

ALL PLASTERING

for the new

Rose Theatre

was done by

C. W. STIEWIG
Expert Plasterer

"For high quality workmanship at reasonable prices, see me—I guarantee satisfaction."

C. W. STIEWIG

We Extend Congratulations

to

Lloyd Claver

and

Orville Wood

on the occasion of the opening of their new

ROSE THEATRE

May their success be great!

Safeway Stores

Specials Every Day

Congratulations...

To the management of Roseburg's newest show house, the Rose Theatre. We feel sure that the people of Douglas County appreciate this newest addition to their entertainment facilities.

We extend our congratulations to all who took part in the construction program. We feel gratified that we were chosen to furnish the Neon sign.



**Eugene Neon
Sign Company**

631-45 Adams St.

Eugene, Oregon

SOUND UNIT IN ROSE UP-TO-DATE

Sound reproducing equipment in the new Rose theatre will be the latest product of the RCA Photophone, Inc., New York. Announcement of completion of installation was made today by Lloyd Claver and O. L. Wood, co-managers of the new showhouse.

"It is with a great deal of satisfaction that I make this announcement," said Mr. Claver. "Having had many opportunities to see various types of sound reproducing equipment in operation in various theatres, it did not take me long to come to a decision when I saw and heard the RCA Photophone projection apparatus in operation. In my opinion, having made comparisons with other sound reproducing equipment, it is the best. The recent action of the United States government in awarding RCA Photophone the contract to equip the entire navy with sound apparatus, entailing in the aggregate about three hundred complete projection units, which followed the installation of Photophone in sixty United States army posts, seemed to confirm that opinion. Now I have just learned that the army has ordered eleven more Photophone equipments."

"In opening the new Rose we felt obligated to install the best sound reproducing equipment available. Therefore, we investigated a number of theatres where various types of sound projection apparatus had been installed and not only heard the sound delivered by them but carefully inspected the machines in the projection rooms. In this manner we became convinced that it was the apparatus for our theatre."

RCA Photophone sound reproducing equipment is installed in many of the largest motion picture theatres in the United States, among which are the theatres operated by the Radio-Keith-Orpheum circuit and several hundred so-called independent theatres. Recent noteworthy installations include the new RKO Mayfair theatre in New York City, the giant ocean liners, Berengaria and Britannic of the Cunard Line, the recently christened President Hoover of the Dollar

Line, the S. S. Malolo, largest and fastest passenger vessel plying the Pacific, three separate installations in private residences of William Randolph Hearst and the beautiful new Casino theatre at Catalina Island, California.

MANY SETTINGS IN PICTURE

Thirty-two settings, ranging from modernistic apartments and night clubs to a French villa of the Louis XVI era, were built for "Sin Takes a Holiday." Pathé's new Constance Bennett starring picture, which comes to the new Rose theatre on Sunday next, Kenneth MacKenna is leading man.

BRILLIANT CAST IN ROSE FEATURE

Carrying out its policy of backing up its stars and feature productions with artists whose names, talents and popularity will enhance the entertainment values of its twenty special dialogue pictures to be produced during the current screen season, Pathé has gathered one of the most brilliant casts ever assembled in any picture, to support Constance Bennett in her new stellar vehicle, "Sin Takes a Holiday." This big picture comes to the new Rose theatre April 12, 13, 14.

Kenneth MacKenna, who has the male lead, was Mary Pickford's leading man in "Forever Yours," and he scored a sensational hit in "Men Without Women." He played leads in several Theatre Guild productions. His screen debut was made in a Bebe Daniels vehicle.

Basil Rathbone, who is featured, won wide recognition in pictures by his able portrayals in support of Ruth Chatterton, Norma Shearer and others. His screen debut opposite Mae Murray in the "Masked Bride," followed a distinguished career on the stage.

Louis Bartels is best known for his outstanding success in the title role of "The Show-Off" in the Gregory Kelly prize play of that name which ran for two consecutive seasons. Last year he played for 37 weeks in "Five o'Clock Girl." He has numerous screen roles to his credit.

Rita La Roy was borrowed from RKO for "Sin Takes a Holiday."

She has recently appeared on the screen in "The Delightful Rogue" and "The Love Trap."

Zasu Pitts was specially engaged for "Sin Takes a Holiday." She is perhaps one of the most popular comedienne on the screen.

