Chas. Merkle, Manager Fountain Square Store

3012 Northwestern Ave. 938 Virginia Ave. 211 S. Illinois St.
4147 College Ave. 2118 W. Washington St.
Muncie—Marion—Richmond—Anderson

Indianapolis Toilet and Apron Supply Co.

935 E. Maryland St.
DR exel 7378

Completion of the New Fountain Square Theatre

Building proves confidence in the future of South Side Indianapolis !!

"the Big Light on the Avenue"

.... Down Virginia avenue up from Shelby street and from all the Indianapolis thoroughfares that converge on the South Side at historic Fountain Square, the glow of lights on the new Fountain Square Theatre Building spreads a message of the progress of this section of the city.

Indianapolis is growing; the South Side is growing, and the Fountain Square district is developing in great strides commercially. This new building, of which any part of the city might boast, is a mighty step forward in the furnishing of pleasant business places and adequate entertainment facilities to a fast growing community.

Here are convenient shops and a great motion picture theatre, with a seating capacity of 1,500 and a program of high-grade entertainment each week.

"The Big Light on the Avenue"—the Fountain Square Theatre Building—welcomes your visit, and your return.

This fine building is another mark of the "FORWARD" spirit in Indianapolis commercial and entertainment circles. The financing was underwritten by Breed-Elliott and Harrison and The Meyer-Kiser Bank, who handled a \$340,000 6% tax exempt real estate preferred stock issue secured by the new building. It is owned by the Fountain Realty Company, a subsidiary of The Columbia Securities Company. The theatre is operated by The Fountain Square Theatre Company. Frank B. Hunter and Bennett Kay were associate architects and engineers and are responsible for the designing of this beautiful structure. J. W. and W. C. Martin were the general contractors—these are all Indianapolis concerns and have demonstrated their faith in South Side Indianapolis and the Fountain Square district through this venture. They are to be congratulated on assisting in the growth of the city as a whole in this and numerous other ways.

The Fountain Square Theatre is truly a theatre of a "Thousand and One" wonders—a downtown theatre with downtown shows at Fountain Square.

Fountain Realty Co.
Owners

Columbia Securities Co.
Agents

The Meyer-Kiser Bank
and
Breed-Elliott & Harrison
Underwriters

Frank B. Hunter
and
Bennett Kay
Associated Architects and Engineers

J. W. & W. C. Martin
General Contractors

Fountain Square Theatre Co.
Operators of Theatre



ITALIAN PERIOD PIANO FOR FOUNTAIN SQUARE

Hand-Carved and Decorated
Instrument.

NOVEL IN COLOR, DESIGN

Not least among the attractions which the Fountain Square theater will present in the opening of the new house is a special hand-carved and carved Apollo grand piano ordered through the Wilking Music Company, the exclusive Apollo representative in this territory.

The piano was carved by Louis Gebhardt, who is regarded one of the foremost authorities on wood carving in

America. His work has been studied extensively and numerous articles concerning it have appeared in the leading furniture magazines. Mr. Gebhardt was brought to Indianapolis by the Wilking Music Company expressly to design a grand piano that would fit in the luxurious furnishings of the Fountain Square theater and decorators who have seen this piano say it is one of the most unusual they have ever seen. Vivid blues and Italian red predominate on the piano and pure leaf gold is used in high light effects.

Special Instructions.

Louis B. Goulden gave instructions to build for the Fountain Square theater the most unusual ever built for a theater in America, and the piano has attracted comment from several owners of theaters in the city who have seen the instrument. It is finished in colored Duco.

One of the most prominent distinguishing features of the piano is its keys, and it is one of the only two pianos in the city fitted with these keys. They are all beveled-edge ivory and about three times as thick

as ordinary keys. Ivory was imported from Africa, and cut in Europe especially for this piano. The duplicate set was placed on the Apollo grand that was made for the Columbia Club. This type of keys, it is said, gives the artist a more exact touch, as it gives a more even feel to the fingers. All the hardware on the Fountain square piano will be antique finish in keeping with the case. There is a special bench carved to match the piano, and it will be decorated in keeping with the piano.

In Other Theaters.

Frank O. Wilking, head of the Wilking Music Company, was one of the first dealers in the country to realize the need of using pianos that were in harmony with the furnishings of each house and he created a great deal of comment on his design and decoration of the Egyptian pianos, in the Zaring theater, of Indianapolis. These pianos were carved and decorated under the direction of Frank B. Hunter. Designers have commented on the unusual coloring and symbols found on these pianos.

Likewise when the new Ritz theater was opened, the Wilking Music Company supplied this house with a Chinese, firecracker red and gold lacquer piano in Louis XVI case for the stage, and now the New Fountain Square theater is added to the list with an Italian hand-carved instrument.

MARR-COLTON ORGAN CHOSEN FOR THEATRE

Instrument One of Latest Factory Creations.

LATEST "LIFT" EQUIPMENT

Long recognized as potentially the greatest of musical instruments, the pipe organ was seldom heard except in the churches up to the time when its tremendous drawing power was utilized to bring people to the motion picture houses. Now it is one of the few phases, if not the only phase of the motion picture business drawing no adverse criticism from picturegoers.

This feature of entertainment received close attention from the Fountain Square theater management with the result that what is said to be one of the finest theater organs ever constructed by the Marr & Colton factory at Warsaw, N. Y., has been chosen for the theater's equipment and will be ready for the opening.

The task of erecting the intricate parts of the organ required months at the factory and a force of the company's experts has been at work at the theater for some time setting up the instrument. The organ proper occupies a special compartment constructed in the gallery at the rear of the screen and is played from a console or keyboard at the left and just in front of the stage. The console is mounted, according to the modern method, on one of the latest "lifts" manufactured by Earl B. Hough, of Cleveland, O. The "lift" makes possible any elevation desired.

Organ Building an Art.

