

Paramount To Open Here Monday

Mayor Hayden Welcomes Publix Theatres Here

Gov. Moody Against 15-Sided Field

NEW THEATRE, BUILT AT COST OF \$400,000, IS ONE OF MOST BEAUTIFUL IN THE SOUTHWEST

Buddy Rogers' Latest Picture, "Safety in Numbers," To Be First Attraction in Its World Premiere; Formal Opening at 6:30 p. m.; Seating Capacity Is 1,500

RANDOM CHECK AT LION MEET SHOWS LITTLE

Small Ranked High In West Texas By Delegates; Out of Town Lions Only Are Polled.

BY RAYMOND BROOKS AUSTIN, May 17.—For or against Moody. That is the story of the 15-sided governors' race now, if a 10 percent random check among 400 accredited delegates to the Lions state convention in Austin is typical of the state as a whole.

Out-of-town Lions only were "tagged" in the straw poll.

Gov. Moody's name will bear the brunt of the whole campaign: This and the very marked indecision as to candidates among the list of his opponents were features of the response.

Many Undecided. Those for Governor Moody are for him against the field. Those against him are for some one or another of the 14 rival candidates as against the present governor—many yet undecided whom they will support. Some of those questioned still are looking to other entries for their first choice.

Some of those listing themselves as "noncommittal," and some of those "undecided" indicated their probable ultimate support of Governor Moody in that they are not "for" anyone else now.

Lingering doubt in some minds that Governor Moody finally will be in the race accounted for some of the noncommittal votes.

Expressions listed both opinions as to the leading candidate and personal preferences, in about 50-50 measure.

Here are the figures: 5—Governor Moody for first choice.

1—Governor Moody high candidate, without expressing choice.

1—Moody probably high; lots of opposition to third term.

1—Anybody to beat Moody.

4—Undecided as to outcome of preference.

12—Noncommittal. "Don't know," etc.

1—Nobody so far in race will be high.

1—Nobody assured of leading in San Antonio.

5—Earle B. Mayfield.

1—Dallas not assured to any candidate.

1—Northeast Texas yet to be won.

1—Mayfield high in San Antonio.

1—Moody second high in San Antonio.

1—Small.

2—Small high in West Texas.

2—Lynch Davidson high, if he runs.

1—Sterling ought to run.

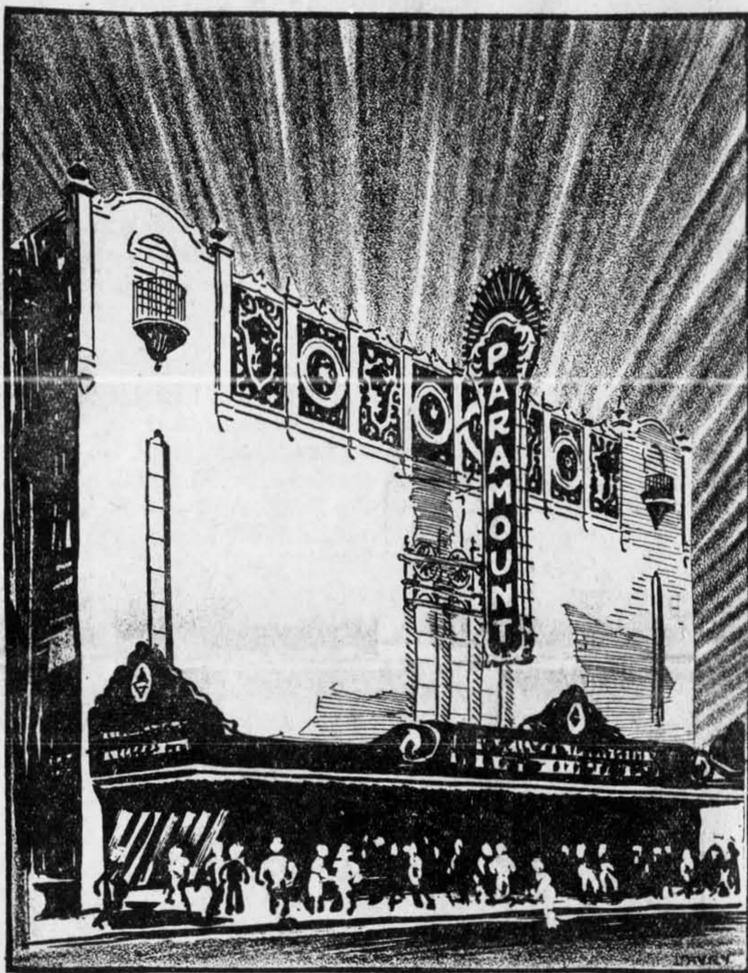
No straw votes were returned indicating belief that either James Young or Barry Miller would lead the ticket, or expressing personal preference for them.

Rogers Calls Out Reserves

At Buddy Rogers' recent personal appearance at the Paramount Theatre in New York the crowd of admiring fans was so great that the New York Police Reserve had to be called out to protect the popular young star from the eager demands of thousands who attempted to get bits of his clothing, autographs, and so forth for souvenirs.

Buddy took it all smiling and without in the least acting the part of the bored movie star accustomed to popular adulation. His appearances were marked by capacity crowds for more than two weeks. Wherever he went the reserve accompanied him to see that he arrived at the theatre on schedule.

The Show Place Of West Texas



STRONG CAST WITH ROGERS

Five Favorite Actresses and Chorus; Specialty Players Included.

A strong cast, featuring feminine beauty, has been secured to support Charles "Buddy" Rogers in "Safety in Numbers" which will have its initial world showing at the opening of the new Paramount Theatre tomorrow night. Five of Hollywood's younger established favorites play the romantic roles opposite Rogers. They are Katharine Crawford, Carole Lombard, Josephine Dunn, Virginia Bruce and Geneva Mitchell. This marks the first time an actor has had five leading women of equal importance playing opposite him.

Other parts are carried by Francis McDonald, Roscoe Karns, Lawrence Grant, Richard Tucker and Raoul Paoli.

Two score show and chorus girls, specially selected for pulchritude, and novelty dancers are among the many supporting players. The story, one of the most interesting yet to make its appearance on the talking screen, was written by George Marion, Jr., and Percy Heath. The melodies are by Richard A. Whiting, who will be remembered for some of the excellent melodies in "The Love Parade." The lyrics are by Marion.

Victor Schertzinger, who made "The Laughing Lady" is director.

SNYDER, May 17.—Thomas H. Chilton, Snyder, district court reporter for the 32nd judicial district was named temporary post commander of the Spanish war veterans at a meeting held in Sweetwater last night. Twelve veterans of the war with Spain have signed up to join the chapter and papers asking for a charter were prepared at the meeting. Permanent officers will be chosen when the papers are returned here.

TO TRY BRECK BRIBE CASES SEPARATELY

Case Against County Judge Arrington Scheduled To Be Called First

BRECKENRIDGE, May 17.—Geo. T. Adams, former tax collector of Stephens county and W. J. Arrington, present county judge, recently indicted by the grand jury on charges of alleged bribery and bribe giving, will be tried separately in the 90th district court when their cases come to trial, according to district court officials.

The case against County Judge Arrington is scheduled to get the first call on the docket. Another case in which Adams was interested and which was scheduled to have been tried last Monday was postponed until next month, due to illness of Mr. Adams.

In this case, Adams was suing Stephens county for approximately \$5,000, claimed by him to be due for excess fees paid to the county during his term in office.

Forty Persons on Paramount Staff

Forty technicians, artisans and service staff members will find employment at the Paramount. In addition to the de luxe service squad of Publix trained ushers there will be maid service maintained for the convenience of lady patrons, a liveried doorman to arrange for patrons' cars and taxis, a crew of special operators for the new type projection machines, a sound expert constantly on duty and three master electricians.

Under the control of Al Fournet and the above staff perfect entertainment of the most advanced type will be maintained at all times. Owing to the new motor generator equipment in the projection booth, a breakdown will be unknown at the Paramount.

MAGNASCOPE SCREEN USED

Largest Ever Seen Here; Made of Rubber, Has Many Tiny Holes.

