

New Ramona to Open Thursday

Prominent Citizens are Backers of New Amusement Company

G. E. KADANE IS
PRESIDENT OF
CONCERN

P. V. Ruch Vice-President and
Miss Margaret Kadane Sec-
retary and Treasurer

Prominent Fredericks are in-
corporators and stockholders in the
Frederick Amusement Company
which has leased and will operate
the new Ramona Theatre, making its
formal opening Thursday evening.
The company was formed some time
ago when the idea for the new play-
house was yet in the making and it
has in the past few months operated
the Gem and Grand Theatres which
it absorbed from G. E. Kadane and
Edward Kadane.

G. E. Kadane is president of the
new concern, P. V. Ruch is vice-pres-
ident, Miss Margaret Kadane is sec-
retary-treasurer and Edward G. Ka-
dane is manager. Other stockhold-
ers include Dr. Roy Fisher, R. E.
Tomlinson, J. B. Beard, Jr., D. M.
Long, Cecil Chamberlin, A. S. Reaves
and John H. Mounts.

Through this group is made pos-
sible construction of the new show
and its presentation to the south-
western Oklahoma and northwestern
Texas public.

The company owns the equipment
in the playhouse and will operate
the building under lease from J. B.
Beard, Jr., its owner.

The Gem Theatre has been closed
by the company but the Grand will

On Program



EDDIE KADANE IS RISING FAST IN PROFESSION

Manages Beautiful New Play-
house After Short Experi-
ence in Business

From his entrance into the show
business a little over three years ago
to management of the beautiful new
Ramona Theatre is the achievement
of Eddie Kadane, who, in March,
1926, with his father, purchased the
Gem Theatre from C. B. Greer and
took a five-year lease on the
building. Prior to taking manage-
ment of the Gem, Kadane had short
experience as an employee of theatres
in Wichita Falls.

His management extended to its
second theatre in September, 1926,
when the Kadanes purchased the
Criterion Theatre, changing its name
to the Grand. The third playhouse
in Frederick was purchased in
March, 1928, when the A-Mus-U was
taken over and later closed down to
make way for construction of the
new show.

Kadane's management has been
attended by marked success through-
out and he has taken a distinctive
place among Oklahoma and North
Texas showmen. He is a member of
the State Board of Arbitration of
Theatre Owners.

The new show was conceived by
the Kadanes and the Frederick

IDEAL FOR PARTIES

Management of the new Ramona
Theatre will make special reserva-
tions for line parties and club par-
ties and the mezzanine floor can be
used as a meeting place.

HAVE ORCHESTRA PIT

Amusement Company organized by
them.

And Eddie's succession to man-
agership of the new enterprise is a
fitting climax to his business career
thus far in Frederick.