In speaking of the organ, the company says: "Romance, of course, enters into building of the Marr & Colton organ because of the fact that this firm started years ago in a small way and today has developed an organization of organ craftsmen recognized in the organ field for the high quality of the instrument. Like many other arts, the men who build organs devote their life to this work. Many of these men

Congratulations!

See the beautiful new Fountain Square Theatre, then see the beautiful new Auburn and Oldsmobile at our showrooms at 1126 Prospect.

FRANK S. FEESER

"MYSTERIOUS PIANIST" TO FEATURE FOUNTAIN SQUARE'S OPENING BILL



—Photo by Moorefield.

Mlle. Theo. Hewes and her dancers, together with Charles E. Howe, will feature the entertainment bill for the opening of the new Fountain Square theater, the week of May 5, in "The Mysterious Pianist." There also will be the theater stage band. Mr. Howe has appeared in several prominent musical presentations and is offering an unusual act, including a bout a dozen performers. He comes to Indianapolis from Denver, where he was playing at the Temple theater, bringing a Chinese red and gold Apollo reproducing piano, "the instrument of mystery." The dancers in the picture include, from left to right, Mary Jane Foran, Ernestine Walker, Mary Louise Feltma, N. Rosemary Krueger; in front, Mlle. Hewes.

have worked at this craft for more than fifty years. Their fathers built organs and many of their sons will follow them.

The best of care is taken in selecting the raw materials used in pipe organs. The wood pipes, shutters, consoles and all framework are carefully selected.

"The best of American leather is used, and on the smaller bellows, or pneumatics, the leather is imported from England. Finest white sheepskin is used for the larger bellows. Beauty of tone and quality is the utmost importance and receive the attention it demands under the supervision of the heads of the company. Skill in voicing added to the proper scaling of the pipes with good material produces the tone which has made our organ notable.

Console Attractive.

"The console in itself is a gorgeous piece of organ construction, and should prove an attraction in itself. It is one of the finest ever built. The keyboard, or manuals, are inclined, and the pedal board all are built for the convenience of the organist.

"There is an adequate wind supply with the modern electric organ blower. Lack of wind is now a thing of the past. The stop controls are affected by the combination pistons and the organist finds them adjustable at the console. All these points make this organ one of the easiest in the world to play. Everything is convenient and rapid changes can be made without any exertion on the part of the player. Eminent organists endorse the arrangement of the keyboard."

GOLDSMITH BROS. OPEN ELEVENTH DRUG STORE

Firm Also to Have Luncheon and Soda Service in Fountain Square Building.

Goldsmith Brothers have opened their eleventh drug store in Indianapolis in the new Fountain Square theater building at Shelby and Prospect streets. Besides the complete drug line, the store will have complete luncheon and soda fountain service. Store fixtures and show cases were placed in the new store by the Stevens Show Case Company, of Indianapolis.

The Goldsmith concern, for twenty-five years an institution of the city, has built its business exclusively on advertising appearing in The Indianapolis News. The twelfth Goldsmith store will open in the next few months in the corner room of the Old Trails Insurance building, Washington street and Senate avenue, it is announced.

GENERAL CONTRACTORS IN INDIANAPOLIS SINCE 1919

J. W. and W. C. Martin Also Placed All the Finish in Fountain Square Theater.

J. W. and W. C. Martin, general contractors on the Fountain Square theater, offices and store building, have been operating as general contractors with their home office at Indianapolis since 1919. For the last four years they have had a large volume of business in Cincinnati, O., which included some large projects for the municipal water works and a large part of the Rapid Transit subway. At no time, however, were the executive and engineering offices moved from Indianapolis, 816-817 Continental Bank building, which they have occupied since moving from the Board of Trade building at the time of the opening of the Continental Bank building.

As general contractors this firm has never limited themselves to any par-

COMFORT

Summer and Winter in the

Fountain Square
Theatre

by

E. K. Campbell
Heating Co.

Kansas City Memphis

St. Louis

which is a building material most modern of all for its purpose.

Among other local projects this firm has completed are the entire plant of the Kramer Manufacturing Company, the Dean Bros. Pump Works, the Central States Envelope Company, the Northwestern Sales Company building, the Westinghouse building, the Finishing Products Company and many other miscellaneous projects.

In addition to being contractors for the structure itself, the firm placed all the finish, even including the beautiful interior of the theater, which is a combination of structural steel and concrete, metal lathe, plaster and cast plaster ornament.

UNIFORMS BY KAHN

Handsome Attire for New Theater Ushers, Attendants.

Ushers and attendants at the Fountain Square theater will wear uniforms made in Indianapolis by the Kahn Tailoring Company. They are said to be as handsome as can be found in any theater in the country. They are tailored to the individual measure of the employees and indicate the high standard of service set by this new theater. The Kahn Company also is completing the new uniforms for both the Indianapolis police and fire department in which the men will appear shortly.

Nothing More Beautiful

for Exterior or Interior than

ARTISTIC ORNAMENTAL IRON

Its antique beauty, expressed by craftsmen who have spent years mastering this work, adds attractiveness to any home or building, as it has to the splendid new

Fountain Square Theatre

Whether it be for steel stairs, stair railings or ornamental grilles, individuality and beauty can be expressed better in—ORNAMENTAL IRON.

A visit to our plant will more than compensate you with ideas to beautify your home or any other structure.

T. ROCH IRON WORKS

600 DORMAN ST.

CHERRY 5900

Southeastern Indianapolis Can Well Be Proud

THE New Fountain Square

Theater would be a civic asset to any section of the city. Mr. Sagalowsky and his associates are to be congratulated upon this splendid addition to the recreational facilities of Southeastern Indianapolis. May it always play to a full house.

It has been our pleasure to furnish the Finishing Hardware and the Von Duprin Self-Releasing Fire Exit Latches for the Fountain Square Theater.

VONNEGUT'S

120-124 E. Wash. St.

