

BEAUTIFIED THEATER NOW READY

**Newly Remodeled Rose
Will Reopen February 2nd
With Improved Equipment**

**Modernized Lighting Facilities and
Decorative Material Combine
Brilliance and Utility in One
of Oregon's Top Show Houses.**

Completely remodelled and brilliantly lighted, the Rose theatre on Cass street will reopen at 7 p. m. Friday, Feb. 2, after being closed during construction of a new front and interior improvements. A ceramic tile front and new marquee, fitted with high intensity neon lights, illuminated sign, floodlights and animated designs, makes the theatre the brightest spot in Roseburg and one of the most attractive theatres to be found in Oregon. Brilliance in lighting effects has been expertly achieved in combination with beautiful designing. Improvements also include new projection equipment, additional sound equipment, complete renovation and redecorating of the interior and new aisle carpets.

The front of the theater building has been completely reconstructed and has been finished in red, white and ivory ceramic tile. For cases use of a new design and are recessed and equipped with the new type of fluorescent tube lights. The box office is set off in sand-blasted glass, the first of its type to be used in construction work in Roseburg. The new front follows the latest architectural type for theaters and is of a pattern lately used on some of the largest circuits.

Lighting Brilliant
Starting in its attention-compelling beauty is the large marquee and illuminated sign constructed and installed by the Neon Display Co., of Portland.

Use of high intensity neon lighting equipment allows for brighter colors and a wider variety of shades than may be obtained with the conventional type of neon lighting. Animated lighting designs add to the attractiveness of the display. The attraction board included with the marquee is of opaque glass and is lighted from the interior with 5,000 watts of energy.

In the ceiling of the marquee are located nearly a score of special theater-type flood lamps which brilliantly light the entrance and front of the building.

Equipment Improved
In addition to the exterior improvements, much work has been done on the interior, particularly in the way of new equipment to better the mechanical factors connected with presentation of programs. The newest type of projection equipment is being installed in the theater, the machines formerly in use and additions also have been made to the sound reproducing equipment to give improved clarity and tone. The entire interior has been thoroughly renovated, painted and redecorated.

Policy Unchanged
While the Rose theater is almost completely new, its policies will remain unchanged. Donn Radabaugh, manager, said today. The same policies will regard to price and program will be continued. The theater will continue to show double features with three changes of program weekly. For night, a popular feature of the theater, will be observed weekly.

The personnel at the theater includes Donn Radabaugh, manager; Carl Davens, assistant manager and projectionist; Bob Sinclair, master artist and house electrician; Genevieve Crouch, cashier; Iude Forsgren, doorman; Yelina Crocker and Betty Strong, usherettes.

Local Labor Used
All materials and labor connected with the improvements at the theater were obtained locally as far as possible. Mr. Radabaugh reports. Except for the technical work brought in and in the work because such labor was not available here, all work was done by Roseburg men. Electrical work was done by George Singleton and J. S. McDonald; painting by E. H. Murray; tile setting by Joe Perry; carpentry work by Tom Foster; sheet metal work by E. W. Standinger and plumbing by H. Althaus. The opening Friday night will present two features, "Pack Up Your Troubles," with Jane Withers and the Ritz Brothers, and a "Hopalong Cassidy," western. Included on the bill will be news reels and short subjects.

Attends to Business—James J. Kinnaird, representative of the Loyalty Group Insurance company, has returned to Portland, following a short stay here attending to business with the local agent, R. E. Pargeter, at the Douglas Abstract company office.

**Best Wishes
to the
ROSE
THEATRE**

Roseburg
Chamber of
Commerce

Cake Leads Caviar In Camera Shots

Caviar may be a rare treat at the banquet table but it doesn't even come close second to a big goosy chocolate cake as a movie prop. The supremacy of "cake" over caviar was clearly demonstrated recently on the set where 20th Century-Fox was shooting "Pack Up Your Troubles," the comedy starring Jane Withers and featuring the Ritz Brothers.

