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Anderson Daily Bulletin

PARAMOUNT
SECTION

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ANDERSON, INDIANA, MONDAY, AUGUST 19, 1929.

PRICE THREE CENTS

NEW PARAMOUNT THEATRE OPENS TUESDAY

Playhouse Ready For Inspection

NEW \$800,000 THEATRE TO BE
OPEN TO PUBLIC TO-
MORROW

Sound Equipment Of Latest Type

SPECIAL LIGHTING EFFECTS
ADD BEAUTY TO COSTLY
THEATRE

New Note in Theatre Design Is
Struck in Anderson's Newest
Playhouse, Which Is Just
Completed

Scores of skilled artisans have been busily engaged day and night for the past few weeks, placing everything in readiness for the inaugural opening of the Paramount Theatre, Anderson's latest amusement palace. Last minute touches are being completed to the massive \$800,000 playhouse, and it will be in readiness for the critical inspection of Anderson's initial audience of theatre-goers at 3 P. M. Tuesday.

For beauty, exquisite design and unique appointments, no theatre in the middle west states surpasses the new Anderson Paramount theatre. It represents without a doubt, the absolute last word in atmospheric theatre construction and contains, in addition to the regular theatre equipment more thoroughly worthwhile features of merit than any theatre completed within the past year.

Designed and constructed throughout for the presentation of "New Era" audible screen entertainment, the Paramount theatre is one of the first theatres in the United States to bring into use the newly devised acoustically-treated plastering in the inner wall construction of the large auditorium for the proper deflection of sound waves.

PRESENTED PROBLEM
With the coming of the whole show on the living screen, the problem of properly proportioning sound throughout a large theatre auditorium was one that perplexed acoustical experts. It was only recently that this solution was worked out by the use in theatre construction of what is technically known as "sound plastering," the composition of same being a regular mixture of ordinary plaster in which small round metallic transmitters are inserted approximately four inches apart throughout the entire auditorium wall surface.

Three and a half tons of equipment are necessary to produce even the smallest and faintest sound by the film photographic process which will be used by the New Paramount theatre. Yet one minute black mark less than a fourth of an inch long and no wider than the faintest pencil mark, forms the agency for producing sound volume which will carry throughout the entire theatre.

MODERN EQUIPMENT
The sound equipment is of the latest type manufactured by the Western Electric company and embodies all processes for reproduction of sound, synchronized with motion pictures. The projection machines differ from those formerly installed for talking pictures, in that the projection machine and the sound reproduction is built in one unit in place of separately as in the past.

The Paramount theatre represents a distinctively new note in atmospheric theatre design. Audiences at the inaugural opening—and thereafter—will feel the fluxion of visiting an ancient Spanish Casa or Villa, surrounded by picturesque examples of Spanish furnishings. All of the mystic beauty of Medieval Europe has been reproduced with elaborate care and infinite regard for detail in the Paramount. Those who visit this modern talking picture palace will find a most gorgeous interior, exquisitely colored with various high lights of Spanish decoration, creating the effect throughout, that is most beautiful.

The entrance foyer itself affords an abundance of interest and wealth of beauty. There one's attention is attracted to the replica of Spanish

PUBLIX FACTS

Nearly fifty cents of every dollar taken in, in any Publix theatre, remains in the community where that Publix theatre is located.

2,500,000 people go into Publix theatres every day; within the corporate limits of Publix theatres are 70,745,000 people; Publix provides for these millions 2,000,000 seats; this means that a comfortable seat in a clean, well ventilated theatre has been provided for each one out of every 35 persons who reside in the community where the theatre is located.

Actually, one out of every 35 of these persons do attend Publix theatres every day.
A total equivalent to one-fourth of the entire population of these Publix communities visit the Publix theatres each week.

Exterior View Of New Paramount Theatre



Above is a view of the exterior of the new Paramount theatre which will be opened tomorrow afternoon

Contribution of Publix To Community Shown In Survey

(BY RALPH KOHN)
Treas. Paramount Famous-Lasky Corp.

A complete and elaborately comprehensive survey has been just finished by the statisticians of Publix theatres, with a view to checking the contribution of Publix theatres towards the communities in which they operate.

This survey, made from a close study of a large number of representative Publix theatres of all types and in all sections of the country, reveals that out of every dollar a Publix theatre takes in, in its community, 43.3 per cent of that dollar remains in the town where it was collected. The survey is one never before attempted by a theatre chain and only a few times by any other line of industry.

The comparison of the amount of money left in a town by a Publix theatre operation is so much higher than any other industry chain, that the facts are compelling and should prove of tremendous interest to local chambers of commerce, business executives, banks, etc., in every town where Publix operates.

The survey credits the community only with amounts paid to individuals living in the community or to concerns whose business is purely local. Among the items not allowed for local expenditures are telephone, telegraph, freight and parcel post, insurance and depreciation, some of which money undoubtedly is spent locally. Thus the 43.3 cents figured for local expenditures is rock bottom.

UP TO 49.96 CENTS
Likewise the survey shows that it is clear that the community is allowed to furnish all the goods and services it possibly can. This is shown by the fact that in cases of deluxe house operation where more money can be spent locally, by reason of larger local operating personnel, the figure goes up to 49.96 cents. The medium-sized town receives 41.04 cents back because it falls to have some of the goods or service needed in operation, while small communities the same causes bring the figure down to 37.94 cents.

Of the 57.7 cents of every dollar that goes out of the community,

Jesse Lasky's Life Story Reads As Work of Fiction

Jesse L. Lasky, first vice-president of the Famous Players-Lasky Corporation, was born in San Francisco and was educated in the high school of that city. He was one of the first to make the new ideas in entertainment come to life. It has built, and is building, magnificent theatres to match the entertainment—things the independent owner-operator in many cases is not able to do.

In some cases, Publix, instead of taking money out of the community, puts it into the community. When the community requires, because of lack of support, that Publix spend with it, more than 43.3 cents out of every dollar that it takes in, it is demanding that Publix give it money for which it cannot render any service. On the average, 43.3 cents of Publix expenditures is all that any community is equipped to give an economic return for.

Executives of Publix find that in the actual analysis Publix financial responsibility in the communities in which it operates, they have an argument that can convince the most skeptical "loyal local resident" that a Publix theatre in a town is a tremendous asset to the community.

That far from being a soulless chain corporation, which takes its toll out of a town, and makes no financial return, the exact opposite is the case, and that the coming to a town of a theatre chain operation like Publix should be eagerly sought for and heartily welcomed by every progressive citizen in every progressive community.

When the Paramount Famous Lasky Corporation and the Columbia Broadcasting System joined forces several weeks ago, history was made in both of these entertainment fields. But, when the announcement had had time to receive mature thought, those in both the motion picture and radio industries realized such a tie-up was as inevitable as it was sensational.

Developments in both the aural and visual entertainment fields, not only scientifically, but in production, distribution and merchandising problems, have been drawing a closer and closer parallel for the past year or so until they have reached such mutuality as to be almost common ground.

Scientific developments have served to introduce sound into motion pictures and a reasonable prospect for vision into radio broadcasting. This advent of an element into each field that was formerly peculiar to the other caused a meeting of the problems of both fields.

wood and the home office in New York, where he is in close touch with the activities of the eastern studio on Long Island.

the comparatively prohibitive costs of installation, the high expense of servicing and upkeep and the extremely high rate of depreciation of its equipment that must be assumed the indispensable need of trained operators, and an increased exhibition personnel, has made the going extremely difficult for the independent owned and operated theatre. The records of the number of houses that have had to close their doors because they were not able in most cases to stand the financial "raft" is proof sufficient to show that they were not making profit.

STANDING THE GAFF

Publix was strong enough financially to spend the money necessary to give the public what it wanted. Its trained executives and its personnel made the new ideas in entertainment come to life. It has built, and is building, magnificent theatres to match the entertainment—things the independent owner-operator in many cases is not able to do.

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TALKIES MEETING SUCCESS ABROAD

All doubts as to the manner in which sound and talking pictures would be received abroad have been abolished by the overwhelmingly enthusiastic reception accorded this new form of screen entertainment. Instantaneous success has followed the introduction of the screen's newest form of its art in all the leading countries of the world; the auras everywhere having felt the toniclike effect of the revolutionary entertainment and thousands of others are now engaged in a scramble to obtain equipment which will enable them to participate in this latest wave of prosperity which has embraced the world-wide motion picture industry.

The Paramount foreign department has assumed world leadership in the presentation of sound and talking pictures. Sensational box office returns from those theatres which pioneered in the exhibition of this new Paramount product have stirred the exhibition arm of the industry as no other development has in many years in the industry. England, France, Australia, Sweden, Brazil, Mexico, Cuba, Guatemala and Japan all report tremendous spurts in box office receipts and that wide-awake exhibitors in these countries are making their preparations for inclusion in the rapidly growing list of sound-equipped theatres.

PARAMOUNT HAS 2,450 EMPLOYEES

Every day in the year approximately 2,450 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 property man, who takes care of the little details of the set, to the director.

The extremely complicated problem of coordinating the various elements of the production organization is directly in the hands of Jesse L. Lasky, first vice-president in charge of production for the Paramount Famous-Lasky Corporation, and his chief aides, Halter Wanger, general manager of production, B. P. Schulberg, general manager of the Paramount studio in Hollywood, and James S. Cowan, general manager of the eastern studio.

ADVERTISING IN 37 LANGUAGES

Selling Paramount publicity and good will abroad through the medium of the printed page, and the languages used thereon has been the pleasant task of foreign department since its inception more than ten years ago under the direction of Emil E. Hueber, general manager of the foreign department.

Thanks to the active cooperation of the 3,000 Paramounts with headquarters in every corner of the world, it has been possible to obtain publicity representation for Paramount Pictures commensurate to their leadership in quality and distribution throughout the world.

Paramount publicity is being translated today into more languages and dialects than any other document, in the English language with the exception of the Bible.

Zukor Is Head of Paramount



Herewith is a late picture of Adolph Zukor, president of Paramount Famous-Lasky Corporation, one of the leading figures in the motion picture industry for a number of years. He is the founder of Paramount.

KATZ HEAD OF THEATRE CHAIN

Standing forth as perhaps the most conspicuous figure in the gigantic theatre operating organization known as Publix Theatres Corporation is a young man of 36, whose life story forms one of the most romantic and dramatic chapters in the annals of America's so-called big business—Sam Katz.