Est. 1852

The UNIFORMS

Worn by Ushers and Attendants of the
NEW FOUNTAIN SQUARE THEATRE

Tailored to Measure by

Second
Floor
Kahn
Building

KAHN

TAILORING COMPANY

Meridian
and
Washington
Streets

Reinforcing Steel and Mesh

For the NEW

Fountain Square Theatre and Office Building

Furnished by

W. J. HOLLIDAY & CO.

INDIANAPOLIS

TOMORROW IS THE DAY!

One of the Finest Theatres in the World
Opens Its Doors at 6 P. M.

FOUNTAIN SQUARE

THE THEATRE OF A THOUSAND AND ONE WONDERS

S. E. Cor. Shelby and Prospect Sts.

A Treat for Indianapolis—Entertainment De Luxe in

"An Italian Garden"

NEATH VENETIAN SKIES, TWINKLING STARS, SILVER MOON

PRESENTING

ON THE STAGE

Every Night and Sunday Matinee

CONNIE BAND

and His

WITH JIMMIE HATTON, Soloist

MLLE. THEO HEWES

and Her Dancers

CHARLES E. HOWE

and His \$5,000 Chinese Red and

Gold Apollo Reproducing Piano

SKINNER TWINS

ON THE SCREEN

Sat., Sun., Mon., May 5, 6, 7

CHARLIE CHAPLIN

"THE CIRCUS"

Classic—News

Tues., Wed., Thurs., May 8, 9, 10

DOUGLAS FAIRBANKS

"THE GAUCHO"

Our Gang Comedy—News

Fri., Sat., May 11, 12

LON CHANEY

"THE BIG CITY"

Comedy—News

West Masters—Organists—Juanita Brown

ADMISSION PRICES

20c 1:30 to 6:00 p. m. 30c 6:00 to 11 p. m. 40c Loges
Children 10c Children 15c

Sunday and Holiday Matinee—Nite Prices Prevail

Open Daily—Continuous 1:30 to 11 P. M.

PLENTY OF PARKING SPACE—PAY US A VISIT

Will Be Furnished

By the

Marr & Colton Organ

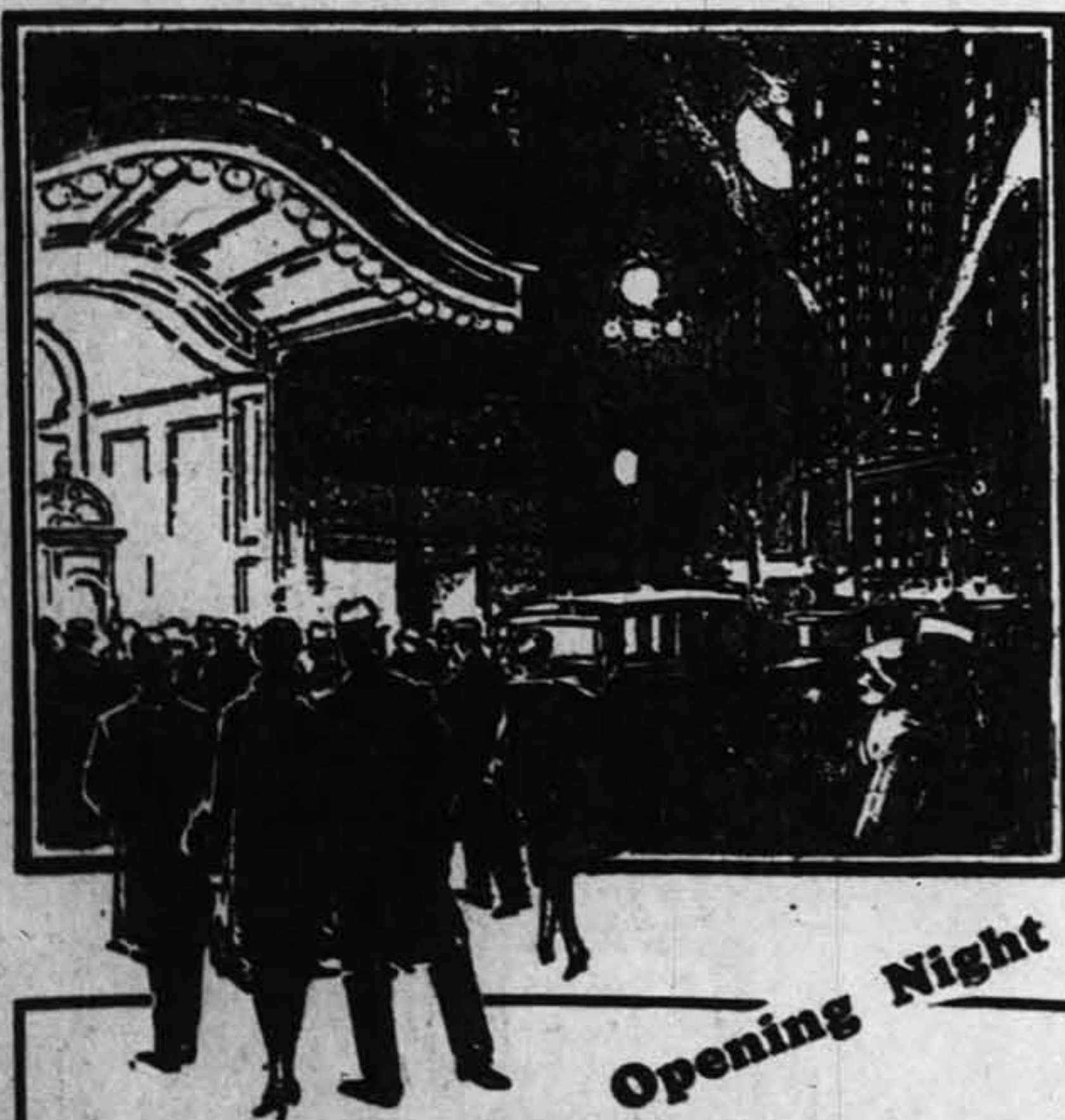
"America's Most Beautiful
Pipe Organ"

Built By

The Marr & Colton Co.