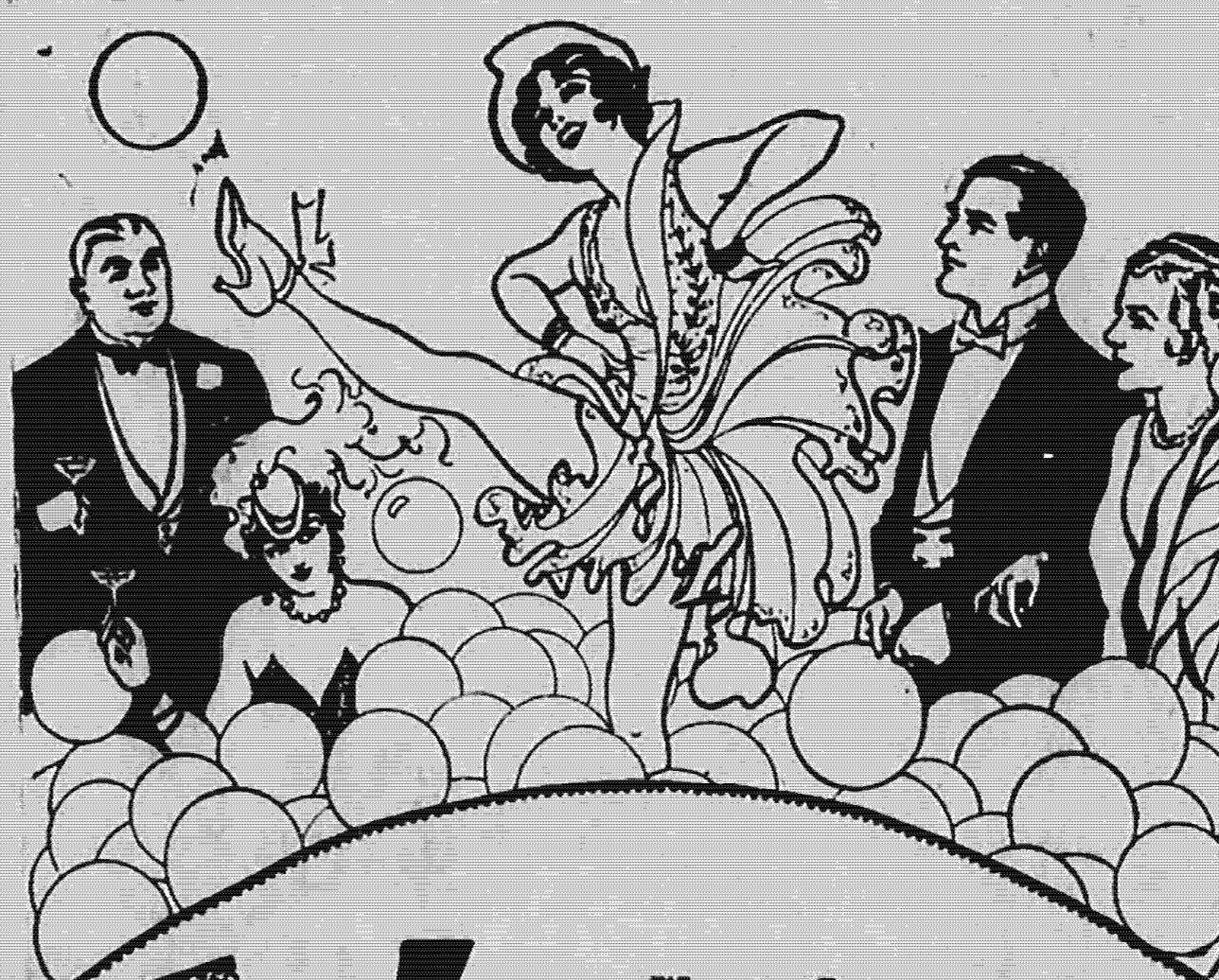
To combine for use with stage
shows, a modern orchestra pit has
been built for use in the new Ra-

mona Theatre.

Entrance to the pit is gained
through door from basement under
the stage. In the basement also are
located the dressing rooms.

DRINKING FOUNTAINS
Drinking fountains that will have
water cooled by Frigidaire in the
summer, have been installed on both
floors of the new Ramona Theatre.

MARVELOUS MOVIE ACHIEVEMENT RELEASES THE IMPRISONED COLORS OF LAVISH NATURE



WARNER BROS. **'GOLD DIGGERS of BROADWAY'**



Gala Opening
Thursday, Oct. 24
**The Ramona
Theatre**

Program—Opening Nite

I—PRESENTATION:

Cecil Chamberlin, Master of Ceremonies

II—NEWS EVENTS ON THE SCREEN

III—VITAPHONE VODVIL.

Featuring the ace of entertainers—
Harry Rosenthal.

IV—TALKING COMEDY.

V—WARNER BROS. PRESENTATION—

"Gold Diggers of Broadway"

This same program will be shown Friday Matinee and Night.