It will be recalled that a little over three years ago Katz went to New York to assume the duties of president of Publix, which had just been formed to operate the theatre properties owned in whole or in part or leased by the Famous-Lasky Corporation. The directors of the latter corporation impressed by the brilliant success of the firm of Balaban & Katz, had prevailed upon the Chicago concern to take over the management of its houses and one of the provisions of the agreement was that Sam Katz should take executive charge of the new enterprise.

DREAM REALIZED
And thus, through the merging of interests of two of the greatest organizations in the amusement work, a Sam Katz dream came true. To him, Adolph Zukor, president of the Famous Players-Lasky Corporation, stood for something well done, worthy pictures and quality in entertainment. His national advertising campaign had made a great impression upon the youthful Chicago magnate and its inception some ten years ago, and when the Zukor organization at length entered the exhibiting field on a large scale, it occurred to Sam Katz that it would be a splendid idea to blend the two theatre concerns. The thought persisted until finally it has become an actuality.

OVER 100 ACTORS UNDER CONTRACT

Paramounts has more than 100 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.

Publix President Proud of Man Power In Group



SAM KATZ

THEATRE HERE IS NEWEST IN PUBLIX GROUP

NEW PARAMOUNT IS LATEST TO
BE ERECTED BY HUGE
CORPORATION

Company Operates On Efficient Basis

PATRONS AT PUBLIX THEATRES
RECEIVED AS GUESTS, NOT
AS CUSTOMERS

Organization Is Represented in
Large Cities By Some of
Most Magnificent
Theatres

The operation of the new Paramount theatre is in the hands of the Publix Theatres Corporation. This organization formed in the fall of 1925, is the largest theatre operating company in the world, with motion picture theatres, of which the Anderson Paramount is the newest, in all the great cities of the United States.

The Publix Theatres Corporation is something more than a business concern, conducted along the lines of management deemed necessary for efficiency of operation. It is, indeed the embodiment of ideals—ideals which make Publix the synonym not only for the best in entertainment, but for courtesy, comfort and genuine service.

The Publix Theatres Corporation have held to the principle that the success of the individual theatre depends primarily on the character of its personnel. Of foremost importance is the courtesy extended to the patron by those employees with whom the patron comes into direct contact. Cashiers, doormen, footmen—attaches whom the patron meets before passing into the theatre—are chosen with the same meticulous care that is exercised in the selection of the most important members of the administrative staff.

PATRONS ARE GUESTS
Inside the theatre ushers perfectly trained and natty clad, receive patrons not as customers, but as guests. For the most part, high school graduates, and have all earned the right to a trial in their positions first through their evident good breeding and their proved character. Trained by experienced theatrical men to meet all emergencies their conduct is precise and gentlemanly. In fact, every member of the Publix house staff, including ushers and doormen, stand ready at all times to serve and assist without expectation or desire for direct reward. To a Publix attache, a tip is forbidden. This is the universal rule in all Publix theatres, and a violation by an employee means instant dismissal.

The Publix Theatres Corporation appreciates, however, that this consideration for the mental comfort of its patrons means little unless such courtesy and service are the concomitants of worth-while entertainment and adequate physical surroundings. Says Harry Muller, manager of the new Paramount theatre: "The descriptive designation, 'One of the Publix Theatres' is therefore a badge of distinction, which has become recognized by discriminating theatre-goers throughout the United States. We realize that the infinite possibilities of the motion picture industry are too great to visualize, and we hope to continue to be the pioneer of the theatre business, who will continue to set new principals of entertainment and service."

PUBLIX THEATRES
In New York City, Publix is represented, in addition to the magnificent Paramount theatre at "the crossroads of the world", by the Criterion at Forty-fourth and Broadway, the Rialto at Forty-second and Broadway, and the Rivoli at Times Square.

The group of Publix Theatres in Chicago, created by Balaban and Katz, and operated as a unit of that organization includes the Chicago, the Oriental, the McVickers, the Roosevelt and the United Artists as the "loop" theatres, and the Uptown, the Paradise, the Northshore, the Riviera, and the Central Park in the neighborhood districts.

What a Publix theatre does for its community, according to a recently made disinterested survey by a group of industrial statisticians and political economists:
Gives it high class entertainment and a dignified show place.
Forces improvement in surrounding business neighborhood.
Creates a shopping center and influences trade.
Gives expert support to local causes.
Insures the community of a permanent institution.
Employs twenty to 150 local persons.

What a Publix theatre does for its community, according to a recently made disinterested survey by a group of industrial statisticians and political economists:
Gives it high class entertainment and a dignified show place.
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Publix Benefits

What a Publix theatre does for its community, according to a recently made disinterested survey by a group of industrial statisticians and political economists:
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Gives expert support to local causes.
Insures the community of a permanent institution.
Employs twenty to 150 local persons.

The SHINING TALENT

By ELLANOR EARLY

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THIS HAS HAPPENED

MOLLY BURHAM, with a couple of shows on Broadway, and more money than she knows what to do with, decides to ask JACK WELLS to marry her. Molly and Jack have been sweethearts of sorts ever since college days. But Molly has made money, and acquired fame, while Jack sticks to the same old rut.

Following a rather hectic evening during which BOB NEWTON and RED FLYNN alternately make love to her, Molly decides to get married and settle down. Bob is a widower of her dearest friend, a girl who left her small daughter to Molly, as a precious heritage. Red is a newspaper man, with an invalid mother on his hands. Molly knows she has no moral right to encourage either of them. But she happens to be one of those women who, all unconsciously, lean men on.

At midnight, on an impulse, she calls a taxi, and catches the late train for New York, to see Jack—and ask him to marry her.

NOW GO ON WITH THE STORY

CHAPTER XXXV

They met at a little restaurant. Molly was waiting when Jack reached there, reading a newspaper at the table in the corner. The censors, unable to padlock the theater, had ceased their activities. But Molly noticed that a woman's club in Flatbush had passed resolutions the day before, condemning "Sacrifice," as tending to corrupt the moral of youth.

"Mol!" she thought.

Mr. Durbin would be glad, though. The publicity, he declared, had fallen off, and with it the sale of tickets. But they were playing to a full house each night. And the advance sale was looking to worry about.

Neither were the royalties. Molly had bought herself a squirrel coat at the August sale, and paid \$1,000 for it, marked from \$1,500. She spent her profits riotously, although Red tried constantly to curb her extravagances. It was glorious to have plenty of money—particularly for a girl who used to count herself lucky if she could keep a dollar bill in her purse.

Jack greeted her casually. It was not surprising that she should be in New York, since she had two shows playing there.

"It's great to see you," he declared, warmly, holding her hand in both of his.

"You're looking adorable," he told her after he had ordered for them. "Take off your hat. I love to see your hair."

"You look pretty good yourself," she declared. "Busy, Jack?"

He smiled happily.

"Rushed as the devil," he avowed.

"I guess I'm getting the breaks at the moment," Molly said.

"Making money?" she prodded.

He smiled mysteriously.

"I'm on the track of a nice little fortune," he confided. "Nothing's attached yet. But it's as settled."

"How's Mrs. Bulwer-Eaton?" she demanded.

"Well, Mrs. Bulwer-Eaton," he began.

"I know it," she interrupted. "She gave you your great big chance. And she's a wonderful woman, that sort of thing."

Jack missed the sarcasm.

"She's a wonder!" he pronounced solemnly. "I'd like to have you meet her, Molly. You'd like her a lot. And I'd certainly like to show you her summer place. I re-modeled it last season. You'd be crazy about it. Maybe," he laughed rather mirthlessly, "maybe you'll let me draw up plans for your place, when you get around to building. All successful playwrights do have places, you know."

Their sausages arrived then, piping hot and savory. Molly decided not to propose until Jack's ravenous morning appetite was satisfied.

"I've something to ask you," she announced, when the last waffle had disappeared.

"Shoot!" he commanded. "I ought to be getting up to the office pretty soon."

"Now you've cramped my style!" she pouted. "It's very important. You mustn't hurry me. Besides, I'm embarrassed."

"You're blushing!" he accused.

"Maybe I am. I feel like bursting a blood vessel," she admitted. "Listen, Jack. Look at me, dear. . . Will you marry me, Jack? Now. Right straight off."

Astonished, he stared at her. Crumpling a napkin slowly with his right hand.

"Molly!"

"Oh, it's all right," she laughed nervously, and felt her color mounting. "I mean I'm not acting like that. I just want you to marry me."

"But why . . ." he began hesitantly.

"Because I love you, dumb-bell darling!" she cried. "My goodness, what did you think? I just love you—that's all."

His eyes held her sternly.

"You're not joking, Molly?"

"Joking!" she exclaimed. "I never felt so much like bawling in my life. I'm embarrassed to tears."

"But, Molly dear, why should you want to marry me?"

"There you go!" she cried. "Always looking for an argument! I told you why, I love you."

"But you have your career."

"I've had it," she contradicted.

"My dear, you'd never be satisfied without the plaudits of your public."

"Don't talk about my public!" she cried. "The word makes me sick. I tell you, Jack, I hate my public!"

"But education is the bread of life to you honey. Excitement. Crowds. Praise. Your name in the papers. Why Molly dear, you set it up! You couldn't get along without it."

"Couldn't I! Try me and see," she invited.

"Dearest, you can't marry a poor man. A woman hasn't any respect for a man who can't take care of her."

"You told me that before," she reminded him. "I've had plenty of time to think it over. Besides, you said you were on the track of a nice little fortune."

"Yes—on the track. I didn't say I had it. I haven't been exactly a day, Molly. I've made a little money. But, good lord, I couldn't support your expenses."

"But I can," she pointed out.

"And what would your smart friends think of me?" he demanded.

"You'd pay the bills. And I'd be a rat!" Molly, I'd feel like a rat!"

She pushed the breakfast things away, and putting her elbows on the table, propped her chin in her hands.

"No more arguments!" she bulled playfully. "Will you marry me, darling? Or won't you?"

Her sparkling eyes anticipated his answer. Now, surely, he would come, and kiss her on the lips. (That was why she had chosen the furthest, most secluded corner in the room.) He would put his arms around her. And tell her he loved her. And say she was the most wonderful girl in the world, because she had come to him so bravely, and asked him to marry her—quite as though she were not the most successful playwright on Broadway, and he a struggling architect.