WARSAW, N. Y.

Beauty of Tone—Matched by
Excellence of Construction



WHEN the lights glitter and you marvel and exclaim at the sheer beauty of this theater give a thought to the many hours of careful planning—to the countless details involved in the construction and to the high-class materials that must be used in a structure of this magnitude.

FOUNTAIN SQUARE THEATRE

"May Its Lights Never Dim"

Peoples Coal and Cement Co.

1109 East 15th Street

CHerry 4890

INTEGRITY: GOLDSMITH'S DRUGSTORES: CUT PRICE

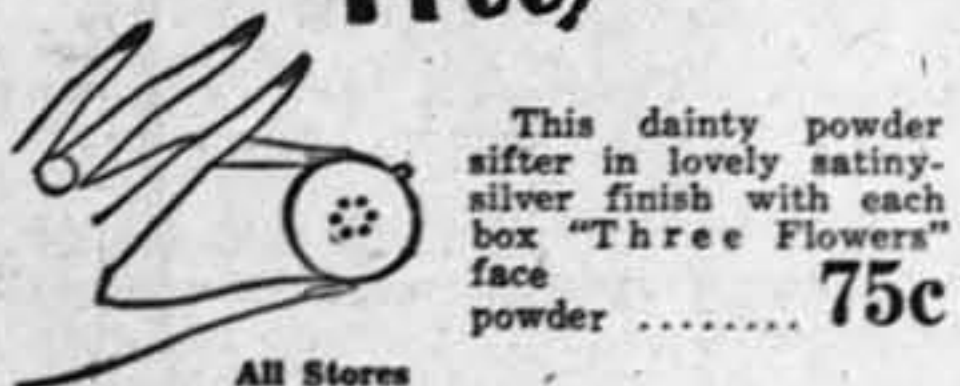
Saturday's Bargain Day

AT GOLDSMITH'S BEAUTIFUL NEW FOUNTAIN SQUARE Store

FROM the brilliantly lighted show windows to the modern, immaculate soda fountain this new Fountain Square Drug Store typifies the splendid drug store service given Indianapolis by the three Goldsmith Brothers. Fully owned, and personally operated by them, the group of eleven modern drug stores represents a successful, growing, local institution maintained by Indianapolis men for the patronage of the Indianapolis radius. We believe in Indianapolis—We take pride in these good drug stores. "Go to Goldsmith's."

Saturday Bargains AT ALL 11 STORES

Special Hudnut Offer
Free!



This dainty powder sifter in lovely satin-silver finish with each box "Three Flowers" face powder 75c

Given Away! All Stores

Regular size box "KRASNAY" BATH POWDER with each box of

KRASNAY FACE POWDER, both for **\$1**

"BATHEPS" Specially Prepared Perfumed Epsom Reducing SALTS 5-Lb. Can All Stores **39c**

Very Special Value

3-Quart Aluminum PITCHER

Family size. Ideal for home use.

49c

All Stores

GIVEN AWAY!

\$1 Auto Strop Razor
New Improved Model

With Each Purchase of
10 Blades ... 74c
\$2.00 Value. All stores.

Genuine Eastman CAMERA

Guaranteed first quality.

No. 2-A, 2 1/2 x 4 1/4-Inch.

1/2 Price

FREE! A subscription for "Kodakery" free with each camera. All stores **\$1.63**

Attention, Golfers!

Genuine U. S. Royal Golf Balls
Regular Price, 75c
All Stores EACH **59c** 3 for **\$1.50**

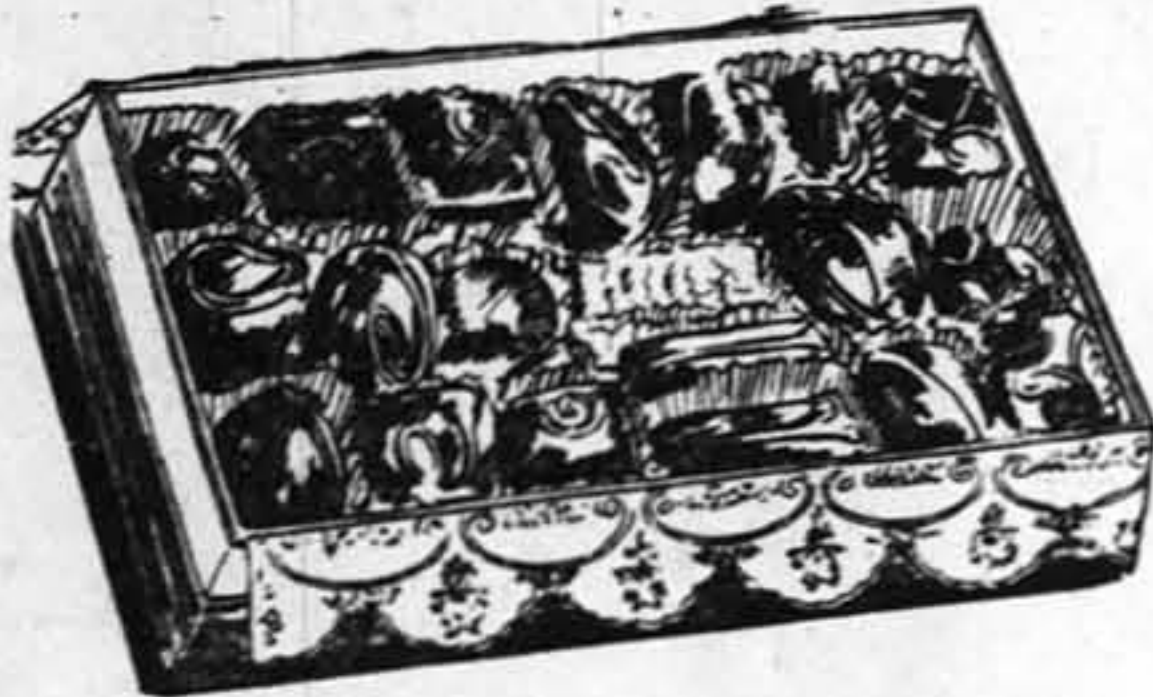
\$2.00 Combination Hot Water Bottle and Fountain Syringe

Pure red para rubber, 2-qt. bottle, long tubing and three fittings. **98c**

Golden Peacock Tonic Face Powder
This wonderful new face powder not only is a powder but a skin tonic as well. If powder irritates your skin, try Golden Peacock. At Goldsmith's, \$1 size, 74c.