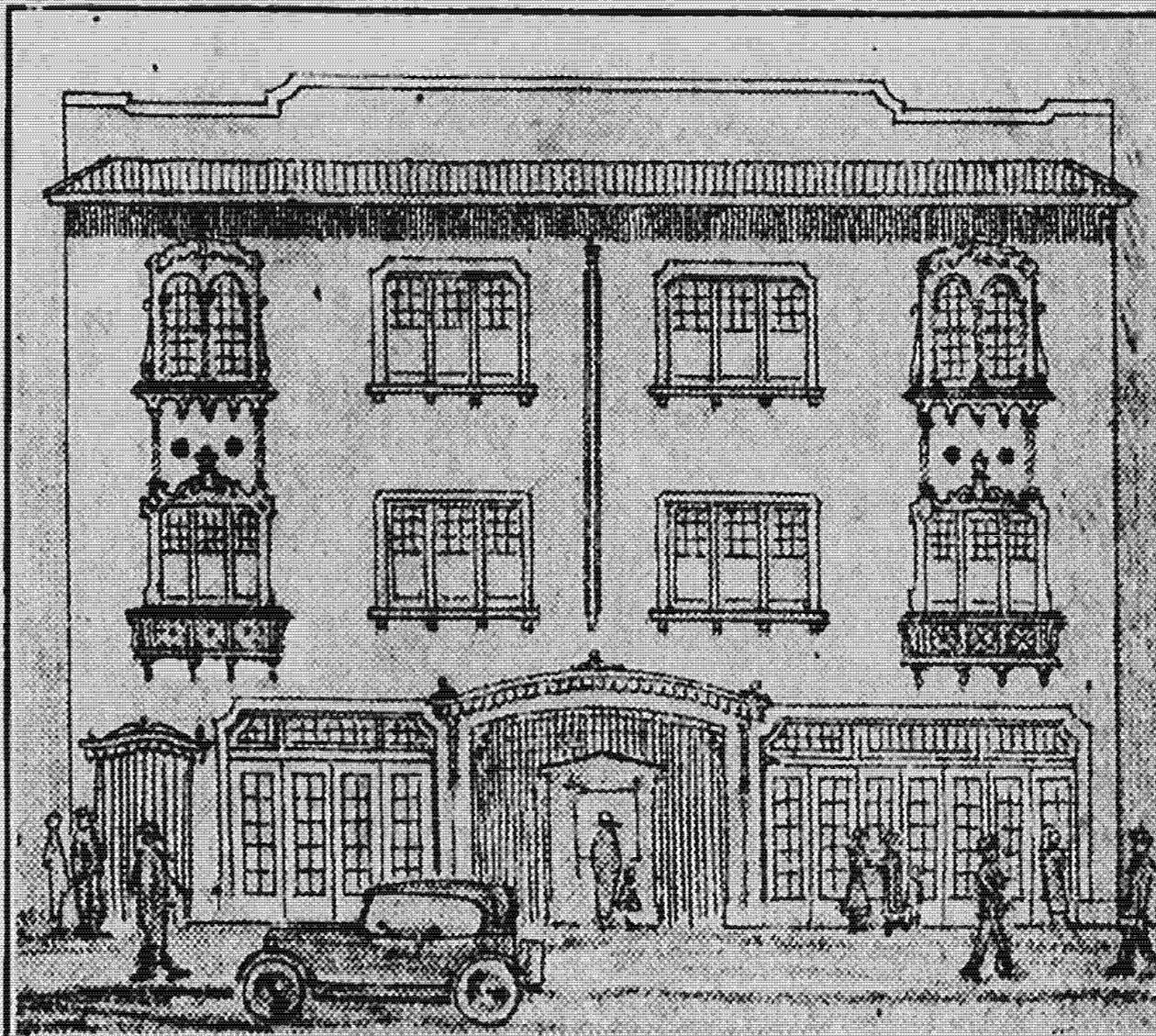
Continuous showings every afternoon

Theatre will be opened at 6:45 Thursday

Program will start at 7:15—Second show at 9:30

J. B. BEARD OWNER
OF FREDERICK'S
NEW THEATRE

Faith in City's Future Brought
Heavy Investment in Busi-
ness Property



The magnificent new Ramona Theatre which will be formally
presented to the public Thursday evening. Here is shown the
artistic front elevation that is so effectively blended with the
beautiful interior effect. This playhouse is the new entertain-
ment center of southwestern Oklahoma and northwest Texas.