"Will you, Jack?" she cried. "Or won't you?"

He looked at her steadily.

"I can't," he said. "I can't do it, Molly."

Scarcely comprehending, she stared at him. And her eyes grew large with pain.

He continued quietly.

"It's out of the question, dear. I can't be Mister Molly Burham. It would be impossible."

She dropped her eyes, and he saw a flood of scarlet begin at her throat, and suffuse her face, dyeing it the crimson of her deep and dreadful humiliation.

"You have had your career," he told her gently. "And now you are ready for love and marriage. You wanted to eat your cake and have it too. Life doesn't often let us do that. I have ceased to think of you, Molly, as I used to. You can't blame me for that, dear."

"I don't blame you for anything," she told him proudly. It is quite enough, Jack, that you do not care to marry me. You really needn't lecture me. With your declination of my preposterous proposal, we will let the matter drop."

Molly swallowed the hateful lump that threatened to strangle her. She gathered her things. The French vanity in its green enamel case. The lip stick that looked like a pencil, in its slim gold sheath. Her gloves, and petticoat bag. Her hands were trembling so that she could scarcely use them. She wished that Jack would go, and leave her there.

"You're late now," she reminded him. "Grab a taxi, and go ahead. I want to telephone, and I might as well do it from here."

Somewhat she was keeping the tears out of her voice. In another moment, if he did not leave her, she would break down.

Jack's own voice was trembling. And he was white now. His face was very lean, with hollows in his cheeks. And there was a blue vein in his forehead that stuck out in frightening fashion. He looked suddenly old. And very unhappy. Molly

had not noticed before how this he was.

He looked at his watch absently. "All right," he said. "It's getting late. I suppose I'd better be getting along."

"Good luck," she said.

"You have all the luck," he told her.

"Yes," she agreed. "I have all the luck. Goodby, Jack."

"Goodby, Molly."

He stood there, looking at her.

"Oh, go!" she cried. "For goodness sake, go!"

Her eyes were blinded with tears, but before she could wink them away, he was gone. And there was only a patch of sunshine in the place where he had stood.

She looked across the table. His cigarette was still smoldering in his coffee saucer. A moment ago he had been sitting there. And talking. And breaking her heart. Breaking it into little bits of pieces, so that she could never put together again.

And outside the day was soft and warm and beautiful. And the sun was shining. And everybody was happy.

Well, she would go back to Boston. She would move away from her beautiful apartment. She would bury herself somewhere in the country. She would devote her whole life to Rita. And never, never love anybody else so long as she should live.

She would be a hermit—that was what she'd be. She'd show Jack Wells how little she cared for adulation. Excitement. Crowds. Praise. That was what he said. He said she ate them up. She'd show him!

And then, some day, the time might come when he would want to marry her. When he would give anything in the world to have her. And then—oh, she'd let him come crawling on his knees. That was what she'd do! She would scorn him, as he had scorned her.

"Oh, God, I love him! I love him so! Jack! Jack! Why did you leave me, dear!"

For weeks Molly avoided Bob and

Red. She changed her mind about sub-letting the apartment, and taking a place in the country. She even changed her mind about being a hermit. She would be a man-hater instead. She'd treat them like the dirt beneath her feet. She'd make them pay and pay for all the misery they caused women.

She devoted her days largely to Little Rita. And her evenings to a round of gaiety. She met new men. She went to night clubs, and dances, and to the theater.

Sometimes she thought of the anthology of tragic love she meant to compile. She read a great deal of verse, and copied the mournful fragments that pleased her.

Then she had another idea. She would gather the tragic tales of the world's great lovers—Iscold and Tristram—Dante and Beatrice—Faola and Francesca—Anthony and Cleopatra—Abelard and Heloise—why, they were all tragedies! And she would write of them tenderly and understandingly. For the exquisite delight and pain of all women who had loved and lost.

She went to the library, and came home with her arms full of books. And that evening, while she was reading them, Red came, unannounced, to call.

(To Be Continued)

LUMBER COMPANY HELPS CITY GROW

Winters, Mercer and Brannan Lumber Company, 1421 Jackson street, reports business good this year. The company has provided lumber for many building projects in this city.

SPURGEON-BAUM BUSINESS GOOD

Trade with the Spurgeon-Baum Company, located on Eleventh street between Jackson and Meridian, is reported brisk. The store has an extensive line of furniture and household articles.

Thirty-two thousand tons of beans were grown in San Luis, Maranhoe, Brazil, last year.

Theatre Has Own Telephone System

The audience will be listening to a muted violin play the love theme, while the manager of the Paramount Theatre is talking from his office to the machine operator in charge of the film that's being shown. This fact is made possible by the ingenious and extensive system of interbuilding communication installation in the Paramount theatre. Small, compact house telephones link together all parts of the theatre.

PARAMOUNT SEATS ARE COMFORTABLE


Theatre-goers, when asked what single unit tends to help most in the enjoyment of a show, are almost unanimous in replying, "Give us comfortable seats," so when the seats for the new Paramount theatre were ordered, comfort was insisted upon above all else; and the result is that patrons of the new theatre will be able to sit through an entire performance with a maximum of comfort.

The seats themselves are unique, inasmuch as they are of all-steel construction, excepting of course, the upholstered section, and that they are mounted on ball bearings. The backs are upholstered in a heavy red velvet of Jacquard design, while the cushion of the seat is finished in leather. The seat is constructed with box springs, which assure the utmost of comfort and relaxation while viewing the show.

READ BULLETIN WANT ADS

Congratulations

PARAMOUNT



We got as near as we could—

South Side of Entrance—Complete Line of—

- NEWSPAPERS
- MAGAZINES
- STATIONERY
- KODAKS and SUPPLIES, and FINISHING.
- CIGARS AND TOBACCO.
- NOVELTIES.

Paramount News Co.

R. H. McELWAIN

Congratulations

to The

Paramount Theatre

We take this occasion to congratulate you who have been interested in the construction of the New Paramount home as well as those who have made it possible.

Yours is an achievement which has inspired the pride of every Andersonian.

Anderson is truly deserving of this magnificent new theatre.

Anderson Banking Company

"Strength and Ability
Plus the Willingness to Serve"

WELCOME

Paramount Theatre

AND

CONGRATULATIONS TO THE BUILDERS

It is with pleasure that we welcome you. Your building adds to our fast growing business section, and your theatre is in keeping with the slogan, "Where Business Is Better."

As you become a part of our community life today, it is our hope thru your efforts that all Anderson will benefit greatly and you will enjoy the greatest of success.

Through the growth of Anderson the Madison County Trust Co. has achieved year after year to greater heights in this bounding territory. Our strength is an established and accepted fact.

MADISON COUNTY TRUST CO.

11th and Main.

GREETINGS

TO THE WONDERFUL NEW ADDITION TO THIS PROGRESSIVE CITY

Paramount Theatre

We laid the very newest in Linoleum—Armstrong's Acloc, Cemented Down.

See the Linoleum at this marvelous new Theatre, and realize the reach of modern craftsmanship. We are proud of it!

HOME OF BETTER FURNITURE SINCE 1892

Stein Canaday Co

Meridian at 12th St.

BAILEY LARGE COAL COMPANY

The J. W. Bailey Company, 1521 Jackson street, is one of the largest coal companies in the city. Building materials are also handled by the Bailey company. The concern has furnished brick and other material for several Anderson buildings, including schools and other structures.

PLAYHOUSE READY FOR INSPECTION

(Continued from Page 1, Section 2.)

designs. At the head of the stairways on both sides of the foyer leading to the mezzanine will be found a spacious promenade, with two elaborately appointed and furnished rest rooms, one for ladies, which includes a ladies' lounge, cosmetic room, and one for gentlemen (including a smoking room).

LIGHTING EFFECTS

The Paramount, being an atmospheric theatre, lacks nothing in the way of electrical illumination. Above is the blue sky or a fall evening, in the ceiling on the left, is the constellation Orion, while on the right, will be the Great Dipper in all its brilliance, while feecy white clouds continue to float by. This ceiling illumination, just one small part of the theatre's electrical display, requires thousands of wires and lights to make it complete. The stars, numbering 178 for instance, require that number of lights and thousands of feet of wire. These stars, according to A. M. Strauss, the architect, represent not only a time of the year, but a time of night as well.

"When planning an atmospheric theatre, such as the new Paramount, a time of the night, as well as the season of the year is selected, and that is the basis for all construction plans."

"For instance, should we choose fall at midnight it is certain that constellation of stars will be visible that could not be seen in any of the other three seasons, as well as the fact that they will be located in different parts of the sky. After selecting the season which the theatre is to represent, lights and even the artificial trees and flowers, which may be seen in various parts of the theatre are all made to correspond with that particular season." Mr. Strauss, a pioneer architect, has planned many atmospheric theatres in various parts of the country, as well as numerous theatres of all types for Publix Theatres Corporation.

ART OBJECTS

When purchasing the art objects for the new Paramount theatre, the resources of many foreign countries, as well as those in the United States, were used. For instance, two small iron gates, which once graced the dining room of some Castillon Castle in Spain, now can be seen at the entrance of the ladies' lounge. These were purchased over a year ago by Charles Fox of the Publix Theatres Art department, in a little town just outside of Barcelona. Mr. Fox, who devotes all his time to the purchasing of art objects for the 1200 theatres in the Publix chain, purchased these gates, not knowing, at the time in what theatre they were to be used. When he paid his first visit to Anderson several months ago, he then remembered the antiques that were at that time, resting in the storeroom.

Another interesting piece to the lovers of art is a statuette located on the orchestra floor. This was cut from marble by a Frenchman named Bernard in 1887, and won mention at the Paris Salon des Arts. Mr. Fox purchased this piece in Paris.

PROJECTION ROOM

The equipment to be noted in the Paramount is superlative in the matter of modern theatres. The projection room, conceded to be the finest in the state, is equipped with the most modern Western Electric sound system, which guarantees the patrons the best in sound reproduction. One unique feature to be found in the booth is the installation of a Braker effect machine. With this machine, it will be possible to project hundreds of different effects on the proscenium opening, including falling flowers that will look so real, one might feel they could reach out and catch them; setting sun, in natural colors; floating clouds, and even realistic scenes of flowing water.