Saturday Specials—Fountain Square Store ONLY

OPENING DAY CANDY PRICES SLASHED



Whipped Cream Chocolates

You don't know until you've tried them how wholly luscious these pure whipped cream centers are, and when dipped in the chocolate that they are—BOY!—Lib. **24c**

Dilling's Delicious CHOCOLATE CHIPS

Smoothly melting, honey-combed centers, dipped in dark, rich double thick chocolate. Pound—

24c

Satin Finished HARD and FILLED CANDIES

Crunchy, crackley; so good to chew. Assorted hard and filled, satin finished. Pound—

13c

Orange Slices or Jumbo Jelly Beans, pound **13c**

Introducing to FOUNTAIN SQUARE Goldsmith's Especially Blended



Imperial COFFEE



So mellow and good that it is with difficulty we keep stocked. We want you to try "Imperial," it is so delicious.

"None Better at Any Price."

We Are Selling a Ton a Week.

This Unusual Price for One Day Only

ONE LB.

35c

TWO LBS.

69c

"Sterno" Stove Given Away!

For heating or cooking, from shaving water to a whole meal, you can't beat a "Sterno" stove. Ideal for touring or roomers.

Single burner stove free with 3 cans of Sterno "heat" **25c**

Double burner stove free with 6 cans of Sterno "heat" **49c**

20c Value Saturday ... 10c
2,000-Sheet Roll of Sealskin Toilet Paper. Soft, Absorbent.

Guaranteed.

\$2.50 HOT PLATE



One of the finest, most sturdy hot-plates made. Long-lived heat element; heavily enameled; long plug in cord. The handiest thing you ever had in the house.

\$1.10

"BABY MINOR" FLASHLIGHT

Complete With Battery.

Guaranteed by us. Live, full charged battery. Handy pocket size light. **74c**

Genuine \$2.00 Outfit American Lunch Kit **\$1.19**

Complete With Pint Vacuum Bottle. All Metal

GIVEN AWAY!

With ANY Purchase

A nicely boxed gift package full of known household needs.

Ask for It

TAKE A CHANCE!
Big Gift 'Santox' SURPRISE BOX

This surprise package is filled with "Santox" household needs of every description. All standard items, such as shaving cream, toilet water, tooth brushes, tooth paste, etc. Saturday only.

Each Worth From **15c** 25c to \$1.00

SPECIAL

For the Ladies!

A Kitchen KNIFE

SHARPENER

Given With Each Drug Counter Purchase

1 Pound Moth Balls or Flake

Regular Price 20c

Saturday Only **10c**

At the CIGAR COUNTER

A **SOUVENIR!**

With each purchase we will present you with a souvenir you'll enjoy.

New, Stylish Metal Cigarette Package Case **GIVEN AWAY** With Each Cigar Counter 50c Purchase

P-I-P-E-S

SATURDAY ONLY

\$1 Pipes **59c** 50c Pipes **29c**



A Regular 69c

"E-Z LOCK"

TOBACCO POUCH **39c**

\$1 "Automatic" CIGAR LIGHTER 59c

All metal "Hahway" lighter. "Press the Button." No levers; quick and guaranteed satisfactory. A good snappy lighter only

DUTCH MASTERS
REG. U.S. PAT. OFF.

These popular and nationally favored smokes are always fresh and well stocked at Goldsmith's cigar counters. Real smokes for men. You know your "Dutch Masters" are fresh if bought at a Goldsmith store.

REGULAR 10c Dutch Master Specials .. **5 for 40c**
REGULAR 2 FOR 25c CAPITOL FOILS **5 for 50c**
REGULAR 15c FANCY TALES **2 for 25c**

A \$1.00 Pearl-Handled KNIFE GIVEN AWAY

With Purchase of a Gold Plated \$1.00

Gillette Razor

The knife is pearl handled; two blades of the finest steel. One you'll be proud to carry and pleased to use. The gold-plated Gillette needs no description, you know it for one of the finest razors made. Saturday only—

A **\$2.00 Value Both for 98c**

\$1.00 Box "Tre-Jeur" Face Powder
50c "Tre-Jeur" Compact

A Real **\$1.50 Value, Saturday Only 74c**

You just know the woman who uses "Tre-Jeur" toilettries. A smooth, beautiful powder with the bloom of youth.



—And Do Not Forget!

GOLDSMITH'S "Best in Town" MALTED MILKS

are still **15c**

CANDY

SPECIAL ALL STORES



3-Lb. Box McLean's Assorted Creams CHOCOLATES
Mother's Day, Wrapped or Plain

A remarkable value in high grade chocolates. Delicious rich cream centers, hand dipped in thick, bitter-sweet chocolate. ALL STORES **98c**

Goldsmith's EVERY DAY LOW PRICES

50c Mennen's Shaving Cream	29c
50c Hind's Lotion	29c
\$1.00 Nujol	58c
50c Ipana Tooth Paste	28c
75c Mellin's Food	54c
25c Packer's Tar Soap	16c
60c Djer-Kiss Face Powder	34c
10c Lifebuoy Soap	6c
50c Hair Groom	29c
\$1.25 Bayer's Aspirin	72c
\$1.00 Adlerika	69c
75c Baume Analgesique	44c

FOUNTAIN SQUARE THEATRE

THE STEPHENS SHOW CASE CO. of Indianapolis

The beautifully complete and artistic show cases in the new Goldsmith Fountain Square store were furnished and installed by the STEPHENS SHOW CASE CO., an Indianapolis concern. The Stephens Show Case Company, of this city, is fully equipped to install fixtures as beautiful as these to your order.