The talking screen, which has been installed in the new Paramount theatre, is the first Magnascope screen for this section of the West. The image which will be thrown upon it will be by far the largest ever seen in this city.

The latest type projection machines will make possible a clear cut and perfect picture, and with the magic of the Magnascope screen the effect cannot be adequately described. The Magnascope is made of the highest grade rubber with thousands of tiny perforations to permit the easy flow of sound.

The size of the picture to be thrown upon it at the Paramount will be approximately 24 feet high by 29 feet in breadth. This enables the spectator to have some slight conception of the magnitude of it, when it is known that this is twice the size of the many screens now in use in high class theatres all over the country.

Lake at Graham Stocked with Bass

GRAHAM, May 17.—The local Izak Walton league has received 30,000 young bass from the state fish hatchery at Diversion Lake for their rearing pond at Lake Eddleman. Members of the Walton league plan to keep the fish in the pond until late fall when they will be turned into the lake. Last year 60,000 bass were put in the lake, and it is planned to place a large number in the pond each year in order to insure good fishing. During the coming summer no fishing will be allowed at Lake Eddleman.

CITY OFFICIALS TAKE PART IN OPENING SHOW

Calls New Theatre Forward Step In Progress Of Abilene; Addresses Theatre Men.

Mayor Thomas E. Hayden, Jr., accompanied by members of the city commission, and theatre officials, made the electrical contact Saturday morning that started the giant electric sound projectors in motion at Abilene's magnificent new \$400,000 Paramount theatre.

After touching the button that inaugurated the most beautiful and expensively equipped show place in West Texas, Mayor Hayden turned to Barry Burke, divisional manager of Publix Theatres, W. E. Drumbar, district manager for Abilene, and Al Fournet, in charge of the Paramount, and delivered the following address of welcome:

"The opening of the Paramount Theatre is but another step forward in the rapid strides of development which have become so characteristic of Abilene in recent years. It now stands as another monument to a growth which is sustained on the actual worth of this section as an amusement center, a scene of recreation and a likely place for entertainment.

"The Paramount-Publix interests have shown their confidence in the city and its citizenry. They have added materially to its beauty, its appeal to visitors and its ever-growing sky-line by the erection of this handsome place of amusement.

"We are justly proud of the Paramount-Publix organization, of the beautiful theatre which they have created, and for having selected this city as the site for one of the most magnificent theatre buildings in all West Texas.

"We join with the people and business institutions of this community in expressing our gratitude to Paramount-Publix for their substantial addition to the commercial interests of this city. We congratulate them on the opening of this, a peer among the theatres of West Texas."

Atmospheric Music In "Devil's Holiday"

The stimulation of love scenes by pipe organ music is an innovation made in talking pictures by Edmund Goulding, director, writer and composer.

Behind a number of love scenes in Goulding's "The Devil's Holiday," which comes to the Paramount for a three-day run beginning May 26, he had the music a surging pipe organ.

He believes that these love scenes between Nancy Carroll, star of the production, and Phillips Holmes, will be more effective than scenes with any other type of musical accompaniment.

"Love scenes will be enhanced by organ music because this puts them on a religious basis," he says. "All religion which has survived the ages is built on love."

"Fifty per cent of the value of pipe organ music is that it subconsciously reminds an audience of a church. They remember a wedding, a funeral or the church days of their youth. The music calls to their hearts."

Atmospheric music used in the old days of silent pictures to put into proper mood the players in intensely dramatic scenes also is being used once more by Goulding.

When a scene has been taken and the sound apparatus shut off, he has the organ played to put the players in the proper mood for the still pictures and the next scene, and says the results are well worth the effort.

Some Important Information on New Paramount

In order that the entire policy of the new Paramount theatre may be thoroughly understood by everyone in Abilene, the following is complete information relative to the opening, change dates, prices, etc.:

The doors of the new show place of West Texas will open daily at 12:45 p. m. The first performance will start at 1 o'clock with continuous shows until 11:20.

A new picture will start each Monday and run through Wednesday. A new feature will then start on Thursday and run through Saturday. This will be the policy each week.

There will be a bargain matinee every day except Saturday, from 1 o'clock until 6 p. m. During this time all seats in the house will be priced at 40c for adults and 15c for children. From 6 o'clock until closing time at night orchestra seats will be 60c, and the remainder of the house 40c. Children under 12 years of age will be admitted for 15c at all times.

From time to time there will be presented special de luxe midnight matinees.

DEPARTMENTAL HEADS WILL BE HERE MONDAY

Dallas Officials of Publix Theatres Will Attend Abilene Opening.

Practically the entire executive personnel of the Southwestern divisional offices of Publix theatres in Dallas will be present in Abilene Monday at the opening of the Paramount theatre. Included in the group of visitors are P. K. Johnson, associate divisional booker; J. R. Isleib, chief accountant; A. B. Heston, director of real estate; Ray Beall, divisional advertising manager, and W. E. Trimble, assistant divisional advertising manager.

Coming into the ranks of Publix from a long and successful career with Southern Enterprises, Inc., Mr. Johnson was chosen associate divisional booker for the division. Mr. Johnson has been a frequent visitor in Abilene and on his record of personal observation here made the following comments on the Paramount:

"Abilene, because of its strategic location in West Texas, was destined to have the outstanding theatre between Dallas and Los Angeles. I regard Abilene as the tourist center of West Texas and the seat of commerce for the entire district. As regards the film productions we intend to present at the Paramount, I can say that it will be on a par (Turn to page 14, Sec. 2, please)

COOLING AND HEATING PLANT A FEATURE OF NEW THEATRE

During Summer Months Fresh Supply of Iced Air Sent Through Auditorium Every Six Minutes

An important feature of the new Paramount Theatre is the finest and most complete refrigeration plant embodied in any theatre between Fort Worth and the West Coast, installed at a cost of \$75,000. The plant is built and installed by the Wittenmeier Manufacturing company in accordance with the latest principles of refrigeration as laid down in the recent tests made by the United States Bureau of Mines at Pittsburgh.

When in operation this cooling system will actually make the Paramount's atmosphere more healthful than the air in the streets. Every six minutes a complete fresh supply of cooled, dehumidified and washed air enters and leaves the

auditorium. For cooling purposes alone it would take ninety tons of ice, every 24 hours, to accomplish what this plant does in the same period.

Irrespective of outdoor weather conditions the inferior of the Paramount will always remain at the same healthful temperature, varying from 72 to 70 degrees. Unlike refrigerating systems that are installed after the construction of the theatre, the Paramount's plant is incorporated into the design of the house. Every integral part of the plant from the air intake pumps to the various circulating fans is scientifically placed so that all (Turn to page 14, Sec. 2, please)

West Texas' most perfect theatre, the Paramount, will be formally opened here at 6:30 Monday night.

Built at a cost of \$400,000, the structure stands as probably the most beautiful and expensively decorated theatre between Fort Worth and the Pacific Coast. Purposely held down to a seating capacity of 1,500 persons, the Paramount embodies the very latest scientific principles known to modern construction engineers versed in the building of talking picture palaces.

For its opening attraction Buddy Rogers' latest picture, "Safety in Numbers" will be shown. The presentation will mark its initial showing in any theatre in the United States.

The building was designed and planned by David S. Castle, Abilene architect. It was built for H. O. Wooten of Abilene, in connection with the Wooten hotel, by the McCright Construction company. The Publix company installed the equipment and decorations.

Well Lighted - The Paramount's 90-foot marquee is illuminated with 1,400 electric bulbs, making it the brightest spot in Abilene's nights. Special sound equipment has been installed at a cost of \$50,000 in a fifty-foot, roomy projection booth.

Air, made healthful, purified, cooled and dehumidified by a \$75,000 refrigeration plant, will be circulated through the auditorium constantly. Lighting is of the indirect type and is made up of over 1,000 separate units. Outlay on fixtures adorning three lounges and the foyer was approximately \$12,000.

Many prominent citizens throughout West Texas are expected to attend the Paramount opening.

In Spanish Style - Entering the theatre, one passes through a tall, high-ceilinged foyer, decorated with a simplicity that combines the classic Spanish architecture with modern design. Around the foyer balcony and in the adjoining lounges are found many pieces of Spanish furniture of antique design.