A corps of electricians worked night and day installing the vast amount of wiring necessary for the operation of auditorium and stage lighting effects. The finished product was turned over to those in charge of the house management yesterday.

The past winter was the most severe in Poland for the past 103 years. Sixty percent of the fruit trees and nursery stock in that country perished in the cold weather.

Phone For a **91 TAXI**
RIDE IN COMFORT AND SAFETY IN A **Yellow Cab**

SPECIAL
Ladies' Soles 75c
Composition or Leather
Heel Caps, 25c
First Class Material
STAR SHOE SHOP
1324 Meridian St.
Opposite Montgomery Ward's

Gloria Realizes Vocal Ambition; Plans European Talkie Premiere

By GENE COHN
NEA Service Writer.
New York, Aug. 18.—The cycle of circumstances has spun Gloria Swanson back to the vocal ambitions with which she started her career.

It is not generally known that "glorious Gloria," as they called her in those dear, dead silent drama days, first embarked in the direction of Hollywood, Los Angeles and way



GLORIA SWANSON.

points with the intention of taking vocal lessons to prepare herself for the opera.

As all good little fans know she never achieved the opera, and her voice was lost in the silence of Mack Sennett's cinema.

TURNUED TO OLD TEACHER

Now, after all these years, Gloria has had to rediscover her vocal chords. And just to show you what singular pranks life can play, when she found that the United Artists calliphs, for whom she made the final picture called for by contract, expected her to sing, Gloria turned to Mark Markoff, the Russian voice

trainer of her starvation days. For three months before beginning work on "The Transgressor," so she told me the other day, Gloria was made to warble the scale.

Then, enroute to Europe, she stopped in Manhattan to make some phonograph records of her theme songs.

It will be well into October before American audiences sit in what may be final judgment before the Countess de Falsais. Meanwhile Gloria will do a very daring and original thing. She will give the premiere of her first talking picture to European audiences. The opening will be in London, and then she will go, probably to Paris, Berlin, Brussels, and Vienna for personal appearances with her picture. If my memory serves me, this is the first time in picture history that an American film had its first showing abroad.

BIDS FOR EUROPEAN FAVOR.

There may be more to this than appears on the surface. Miss Swanson explains it away deftly by stating that she was going abroad for a reunion with the Count Palaise. She waves away all the reports to the effect that they are making faces at each other, and says she will bring him back with her. Since she will be there in persons, why not put on her picture?

Nevertheless, the folk on the "inside" of the film business are well aware that the possible loss of a European market has been one of the outstanding worries of the picture business. Europe was a profitable dumping ground—particularly for so-so films. On the other hand, there were certain stars with a terrific following "over there." This list was headed by Charlie Chaplin, Doug Fairbanks, Miss Swanson and a few others. If Miss Swanson, using the American tongue can pull a big European box office run—will it not be possible to educate the movie goers to other talking pictures?

GLORIA IS OPTIMISTIC.

Then, those on the "inside" are also aware that Gloria has been away from the screen for quite a while. This is a dangerous business

ASK FOR PASTEURIZED MILK

where fan followings are involved. Chaplin has accustomed his followers to yearly appearances. Most of the others haven't. Gloria spent a year or more on a picture, "Queen Kelly," which has cost more than a million and has never been released for various reasons. It still needs a lot of retaking. Sometime during the winter it promises to be released. If it is to make back any percent of the fortune involved, "The Transgressor" must recell her to the audience in a big way. The renaissance of Gloria Swanson may be just around the corner—or again.

Congratulations PARAMOUNT

JEWELRY
The Charm of the Opera
At the opera, or any of the formal social functions, — the most appropriate lovely women wear many and appreciated of gifts jewelled bracelets on both arms.
See our gorgeous selection of formal social functions, — the most appropriate lovely women wear many and appreciated of gifts jewelled bracelets on both arms for women of charm and good taste.
E. W. DeLawter
8 West 8th St. Phone 1745W

In any event, she is more than passingly optimistic. She says that she was surprised at the excellence with which her voice records. So were the producers, she adds. She likes the story better than any in which she has worked in years—for she has clothes galore to wear and drama galore to interpret.

The story is an original, by the director, Edmund Goulding, who, being a versatile English gent, also provided the theme songs.

PROTECT POLICE CARS

Michigan has passed a law to protect its police cars equipped with radio sets designed to receive messages directing them to scenes of crimes. Under the law no other autos can be so equipped. A violation takes a \$5,000 fine, six months' imprisonment or both.

BRAYO, SENOR.
London, Aug. 18.—English and American feminine beauties owe a vote of thanks to Senor Federico Beltram-Massa, Spanish portrait

painter, who championed them in an address here recently. "I am absolutely against the movement which would make English women refrain from exhibiting their legs," he says.

"I think they should show their knees. The American girls can show their knees with impunity, for they are descended from the English and inherit their beauty."

New Paramount Theatre Building
What better recommendation could we give for our service in the construction of this beautiful building.
We have been satisfactorily meeting the demands of architects and builders for many years in all kinds of cornice work—installation of heating systems, etc.
On your new or old job, let us estimate with you—no matter how large or how small.
Chas. Strassner
SHEET METAL WORKS
716 Jackson St. Phone 1303

ANNOUNCING
THE
Inaugural Opening
OF
ANDERSON'S NEW
PARAMOUNT THEATRE
TUESDAY, AUGUST 20th AT 3:00 P. M.
These Changing Times
YESTERDAY
Remember—years and years ago—the very first time you went to a movie? Remember the thrills of "The Great Train Robbery"—the one-reel romances of Vitagraph days? Remember, too, the incongruity of it all at first? Of lovers' lips moving soundlessly—of Bill Hart's pistols flashing pantomime in the back room of a frontier bar?
Remember—later—"The Birth of a Nation," and a three-piece orchestra following the shifting shadows racing through the first Griffith special? Still later came the day of the mighty organ—which projected every mood of the silver screen into the hearts of the audience. The illusion was complete—almost.
TODAY
Tuesday, with the inaugural opening of Anderson's new Paramount Theatre, the curtain is drawn aside on a world of sound . . . A Golden Voiced Screen . . . so natural . . . so perfect . . . that you will actually feel the presence of the entertainers whose voices and instruments you hear. Come early to the glorious program that awaits you . . . the most life-like talking pictures in Central Indiana!
Our programs will bring to you not only the finest of Hollywood's screen talent, but the greatest stars of Broadway as well, in glorious musical extravaganzas and dramatic productions, blending comedy, spectacle, drama, music and dance into a symphony of action, diversity, color and beauty.
"AN ACRE OF SEATS IN A MAGIC CITY"

PENNEY STORE IN NEW HOME

The J. C. Penney Company, located on Meridian street between Tenth and Eleventh, is one of the Anderson concerns occupying a new building. The Penney company moved into its new store several months ago.

SMITH HARDWARE HAS LARGE LINE

The Smith Hardware Company, on Meridian street between Twelfth and Thirteenth, has enjoyed a brisk summer trade. The concern is preparing for a heavy fall and winter business. A wide variety of hardware is carried by the company.

FAVORITE SHOP POPULAR PLACE

The Favorite Flower Shop, located on west Tenth street in the Anderson Bank building, has become a popular spot for flower lovers. The shop has furnished flowers and plants for many occasions similar to the opening of the Paramount theatre.

DELAWTER STORE HAS GOOD TRADE

The DeLawter Jewelry Store, on west Eleventh street, between Jackson and Meridian, reports a fine summer business. The concern was moved to the Eleventh street address last year after a long, successful period on the court house square.

DRAPERY SHOPPE IS NEW ADDITION

The Drapery Shoppe, Twelfth and Lincoln streets, is one of Anderson's newest additions to the retail trade. Jesse M. Pouch is proprietor of the concern. Clyde R. Coble is connected with the firm.

SMITH-RADABAUGH SHOW NEW LINE

The Smith-Radabaugh clothing store, on the south side of the court house square, has on display a new line of gents togery. Hickey Freeman and Society brand clothes are being shown at the store.

PAINT COMPANY HAS WIDE LINE

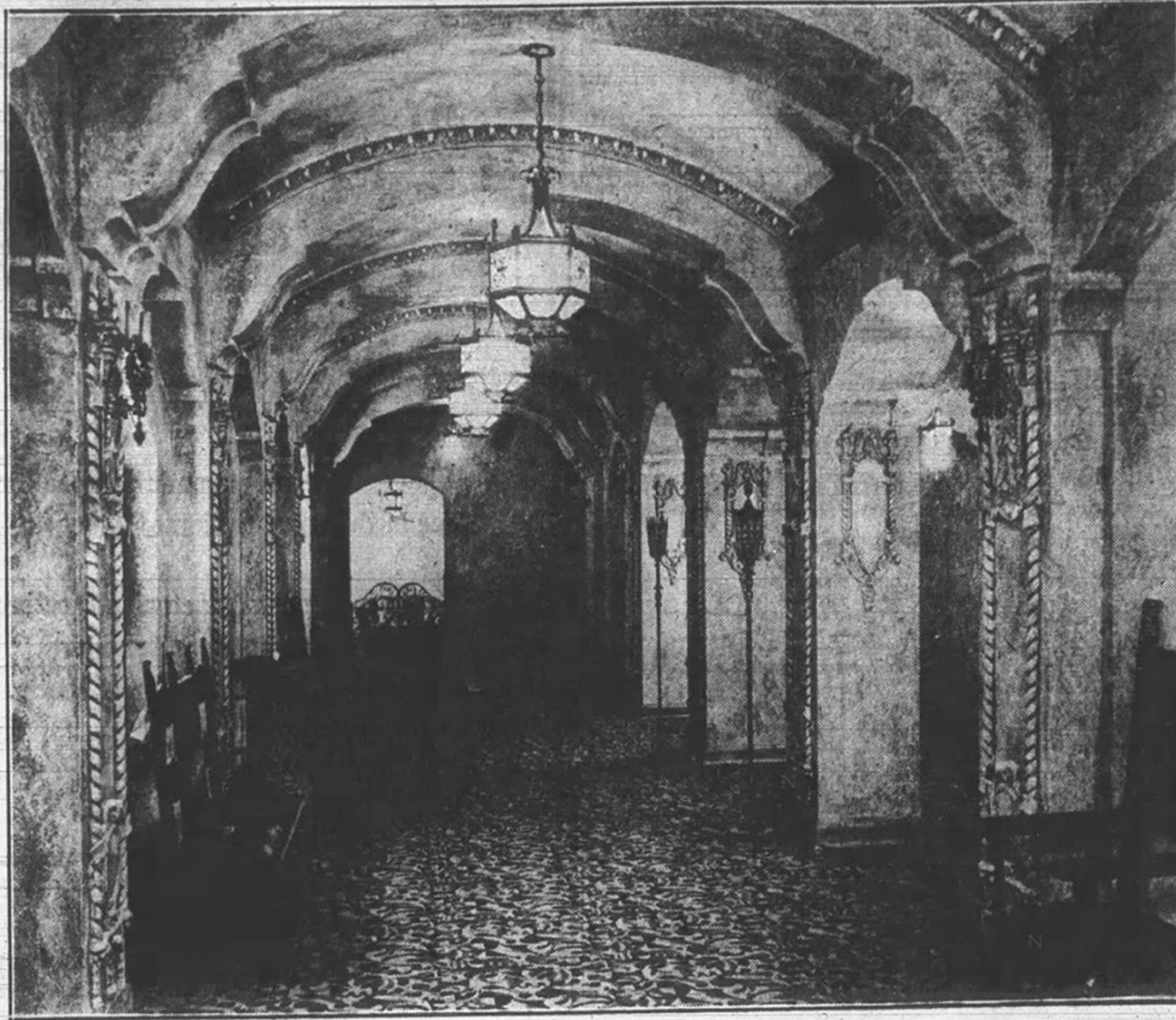
The Smith-Alsoop Paint Store, 1225 Meridian street, has enjoyed a fine business since the company was formed. Paints of all shades and for all uses are available at the store.