According to the script by Lou Breslow and Owen Francis, Lionel Lincoln is supposed to be munching a caviar sandwich when Harry, Jimmy and Al Ritz push the lunch into his face. However, rehearsals proved that the caviar did not show plainly enough while Royce fumed wildly at the trick.

"The caviar isn't photogenic," decided Director H. Bruce Humberstone. "Get something bigger and stickier."

A hurried call to the studio brought a huge chocolate layer cake which was soon decorating Royce's startled face. The results were highly satisfactory and caviar was relegated to eating purposes alone.

Jane's Pets Cause Home Crowd-Out

Jane Withers' habit of bringing home a pet as a souvenir of every picture she makes had her mother pretty worried during the shooting of "Pack Up Your Troubles."

No, it wasn't that Mrs. Withers was afraid Jane would want to bring home a Ritz. It was Margie, the baby mule Jane adopts in the film, that worried her Ma.

"If Jane gets the idea she'd like to have a baby mule as a pet," her mother told Director H. Bruce Humberstone, "we'll just have to move out and let the animals have the place to themselves. Jane has over 200 pets now including 14 canaries, six kittens, six chickens and a Siamese cat, and it's going to be hard to find space for a mule."

However, Viola Richards, wardrobe girl on "Pack Up Your Troubles," saved the day by presenting Jane with a pet chihuahua, which Jane instantly named Napoleon. Jane's so devoted to the pint-sized pup that she carries him around in her pocket all day.

**Our Sincere Best Wishes
to the
ROSE THEATRE**

We are proud of the gas heating system which we have installed in your beautiful new theatre.

California-Pacific Utilities Co.
PERKINS BUILDING TELEPHONE 235

Flying Deuces



Stan Laurel and Oliver Hardy, famous comedy stars, coming Sunday to the new Rose theater in a feature length comedy, "Flying Deuces."

Romantic Star Team



Ann Southern and Franchot Tone, co-starred in "Fast and Furious," sparkling modern comedy-romance coming Sunday for a three-day engagement to the new Rose theater.

**Congratulations
to the
ROSE THEATRE**

Sinniger's Sheet Metal Works
444 No. Jackson St. Telephone 428

**CONGRATULATIONS
TO THE MANAGEMENT OF
THE ROSE THEATRE**

All Building Materials
Lumber
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Paint
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Supplied
By
COEN LUMBER CO.
FLOED AND MILL STREETS TELEPHONE 121

Elmer N. Childers
General Contractor
THEATRE CONSTRUCTION
SPECIALIST

**CONGRATULATIONS
To the Rose Theatre
On Their Grand Re-Opening**

APPRECIATION
TO THE
TALENTED BUILDERS
OF ROSEBURG
FOR THEIR VALUABLE
ASSISTANCE

230 South Central Street
Medford, Oregon

Two Special Treats For Our Opening
A GRAND VARIETY PROGRAM

COMEDY -- DELIGHTFUL
AND SPARKLING

EXCITEMENT AND
WESTERN THRILLS

JANE WITHERS
With Ginger Jane and The Ritz Bros.

William BOYD
as Hopalong Cassidy
in "Santafe Marshall"

WITH YOUR
WESTERN
STAR
HOP-A-LONG

"PACK UP YOUR TROUBLES"
And over the laugh top with
THE RITZ BROTHERS
..and.. LYNN BARI

Jane's the bravest little ma'amsette in all Franco, with some new impersonations to delight you... and three new friends with a whole kit bag and kiboodle of fun!

Russell HAYDEN
with Bernadene Hayes
Marjorie RAMBEAU

SELECTED
SHORT SUBJECTS
AND NEWS REEL

WATCH FOR DATES ON THESE COMING PICTURES

Laurel and Hardy in "The Flying Deuces"
Joe E. Brown and Martha Raye in "S'G00 a Touchdown"
"Charlie Chan in Panama"

Gene Autry in "South of the Border"
"The Men in the Iron Mask"
"Dust Be My Destiny"

ROSE THEATRE

PAL NIGHT EVERY WEDNESDAY

Shows 2:30 P. M., Matinee 2:30, Evening 3:30, Children 10c