Leaving the foyer, the patron steps through noiseless doors into the auditorium itself. It is like suddenly coming by moonlight into the patio of a Spanish hacienda with the open sky overhead and beyond the low walls. In this sky, stars twinkle behind clouds that sail slowly across the heavens. Columned rotundas are features of the proscenium corners, adding materially to the garden-like appearance.

All the extremely complicated problems of co-ordinating the various elements of this vast production organization is directly in the hands of Mr. Lasky and his aides. Paramount has more than one hundred actors under contract. In its scenario department there are eighty writers and dialogue experts. Thirty directors are constantly busy in the two studios preparing, filming and editing pictures. These men, and in some instances, women, have scores of assistants who help in the enormous amount of detail that is necessary in the making of a motion picture.

While the people in front of the camera are of great importance to the public, it is the large number of technicians never seen on the screen that makes it possible for a company to produce successful pictures. A company may have the best star available in an excellent story with the direction in the hands of a talented man, yet if the cameramen, electricians and other technicians on the picture are not up to their job, nothing more than a mediocre effort will be the result on the screen.

Behind this truly great scene is the directorial hand of Jesse L. Lasky, master producer.

Fire Zone Created At Theatre Front

The new Paramount will always be one of the safest places in town both inside and out owing to the establishment of a 90-foot fire zone before the theatre. The new zone will prohibit parking in front of the marquee.

"Visitors at the Paramount will be assured at all times of lighting from their cars in perfect safety," stated Al Fournet, Publix city manager who will be in charge of the new \$400,000 theatre.

Tuscola Produce Company To Open

TUSCOLA, May 17.—The Western Produce Company will open a branch house in Tuscola Monday, May 19th under the name of Tuscola Produce Company which will be managed by Chas. Webb of this city.

It will be located in the building recently vacated by the Jones Produce company which is now under repair. The company will be in position to handle all manner of produce including a cream station.

Jesse L. Lasky, vice-president of Paramount-Publix, began making pictures in an old ban in Hollywood in 1913 when he and Cecil B. DeMille made "The Squaw Man." Today Mr. Lasky is considered one of the best minds in the motion picture industry. Mr. Lasky has always been a pioneer. He was one of the first men from the coast—San Francisco, where he was born—to go to Alaska, and at the time of the earliest gold rush was one of the first hundred men to reach Nome.

Every day in the year some 2,500 persons are busy behind the scenes at the two Paramount studios in New York and Hollywood making Paramount pictures. The public sees and knows but few of these, yet each one is essential in the production of a picture. Each one is a specialist in his line from the care of the property man, who takes care of the little details of the set, to the director.

Lasky Directs - All the extremely complicated problems of co-ordinating the various elements of this vast production organization is directly in the hands of Mr. Lasky and his aides. Paramount has more than one hundred actors under contract. In its scenario department there are eighty writers and dialogue experts. Thirty directors are constantly busy in the two studios preparing, filming and editing pictures. These men, and in some instances, women, have scores of assistants who help in the enormous amount of detail that is necessary in the making of a motion picture.

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QUIET MAN, ZUKOR, DIRECTS PARAMOUNT-PUBLIX DESTINY

Leader Has Reached the Pinnacle in the Motion Picture Business, Both Producing and Exhibiting

Adolph Zukor, noted film magnate, has a record such as few men can look back upon with equal pride. He is now 54 years of age and the work that he was born to do has been done.

Looking out from his tower in the Paramount building in New York, he beholds a field of glittering electric signs which proclaim the triumph of his idea; that mark the great palaces of the talking picture which line Broadway on both sides. A far cry from the shabby, side street, downtown houses that were once the homes of the "flickers."

As though in revenge for those days when Broadway snubbed the hoydenish cousin of Union Square, they have pushed the spoken theatre into the side streets. Zukor's creation now stands rounded and complete. What with his native constitution, his moderation in eating and drinking and his systematic exercise, he may have, undoubtedly will have, 20 more working years. But the rest will be an easy pull up a gentle slope.

Instinctively Shy

The real Adolph Zukor lives deep, hidden by reserve and by an instinctive shyness. His very oldest associates to whom he has clung for the 20 years of his rise to fame, say that although he has expressed his feelings for them by a hundred genialities, they read his affection only in his acts; never has

he so much as hinted it with words. Around no man eminent in American business has there gathered so few anecdotes. He does nothing to create after dinner stories, either by pleasant folly or by flash of wit.

Not that he has a cold personality, even to the casual acquaintance. At all stages of his career men have liked him on sight. He has, to begin with, a masculine comeliness which probably influences subconsciously even his own sex. And his stillness strikes the beholder not as an absence of motion but as a balance between infinite energies—like a spinning top. He smiles habitually; and when he meets a new acquaintance he has the air of waiting for him to say something pleasant; of expecting it.

Never Reproves

"I have worked for him for 15 years," says one of his veterans. "And I've made many serious mistakes. Never yet has Zukor reproved me. Only when the crisis is over, and I realize as well as anyone what I've done, he glides into my office and says, 'Next time do it this way...'"

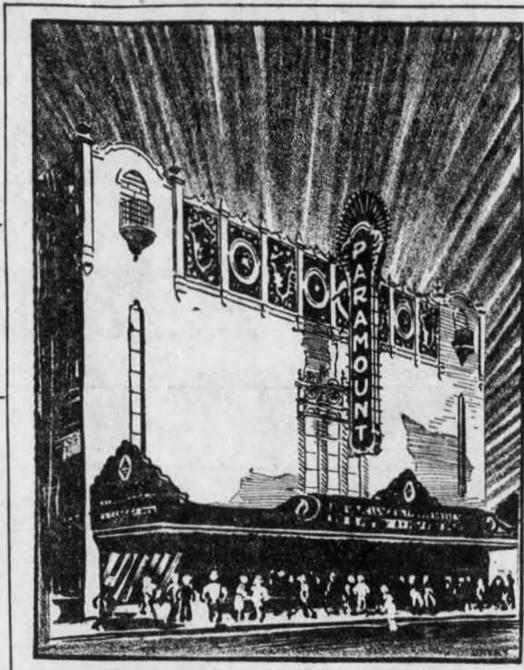
He is one-half of a good reporter. He goes through the world with his eyes open, an acute collector of facts, human sidelights, even gossip. Remember that when he decided seriously to enter motion picture exhibition, he studied the business in every respect. But this acquisitive accumulation does not come

Adolf Zukor, Noted Film Magnate

Beginning in the motion picture business when "nickelodeons" were crowding into the amusement field, Adolf Zukor has kept ahead of progress until today, at 54, he sits at the head of the Paramount-Publix interests, controlling and directing a large field of operations.



The Show Place of West Texas Pointing the Way To Progressive Abilene



Opens Monday Evening May 19th at 6:30 P. M.

When you enter the Paramount Theatre for the first time tomorrow evening its exquisite beauty and magnitude will leave a vivid impression on your mind. Nothing has been left undone in the process of building this edifice—one of the most beautiful in the Southwest—and we are proud to give the people of Abilene and West Texas such an accomplishment.

The completion of the Paramount Theatre bears testimony to the great strides of progress being taken in Abilene and West Texas.

A new era will dawn in the entertainment history of the Southwest with its opening. Comfort, Service, Real Refrigeration insuring Healthfully Cool Atmosphere and Perfected Entertainment await you at Popular Prices.

QUEEN—Tomorrow



As human as life. As sentimental as love.

Matinee 10 and 25
Night 10 and 35

RICHARD BARTHELMESS

YOUNG NOWHERES

with **MARION NIXON**

ADDED FEATURE "UNCLE TOM" Comedy PATHE NEWS

Shows 1 to 11

Great Story of News Life Now Film Hit

Mishaps Occur In Filming of "The Divorcee"

Start of work on Norma Shearer's latest talking vehicle, "The Divorcee," which will be shown at the new Paramount theatre Thursday, was marked by an uncanny coincidence in the matter of an important scene in the picture. For this sequence Conrad Nagel drives an automobile over a steep embankment, overturning the car and pinning Helene Millard, Tyler Brooke and Helen Johnson underneath. Robert Z. Leonard wrecked his big touring car, sustaining severe bruises and cuts, but escaping serious injury by falling to the floor of his machine as it swerved over an embankment after being sideswiped by a heavy bus. His wife, Gertrude Olmstead, also escaped with slight bruises. In the morning Leonard went to the studio and directed a replica of the accident in which he had figured the evening before.