HOLLAND STORE NEAR THEATRE

One of the new concerns in the Paramount building is the Holland Jewelry Company. It is occupying a room near the entrance to the theatre. An extensive line of jewelry is being handled by the company.

COTTON JACKETS.
Little jackets of gingham, pique and cretonne are quite as smart as silk and often more colorful, for beach, tennis court and other sports wear.

Corridor On Paramount's Mezzanine Floor



Above is pictured the main corridor on the mezzanine floor of the new Paramount theatre which opens here tomorrow

Cliff Edwards, Ex-Newsboy, Makes Big Hit in Films

By DAN THOMAS
NEA Service Writer.

Hollywood, Calif., Aug. 14.—From a singing newsboy to a singing film star is the step Cliff Edwards has made during the last ten years or so.

As a newsie Cliff liked to sing and he did it whenever he wasn't busy making change for a nickel. And he soon learned that his singing attracted customers for his papers. That made him determined to follow a musical career, but he wasn't destined to do that for some time to come.

DIDN'T MAKE MUCH MONEY.
First he had to eat and in those days his singing didn't bring in sufficient money to provide food seven days a week so he had to pick up other jobs whenever he could find them. Eventually he drifted into Chicago. There he first broke into the movie racket, with an independent company.

"Those early days in pictures were pretty hectic," the singing comedian declares now. "At first I received three dollars a day—when I worked. Then I was given a contract and received a regular salary of \$15 a week. But I never knew how long that job would last. I was continually being given two weeks' notice for something I had done. Then I would do something the director considered funny and the slips would be picked up. Altogether I received sixteen of those darn notices during the eight months I was with the company."

"Being out of a job again I decided to try my luck at singing in night clubs. I couldn't get any of them to pay me a salary for entertaining but a few of the managers



CLIFF EDWARDS.

allowed me to sing in their cafes for the tips I picked up from guests."

From the night clubs Cliff secured a job as a singer of illustrated songs in motion picture theaters. It was there that he developed his present "crooning" type of a song which brought him fame as well as considerable wealth. Quitting his job in the movie houses, he signed with the LaSalle stock company in

Chicago and appeared in a number of musical comedies there.

Then he went to New York to play one of the leading roles in "Sunny." His next step was to the Ziegfeld Follies and the Winter Garden. Then Metro-Goldwyn-Mayer signed him to introduce "Singing in the Rain" in its "Hollywood Revue of 1929" which had its premiere here a short time ago.

Edwards came out here for that one film but he is still here. Following it he played a comical musical colleague in "College Days" and was then given the leading comedy role in Marion Davies' new film, "Marianne." Now he is starting rehearsals in "Lord Byron of Broadway." From the looks of things he never will go back to the stage again. However, he is still making phonograph records, the medium through which he became nationally famous.

Cliff has proven himself doubly valuable to M.G.M. executives. In addition to putting over his own songs with great gusto, his advice has resulted in "hit" songs being substituted for "poor ones on more than one occasion. And Cliff has proved himself just as adept at picking songs as singing them. He seems to sense immediately whether or not a song will prove popular with the public.

In case you don't recall having heard Edwards on your phonograph or radio, he also is sometimes known as "Ukulele Ike."

FLOWER FROGS.
All long-stemmed flowers, such as roses, daisies and sweet peas, make a much more charming bouquet if the first few are stuck into the holes of a flower frog placed at the bottom of the vase. This forms a stable working base for a bouquet.

FIND "FRIEND IN NEED"

Mother and Daughter Praise Vegetable Compound

Johnson City, N. Y.—"My daughter was only 20 years old, but for two years she worked in misery. She was all run-down, nervous, had aches and pains and no appetite. I was taking Lydia E. Pinkham's Vegetable Compound with good results so she decided to try it. Before she had taken two bottles her appetite was better, she was more cheerful and was able to work. I cannot praise your medicine too highly. It is wonderful for mothers and for daughters. It's surely a friend in need."—Mrs. L. E. HALL, 223 Floral Avenue, Johnson City, N. Y.



two bottles her appetite was better, she was more cheerful and was able to work. I cannot praise your medicine too highly. It is wonderful for mothers and for daughters. It's surely a friend in need."—Mrs. L. E. HALL, 223 Floral Avenue, Johnson City, N. Y.

Congratulations - - Anderson

You can well feel proud of your Newest
and Most Beautiful

Paramount Theatre

--- Holland Jewelry
Store will Open in a
few days in this New
Paramount Theatre
Building

WATCH!! AND WAIT!!
For OPENING ANNOUNCEMENTS

Holland's Jewelry Store is to be a locally owned and managed store. No connection with any chain—Mr. Holland will live in Anderson and be one of Anderson's boosters.



CHEERFUL CREDIT
Holland's
RELIABLE JEWELERS

Barn Burned Near Florida Yesterday

Florida, Aug. 18.—A barn on the Sam DeHority farm, two and one-half miles southwest of here, struck by lightning at 3 p. m. Sunday, burned to the ground with a loss of over \$1,000. Mr. and Mrs. DeHority were away at the time of the fire, and over 100 registered chickens perished in the blaze. A large quantity of hay and tools were destroyed. A truck from fire station No. 5, at Anderson, responded to a telephone call and prevented damage to other buildings.

MARRIAGE LICENSES.
Kenneth R. Linville, laborer, Anderson, and Viola B. Stewart, Muncie.
Jesse J. Bush, chauffeur, Muncie, and Mary DeLong, Muncie.
Ralph Needham, mechanic, Alexandria, and Hazel Werking, Alexandria.
Charles Skates, mail messenger, Cambridge City, and Ocie Griffin, Anderson.
Herbert J. Skehan, bookkeeper, Alexandria, and Mildred E. Riley, stenographer, Alexandria.
Charles Baiser, laborer, Elwood, and Thelma Beckner, Anderson.

Schools To Open In Three Weeks

Anderson public schools will open three weeks from today. Arrangements for the opening are being made by the school board and Supt. W. A. Denny. The buildings are being cleaned for the fall semester.

TURNED-UP BRIM.
A bois de rose hat, with crocheted brown, turns its scalloped black felt brim up right in the front. This is a new trick and likely to gain popularity.

Paramount Theatre

Truly as the name implies — Congratulations to the management on the completion of Anderson's newest enterprise.

J. W. Bailey Co.

1521 Jackson

Phone 142

We supplied the Face Brick and the Lime used in the construction of the New Paramount Building.

We Congratulate The New

Paramount Theatre

The completion of this magnificent new building bears testimony to the great strides taken by Anderson. We extend our congratulations to its owners, builders and operators.

We welcome every new expansion of Anderson—for we also expand—yet without impairing the individuality which characterizes our service.

Farmers Trust Co.

Banking Bonds Insurance

AS
OFFICIAL
PHOTOGRAPHERS

for the new
**PARAMOUNT
THEATRE**
and Building

We wish only the best of
success and prosperity . .

**FORKNER'S
STUDIO**

West Side of Square.

SEE OUR WINDOW DISPLAYS

**CITIZENS BANK
IN RADIO FIELD**

The Citizens Bank, Eleventh and Meridian streets, is one of Anderson's largest banks. The institution is one of the few banks in the United States that owns and operates a radio station.

**LOUIE SHOPPE
BUSINESS GOOD**

The Louie Shoppe, Twelfth and Jackson streets, has enjoyed a good business during the summer months. A complete line of fall and winter clothing is being shown at the store now.

**FORKNER MADE
THEATRE VIEWS**

The Forkner Studio, 819 Meridian street, has made pictures for a number of firms and industries here. The studio has charge of making pictures of the new Paramount theatre building.

Three Mexican youths are hiking from Merida, Yucatan, to Buenos Aires. They estimate it will take a year and a half.

**Latest Success Is Being Brought Here
For Opening of New Paramount Theatre**



A scene from the all-faliking musical comedy "The Cocoanuts," starring the four Marx Brothers, which is the attraction at the opening of Anderson's new Paramount theatre tomorrow.

Mary Eaton, the famous star of the | tor, and "The Five O'clock Girl," | during the past few seasons, plays | Ziegfeld Follies, "Kid Boots," in | some of the most popular musical | the leading feminine role in the all- | which she co-starred with Eddie Cau- | comedies to be seen on Broadway | talking and single-version of the

well known Marx Brothers show, "The Cocoanuts," coming as the opening attraction at Anderson's new Paramount theatre. "The Cocoanuts" opens Tuesday and will remain through Thursday.

In the latest Paramount musical production, Miss Eaton sings many of the tuneful captivating numbers which Irving Berlin wrote for the stage version of "The Cocoanuts." The possessor of an unusually fine singing voice, Miss Eaton, who by the way is a beautiful blonde, has all these qualities that are sure to make her a prime favorite with movie audiences everywhere.