PLAN PROGRAM
FOR INITIAL
SHOWING

Cecil Chamberlin Will Be Mas-
ter of Ceremonies; Offer
Feature Picture Bill

J. B. Beard, Jr., vice-president and
cashier of the First National Bank,
is the owner and builder of Freder-
ick's new Ramona Theatre and the
structure itself is a creditable tribute
to his foresight in providing this section
of the state with one of the
most modern of playhouses, as well
as a tribute to his public spirit.

Mr. Beard has owned the property
on which the new building stands
for some time. He has spent many
thousands of dollars in building the
theatre where the old structures
formerly stood.

His faith in the future of Freder-
ick prompted Mr. Beard to make this
heavy investment and its lavish de-
sign, beautiful appointments and
complete equipment indicate that
no expense was spared in making it
as complete and modern as possible.

G. E. Kadane, one of the organiza-
ers and president of the Frederick
Amusement Company, drew all plans
for the building and was the super-
vising architect and engineer. Con-
crete and brick work was in charge of
A. H. Krause, well known Freder-
ick contractor.

(Continued on Page Two)

Admission Prices:

Opening night admission
prices will be:

Children	20c
Adults	50c

Our policy after opening will be
to maintain a regular admission
price:

MATINEE PRICES	
Children	10c
Adults	35c

NIGHTS AND SUNDAY MATINEE

Balcony—

Children	10c
Adults	35c

Lower Floor—

Children	20c
Adults	50c
Loge Seats	60c

These prices will prevail at all
times

Special Saturday

"Salute"

See and hear the thrilling West
Point-Annapolis football game

SECTION B—PAGE TWO

"GOLD DIGGERS OF BROADWAY" FEATURE OPENING PROGRAM AT RAMONA THEATRE

Ann Pennington, Nick Lucas and Scores of Other Stars in All-Color Hit

One of the most successful of the new natural color, all talking, singing and sound pictures—"Gold Diggers of Broadway"—will feature formal opening of the new Ramona Theatre Thursday night and play throughout Friday, Eddie Kadane, manager, has announced.

In "Gold Diggers of Broadway," Warner Bros.' 100 per cent natural color, singing, talking, dancing Vitaphone comedy special in technicolor, a huge musical revue, which beside the all-star cast includes a dazzling beauty chorus of 100, is presented as part of the colorful background of the story.

One of the song hits of the musical revue is "The Song of the Gold Diggers." Ann Pennington, famous Broadway dancing and singing star, sings the number. "The Song of

RAMONA

(Continued From Page 1)

lobby, into the foyer and thence to the main floor, mezzanine and balcony.

Its composite beauty is beyond comparison with a similar building in this section and one must see to appreciate its artistic completeness.

From the tiled entrance, softly carpeted floors, on through to the modernly arranged and equipped stage, the playhouse is the latest thing in theatre construction, combining a new departure in scenic beauty and every convenience for the comfort of patrons.

The mezzanine floor is covered with a heavily padded tufted rug which encircles also the balcony entrance and flows down the stairway into the foyer. The walls are beautifully finished with blended colors splashed on a tan background.

Electrical fixtures are of special design throughout. All wood finishing is in southern gum and hundreds of pieces of ornamental plastic work go to make up the structure's interior.