50c Tube Prophylactic Tooth Paste
50c Tube Bay Rum Shaving Cream

BOTH FOR

59c

ALL STORES

GOLDSMITH'S

Eleven Good Cut Price Drug Stores



FASHION NEWS, FEATURES OF INTEREST TO WOMEN

Fashionable Folk
by Julia Boyd

Bands of tucking and fine pleating give interest to a beige chiffon frock worn by Mrs. C. Perry Beadleston of New York. A matching kasha coat, snug felt hat and red fox scarf are chic details.

The Worst Story I
Have Heard
BY WILL ROGERS

Well you never heard about a Scotch druggist, did you? Scotchmen don't go into the drug business in the joke columns. But this guy did, and he was making out right good until he made a mistake. A customer asked for some quinine to take at the



store, and he paid the druggist 15 cents for the capsule and some water to swallow it with. But as soon as the customer swallowed the stuff, he let out a yell. "I'm poisoned!" he says. The druggist looked in the bottle that he got the capsule out of, and he comes running to the customer. "You're right," he says. "It's strychnine! That's 10 cents more, an' I'll have to ask you to sign the book. Quick, now, ma laddie; it works fast!"

WHADDAYAKNOW?

1. When did the German emperor abdicate?
2. Who is secretary to President Coolidge?
3. Where are the islands of St. Pierre and Miquelon and to whom do they belong?
4. On which side should the American flag be carried in a procession?
5. What poem begins: "Seated one day at the organ"?
6. What country now occupies the island of Rhodes?
7. When is it 11 a. m. eastern standard time what time is it at London?
8. Who was the first Governor of New England?
9. Who established the present custom of annual Thanksgiving proclamations?
10. What is the name given officially to the British court?

Answers to Previous Issue. WHADDAYAKNOW—1. Eamon de Valera; 2. in California; 3. Mississippi flood; 4. 1,200 miles off the west coast of Africa; 5. March 21; 6. William M. Jardine; 7. January 1, 1928; 8. German foreign minister; 9. Chicago; 10. fifth century B. C. (Copyright, 1928, by Republic Syndicate, Inc.)

Houses Resist Earthquakes.

MESSINA, Sicily, May 4 (A.P.)—Sicilians are giving thanks for earthquake-proof houses. Designed after the disastrous tremor of 1908, they withstood equally severe shocks March 7.

THIS MODERN WORLD

A Daily Department Devoted to Fashions, Decorations and Social Customs. News of Things Which Contribute to Gracious and Alert Living.



IT'S NOT a rumor—it's a fact.

The old-fashioned flower pot that used to sit in the sunny windows of the best homes has its nose out of joint—for only too often now it is seen sitting dejectedly on the alley junk pile.

There's been a flower pot revolution, that's why! The modern flower pot has come into its own, and turns out to be such an improvement over the old sort that even the most ritzy flowerers are forced to sit up and take notice.

Modernistic Designs Are Chic.

Persons who are a little timid about introducing modernistic furniture in their homes may nevertheless bring an interesting accent of modernism even into a conservative old-world setting by the addition of a modern flower pot or two.

Painted tole is the medium that most often expresses this modern spirit. It lends itself to delightful colors and designs



—pointed, scalloped and wavy edges, with decorative motifs of stars or polka dots, or a charming, old-fashioned print. A most intriguing plant stand, sketched above, has an unusual metal base with three long stems, which hold a tricorn-shaped tole pot. Its coloring is true to its modernistic type, the base painted green, the little

balls, red, and the pot yellow. A different type, but equally unusual, is the stand of painted wrought iron which holds three fluted flower pots.

Of painted tole, again, is the window box sketched in the copy at the right, above. It is very interesting and modernistic, painted in brown with a scalloped cut at top and green-painted hole underneath to give a striking border effect.

You Can Make Your Own.

Some clever individuals make their own flower pots of painted tin. They select good sized cans, such as coffee cans. A can opener can be had that will remove the entire top by cutting evenly around the sides of the can. Then the edge of the can can be cut in points or scalloped and bent out to look quite like the ones in the stores. The tin is painted one color outside, and a contrasting shade for the lining, and any other decorations are applied afterward. Odd color combinations such as a red pot lined with pink, or a magenta and mauve combination are in keeping with the modern spirit, and very smart.

Many of the most striking modern flower pots are of pottery, such as the one at the upper left in the story. The little square pot and square saucer in a soft green color make a unique holder for a bristly little cactus plant. A small green pottery elephant in the top illustration makes his occupation the carrying of a cactus plant on his back, though the little container might just as well house a bouquet of sprightly flowers.

The mirror flower pot is perhaps the loveliest of all modernistic flower pots, for with its sparkling eyes on all four sides it reflects many times over the surrounding decorations.



OF COURSE YOU KNOW—



A Smart Cap by Tallien Resembles the Mantilla.

As vampish and subtly flattering as a Spanish mantilla is this interesting

TEXAS WOMAN TOTES
GUN FOR UNCLE SAM

PARIS, Tex., May 4 (A.P.)—A gun hidden in the voluminous sleeve of her coat and a bright, shiny badge pinned under a bit of lace at her throat are the accoutrements of Miss Della Ashley, deputy United States marshal of Paris.

Miss Ashley receives the same assignments as the men in her office. She makes arrests, serves papers, represents the federal government in court and frequently transports prisoners to federal prisons.

new spring cap, created by Tallien. Made of black felt, it's beguilingly feminine with its front ornamentation of crocheted straw which looks for all the world like lace.

