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VOL. XXIX NO. 69 OF THE EVENING NEWS

JOE E. BROWN FEATURED IN ROSE OPENER

"Top Speed" Premier Show at New Playhouse; Joe Said to Be Funnier Than Ever Before.

As the opening program for the new Rose theatre, the management has selected an honest-to-goodness comedy featuring a star who has convulsed theatre-goers all over the world.

The picture is "Top Speed" and the star is Joe E. Brown.

"Top Speed" runs Tuesday, Wednesday and Thursday.

Probably the most hilarious and side-splitting comedy yet to grace the talking screen can be marked off to First National and its appreciated effort, "Top Speed."

Joe E. Brown, who scored sig-

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ROSE ATTRACTION APRIL 12-14



Constance Bennett and Kenneth MacKenna in "Sin Takes a Holiday," feature attraction at the new Rose theatre April 12, 13, 14.

First Month's Program at New Rose Theatre Contains Outstanding Late Productions; Comedy Starts Movie

The first month's program of the new Rose theatre will include some outstanding pictures, it was announced today by the management of the new show house. The opening week brings Joe E. Brown in "Top Speed," a real comedy treat as the first picture. This runs Tuesday, Wednesday and Thursday.

The weekend schedule is "Girl of the Golden West," in which the noted Ann Harding is starred. Press reports throughout the country praise this picture highly. James Doolittle, a new star, plays opposite Miss Harding.

Starting next Sunday for a three-day run is one of Constance Bennett's latest hits, "Sin Takes a Holiday," said to be one of the best performances of her talking career.

Here are some of the other big hits booked for showing this month: Marilyn Miller in the musical hit, "Sunny"; Richard Barthelmess in "The Laah"; Bebe Daniels in "My Past"; "Father's Son," with Lewis Stone and Irene Rich; "Life of the Party," featuring Winnie Lightner; "Fifty Million

Frenchmen," with the radio stars, Olsen and Johnson; "Moby Dick," starring John Barrymore and "Painted Desert," with William Boyd as the star. The great character actor, George Arliss in "Old English," is also on the April program as well as Eddie Quinlan in "Night Work" and Conrad Nagel in "Numbered Men." Besides the stars already mentioned others who will be seen will be Dorothy Mackall, Douglas Fairbanks, Jr., Lorna La Plante and Al Jolson.

It is apparent that all of these pictures are of the best class. Another which the management has secured for early showing is "Old Wife," the sensational story which ran serially in a leading national magazine and which was a best seller in book form. Dorothy Mackall and Lewis Stone are featured in this production. The Rose has announced that "Father's Son" will be a good entertainment with a real moral. This show is said to have the endorsement of scout officials throughout the country. It features Lewis Stone and Irene Rich.

SOUND ABSORBING FABRIC

Twenty-five thousand square yards of specially prepared sound absorbing fabric was employed in the construction of thirty-two lavish settings for "Sin Takes a Holiday," Pathe's new production starring Constance Bennett, which comes to the new Rose theatre on Sunday next. Kenneth MacKenna heads a strong supporting cast.

VERSATILE ANN HARDING

Ann Harding is one of the best educated girls in pictures. She is a graduate of Bryn Mawr, and her college ambition was to be a writer. She landed on the stage by accident, but has made a great success of it. She is appearing in "The Girl of the Golden West" at the new Rose on Friday and Saturday of this week.

MISS BENNETT HAS HOBBY

Collecting jades and old prints is a hobby of Constance Bennett, star of Pathe's sophisticated comedy-romance, "Sin Takes a Holiday," which will be on view at the new Rose on Sunday next. The picture was directed by Paul L. Stein.

CLEVERNESS REWARDED

Joe E. Brown, because of his clever characterization of Connie, the Grand Duke in "Sally," has been signed by First National to a long term contract. His first comedy role under the new agreement is one of the biggest of the year, that of Elmer in First National and Vitaphone's "Top Speed," opening picture at the new Rose theatre.

MISS BENNETT'S NEW ROLE

From working girl to continental beauty (toast) is the step Constance Bennett takes in "Sin Takes a Holiday," her new starring picture for Pathe, which will be on view at the new Rose theatre on Sunday, Monday and Tuesday next. Kenneth MacKenna is her leading man.

"STONE" BLIND

Arthur Stone, who appears in "The Girl of the Golden West," at the Rose Friday and Saturday, is known as a facial make-up artist, but he has such a characteristic walk that people who don't know him when he is facing them can tell him instantly when he starts walking away.

WEEK-END ROSE SHOW GOOD



Ann Harding, noted actress, who plays the feature role in "Girl of the Golden West," which comes to the new Rose, Friday and Saturday, April 10 and 11.