It will be remembered, too, that this charming Ziegfeld star did not appear with the Marx Brothers in the original production of "The Cocoanuts," which means that the addition of her name and that of Oscar Shaw, who starred with her in "The Five O'clock Girl" to that of the irrepressible Marx boys, enables "The Cocoanuts" to boast of even a more brilliant cast than that which played on Broadway. Miss Eaton supplies this picture, aided and abetted by Oscar Shaw, with its romantic moments, which the Marx brothers do all in their power to disrupt.

FUNNY AS EVER

Playing the same roles in the screen version as they did in the original musical comedy, the Marx brothers, Groucho, Harpo, Chico and Zeppo, as they are known on and off the stage, are as funny as ever. It is practically impossible to classify them for they are as different from

the usual run of comedians as it is possible to imagine. Their hilarious comedy is augmented, as usual with Harpo's brilliant performance on the harp and Chico's comic technique at the piano. Those who have seen the Marx brothers on the stage know what to expect, and those who have

never seen them are in for a treat. With the miraculous facilities of the stinging and talking screen available to them, the creators of screen entertainment held forth, promises of musical comedy entertainment which, in sumptuousness, would surpass anything of the usual road shows, and which

would introduce talent heretofore available only to the large metropolitan centers. In "The Cocoanuts" these promises are realized and one admits that the director has spared neither care nor expense, which speaks creditably for the lavishness of this production.

Congratulations

PARAMOUNT

Smith-Radabaugh Inc.
The STORE FOR MEN
ANDERSON

Society Brand Clothes — Dobbs Hats

To The New

Paramount
Theatre

We extend our greetings to the owners, builders and operators of this magnificent theatre. Yours is an achievement of which all Anderson is proud. We feel certain that your project will meet with appreciation on every hand from Andersonians. The opening of the theatre tomorrow marks a great new stride in the progress of Anderson's Metropolis.

Spurgeon-Baum Co.
21 W. 11th St. Phone 59

LUMBER

CONGRATULATIONS
"PARAMOUNT"

The builders and owners of this magnificent theatre are to be congratulated upon the completion and opening of the "Finest Theatre in the City."

Strict requirements for highest grade materials throughout make this not only a beautiful architectural work, but a permanent structure. Lumber was furnished by us for this new building. Knowing that stock sold from our yards is always exactly as represented, that prompt deliveries are a part of our service, and that our prices are always consistent with the quality material supplied, the builders did not hesitate to place their confidence in us.

You also will profit by consulting us about Lumber before you build. Estimates cheerfully given.

Our Name . . . Your Guarantee of Satisfaction

WINTERS MERCER & BRANNUM
MILL-WORK--SASH--DOORS--MOULDING
Phone 314 Phone

**The Big Bank on the Corner
Congratulates**

Messrs. V. U. Young, C. J. Wolf, George S. Challis, W. H. Hull, Leslie Colvin, A. M. Strauss and I. R. Holy-cross for making possible the beautiful new Publix Theatre building at Twelfth and Meridian, and we also congratulate the magnificent Publix Theatre Corporation in their effort to give Anderson the finest theatre in Indiana.

**11th AT
MERIDIAN**

**11th AT
MERIDIAN**

Stand By For a Shock—Myrna Loy Has a Faceful of Freckles

BY DAN THOMAS
NEA Service Writer

Hollywood, Calif., Aug. 19.—Although she has played only four such roles during her entire career, movie fans have come to link the name of Myrna Loy with native girl characters.

Why she should be considered as such a type is difficult to explain unless it is because she has given such remarkable performances in those roles that they have overshadowed her other work, which has been largely the portrayal of exotic and camping women.

It is quite a shock, after picturing Myrna in your mind as she appears on the screen, to meet her face to face. You are immediately disillusioned, all of your ideas regarding winds. Yet you are not disappointed.

PLENTY OF FRECKLES
There is every bit as much charm in her freckled face as there is in the exotic or dark-skinned native face which you see on the screen. But she reminds you more of a freckled faced school girl than of an exotic woman of the world or a primitive native girl.

Miss Loy is without a doubt one of the best prospects in the screen colony today. She has not yet attained stardom, but she is rapidly approaching the line which divides the stars from the lesser lights.

I have seen three films recently in which she proved to be the only thing worth remembering. They were "The Desert Song," "The Black Watch" and "The Squall."

In all of those pictures Myrna was truly great, despite the fact that she had to learn a different dialect for each one. The secret of her success seems to be that she studies each character thoroughly before she starts to portray it.

"I always familiarize myself with the character and the locale in which she lives before I ever go into a picture," she declares. "That is the only way I can give a sincere performance. I have to believe in the girl I portray and the things she does if I am to play the role a bit well. Sometimes I think that I never act at all. I have a very active imagination and I just put myself in my character's place and live that way."

"What kind of parts do I like to play best? Well, that is a difficult question to answer. I actually don't know. I hate straight leads because they don't give me a chance to do anything. But I like all kinds of characterizations."

Outside of pictures Myrna's chief



Myrna Loy

interest is in art. All types of art appeal to her and she has proven herself a pretty good sculptress.

ART HELPS IN WORK
"I think my sculpturing does help me considerably in my work," she declares, "although I can't explain how. It is just an indefinite aid. I believe that knowledge of any art helps a person to succeed in any other art, and acting must certainly be termed an art."

When it comes to speaking of her own personal life, Miss Loy is as quiet as the well-known mouse. She believes that life is her own, that nobody else could possibly be interested in it, and if they are it's none of their business. And when the subject of love is brought up her only remark is "that is far too serious a matter to be discussed lightly before the world."

"I'm afraid that she is deeply in love with somebody—lucky devil."

COUSINS HAS BRISK TRADE

Located on the northwest corner of Tenth and Meridian streets in the Anderson Bank building is Cousins Jewelry Store. The concern, which opened when the new bank building was completed, has enjoyed an unusual business here.

SOME RAISE!

Who wouldn't welcome an \$8 a day raise? Union musicians at WBBM, Chicago, having just had their pay raised to \$18 a day. This raise is costing advertisers nearly twice as much to put an hour's program on the air.

STEIN-CANADAY STORE IS BUSY

The Stein-Canaday Furniture Company, located on the southwest corner of Twelfth and Meridian streets, is one of the oldest furniture stores in the city. The company was established a number of years ago. The concern is busy.

Flashes of Life

Washington—The girls seem to be responsible. Federal taxes on cigarettes have jumped \$40,305,715 in a year.
Roosevelt Field, N. Y.—Thomas

Gallagher is an up and coming young fellow. He was well along in years when automobiles were new-fangled contraptions. He celebrated his 101st birthday yesterday by taking his first airplane ride.

earth is flat. If it were a revolving globe, he argues, Tokyo would spin away when the airplane tried to land there.
New York—An electric chair for mosquito is the invention of a New Jerseyite. Harry Elkoff has fashioned a hidden electric wire in a sugary dish which is expected to

shock his pests to death when and if they alight to eat.
WOODEN BEADS.
One can get wooden beads now in all the stylish colors. They are really better with sports things than cheap costume jewelry and add an enviable note of color.

Congratulations
PARAMOUNT
WE WISH YOU SUCCESS AND
WELCOME YOU TO THE 1100 BLOCK
Vermillion Jewel Shoppe
The Little Shop That Pleases
Riviera Theatre Building

A NATION-WIDE INSTITUTION
J.C. PENNEY Co.
"where savings are greatest"

This institution feels that Anderson has taken rapid strides forward and that the New Paramount is another milestone in the progress of this city.

We extend our congratulations to the Paramount Theatre on the completion of their new show house.



Congratulations
Paramount Theatre

We extend our Greetings to the owners and builders of this magnificent structure. Yours is an achievement of which all Anderson is proud. The opening of the Theatre tomorrow marks a great new stride in the Progress of Anderson's Metropolis.

We also are proud of your choosing our hardware used in this beautiful play-house.

Smith Hardware
Dealers in First Class Hardware
Distributors of Capitol City
Paints and Varnishes
1225 Mer. St. Phone 375

Congratulations
PARAMOUNT

PUBLIX Theatre

THE NEW PARAMOUNT
THEATRE WALLS
are built of
**BRAZIL CLAY COMPANY
FACE BRICK**
The Brick with the Beauty "Burned In"
Everlasting—Ever Beautiful
Brazil Clay Company
Brazil, Ind.
J. W. Bailey Company
Anderson, Ind.
Distributor

Congratulations
The PARAMOUNT

Decorated lavishly, gorgeously, with no expense spared, yet retaining an atmosphere of quiet refinement. Luxurious, rich, stately in its appointments. The new Paramount Theatre inspires the pride of every Andersonian. It truly deserves the title, Anderson's Finest Theatre. And since appropriate floral displays are there, nothing can be wished for. We extend our heartiest congratulations to the owners, builders and operators of this fine theatre upon the completeness of their project.

Enhancing the beauty and adding the natural touch to the new Paramount Theatre are the beautiful floral displays from Favorite Flower Shoppe.


Flowers are the always appreciated gift. At The Favorite you will always find a pleasing display. Place your order now for delivery in Anderson or any city.

When words fail—
"Say it with flowers"

FAVORITE FLOWER SHOPPE
4 West 10th St. Flower Phone 271

the Benrus FLYER

Official Watch
of the
**TRANSCONTINENTAL
AIR TRANSPORT**

New Coast-to-Coast Air Service tying up with the PENNSYLVANIA RAILROAD

Now the great TRANSCONTINENTAL AIR TRANSPORT joins with the National Air Transport, Colonial Airways and other air lines and OFFICIALLY ADOPTS BENRUS WATCHES! TOMORROW We present This Great Watch at a Feature Price

\$37.50

We invite you to inspect this wonderful new watch achievement by Benrus. It brings you the shockproof, jar-proof performance that has so dauntlessly withstood the most severe tests. And it brings this famous 15-jewel shockproof movement in a distinctively designed case. Equipped with a Sport King flexible bracelet, and Radium dial and hands.