The setting is representative of a Spanish garden and the walls rising on either side of the building represent Spanish architecture. The curved ceiling above represents the sky, painted a deep blue, and scattered about and twinkling are tiny stars, controlled by automatic blinks.

Two emblematic tapestries hang high on either wall. Woodwork on the cornice is highly decorative and in every nook and corner artists have added touches of color that bring many hues into pleasing combination.

Scores from out of the city are expected to be here for the occasion and in addition representatives of several film companies and theatre supply companies will greet the op-

ening.

NEWEST TYPE SOUND EQUIPMENT FOR RAMONA

Machines Will Handle Either Disk Reproduction or Impressions on Film

The Gold Diggers' and eight others were written especially for this Vitaphone production by Al Dubin and Joe Burke, well known composers of popular melodies.

In addition to Miss Pennington, the all-star cast of "Gold Diggers of Broadway," includes Lillian Tashman, Conway Tearle, Nick Lucas, Albert Granf, Nancy Welford, William Bakewell, Helen Foster, Winnie Lightner, Julia Swayne Gordon, Gertrude Short and others. Robert Lord adapted the story from Avery Hopwood's successful stage play. The stage presentation is by Larry Ceblebs, Roy Del Ruth directed.

Nancy Welford, Broadway's favorite dancing and singing ingenue, plays the leading role.

Making his debut in talking motion pictures in an auspicious manner, Nick Lucas portrays a prominent role in "Gold Diggers of Broadway," in which he sings several songs written especially for him by Al Dubin and Joe Burke.

Combination Vitaphone and Movietone machines have been installed. As explained by Kadane, Vitaphone embodies the reproduction of

sound, talking and music by the use of a recording disk while Movietone is reproduction from modulations recorded on the celluloid film.

Thus far in Frederick, Gem Theatre productions have been confined to the Vitaphone type or disk. With the new equipment in the Ramona, however, both may be presented and Kadane has promised at an early date to present a picture with the sound recorded on the film, announcing it as such so people of this community may hear the latest in sound reproduction.

Due to the sensitiveness of the film type, however, Vitaphone disks

have proved the most reliable type of recording and this handicap has made the Vitaphone much more popular thus far in the theatre realm.

A representative of the Vitaphone and Movietone builders has been in Frederick during the week, equipping and testing the building for sound pictures and the most modern in this popular type of entertainment is promised Ramona Theatre goers.

The reproducing machines are being coupled to the theatre's two Simplex projectors and the booth of the new theatre will be one of the most completely equipped in this section of the state.

CONGRATULATIONS AND WELCOME TO THE RAMONA THEATRE

from the

New Campbell Hotel

Miss Blanche Campbell, Prop.

Hearty Congratulations

to Mr. J. B. Beard and the Frederick Amusement Company, for giving to Frederick its handsome new modern theatre, THE RAMONA — an achievement worthy of the highest praise.

The National Bank of Commerce

"Tillman County's Pioneer Bank"

We Are Glad--

to have been identified with the construction of the new

RAMONA THEATER

having the electrical contract, and we take this occasion to extend our sincere congratulations to Mr. J. B. Beard and the Frederick Amusement Company.

L. G. HARRIS

Electrical Contractor

Congratulations

to the

Ramona

LOBBY FRAMES, CARPETS, LIGHTING FIXTURES, SPECIAL ELECTRICAL EFFECT PROJECTORS AND VENTILATING EQUIPMENT FOR FREDERICK'S BEAUTIFUL MODERNISTIC THEATRE.

Furnished by

National Theatre Supply Co.

516 West Grand Avenue

OKLAHOMA CITY, OKLA.

USE LEADER WANT ADS FOR QUICK RESULTS

Sincere Congratulations—

IT is fitting that Frederick, the best city in Southwest Oklahoma, should have the finest, most beautiful, and most modern theatre in this section of the state. This has been accomplished in the construction and equipment of the new RAMONA THEATRE.