Insult Added to Injury

And as though this were not enough hard luck for one picture, in a subsequent scene, in which Tyler Brooke imitates an Italian organ-grinder, the actor stumbled and fell, sustaining several cracked ribs, which necessitated a trip to the hospital.

Report has it that these two accidents held up the making of "The Divorcee" for some weeks as the producers would not put another director to work in place of Leonard.

Divorce Problem

According to advance information, the plot deals with a group of New York society people to whom divorce is nothing more than an excuse for promiscuous living, the action moving from the metropolis to a fashionable mountain resort and then to Paris. The production also includes a number of unique sequences actually filmed aboard a

Young Man of Manhattan Brings Toby and Ann to the Screen

"Young Man of Manhattan," that delightful comedy-romance by Katharine Brush which recently appeared in the Saturday Evening Post, has been filmed and will be presented at the Majestic Wednesday and Thursday.

The delectable Ann of the story is played by Claudette Colbert, who is able to fill the bill. Norman Foster is cast as Toby, a care-free newspaper reporter who has the talent to write but cares more for his drinking than he does for work. Charles Ruggles is "Shorty" in the picture, and gets most of the comedy sequences. Ginger Rogers, a Dallas, Texas, gal who made good, is in the role of Puff Randolph, dippy little society gadabout.

It's a whiz of a story of newspaper life that runs along at high speed. Those who read the Saturday Evening Post serial will recall the big moments when Toby meets Ann at the Dempsey-Tunney fight in Philadelphia; when they have their first battle over who shall pay the rent; when Toby meets the "It"—toting Puff Randolph, and when Toby learns that Ann has been blinded by drinking supposed whiskey which he had left in their apartment. The story was a big hit, and the picture promises as much.

ninety foot power cruiser off the coast of Southern California. The settings and costumes, particularly the advanced styles worn by Miss Shearer, are said to outdo in lavishness anything heretofore seen on the screen.

'HOLD EVERYTHING' PROMISES THE SEASON'S BEST LAUGHS

Winnie Lightner and Joe E. Brown Are Leaders in Fun Riot Booked at Majestic First Two Days of Week

If "Hold everything" doesn't get laughter out of you until your sides hurt, then strike the movies off your program of activity. For that riotous fun film, which comes to the Majestic the first two days of this week, after a matinee at 12 tonight, includes two of moviedom's peppiest laugh-getting stars. They are Winnie Lightner, that wildly clever comedienne, and Joe E. Brown who is as ridiculously clever.

Miss Lightner, a recent recruit from musical comedy, "gets over" a dynamic personality in the leading feminine role, and is well opposite Joe E. Brown, who impersonates a "dub" prize fighter in a manner that brings a constant succession of laughs. There is lightning dialogue, as clever as any film has yet brought out, and the music is catchy.

Georges Carpentier, the famous French boxer who has turned from the ring to the screen, and the little Irish beauty, Sally O'Neill, are other big names in the cast. The picture is in natural color.

WTCC Sessions to Be Held at New Paramount

The luxurious new Paramount theatre, ideally located for downtown activities, will be the meeting place of morning business sessions of the West Texas chamber of commerce convention, here May 29-31.

Courtesy to the organization was extended the organization by Al Fourmet, Publix manager here. J. E. T. Peters, convention manager, in expressing the WTCC's appreciation for the use of the house, said the theatre auditorium exactly meets the needs of the convention.

R and R Palace SWEETWATER

Today — Tomorrow
Ramon Novarro
"IN GAY MADRID"

Our Midnite PREVIEW

Every Saturday night at 11:20 p. m. are the hits of the season



Opening Attraction Monday—Tuesday— Wednesday

A Happy Joyous, Youthful Musical Comedy with America's Boy Friend

Buddy Rogers

in his latest Paramount Picture
"Safety in Numbers"

With Five American Beauties Katherine Crawford — Josephine Dunn — Carole Lombard — Geneva Mitchell and Virginia Bruce.

Added Features Completing the Opening Program Are

Comedy Charlie Chase In "All Teed Up"	Color Classic "In Gay Madrid"	Song Novelty 'I'm Afraid to Go Home in the Dark'
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PRICES
Night
Lower Floor 60c
Balcony . . . 40c
Children . . . 15c



PRICES
Matinee
Any Seat . . . 40c
Children . . . 15c

Thursday
Friday
Saturday

NORMA SHEARER
in "The Divorcee"

MAJESTIC
Home of Paramount Pictures



Wild Winnie, the "Gold Digger" herself . . . concentrating on a bashful suitor and when Winnie concentrates, Heaven help the poor defenseless male. It's Winnie's funniest role, and of course she sings and sings and sings.

Starting Midnight Sunday
Monday-Tuesday

"HOLD EVERYTHING"

with **WINNIE LIGHTNER**
and **JOE E. BROWN**

ADDED FEATURES
"Honey Moon, Pathe Zeppelin" Sound Comedy

PRICES
Mat. 10-30 Nit 10-30-40

World Premiere Obtained For Paramount Opening Here

ROGERS FILM TO BE SEEN IN ABILENE FIRST

Picture Has Never Been Shown Publicly; Rushed Here By Special Arrangement.

For the first time in the amusement history of any city in West Texas, Abilene will become the seat of a world premiere film showing with the opening of the new Paramount Theatre tomorrow evening. According to a statement from Al Fourmet, local manager of Publix houses, every effort was made to arrange an outstanding booking for the opening of the de luxe house.

After many long distance telephone conversations with officials of the Hollywood Paramount studio, the only available print of Buddy Rogers' latest starring release, "Safety in Numbers," has been rushed here for the initial booking.

"When we advertise 'world premier,'" Fourmet explained, "we mean that opening night audiences here will be the first in the world to witness this production."

Buddy Plays, Sings
Astute showmen who have been present at official screenings of "Safety in Numbers" proclaim it Rogers' most brilliant success. They assert that he brings to it an even finer vocal ability than was heard in "Paramount on Parade" and "Illusion". They assert that his mastery of the trombone and the saxophone is exceptional. This will be the first time since his first production for Paramount that Buddy will be heard playing these instruments. Of course, in his former picture the fans did not hear him play, but those who know Buddy state that he is a fine musician who needs no double before the sound camera to do his stuff for him.

The big song-hit of the picture, for which wide-spread popularity has been prophesied, is called "My Future Just Passed."

The theme of "Safety in Numbers" has been called one of the most clever and amusing ever

Sam Katz Heads Publix Group

Directing the general operations of the new Paramount Theatre as well as all other theatres bearing the Publix trade name, Sam Katz has the distinction of being the vice-president of the tremendous Paramount-Publix interests at the age of 38.

Mr. Katz entered the theatre business when it was in the precarious stage of its first development both in the making of screen entertainment and in the operation of theatres. Today he is one of the most conspicuous figures in the field of entertainment. It is due to his energy, foresight, courage and faith in the growth of West Texas that the great investment represented by the Paramount Theatre was made possible.



brought to the screen. It concerns a rich young man whose wise old uncle ships him off to New York to learn about women before coming into a large inheritance. Arrived in the gay city, Buddy is soon involved with no less than five fair charmers, and, according to report, it is here that the fun begins.

Outstanding Picture
Victor Schertzinger, responsible for the direction of many outstanding productions, handled the megaphone for Buddy.

"Safety in Numbers," said Manager Fourmet, "is sure to become one of the most outstanding pictures of the year in real entertainment

value, and we consider ourselves particularly lucky in being able to hold its first presentation here concurrently with the opening of the Paramount.

"Everything we can do to make Monday evening unique in the amusement history of West Texas is now nearing completion."

A prison in Mongolia contains tiny cells, resembling coffins, two and a half feet high, four feet high and two feet high. Light never enters these cells.