John Roche played a leading role with Miss Bennett in "This Thing Called Love." He also played with Ina Claire in "The Awful Truth." Roche came to the screen after a legitimate stage career.

Fred Walton recently scored in "Dynamite" and "The Last Dance." His stage career is well known.

STORY 1 (Continued from Page 1.)

nally in "Hold Everything," has manufacturing concern has a representative at the race who recognizes Jack, and under threat that he will expose him before the girl he loves, demands that Jack take a \$30,000 bribe to throw the race.

The climax is a gripping, realistic picturization of an actual record-breaking race which is decided to everyone's satisfaction—except the rival concerns.

Laura Lee has the comedienne's role and New York critics have acclaimed the part star the outstanding funster in filmdom. Frank McHugh is featured in a prominent part and portrays a drunk in his inimitable fashion. Bernice Claire's wonderful soprano is a revelation to all who hear her. Opposite her is the New York stage favorite, Jack Whiting.

The picture has been directed by Mervyn Le Roy, and represents a really and truly side-splitting film. The role of a \$35 a week broker's clerk loose on a vacation among

millionaires. Is Joe disheartened? No! Brandishing a foot long cigar he informs all and sundry that he and his partner, who is Jack Whiting, a co-clerk, are really and truly multi-millionaires. Mostly, he praises Jack. Yes sir, Jack designed the famous Jack airplane motor, and won last year's speed boat races at Monte Carlo, and is a nominee for the presidency of the New York Stock Exchange. "Where," the country club girls demand, "is Jack?" "Oh," says Brown, "on the porch. We just tossed for a million dollars and he won. He's counting his money."

CONGRATULATIONS

TO THE

Rose Theatre

And to its management. This new show house is but one example of the steady growth of our city. It has been completely rebuilt to become one of the finest theatres in this section of Oregon, rebuilt by local men who have faith in the future of Roseburg. The Rose Theatre is another tribute to the coming years of prosperity and growth in Douglas County.

As Contractor

in this construction work, we appreciate the trust placed in us by the owners, and we feel hopeful that the result will be ample proof of our work to everyone.

We can do the same high-grade work for you as we have done in the new Cass street theatre. Let us quote figures on your next job.

ELMER METZGER, Contractor

We Congratulate The Rose Theatre

Upon the completion of its remodeling task, and upon the fine results which have been achieved. The Rose Theatre is distinctly a credit to the city of Roseburg, and a new establishment which we are glad to welcome into our midst.

We Handled All Plumbing Needs

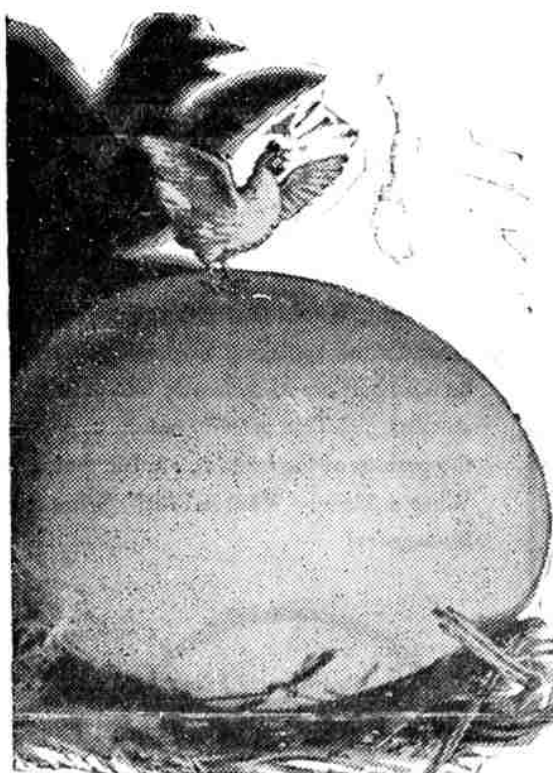
in the construction program, and we feel sure that the Rose Theatre is a worthy example of our high quality workmanship. Call on us for your next plumbing needs.

Our prices are right!

HERMAN ALTHAUS, Plumber

312 W. CASS ST.

PHONE 256



We're crowin' 'cause we handled ALL ELECTRICAL work for the new Rose Theatre.

Roseburg Electric