This bank takes more than ordinary pleasure, on the occasion of the opening of this new playhouse, in extending its sincere congratulations to all who have made this achievement possible.

The First National Bank

Southwest Oklahoma's Strongest Bank

Friendliest Congratulations

to the new

RAMONA THEATRE

its owner, builders and operators, on a splendid public spirited enterprise.



THE SECURITY STATE BANK

Cordial, Friendly Banking Service

WE JOIN IN THE Congratulations

now being showered on the magnificent new

Ramona Theatre

We are gratified that we were selected to do the plumbing and heating work in this handsome structure.

A. B. SHOUT

Plumbing and Heating Contractor

NO PRICE CHANGES WILL BE MADE IN NEW THEATRE

Same Charges Will Be Made Every Day in New Ramona After Formal Opening

A fixed price schedule to run throughout the year has been announced by Manager E. G. Kadane for the new Ramona Theatre and no extra will be charged for feature pictures at any time, Kadane has said.

On the opening night when the entire building will be thrown open for public inspection, the admission will be 20 cents for children and 50 cents for adults.

Beginning Friday, both on weekdays and Sunday, prices on the main floor will be 20 cents for children and 50 cents for adults and in the balcony 10 cents for children and 35 cents for adults.

"We will establish these prices as a permanent policy for the theatre. These are in keeping with or below prices charged in other northwestern Texas and southwestern Oklahoma cities," Kadane said.

Instead of the policy that has been maintained at The Gem of passing patrons in from the window, tickets will be sold to be taken by ushers inside.

There will be no reserved seats for opening program of the new theatre. However, to assist in handling the crowd, tickets will be in sale at the box office beginning at 4:30 o'clock Thursday afternoon.

FLASHER SIGN ON NEW BUILDING

An 18-foot vertical sign with the name "Ramona" and a flasher sunburst and side panels graces the front of the new theatre and it is a creditable addition to the city's business district.

More than 200 globes are used in the two sides of the light and in the interior, illuminating the letters. The sunburst falls from the top and has the effect of flowing down the long sides of the sign.

EXPERIENCED PEOPLE HANDLE RAMONA DEPARTMENTS

E. H. Cason Is Chief Projectionist With W. H. Kelly As Relief Worker

With considerable background for the positions they will hold, a complete personnel has been assembled for operation of the new Ramona Theatre, Manager E. G. Kadane has announced.

Kadane will oversee the entire unit, maintaining his business offices on the mezzanine floor.

Years of experience recommends E. H. Cason as the theatre's chief projectionist and he will have charge of the booth. W. H. Kelly, also an experienced projectionist, is to be Cason's relief man.

Miss Margaret Kadane, who has been visiting in Dallas, will return to handle the ticket booth and she will be relieved by Miss Leona Emick.

Ushers who have had experience at The Gem Theatre during recent months and who will work in the new building are John Victor Cook, James Logan Beard, Max Krause and Winston Jones.

Mitchell Kadane will work as the house manager, assist in advertising and handle the theatre's maze of electrical switchboards.

A ticket taker has not yet been selected.

This is a competent assemblage of employees and the public is assured of every courtesy in enjoying the beauty and recreation the new Ramona offers.

MEZZANINE FEATURE STAGE EQUIPPED FOR ALL KINDS OF SHOWS

Provides Quiet Atmosphere For Party Gatherings and Rest From Motor Travel

Few theatres in Oklahoma and none in Northwest Texas boast as lavishly appointed and spacious a mezzanine floor as the beautiful space that is a feature of the new Ramona Theatre. The Orpheum is the only playhouse in Oklahoma City with a similar accommodation and none of the theatres in nearby towns have a mezzanine.

Its size and construction is carefully in keeping with beauty of the rest of the show. Its several hundred square feet of floor space is covered with heavily tufted carpeting and the setting is made beautiful by pale pink glass in the French doors that front on the west.