Buy this great watch on our CREDIT PLAN—all you pay is

\$1.00 A WEEK

CREDIT TO ALL
Cousins
COR. MERIDIAN and 10th

THE BENRUS FLYER, AS NATIONALLY ADVERTISED IN LIBERTY MAGAZINE OF AUGUST 24th, ON NEWSSTANDS AUGUST 17th

CONGRATULATIONS

Paramount Theatre

National Exchange Bank

Only National Bank
in Anderson

Member of Federal Reserve
Bank System

Supervised and Controlled
by the
United States

DEPARTMENT HAS IMPORTANT TASK

The old-time, flamboyant press agent is through in the picture industry. While this generally has been recognized, it remained for Paramount Famous Lasky to be the first picture company to establish a public relations department to handle the publicity, advertising, and exploitation of Paramount pictures upon a basis comparable to that used by the other ranking industries in the United States.

ANDERSON BANK STRUCTURE NEW

The Anderson Banking Company, situated on the ground floor of the new bank building, Tenth and Meridian streets, credit Anderson's tallest building. The Anderson Bank building is one of the most imposing structures of the city.

HARTMANS WILL BE OPENED SOON

Work is being rushed on a large room in the Paramount building that is to be occupied by the Hartman Furniture Company. The store will show a full line of furniture and other household necessities.

M'ELWAIN WILL OPEN CONCERN

Robert McElwain, automobile salesman here for a number of years, is opening a newsstand in the Paramount theatre building. A full line of magazines, stationery, kodak supplies and other articles will be handled.

Relationship of Public and Publix Theatres Described



SAM DEMBOW, Jr.

"Complete public confidence honestly earned and vigorously maintained—the goal that Publix Theatres struggled for and reached—has never been so securely in our possession as now, nor with as bright an outlook for the future," states Sam Dembow, Jr., vice-president, executive of Publix Theatres Corporation. "It has taken the most strenuous effort and careful planning to reach it. The years in this industry that are behind the careers of Adolph Zukor, Sam Katz, Sidney Kent, Jesse Lasky, Barney and Abe Balaban, Dave Catkin and a great many others of us in this business, and in this amount of invested time, energy and company, have witnessed a vast faithfulness consumed before the theatre-goers were ready to say these things. Today those slogans represent a concrete principal asset of Publix theatres that exceeds the money value of all of the many hundreds of properties carrying the Publix trademark. "Our investment in property is a guarantee of good faith and assurance that our entertainment will not be harmful, or our operating policies improper."

STUDIO FORCES LEAD INDUSTRY

No motion picture company can be stronger than its producing organization. More than ever before in the history of the motion picture industry "the picture is the thing." A company may have perfect organization in all other departments, but if the forces in the studio where the pictures are made fail, there is no recourse.

Realizing this, the Paramount-Famous-Lasky Corporation set out to develop a production department that would be second to none in the motion picture business. For fifteen years this department has been adding to its resources, so that now it is recognized as one of the strongest in the industry. Now it has millions of dollars invested in talent and equipment.

GOLDSMITH STORE IS TO OPEN SOON

The Goldsmith Drug Store, located in the corner room of the Paramount theatre building, will be opened soon. It will be one of the most modern drug stores in the city. It is expected to be opened for business about the first of September.

STRASSNER HAS MODERN PLANT

The Charles K. Strassner Sheet Metal Works is one of the modernly equipped shops in this section of the state. Furnaces, heat regulators, tile and slate roofing and ventilating apparatus are handled by the Strassner concern. The sheet metal and welding departments are modern in every respect.

Publix theatres occupy in the affection of theatre-goers; but it eagerly and spontaneously comes forward to us in many unexpected ways to encourage us to even further effort. "Publix Theatres are well named and have earned the right to the name. This is apparent from the fact that the public esteems Publix so highly that now in nearly every community there is no second choice."

Publix Theatres Operations Huge

The following facts are from a survey of the amusement industry, made by statisticians, indicating the gigantic operations of Publix theatres: Sells 2,500,000 tickets daily. Operates 1,100 theatres in 350 cities. With population of 75,000,000. A seat for every 36 persons at every performance.

KENT DIRECTING SALES EFFORTS

The Paramount distribution department, under the leadership of Sidney R. Kent, has long been looked upon as the crack selling organization of the industry. Under Mr. Kent's direction over the last ten years Paramount's sales efforts have been so systematized and have brought such results that now nearly all of the principles of selling used throughout the industry are based on the Paramount idea.

STOCKHOLDERS IN MANY COUNTRIES

There are nearly 10,000 stockholders of Paramount-Famous-Lasky Corporation. Every state in the union and eighteen foreign countries are represented in the list.

The greatest number reside in New York; second, Pennsylvania; third, Massachusetts; fourth, Illinois; fifth, California; sixth, New Jersey; seventh, Connecticut; eighth, Ohio; ninth, Michigan; tenth, Missouri; eleventh, Minnesota.

OFFICIALS WILL ATTEND OPENING

Many officials of Publix Theatres are expected to attend the opening of the new \$500,000 Anderson Paramount theatre. Invitations have been

extended to Sam Katz, president of Publix Theatres Corporation; Arthur Mayer, mid-west division manager; E. P. Seether, division director, all of the New York office; Walter B. Lloyd, district manager, of Chicago; Reeves Eaby, city manager of the Publix Theatres in Indianapolis; Spyros Skouras, of the Skouras-Publix Theatres in St. Louis; A. J. Balaban, of the Publix-Balaban and Katz organization in Chicago, and E. Perkins of the Publix construction department.

MADISON TRUST HEADS PLEASED

The Madison County Trust Company, Eleventh and Main streets, has been growing rapidly during the past several years. Heads of the bank are greatly pleased with business conditions and are looking forward to an excellent fall and winter.

The Arctic and Antarctic oceans, which are cold and not very salty, are vivid green in color.

VERMILLION HAS BRISK BUSINESS

The Vermillion Jewel Shop, located across from the new Paramount theatre building, has enjoyed a steady increase in business since the concern was established several years ago. An extensive line of jewelry is shown at the Vermillion store.

FARMERS TRUST GROWS STEADILY

The Farmers Trust Bank, on Meridian street between Tenth and Eleventh streets, is one of the city's oldest banking institutions. The bank has grown steadily since its organization.

Exports from the port of New York in 1927 totaled 10,461,159 long tons of cargo.

Advertisement for Kelley's Furniture Store. Features a large map showing the store's location at the intersection of Meridian Street and 12th Street, just across from the Paramount Theatre. Text includes: "JUST ACROSS THE STREET. From Our Store Is The New And Beautiful Paramount", "KELLEY'S PARAMOUNT", "After The Show Visit Our Store ANDERSON'S Beautiful New Theatre KELLEY'S Complete Furniture Store", and portraits of Harry Muller and J. L. Phillips.

Advertisement for Smith-Alsop Paint Co. Features a decorative border and text: "MUCH OF THE BEAUTY OF THE PARAMOUNT THEATRE Was Made Possible by the Use of SMITH-ALSOP PAINT AND VARNISH PRODUCTS". Includes contact information: "Smith-Alsop Anderson Paint Co. Factory Branch FREE DELIVERY 1229 Meridian Street Phone 812".

POLICE RECOVER STOLEN MACHINE AT FT. WAYNE

A Chevrolet coach belonging to Kenneth Moore, 3004 Pearl street, which was stolen in this city on Aug. 6, has been recovered by Fort Wayne police. The car was taken from in front of 1825 Jackson street. It is alleged, by Walter Wilson, age eighteen, east Twenty-ninth street, and Claud Bondurant, age eighteen, of 2315 Noble street. Both are now in the Madison county jail along with Ralph Pine, 2714 Jefferson street, and Joe Nevedorf, 2906 Pitt street, following their arrest at Hicksville, O., for the theft of an automobile tire and their return to Anderson charged with having grabbed a pocketbook from Mrs. E. C. McGonagle, Mounds road, on Ohio avenue. The Moore automobile was abandoned at Fort Wayne, where it is charged the youths stole another car which Anderson police now have in their possession. The car which is being held here is supposed to belong to C. E. Swartz, a Fort Wayne man.

Over-Sunday thefts of automobiles that were reported to police are as follows:

- E. P. Louke, of Muncie, machine stolen from Twelfth street, and Central avenue. The car was later found at Thirty-first and Pearl streets, with the bearings burned out.
- A Buick sedan owned by Jack Weer, 2926 Main street, taken from Eleventh and Jackson streets.
- J. C. Winters, 1112 east Sixth street, car taken from Twenty-fourth and Meridian streets.
- James Davis, 1232 west Ninth street, machine stolen from Sixth and Jackson streets.
- James Reason, 1604 Brown street, reported to police the theft of a tire, tube and rim, from his residence.

COLLEGE HEAD FILLED PULPIT

Dr. J. A. Morrison, president of Anderson College, spoke yesterday morning and evening at the First Baptist church in the absence of the pastor, Rev. C. W. Atwater, who is on his vacation.

Rev. Allen McCallister, of Cleveland, O., formerly of this city, preached yesterday at the First Lynn and Central Christian churches in the absence of the ministers, who are on their vacations.

Rev. Clarence Bur, of Newcastle, preached yesterday at the Arrow Heights Church of God.

Mrs. Beate Byrum, an instructor at Anderson College, preached yesterday at the North Anderson Church of God.

Judge Lloyd McClure, of Kokomo, spoke yesterday morning at the First M. E. church.

Rev. C. R. Barnes, of Washington, D. C., preached Sunday morning at Trinity Episcopal church.

UNION SERVICES

Rev. Frank J. Niles, of the Lord's Day Alliance, spoke last night at the First U. B. church where the First M. P. Grace M. E. and U. B. churches joined in a union service. A negro quartet provided music.

A. B. Frost, member of the Park Place M. E. church, spoke Sunday morning at the church in the absence of the pastor.

Dr. Fred H. Kneibel, of New York City, president of the United Lutheran church of America, will speak here during the Indiana Lutheran convention at St. John's Lutheran church in October. It has been announced.

Members of the Church of God young people's societies here have decided to hold a union picnic and outing on Labor Day. The place will be chosen later.