Twelve millionaires now have seats in the United States senate.

THREE GREAT FILMS FOLLOW PREMIERE AT PARAMOUNT

Norma Shearer in 'The Divorcee'; Nancy Carroll in 'The Devil's Holiday'; Haines in 'The Girl Said No'

Coming successively after the world premier of Buddy Rogers' "Safety in Numbers" at the Paramount theatre, three of the greatest talking films ever made will enter that theatre on its semi-weekly change of program policy.

They are the widely discussed Norma Shearer starring feature, "The Divorcee"; Nancy Carroll's latest in which she definitely and for all time establishes her reputation as a great dramatic actress; "The Devil's Holiday" and William Haines' laugh hit, "The Girl Said No."

Based on "Ex-Wife."
"The Divorcee," which comes to the Paramount May 22 for a three-day engagement, is said to be the most pretentious production ever given Miss Shearer since the actress was elevated to stardom. The story is based on the sensational novel "Ex-Wife," by Ursula Parrott. The cast includes Chester Morris, Conrad Nagel, Robert Montgomery, Florence Eldridge, Helene Millard, Robert Elliott, Mary Doran, Tyler Brooke, Helen Johnson and Zella Sears, who was also responsible for the adaptation.

The picture presents a sophisticated treatment of the question of divorce and the loose moral code characteristic of modern society. Miss Shearer has the role of a woman who seeks to equal her husband's infidelity by matching his own conduct. The scene of the action is laid in New York, a fashionable mountain resort and in Paris, including a yachting sequence, that alone is reported to have cost a fortune.

On May 26 when "The Devil's Holiday" comes to the Paramount, Abilene theatregoers will witness the remarkable performance of an actress who can step out of her light, fluffy, "sweetie" roles to unfold a great talent for a dramatic and emotional interpretation. That actress is Nancy Carroll, a new star in her own right after less than two years have passed since her screen debut.

Nancy "Hard-Boiled."
In this new role, Nancy is a hard-boiled, man-hating manicurist in a big western hotel. She is building up a fortune through side deals with farm machinery salesmen. They date their prospects up with her, she sells the machinery and the salesmen close the deal, giving her a generous commission. It is in this manner that she meets Phillips Holmes, unsophisticated young son of Hobart Bosworth, the richest wheat farmer in the state. Phillip falls for her, and Nancy sees easy pickings.

Then the boy's older brother, James Kirkwood, comes to take him home. He insults Nancy and flaunts her profession in her face. Solely for revenge and the money she knows the boy's father will be willing to pay, she marries Phillips. As planned the father buys her off for \$50,000, but at the same time the boy is terribly hurt in a terrific fight that has arisen with his older brother in defense of Nancy. In spite of his injury Nancy leaves with the money, planning to go to

Thirteen Religious Denominations Are Represented at TCU

(By The Associated Press)
FORT WORTH, May 17.—Thirteen religious denominations are represented in the student body of Texas Christian university, a recent survey showed.

Members of the Christian church lead, with 378 students, Methodists come next with 258. Two others pass the 100-mark, the Baptist with 193, and the Presbyterians with 102.

Other faiths represented are: Church of Christ, 38; Episcopal, 35; Catholic, 21; Hebrew, 9; Christian Science, 5; Congregational, 2; Unitarian, 1; Lutheran, 1; People's Tabernacle, 1.

One hundred and thirty-eight students are shown to be members of no church.

Special Car Here To Give Concerts

"Watch out for the Paramount Entertainment Special," is the word going around town today, according to report from those who have witnessed this unique automobile built in the form of a locomotive on its previous visits to Abilene.

The Paramount sound train will visit the principal schools of Abilene tomorrow to announce the world's premiere showing of Buddy Rogers' "Safety in Numbers" tomorrow night at the opening of the Paramount Theatre. Following its trip to the schools where it will on exhibition, it will tour the city, making music as it goes.

Stops will be made at many important centers in town where concerts will be given, interspersed with talks on the Paramount and the coming world premiere.

The novel entertainment train will be in the charge of Louie Moller. Moller states that he is glad to be back in Abilene for the opening of the Paramount, because the train has always been so well received here.

The train since its last visit here has traveled some 2,000 miles throughout Texas.

Shakespeare and himself an actor, danced all the way from London to Norwich. He was several weeks up on the road was less than nine days.

CONGRATULATIONS

To Abilene's New Pleasure House, The

Paramount Theatre

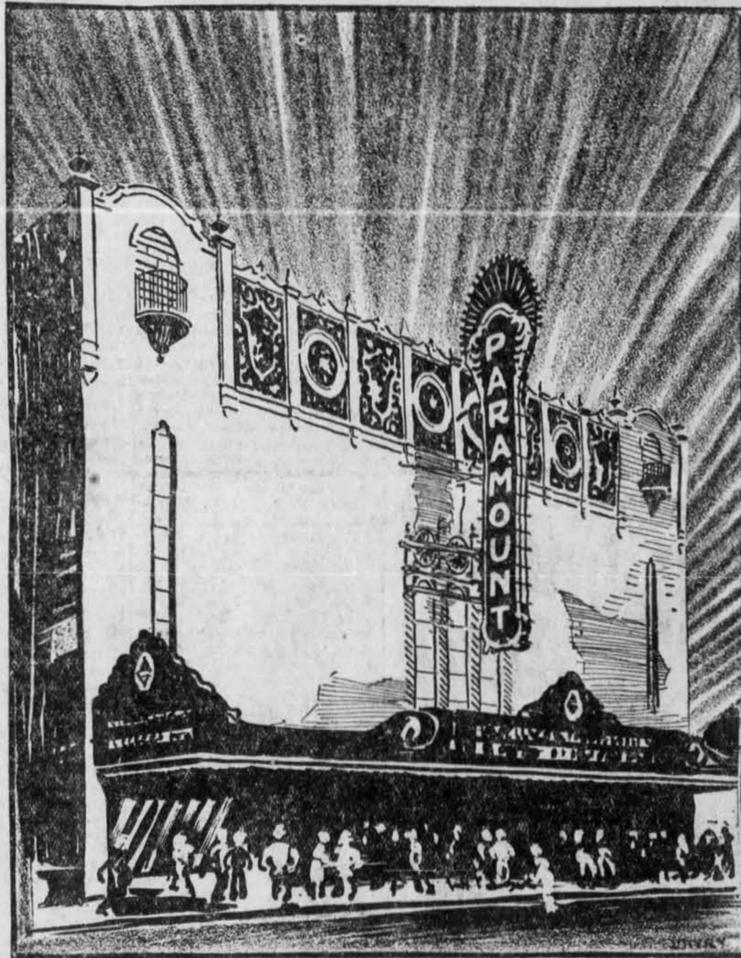
We take this opportunity of expressing our sincere best wishes to the Publix Theatres Corporation on the opening of this beautiful edifice.

SHEET METAL AND ROOFING

For this most auspicious of new theatres was furnished by us

LYDICK ROOFING CO.

329 Plum Roofing and Sheet Metal Dial 4088



We are proud to have been the builders of the newest theatre in Abilene and West Texas and compliment the people of this section on having so fine a playhouse.

WE CONGRATULATE

the Publix Theatre Corporation on the completion and formal opening of the new \$300,000

PARAMOUNT THEATRE

We wish them the greatest of success in its operation—that it will be more than a building of average commercial importance . . . that it will be an artistic center of pleasure and amusement where the public will find joy and cheer is the sincere wish of the—

F. V. McCRIGHT & CO.

Contractors and Engineers

DALLAS ABILENE BIG SPRING OKLAHOMA CITY

CONGRATULATIONS

and our sincere

BEST WISHES

to the

PARAMOUNT

THEATRE

UPON ITS OPENING TOMORROW NIGHT

Abilene is surely fortunate to have such a splendid amusement house. It is the finest in the west, we really believe, for a tour of inspection has convinced us.

Buddy Rogers in "Safety in Numbers"

Call at our store for all the song hits in RECORDS AND SHEET MUSIC Theme Songs From All the Shows PUBLIX THEATRES You're Welcome in Abilene

HALL MUSIC CO.