Wicker and velvet upholstered furniture provides ample seating room and electrical fixtures are of the Spanish period design. Rest rooms for ladies and men open off the floor as does the office of the manager.

It is further adorned by palms and flower vases and in the eastern extremity is a drinking fountain, set on the base. Insets in the walls are occupied with many of the vases and other novelties that lend additional grace to the composite structure.

Those who have seen the theatre in its construction proclaim the mezzanine floor as one of its most delightful features.

It is an ideal atmosphere for the gathering of line and club theatre

COMPLETELY HEATING, COOLING EQUIPMENT IN

Careful Check of Temperatures Will Be Kept

Ready for either cool or warm weather, complete heating and cooling plants have been installed in the new Ramona.

Gasteam radiators, conveniently located on both floors, will provide

the heat and built-in cooling fans, drawing air through a special washing process in the summer and through by-passes from the washing system in the winter, will afford coolness.

The building has been arranged with vents at the rear so that air in the structure can be changed in a very few minutes and periodic checks will be made to keep an even temperature in the building.

Barnsdall—New office building of Barnsdall Refineries, Inc., nearing completion.

A Worthy Enterprise--

The building of the new Ramona Theatre reflects great credit on its owner, architect, builders and operators, and we join in extending them hearty congratulations.

The Ramona Theatre is insured in our agency.

G. E. McHUGH

Anything Insured Against Everything

Hearty Welcome and Congratulations

to our handsome new neighbor, the

Ramona Theatre

the building of which is a monument to the enterprise of its owner and operators, the genius of its architect and the skill of its builders.



Another Triumph for Frederick

The building of the

Ramona Theatre

is a splendid mark of the confidence of those responsible for its construction in the future of Frederick; and in that future, this superb theatre will have an important part as a center of clean and up-to-date amusement.

We congratulate all who have had a part in the building of the Ramona, and are grateful that we were privileged to furnish the hardware for this beautiful structure.

Tillman County Hardware Co.

Frederick Marches on

with the finest theatre in all this section of the southwest, in the

RAMONA

Its completion marks another onward step in the history of a growing, thriving city. Sincere congratulations to THE RAMONA, its owner and operators upon this happy occasion.

A. H. KRAUSE

Building Contractor For The Ramona

A Wonderful Achievement in City Building

We view the construction of the

Ramona Theatre

with a profound feeling of satisfaction and pleasure, and take this occasion to extend our heartiest congratulations to those whose public spirit and far seeing vision have prompted them to make this remarkable enterprise a reality for Frederick.

It has been our pleasure to furnish much of the building material used in the construction of the Ramona.

Caldwell-Nuckles Lumber Co.

"Everything for the Builder"

We gladly welcome our
new neighbor
the

RAMONA

and heartily congrat-
ulate her builders
for the splendid
addition to
our city

O. L. Phipps Motor
Company

Ford Products Since 1914

"Forward With Frederick"

Progress smiles on our city today in the completion
of the

Ramona Theatre

an enterprise which reflects the substantial character
of Frederick, and the wonderful spirit of its people.

We take pleasure in extending congratulations to all
those who have had a hand in this splendid undertak-
ing for the people of this community.

THE FREDERICK CHAMBER OF COMMERCE

Joyful Good Wishes

We offer our congratulations to those public spirited
citizens of Frederick, the owner, the architect, the con-
tractors, the material men—and all who have in any
way had a hand in making possible that event to which
we have long looked forward, the opening of the new
RAMONA THEATRE, Thursday evening.

Let us recommend that you not only witness the pro-
gram that night, but that you also explore all the beau-
ties and the comforts of the Ramona.

The modern equipment in the manager's office is from
our OFFICE SUPPLY DEPARTMENT.

The Frederick Leader

Everything for the Modern Office

NAME • RAMONA IN KEEPING WITH DESIGN

Spanish Architecture Furnished
Inspiration for Naming
New Playhouse

In the name "Ramona," which the
board of directors of Frederick's new
theatre has selected, is carried to a
finality the Spanish design of the
structure and Spanish motif in its
appointments.