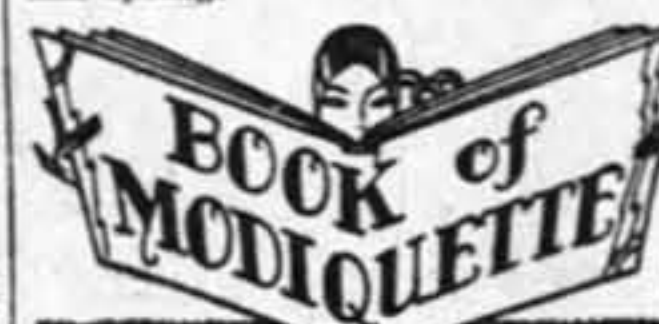


A New Ambril Lantern Achieves Novel Effect.

Modernity acquires a charming old-world effect in the smart new lamps of ambril. The one sketched makes a unique lamp for the library table. The design is of applied art paper in red against a rich antique ground, and the shade is mounted on a rusty iron base with semi-concealed socket and pull chain.

NEW GAINSBOROUGH TILT
GIVES CHIC SILHOUETTE

Agness designed the smart hat of ballbunt, sketched above. It achieves a smarter-than-ever irregular brim—the new Gainsborough tilt. The brim is down on the right side, and slashed on the left with the accent of a circ bow, the shiny touch so good this spring.



The smart modern bed often becomes an ensemble of pleasing color harmonies.

In line with the rich antique for color in bed linens, two shades, such as yellow and green may be combined in delightful effect. Yellow sheets, green blankets, a golden spread and pale green satin quilt is an exquisite color ensemble.

Linen becomes a more versatile fabric than before, this summer. Some new linen bathing suits in one-piece effects acquire greater distinction by the addition of a brief attached plaited skirt. Gay, picturesque prints are favored.

Those who possess one of those charming table lamps with a vase-like base of crystal can achieve a delightful color effect by filling the base with colored, distilled water. A Mediterranean blue, the woody green of a forest pool, or a warm sunset red may be achieved through the use of a special coloring. Four shades may be had at a small price, with a color selection that includes red, rose, green, orange, yellow, crimson, blue and violet.

(Copyright, 1928, Standard Publishing Co.)

What's What
BY HELEN DECK

May a girl of fourteen be hostess to a party of friends of her own age? How should these be seated at the supper table, after games and dancing? Should the girls sit at the right or left of the boys? Do the place cards have Miss or Mr. before the

names? What is the proper way to receive the visitors and to reply to their thanks when they leave?

Boys and girls of fourteen are too young to have an unchaperoned evening party. The little girl and her mother may be cohostesses. The mother sits at the head of the table, the daughter at the opposite end, and, if the numbers are even, a boy is placed next to each girl around the table. The guests will appreciate having their respective titles—Miss and Mr.—on their place cards.

Mother and daughter receive their young friends together. In response to the farewell words of appreciation the usual formula is, "I'm glad you could come," or, "We enjoyed having you here."

(Copyright, by Public Ledger)

Exiled Russian Royalty Sips Vodka.

PARIS, May 4 (A.P.)—Vodka drinking is one custom exiled Russian royalty is keeping alive. The Grand Duke Alexander, uncle of the czar now dead, prefers the fiery, colorless liquid to the liquors and wines of western Europe. Vodka is almost pure alcohol, but the Russians sip it all through their meals.

"MAY YOUR SHADOW NEVER GROW LESS"

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Theatre!

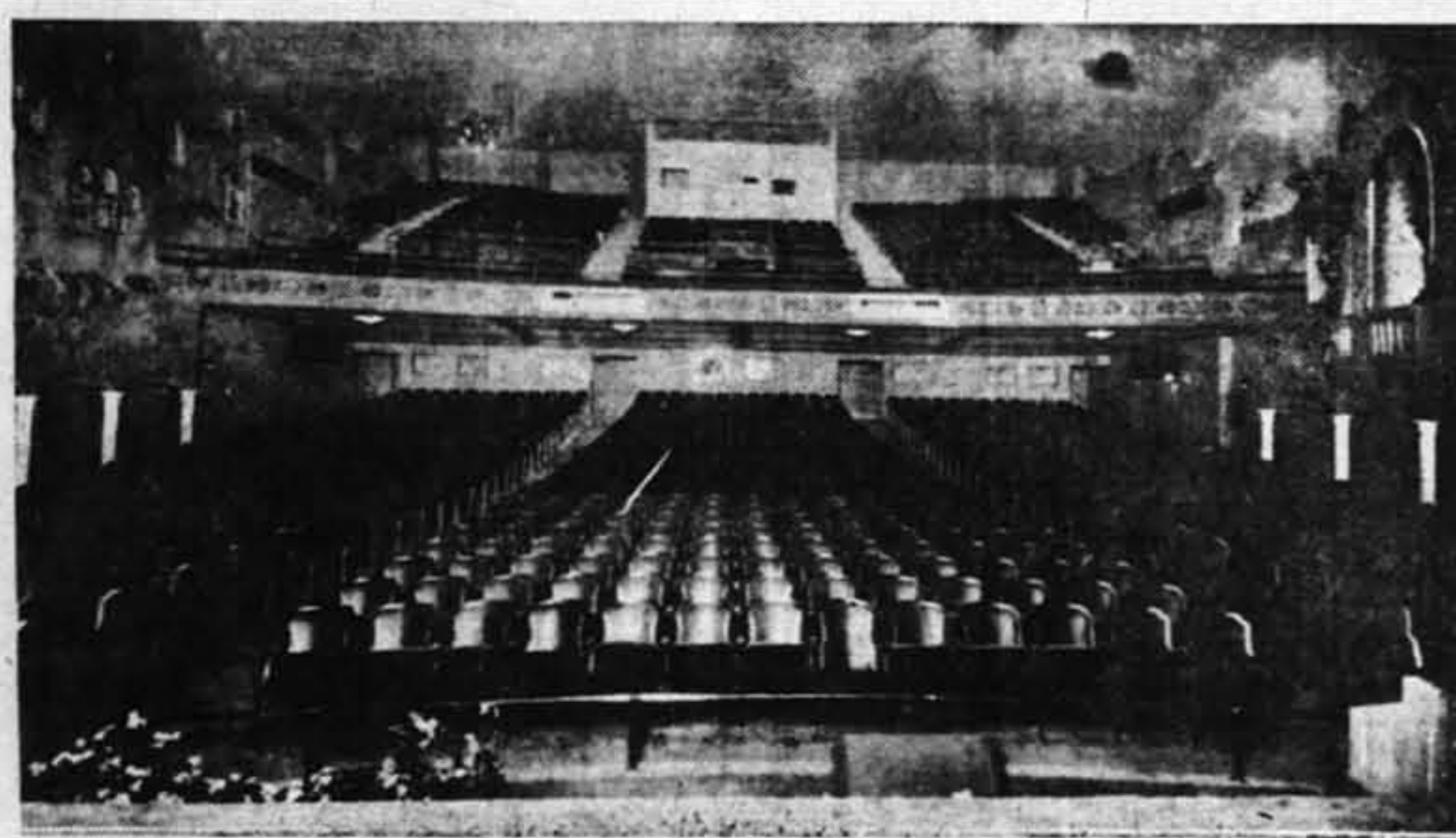
The Fountain Square Theatre owners were very anxious to have Indianapolis patrons enjoy every show in solid comfort.