(INC.) "Everything in Music"

258 Pine St.

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THEATRE PROJECTION ROOM CONTAINS SCIENCE MARVELS

"Booth" Is Vital Element in Talking Picture Palace; Operators Must Be Artists as Well as Technicians

An interesting discussion with R. L. Hansard, chief projectionist of the new Paramount theatre, revealed some entertaining facts concerning that phase of modern sound theatre operation.

For instance: The average movie fan knows less about the projection booth than about almost any other phase of motion picture theatre operation. Unquestionably, the "booth," as it is known in the argot of the trade, is the most vital element in the modern talking picture palace. Certain it is, that this lack of knowledge and understanding on the part of the fan is not due to disinterest in the mechanics of picture projection, but rather to a lack of publicity on this phase of the business.

In the auditorium to do nothing but check the quality and volume of the sound in order to safeguard their reputations for excellent reproduction.

Trouble Eliminated

When these factors in the art of successful sound reproduction were outlined by Mr. Hansard, he stated that none of the above mentioned troubles can ever occur at the Paramount for two reasons: "We have at the present time the best equipped and most modern projection booth in the entire state, and the men under me, including my assistant, C. V. Daniels, are thoroughly experienced in all the delicate phases of talking picture projection. They are all men who not only stand at the head of their profession, but whose ideal is to maintain a standard of perfect sound."

Mr. Hansard points with pride to the fifty foot booth at the Paramount of fireproof construction, the new type projectors, the motor generators, which eliminate all storage batteries, heretofore a requisite of all booths, the new F7 Brenkert color projector which will fill the entire proscenium with countless beautiful designs in full color.

In describing the new type projectors Mr. Hansard explains a feature incorporated in their design that reduces the possibility of film fire to nil. "In previous models," he declared, "the revolving shutter which gives the illusion of motion upon the screen was located in front of the film at the end of the lens, leaving the film exposed to powerful heat waves from the arc lights. On the new machine the shutter is placed back of the film, stopping the passage of heat to the celluloid. It is further designed to act as a fan, constantly sending a cool current of air upon the film."

Breakdown Forestalled

"The Paramount," he continued, "should never suffer the embarrassment of a breakdown despite any temporary cut-off in the regular power supply. Our new advanced type motor generators remove the possibility."

"Perhaps the most interesting feature of this ultra modern booth," Hansard told us, "is the \$2,500 color Brenkert. This piece of projection machinery is quite as complicated as the name sounds, but it is the very latest adjunct to the perfectly equipped talking picture theatre.

Interior of Paramount Theatre, Showing Sky-line Background

The Spanish construction of the Paramount theatre is shown in the picture below, with sky-effect ceiling as a background for the superstructure. The patio walls are hung with thousands of roses, magnolia blossoms, Spanish creeper and red bougainvillea. Behind the walls and against the sky rise stately Italian cypresses. The hacienda effect is carried out on all sides of the auditorium, even over the proscenium. Stencil work and paneling is in Spanish browns, reds and yellows.

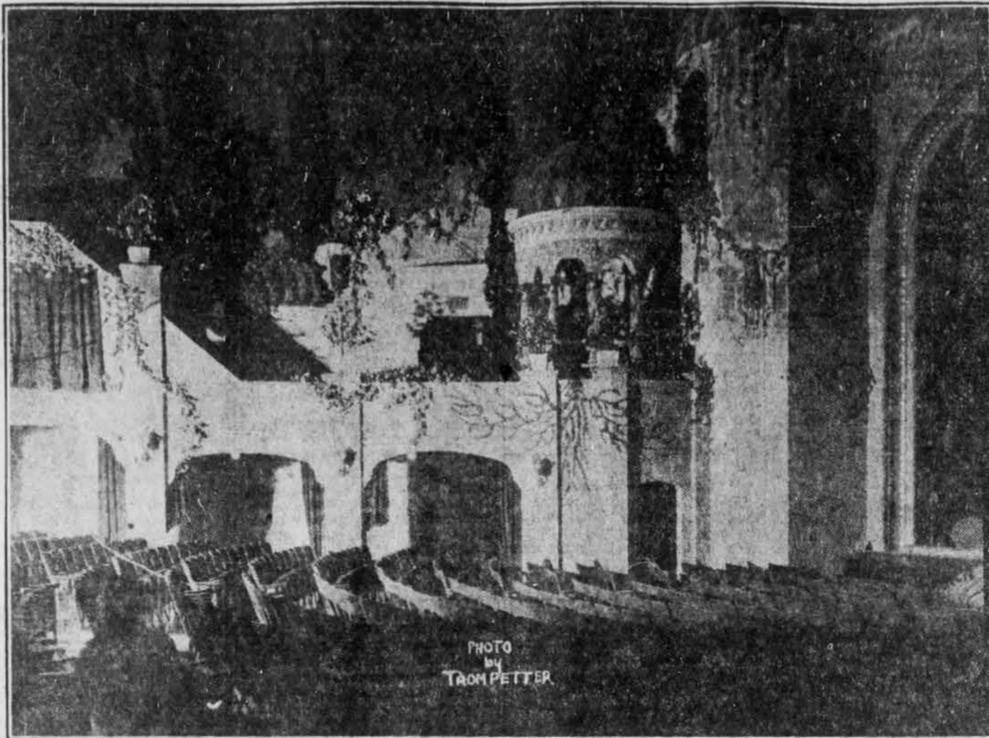


PHOTO BY TADN PETER

At the present time there are only a dozen in existence. The bromograph makes possible unique color presentations in full proscenium size that may be either animated or still. With the use of this machine," Hansard announced, "we are arranging for the Paramount some of the most novel-wide screen color effects ever seen."

DECORATIONS ELABORATE IN NEW THEATRE

Spanish Theme Predominates in Architecture, Coloring

Decorations in the Paramount theatre is elaborate in detail.

Matched tonal effects in color, combining the purity of the early Spanish and modernistic art is one of the unique features of the work. Every phase of the work was designed, and carried out by Otto Bawmen, Dallas interior decorator. Columns Stenciled.

Entering the foyer of the Paramount, the spectator is immediately struck by the lovely harmony of the antique classic coloring in the tall columns that rise from floor to 30-foot ceiling. Columns are stenciled in a Spanish amber red that is illustrative of the Spanish mood. Capitals are in a soft gold color of the Roman design. Furnishings are authentic copies of antique Spanish pieces that embody the latest principles in luxury and comfort.

Passing into the patio-like auditorium, one again notices the Spanish motif. The building walls are finished in an antique glazed effect that is particularly soothing to the eye. The effect is enhanced by indirect lighting. As a background for the hacienda superstructure, the sky is seen rising to a starry heaven directly over the spectator's head. Every artistic and technical principle has here been combined to carry out the courtyard-like appearance.

Stars in Sky

The sky is colored in a soft cerulean blue, across which delicate clouds are continually traveling. Behind the clouds twinkle a myriad of stars. The only relief to the Spanish atmosphere comes in the form of two Roman rotundas placed at either side of the proscenium arch. The domes of these are covered with pale gold leaf that constantly reflects the indirect lighting in delicate prismatic effects. Above the proscenium arch one glimpses the abrupt edge of a courtyard roof and again the blue sky rising behind.

In only one instance has there been a departure from the thematic spirit of the Paramount, and that is in the ladies' lounge where a purely modernistic motif predominates.

Two Girls Awarded Roscoe High Honors

ROSCOE, May 17.—Misses Virginia Worthy and Willa B. Sloan of Roscoe high school, have built for themselves a very enviable record for their four years of high school life. In scholastic attainments Miss Worthy is the highest honor graduate with an average for the year of 95.50 and Miss Sloan comes third with an average of 93.30.

The two girls compose the school debating team having participated in over 30 debates this school year. They won both the Nolan county and the Abilene district meets two years in succession, 1929 and 1930. They are active in many phases of student life including speaking events, dramatics, music and choral club. Each girl has a perfect attendance record for the four years high school career, having been neither absent nor tardy, a record that is hard to beat.

An alligator takes 60 years to become full grown.

Approximately 1000 uses are claimed for mercury.