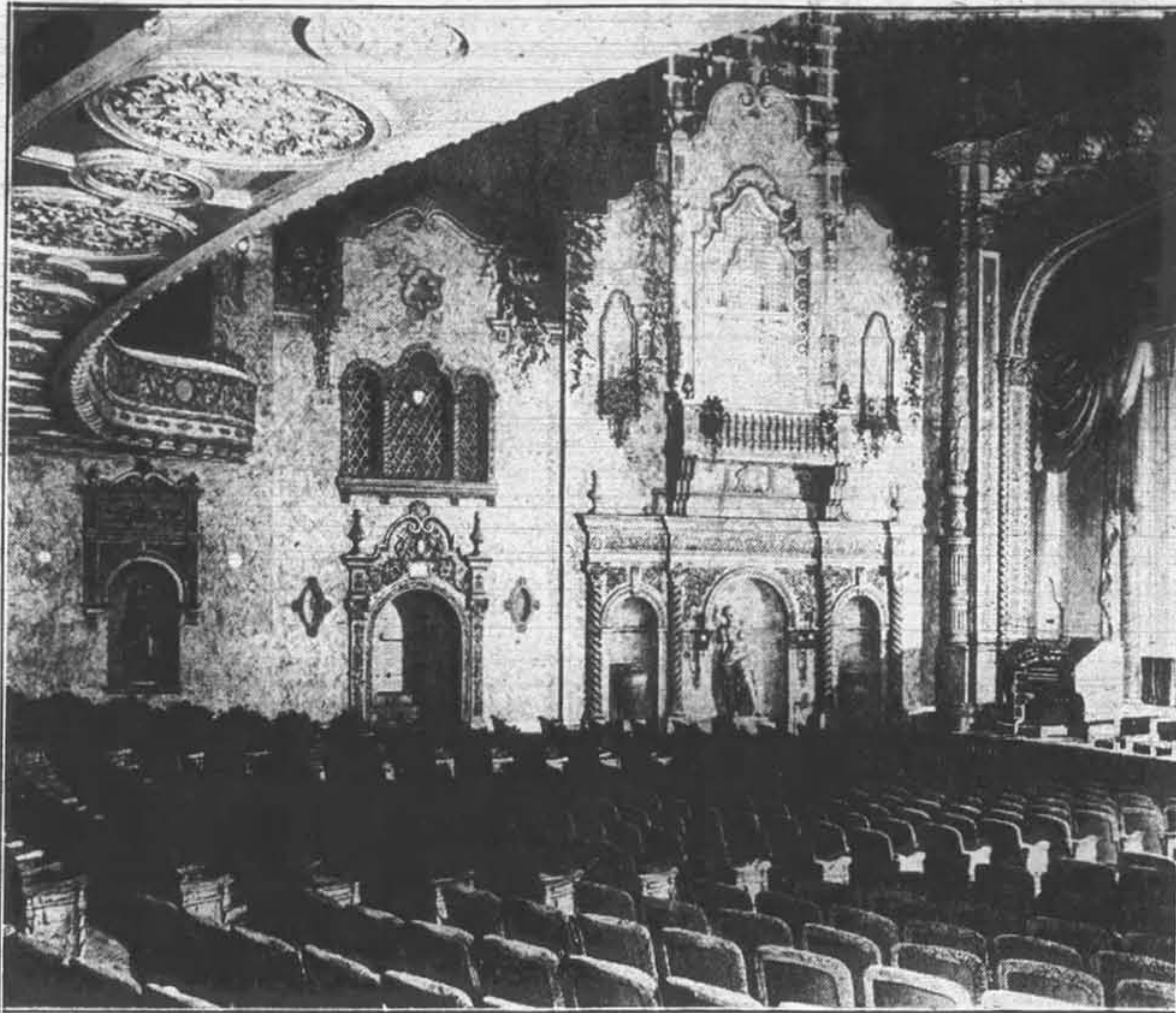
Mrs. Madge Miller, a returned missionary from Chili, South America, will speak tonight and tomorrow night at the North Anderson Christian and Missionary Alliance church.

A number of Methodist young people who have been attending a state institute at Webster Lake have returned home.

Rev. Thomas Frost, of Ashbury College, will conduct prayer services Wednesday night at the Noble Street M. E. church.

Fifteen days will be saved in the transportation of crops from the Pacific to the Atlantic coast and European markets upon completion of the new Guatemala-San Salvador railroad by International Railways of Central America, which is spending \$12,000,000 to finish the line.

Interior View Of New Paramount Theatre



Herewith is presented an interior view of the new Paramount theatre which will open here Tuesday afternoon

Sound Pictures Will Be Shown At New Theatre



Oscar Shaw and Mary Eaton in "The Cocoanuts," the inaugural attraction at the new Paramount theater here.

Anderson's new Paramount theatre, constructed at a cost of more than \$500,000, for the Publick Theatre Corporation, will be opened to the public for the first time, at 3:00 p. m. Tuesday, with a pre-lease showing on an all-talking picture, "The Cocoanuts." No ceremonies have been planned for the dedication, although many of the Publick Corporation officials are expected to come here for the opening.

The Paramount, situated on Meridian street, between Eleventh and Twelfth streets, is the newest link in the chain of 1,200 theatres now operated by the Publick Theatre Corporation, in the principal cities of the United States.

The theatre will show sound pic-

tures only, but the policy will be changed, should the theatre-going public tire of that type of entertainment, according to Harry Muller, who has been named resident manager of the new theatre.

The opening attraction, "The Cocoanuts," in which the four Marx brothers, Mary Eaton and Oscar Shaw are starred, is the first of many all-talking, all-singing and dancing pictures which will be seen at this theatre.

The theatre will show three bills each week, the program being changed on Sunday, Tuesday and Friday. In addition to the feature attraction, a news reel and short subjects will be included in each program, making a complete two-hour show.

NATIONAL BANK LOCATED HERE

The National Exchange Bank is Anderson's only National bank. The institution, located on Meridian street between Ninth and Tenth streets, is one of the oldest banks in this community.

RADIO BATTLES CRIME
Station KSTP at St. Paul will play an important part in the fight against crime in Minnesota. A list of stolen cars will be broadcast each day at a set hour while robberies and major crimes will be reported immediately by the state highway patrol.

Six million persons were reported buying merchandise in England on the installment plan June 1, 1928, an increase of more than 1,000,000 accounts over 1927.

PILES GO QUICK

Piles are caused by congestion of blood in the lower bowel. Only an internal remedy can remove the cause. That's why salves and cutting fail. Dr. Leonard's Hem-Roid, a harmless tablet, succeeds, because it relieves this congestion and strengthens the affected parts. Hem-Roid has given quick, safe and lasting relief to thousands of Pile sufferers. It will do the same for you or money back. Hook's Drug Store and druggists everywhere sell Hem-Roid with this guarantee.

There were 49,960 marriages performed in Indiana during 1928, according to the U. S. Department of Commerce. This is in contrast to the 41,112 performed in 1927.

RIVIERA
Today and Tuesday
Mat. 25c. Night 40c

FALL OF EVE
A FRANKLIN PAUCE COMEDY
WITH PATSY BETH MILLER
— POP STREJAN —

Greatest 100% Talking Program of All

MOVIE TONE NEWS
Clark & McCullough
Vincent Lopez

STARLAND
Today and Tuesday
Matinee 15c. Night 25c

Chester Conklin TAXI 13
COLLEGIANS NO. 4

INSURANCE CASE TAKES NEW TURN

The 300 or more Anderson policy holders in the now defunct Federal Automobile Insurance Association, are parties to a legal battle that has been started in the Marion county court in connection with an effort that is being made by Garrett W. Olds, receiver for the company, to collect from policy holders the amount of deficit that exists in the accounts of the insurance association.

A restraining order was issued Saturday in Marion county superior court, designed to prevent the Smith Brothers Insurance Agency from taking any action that would interfere with the efforts of the receiver to collect an assessment from policy holders, and the case is set for hearing Sept. 3.

The order was based on a complaint filed by attorneys for the receiver that letters sent to policy

holders would tend to cause them to defy the court's order for assessment of premiums for the years of 1924 to 1927 inclusive.

Olds was appointed receiver for the association in March, 1928. Necessity for funds to liquidate claims caused the order to collect premiums, it was stated.

The census of 1920, just before the outbreak of the Civil War, was the first census to report that New

York City had a population of more than 1,000,000.

ASK FOR PASTEURIZED MILK

Mat. 15c. Eve. 25c

RITZ
TODAY
TOMORROW

AL JOLSON
IN
THE JAZZ SINGER
SINGING - TALKING

PATHE NEWS IN SOUND

To the Management of the

Paramount Theatre

We offer our sincere congratulations and extend best wishes for the success that such a notable and commendable enterprise deserves

Louie Shoppe
12th at Jackson

A PUBLIC Theatre

GRAND OPENING TUESDAY At 3:00 P. M.

LET US INTRODUCE—
The Most Outstanding Event
In Anderson's Theatrical History!

IMAGINE—
A \$7.70 SHOW AT OUR POPULAR PRICES — MIDST ATMOSPHERIC
SPLENDOR AND LUXURIOUS COMFORT!!

YES... Imagine... The Four Marx Brothers... America's funniest stage stars... clowning in their inimitable manner... Mary Eaton... stage star of "The Five O'Clock Girl" and Ziegfeld's "Kid Boots"... singing Irving Berlin's tuneful melodies... Oscar Shaw... long the toast of Broadway... all in one glorious musical comedy that will rock all Anderson with laughter. You must see—

OUR POPULAR PRICES

MATINEES	EVENINGS
Until 8 P. M.	and Sun. Mat.
Adults 25c	Main Floor.....50c
Children 10c	Mezzanine.....35c
(All Seats)	Children15c

THE FOUR MARX BROTHERS

In Paramount's Musical Comedy Wow

"THE COCOANUTS"

with MARY EATON and OSCAR SHAW

PARAMOUNT SOUND NEWS

"Sidewalks of New York"
A Novelty Song Cartoon

All
Singing
Talking
Dancing
Laughing



Congratulations

Paramount Theatre



ANDERSON'S EXCLUSIVE DRAPERY SHOPPE

Lincoln at 12th. Phone 2144

DRAPES, CURTAINS and
NEW WINDOW SHADES MADE and
HUNG BY OUR EXPERTS

"Make Your Home a Dream Palace"

The Drapery Shoppe

CRYSTAL THEATRE
NOW SHOWING
1:30-3:30-7:00-9:00

TITANIC TALKING TRIUMPH

'NOAH'S ARK'
With
DOLORES COSTELLO
and a Cast of 10,000

Also
RUDY VALLEE AND HIS BAND