Consequently, they insisted on purchasing Haywood-Wakefield theatre chairs because they knew these seats were now affording unexcelled comfort in the beautiful Roxy in New York City, and in thousands of other theatres throughout America.

When you attend a show at the new Fountain Square Theatre, you will immediately notice the comfort of these beautiful seats made by Heywood-Wakefield.

Heywood-Wakefield Company
THEATRE SEATING DIVISION
Chicago, Illinois

AUDITORIUM OF FOUNTAIN SQUARE THEATER



The picture shows a general view of the Fountain Square theatre main auditorium and balcony looking from the stage. The theatre is equipped with 1,500 seats of the latest type provided by the Hayward Wakefield Company.

MURAL PAINTINGS IN
THEATER ADORNMENT

Expert Praises Beauty of
City's New Playhouse.

HARMONIOUS IN COLORING

The interior decoration and embellishment of the Fountain Square

"Connie" Will Direct
Fountain Square Music

Loren J. Connaughton, more familiarly known to theatergoers and dance patrons of Indianapolis as Connie, will be master of ceremonies and musical director of the new Fountain Square theatre, it is announced by Louis B. Goulden, general manager of Goulden-Pelzman Theatres, Inc., that will operate the house. Mr. Connaughton has been prominent locally as a stage and dance musician for a number of years, and has been featured at the Ohio in the current season, Jimmy Hutton, soloist with Connie's band at the Ohio, will continue in the same capacity at the new house. A policy of stage band and vaudeville presentations will be followed with shows to be designed and staged by Dwight Jones.

West B. Masters and Juanita Brown will preside at the pipe organ. The program for the opening follows:
Overture—Played by Connie and his band.
News of the world in pictures.
"Carina's Secret," a Metro-Goldwyn-Mayer Technicolor subject.
Organ Solo—Played by West B. Masters.
Fountain Square stage presentations.
"Hello Fountain Square," with Connie as master of ceremonies.
Connie and his band presenting "Musical Hits at the Fountain Square."
The Mysterious Pianist.
Charles E. Brown, Mlle. Hennes and dancers and the \$5,000 Chinese Firecracker red and gold Apollo reproducing piano.
"Lebeaux," Jimmy Hutton, soloist, and Mlle. Hennes and dancers.
Connie and his band, featuring "Dance Steps of the Day."
Skinner Tuna, "Modern Steps a la Charlie Chaplin."
Finale—"Evolution of Jazz," with Connie and his band, Mlle. Hennes and dancer and Charles Hutton.
Film feature, "The Circus," with Charles Chaplin.

theater was carried out by the Continental Studios, of Chicago, which firm specializes in such work for theaters, churches, hotels, banks and residences. Planned along the lines of an Italian garden, the details have been executed with attractive mural paintings, harmonious colors and other expert adornment.

The decorative work at the Fountain Square was under the supervision of Otto and August Oslos, two of the studio's experts. August Oslos said: "This beautiful new structure is, to the best of my knowledge, one of the finest neighborhood playhouses in the United States. I think it is without equal in sheer beauty and atmosphere."

U. S. OPERATES FOX FARM

Alaskan Islands Yield 292 Pelts—Seals Used for Food.

WASHINGTON, May 4 (A.P.)—Uncle Sam is doing well as a fox farmer. The 1927-28 season's take of fox pelts from the Alaskan islands, where the bureau of fisheries rears foxes, numbered 292 and the regular number of mature animals was left to raise kits for the coming year.

The fox fur catching supervised by the government is incidental to the fisheries bureau's real job on the Pribilof islands, which is the care of the great Pacific seal herd. A part of the food of the foxes are the carcasses of the seals. The two fur industries for years have worked along in a satisfactory manner.

Interior Decorating
of the Beautiful

Fountain Square Theatre

By

Continental Studios

(INCORPORATED)

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Chicago, Illinois

INTERIOR DECORATORS AND DESIGNERS—SPECIALIZING IN THEATRES, CHURCHES, HOTELS, BANKS AND RESIDENCES.

Just completed the New Sheridan Theatre and the New Terminal Theatre, both of Chicago, and many other buildings of unusual beauty throughout the middle west.

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"When we purchased our pianos for the new Fountain Square Theatre, we were concerned as to TONE and DURABILITY—realizing that quality in MUSIC come foremost in theatre work—we purchased APOLLO GRANDS because nothing in America is finer."

—Louis B. Goulden.

Of Course, the Pianos Came From

"The House that Music Built"

Wilking Music Co.

120 East Ohio Street

NOTE—

We wish to call attention to the fact that the Apollo Grand decorated with a vivid blue, Italian red and gold that was especially built for the stage.