INTIMATE SIZE IS BUILT INTO NEW THEATRE

Upon a visit to the new Paramount theatre the pleasant discovery is made that the trend in modern playhouse construction is decidedly toward comparatively small sized houses—small when compared with the great barn-like structures of the silent drama that often seated upwards of three thousand persons.

This is the latest scientific development in the technique of modern theatre building and will continue to be so, in the opinion of knowing engineers, until the projection of the much discussed wide film becomes practical. This last, on the advice of astute picture producers, is a feature of talking picture production that is not likely to realize its ultimate development within the next few years.

In the interim theatre construction harks back to an earlier model—legitimate houses of the drama where warmth and intimacy were the ideals aimed at. Seldom if ever, outside the opera, do we find great interiors which so overawed patrons that they felt themselves immediately reduced to an insignificant speck in a mammoth cavern.

To Cheer Patrons

Rather, art and beauty were architecturally molded into interiors that possessed strong atmospheric qualities. It was the intention to cheer the spectator, make him feel at home, not to dwarf him with unconscious and gigantic comparisons. In this method the talking picture theatre of today has far outdone the original.

Particularly is this true when one experiences the delightful atmosphere of the new Paramount theatre.

Such a house, built and decorated at a cost of more than \$400,000 could easily with this financial outlay have been made large enough to seat at least 4,000 persons. But in complying with and carrying out the new principles of construction it actually seats approximately 1,500 people.

The theory upon which modern engineers base their operations can be easily exemplified in this way. If some one standing, say, two or three hundred feet from you attempts to shout a funny story at you, the reaction is anything but humorous. But let the same speaker come to you and narrate the same story intimately with all the force of his personality behind it, and you laugh uproariously, providing of course, that the yarn be funny in the first place. The same principle is true in the theatre. A player's charm of manner, force of personality, is entirely lost upon an audience unless the audience can feel a bond of proximity to the entertainer.

Spanish Decorations

In this respect construction engineers have stated that the new Paramount is probably one of the most perfect theatres in the world. Its architecture is a combination of pure Spanish style relieved by frequent Aztec designs. The decorative body rises on all sides to an open sky effect ceiling, which is remarkably carried out in the wall backgrounds.

Passing through a high, open foyer of simple modernistic design, one enters the auditorium and has the delightful sensation of coming into the moonlight patio of an early Spanish building. Thousands of red and yellow roses, all kinds of shrubbery, including backgrounds of cypress trees, add charm and warmth to the surrounding walls.

In no case is there one instance of over-decoration or a descent to the cheap and showy garishness that frequently spoils an otherwise beautiful theatre.

Featured Special for Monday In Our Ready-to-wear Section

Two great events in Abilene Monday: The Opening of the New Paramount and our Great

DRESS SALE

Group One

—Dresses of smart style distinction that will win for them a place in the most fashionable wardrobe—made exceedingly interesting because of the wonderfully low prices that are featured.

—Choose from Dresses of Flat Crepe and Georgettes, a few Chiffons, Romaine, Crepe in solid colors and in Prints. Some light—some dark, but all with long sleeves. Dozens of dresses in this group. Dresses for street, sport and travel and dressy wear. All are of the feminine, youthful silhouette with the raised waistlines fitted, draped or flared at the bottom.

17⁸⁵

Values to 39.75

—Marvelous sound equipment, the finest in the world, will speak for Abilene's greatest theatre, The PARAMOUNT, theatre

Group Two

—Like that wonderful sound equipment, the quality of our merchandise has a always spoken eloquently for us.

—For those women who want a smart dress for travel wear at great saving, this group of frocks will be extremely interesting. Prints and solid colors in light or dark shades in Flat Crepe or Canton and Georgettes. All these dresses are early spring styles, some having been in our store only a few weeks.

—You will want to be among the first to inspect this group of dresses that have been marked at such drastic reductions. A very good range of sizes, so you will be certain of getting your size in one of these groups.

27⁸⁵

Values to 59.75



GRISSOM'S Department Store

IF YOUR CLOTHES COULD TALK LIKE THE MARVELOUS PICTURES AT THE NEW

PARAMOUNT

This Is What You Would Hear,

"SEND ME TO THE Abilene Laundry Co."

Where Every Piece Is Treated Right, Returned to You in Clean Delight."

The Abilene Laundry Co. DIAL 8866

Sunday Dinners 60c

Our Regular Dinners Are Reduced 20 Percent

THE WILSON 1080 N. 2nd St.

GREETINGS PARAMOUNT

Congratulations and appreciation for a most beautiful and perfect theatre.

Success be yours—

THE HILEON Hilton Coffee Room and Grill

THE HILEON Hilton Coffee Room and Grill

USE FLOWERS FOR SPANISH PATIO EFFECT

Fifteen Thousand Blossoms, Shrubs, Trees, Etc., Are Installed in New Theatre

Fifteen thousand specially prepared flowers are used to carry out the Spanish patio effect in the new Paramount theatre. They were prepared and installed at a cost of \$5,000 solely to carry out the open air atmosphere of the new show place.

Thousands of yellow, pink and La France roses, magnolia blossoms, red bougainvillea and Spanish creepers are hung in garlands from the balconies of the Spanish hacienda superstructure that rises on the sides of the auditorium against a background of starry sky.

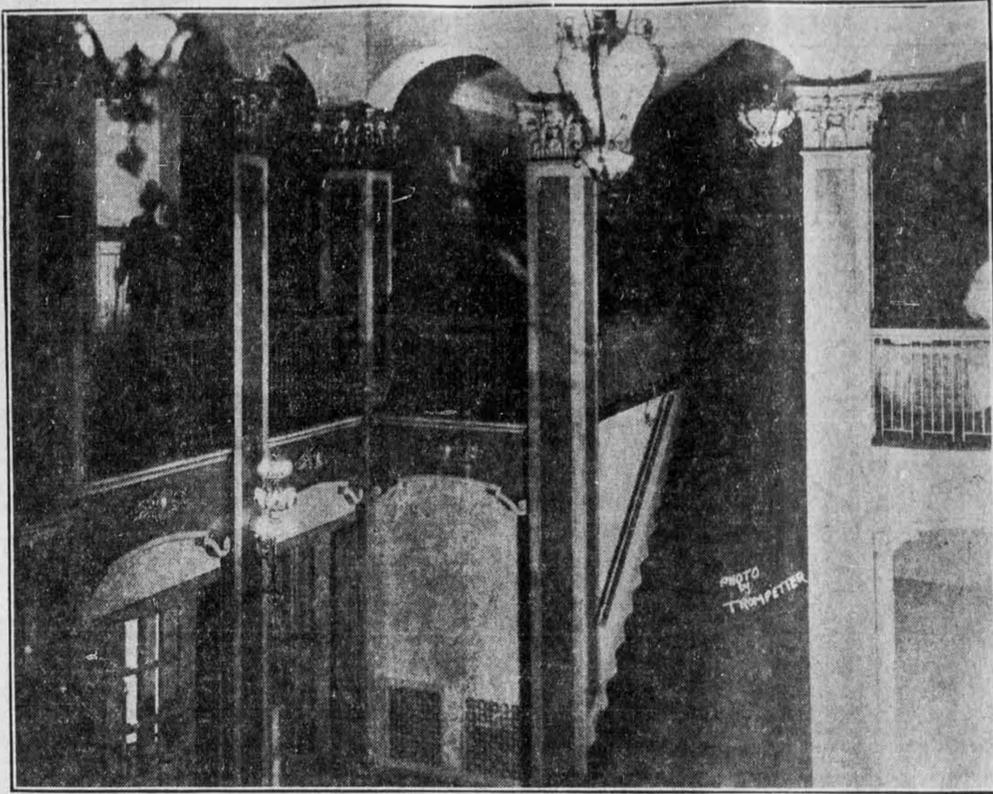
The flowers are the creation of the Adler Jones company in Chicago and are being installed by H. Mende, artificial floral artist who has been the decorator of more than 20 of the largest theatres in the United States and Canada. Mr. Mende stated that tall, stately cypress trees were used to carry out the Spanish influence predominating in the Paramount. These trees are artificially made from natural examples and are the work of skilled artisans in Italy whence they have been imported.