The building throughout, its rep-
resentation of an outdoor effect, be-
tween two garden walls, bespeaks
the utmost in Spanish design. Thus
in the selection of Ramona as a
name, the principal idea is carried
out.

The name has been favorably
greeted both in the territory the
theatre will serve and in the ranks
of theatre men.

LEATHER CUSHIONED SEATS USED

Comfortably Upholstered Pro-
viding Perfect Ease

Seats throughout the new Ramona
Theatre have leather upholstered
cushion bottoms and most of the
backs are in leather upholstery.

Seats from the old Gem are being
used in the balcony but all these are
equipped with the leather uphol-
stered cushions.

One row of velvet finished loge
seats is to be found in the first row
in the balcony.

REST ROOMS FOUND ON BOTH FLOORS

Every Accommodation Afford-
ed In City's New Theatre

Rest rooms on both the first and
floor floors and cry rooms and a
smoker on the main floor are added
features for accomodation of those

who attend the new Ramona Theatre
which will be formally presented to
the public Thursday evening.

The rest rooms, upstairs and
down, for both men and women, are
built alike, with the additional fea-
ture on the lower floor of cry rooms
for the care of babies and a smoker
for the men. Both these rooms have
glazed fronts that permit watching
the picture.

CONTINUOUS SHOWING OPERATION PLAN

With opening of the new Ramona
Theatre, Manager E. G. Kadane has
announced a policy of continuous
showing with no evening stop be-
tween the matinee and night per-
formances.

The afternoon opening will be at
1 o'clock and shows will run straight
through at 3:15, 5:30, 7:30 and
9:30.

On Sunday afternoon, shows will
start at 1:15 and 3:30.

Cordial Greetings and Warm
Congratulations to

THE RAMONA THEATRE

We welcome our new South Ninth street neighbor with
best wishes for its prosperity.

BROWN'S GROCERY

From Across the Street We Extend Our
CONGRATULATIONS TO THE RAMONA

You will always find this a pleasant place to eat before
or after the show.

The Liberty Cafe

Olan Houts, Prop.

Congratulations

to those who have made possible the construction, the
equipment and now the opening of the

Ramona Theatre

The metal work, the roofing and the marquise are by

Spangler's Tin Shop

Better Service For Theatregoers Is Now
Available to This Section in the

Ramona Theatre

and we offer our heartiest congratulations to its own-
er, operators and builders.

Better service for motorists will be found at our modern
service station, a short distance south of the new
theatre, where your business is always appreciated.

Star Service Station

Ninth and Dahlia

HEARTFELT CONGRATULATIONS

to the new

RAMONA

and all who have contributed in any way to
bringing it to its present stage of beauty
and readiness for public service.

JOHN H. MOUNTS

Congratulations to The Ramona

Watch for the announcement of the next
opening—that of the thoroughly modern

RAMONA SODA SHOP

James Tabor

Happy Good Wishes and a Sincere
Welcome to the

The Ramona

A notable addition to the South Ninth street business
district, and a creditable institution for Frederick and
Tillman County.

The awnings for The Ramona were furnished by us.

Motor Supply

An Enterprise Worthy
of Frederick

WE RECOGNIZE IN THE

RAMONA

a theatre which would do credit to
a city of any size, and a structure
and an enterprise truly worthy of
Frederick.

It is with a high degree of pleasure,
therefore, that we extend our con-
gratulations to all those responsible
for the successful culmination of
this progressive undertaking.

Wm. Cameron & Co.

Building Materials

CONGRATULATIONS to the RAMONA THEATRE

We are Proud to have
had the Opportunity to
Decorate this Magnifi-
cent Structure.

CHAS. E. WATSON

PAINT CO.

Painting and Decorating Specialists

WICHITA FALLS, TEXAS