Belasco's Greatest Fame Came After Production of "Girl of the Golden West"

"Girl of the Golden West," which comes to the new Rose theatre on Friday and Saturday, April 10 and 11, as a First National and Vitaphone production, is considered David Belasco's outstanding theatrical success, and it placed him definitely in the forefront of American play producers.

The play opened in 1905, and was given its first tryout performance in the Belasco theatre in Pittsburgh. It was so popular that it was immediately taken in to New York City, where it ran to capacity audiences during that and the following season.

It then went on "the road," where it repeated its New York success. It is still considered one of the most popular plays of repertory companies. Practically every stock company of note has

ROSE THEATRE TO BE OPENED TUESDAY NIGHT

New Show House Up-to-Date in All Respects; Latest of Equipment Installed.

Roseburg's new motion picture house—The Rose—opens tomorrow.

From the big neon sign above the marquee to the screen upon which the pictures will be flashed, the Rose is a brand new and up-to-date motion picture establishment. The old location which housed the Majestic theatre has been completely rebuilt. In fact, nothing but the four walls were retained and even the walls have been so changed that they are not recognizable.

A flashing neon rose, which includes 100 feet of electric tubing, first catches the eye as one approaches the building. The Rose and a double line border around the entire sign flashes on and off at regular intervals while the name "Rose" stands out in 24-inch letters above the marquee.

Marquee Modernistic

The marquee which shelters the box office, lobby and entrance, as well as the display boards, given the observer the first intimation that the theatre is of modernistic design. The marquee is of sheet metal with the modern decorative motif used. A large panel at the front contains the name of the theatre. Eight large lights furnish plenty of illumination beneath the marquee, the lower side of which is finished in pure white enamel.

Below the marquee probably the first things to catch the eye are the unique display boards. The background of the attractive boards is done in metallic with little panels arranged to hold the "still" photos used to advertise the

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We Welcome The Rose Theatre

It gives us great pleasure to Welcome to Roseburg another value-giving institution. As the people of this community have always been appreciative of genuine values, we predict a great future for the new Rose Theatre.

J.C. PENNEY CO. INC.
DEPARTMENT STORE
229-231 W. Cass St.

LOCAL TRADESMEN EMPLOYED ON ROSE

Local workmanship and materials were used so far as possible in the construction of the new Rose theatre, according to Lloyd Claver and O. L. Wood, managers of the movie house which opens Tuesday.

Elmer Metzger, a Roseburg contractor, was awarded the general contract for remodeling the building which formerly housed the Majestic theatre.

Herman Althaus did all the heating and plumbing work, while John R. Kelley was given the contract for the tin work on the marquee and installation of the ventilating system.

Electric wiring and installation was done by the Roseburg Electric. Roy Huffman, local agent for the Neon Sign company, had charge of the installation of the sign. C. W. Stewig did the plaster work.

Frank Dunstheimer was in charge of the decorative painting.

LEROY WAS HOOVER

Mervyn LeRoy, director of "Top Speed," First National musical comedy, opening picture at the new Rose, began his stage career by being a "hooper" in a twelve-act vaudeville house.

CONGRATULATIONS

to

LLOYD CLAVER AND ORVILLE WOOD
upon the completion and opening of their new

ROSE THEATRE

May they prosper and enjoy a successful tenure of business.

CONGRATULATIONS ALSO

to the

LADIES OF
ROSEBURG!

They can, by using modern gas equipment, enjoy the novelty of having every afternoon off to attend matinees and other civic pleasures.

These appliances are full automatic and very easily controlled.

Drop in and see them on your way to or from the show.



ASK FOR A DEMONSTRATION

**SOUTHERN OREGON GAS
CORPORATION**

"The Home of Instant Heat"

215 W. Cass St., next to new Rose Theatre

Phone 235

We Handled all Decorating FOR THE NEW

ROSE THEATRE

When you go into this modern, up-to-date show house, notice the decorations. We feel sure that you will agree with the management of the Rose that the quality of the work leaves little to be desired.

For artistic, decorative results, be sure to see us first. It will be well worth your while.

Congratulations to the Rose Theatre

And best wishes for a most successful business life here in Roseburg. May a prosperous future await you.

F. DUNSTHEIMER
Decorator

WELCOME Rose Theatre

And Congratulations upon the complete rebuilding job that you have accomplished.

We feel proud to acknowledge our part in the construction scheme, that of supplying and erecting all sheet-metal.

For Your Sheet Metal Needs

Come here first. Our materials are all of the highest quality and our workmanship is of the best.

PRICES REASONABLE

JOHN R. KELLEY
Sheet Metal Works
North Jackson Street