"Every blossom and shrub that has gone into the Paramount," Mr. Mende declared, "has been specially designed to harmonize with the style of architecture featured in the construction."

Commenting on the theatre, he

Foyer of New Paramount Theatre Magnificently Decorated

The foyer of the Paramount theatre gives an idea of the magnificence both in furnishings and decoration. The style is a happy combination of Spanish and modernistic architecture. Stencils on the columns are in antique Spanish tints that are in harmony with the architectural design of the foyer. The chandeliers are of Tiffany glass. They were procured at a cost of more than \$1,600.



Cameras Wear Overcoats Now

Zipper for sound camera "overcoats" are now the latest innovations in cinematic styles.

The novel arrangement for speeding up the work of covering and uncovering sound cameras before and after talking picture scenes, was first tried out during the filming of "The Divorcee", the Norma Shearer starring picture to open at the Paramount next Thursday.

The old way of protecting the delicate recording apparatus from the clicking of the cameras was to throw a sound-proof blanket over the camera, then fasten it by means of a rope. The new method provides "overcoats" which are made to fit the camera snugly with the openings fastened in a jiffy by zippers. Apparently Hollywood is still sufficiently Hollywood to indulge even in tailor-made garments for its cameras.

said, "Of the many theatres throughout that country that I have helped to beautify, the Paramount surpasses them all in the excellence of design, superb equipment and luxury of fittings. It is probably the most perfect theatre of its size and style that I have ever seen."

SHEARER WILL PLAY AT REX

Norma Shearer returns to Abilene Monday to play at the Rex theatre in a final engagement here in "Their Own Desire." The production played to full houses when presented here previously. This picture of Miss Shearer's agent which considerable discussion has been going on in cinema circles was taken from a novel by Sarita Fuller and adapted to the

screen by Frances Marion.

Supporting Miss Shearer are Lewis Stone, Belle Bennett, Robert Montgomery, Helen Millard, Cecile Cunningham, Henry Herbert, Mary Doran and June Nash.

The story deals with a modern girl whose parents are on the verge of separation due to the father's belief that his wife has become too old for him. She takes things into her own hands and works toward a happy solution.

Planting Cotton in Dawson County

LAMESA, May 17.—With much rain generally in all sections of Dawson county, cotton planting is well underway. Farmers here usually begin planting during the first week of May and continue for a twelve day period. Over three inches has been received in some parts of this county this month, providing plenty of moisture for planting.

SMALL TOWN BOY IS SHOWN IN 'THE SAP'

Everett Horton Plays in Clever Comedy Opening Thursday at Queen

The small town boy who dreams of the day when he will come back home and be met at the station by the band is ably portrayed by Everett Horton in "The Sap." Queen theatre presentation Thursday Friday and Saturday.

What starts out to be a minor pliffing of bank funds by one underpaid and over-driven clerk turns into a general looting of the institution's vaults to the tune of

Don't Yawn!

Edward Everett Horton shows below just how a sap would look at a gay party. He's in the title role of "The Sap," which comes to the Queen the last three days of this week. Audiences guaranteed not to yawn.



some eighty thousand dollars. Of this respectable sum, "The Sap," despised idler and good-natured pest, gets away with the lion's share and saves the day for all the others.

With Horton in the lead role, this production is a fast moving comedy. The production is packed with clever situations.

The cast includes Alan Hale, the bluffing banker, Patsy Ruth Miller, Russell Simpson, Jerry Mandy, Edna Murphy, Louise Carver and Franklyn Pangborn.

BILLIE DOVE IN REX FILM

The features of Billie Dove are responsible for the beauty touches that come to the Rex screen Thursday and Friday of this week, when "Her Private Life," is the program feature.

The story which stars her has to do with an English girl who, having married a British ne'er-do-well, falls in love with a young American. There's an accusation of cheating at cards; jealousy; threat-

The Week at the Theatres

PARAMOUNT
MON.-TUE.-WED.—World's premiere showing of "Safety in Numbers," starring Buddy Rogers.

THURS.-FRI.-SAT — Norma Shearer in "The Divorcee."

MAJESTIC
SUN.-MON.-TUE.—"Hold Everything," featuring Winnie Lightner and Joe E. Brown.

WED.-THURS.—"Young Man of Manhattan," with Claudette Colbert and Charles Ruggles.

FRI.-SAT.—Jack Holt, starred in "Flight."

QUEEN
MON.-TUE.-WED.—Richard Barthelmess, starred in "Young Nowheres."

THURS.-FRI.-SAT.—"The Sap," with Edward Everett Horton and Patsy Ruth Miller.

REX
MON.—Norma Shearer starred in "Their Own Desire."

TUES.-WED.—"Devil-May-Care," with Ramon Novarro.

THURS.-FRI.—Billie Dove, starred in "Her Private Life."

SAT.—Bob Custer in "Code of the West."

ened blackmail, revenge that sends the girl, penniless and friendless, to America. There the American again comes into her life and it all ends happily.

High society life of England comes in for a bit of importance in the sketch, with a fox hunt as one of the high lights.

Walter Pidgeon, Holmes Herbert play feature roles in the cast which includes Montague Love, Thelma Todd, Mary Forbes, Zasu Pitts and Roland Young. Direction was by Alexander Korda.

Ramon Novarro to Play Swift Drama at Rex

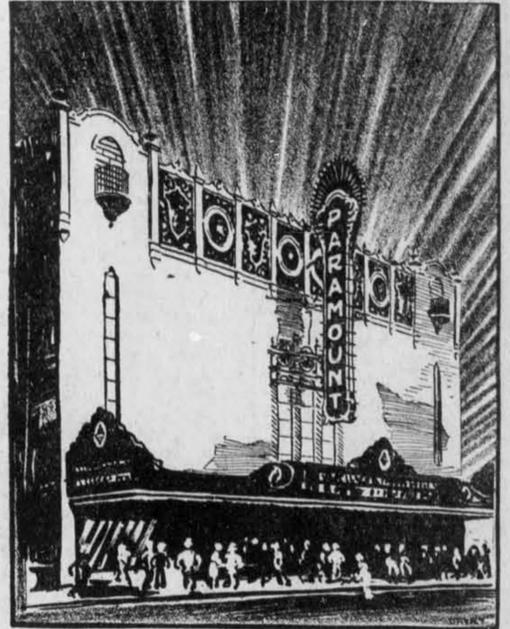
"Devil May Care," featuring romantic Ramon Novarro, will be the offering of the Rex theatre Tuesday and Wednesday.

The plot of "Devil May Care" centers about the adventures of a lieutenant of Napoleon. Following Napoleon's exile to Elba, the faithful lieutenant works to effect the triumphant return of his emperor,

and between keeping out of the hands of the pursuing Royalists and remaining in the arms of his beloved "Leonie," the ardent young man hits a mad pace.

Dorothy Jordan is "Leonie." Others in the cast are Marion Harris, John Miljan, William Humphrey, George Davis and Clifford Bruce.

Sidney Franklin directed the production, an adaptation of the French play, "La Bataille des Dames." "Devil May Care" has been classified a first rate vehicle for Novarro.



These Two GREAT EVENTS Stand Supreme in the Civic History of Abilene

The Opening of West Texas' First Half Million Dollar Theatre and The Luxurious New 18 Story

Wooten Hotel

To Be Formally Opened June 6th and 7th

Those who are responsible for the creation of these two magnificent institutions have this thought in common—

That in addition to being focal points of commercial importance, they be artistic centers of pleasure and luxury where the people of West Texas will find new comforts and new pep.



HOTEL WOOTEN

AL BADGER, Managing Director

CONGRATULATIONS

ON THE OPENING MONDAY EVENING OF



Abilene and West Texas may feel justly proud of this new palace of entertainment, which embraces the most modern equipment and luxurious surroundings.

No detail has been overlooked which might add to the comfort and enjoyment of patrons of Paramount.

To all those who in any way are responsible for or took part in the erection of this beautiful theatre, we extend heartiest congratulations.

It is truly—

"The Show Place of West Texas"

Abilene Reporter-News