

New Liberty Theatre Opens Tonight at 6:30

Liberty Marquee Brightly Lighted

"Forty foot candles at the sidewalk" may not make much sense to the average person, but, according to George Dickman of the Neon Display company, this will mean that the front of the new Liberty theatre will be about the brightest spot in Salem.

Mr. Dickman and his staff have just completed installation of the new marquee of the Liberty and under actual light meter measurements, the soffit of the marquee will generate this large amount of reflected light. Twenty 200-watt reflector type bulbs have been built into the soffit and have been so arranged as to get a maximum amount of light on to the sidewalk and the building front.

The upper part of the building is illuminated and decorated with neon tubing as well as the two front signs.

We Salute

The New Liberty Theatre

and congratulate Mr. Randall and Mr. Keller on their fine new theatre.

It was our pleasure to assist in its construction.

All Electrical Wiring Installed by



Congratulations

To Mr. Bruce Keller
Mr. E. H. Randall

LIBERTY THEATRE

Heating and Ventilating Equipment

Installed by

Theo. M. Barr
164 S. Commercial

Inspection by Public Planned

Care Shown by Co-Owners in Equipment Put in New Show House

Tonight at 6:30 o'clock Salem's newest entertainment center, the new Liberty theatre, at 170 South Commercial street, will open its doors for a gala celebration and public inspection.

Tonight's opening will culminate months of intensive planning and construction on the part of E. H. Randall and Bruce Keller, who are copartners in the new venture.

No expense has been spared to make the new Liberty one of the finest smaller theatres on the entire coast, the owners declare. From the marquee, throughout the entire building from back to the front part of the auditorium, careful planning and purchase of the finest equipment have assured the ultimate in comfort and convenience to the patrons.

The sound equipment is the latest type RCA "Magic Voice" that makes both dialogue and musical reproduction unbelievably real. This type of reproductive installation is similar to the systems used in major theatres throughout the country. Both Randall and Keller have expressed complete satisfaction at the results of initial tests.

Coincidental with the sound installation was the obtaining of the newer type Powers projection machines which include a complete arrangement of reflector type carbon arc lamp houses that will insure a brilliant picture. Primary tests of the projection equipment prove it to be satisfactory in covering the 120-foot "throw" from the booth to the screen.

The screen itself is a "Da-Lite" sound type screen insuring clear reproduction of a 15 by 19-foot picture. Covering the screen is a beautiful sateen "travel" curtain which will be illuminated by a series of multi-colored fluorescent lamps set in the front part of the stage and controlled by the operator from the booth.

The interior of the theatre has been completely sound-treated with acoustical plaster which will overcome echoes and outside noises. Seven hundred fine upholstered theatre chairs have been installed. These are arranged in several widths and all scientifically set to allow ample room between rows for patrons to make themselves comfortable.

B. R. KELLER • E. H. RANDALL

are to be congratulated on the opening of the new

LIBERTY THEATRE

They are assured of many years of trouble-free roofing by installing a

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We Wish the LIBERTY THEATRE

Many Years of Success!

And Welcome
Mr. Bruce Keller
and Mr. E. H. Randall
to South Com'l.
Street.

GEO. OREY CIGAR STORE
185 S. Com'l., Salem, Ore.

Brilliant Lights Mark Liberty Foyer



As this photograph indicates, bright lights, white and colored neon, and light exterior finish combine to make the entrance to the new Liberty theatre in Salem the bright spot on South Commercial street.

Pair of Lively Films on Bills, Liberty Opening

Two outstanding features have been booked by Co-Manager Bruce Keller for the gala opening of the Liberty theatre tonight at 6:30 o'clock.

The first feature will be "Bachelor Mother" co-starring Ginger Rogers and David Niven with supporting cast including Charles Coburn and E. E. Clive.

Perfectly tailored to the talents of its two principals, "Bachelor Mother" deals with Miss Rogers' troubles in trying to convince the world that she is not the mother of a baby whom she finds on the steps of an orphan home. The mirth-making situation interferes with her job as a sales girl in a big department store owned by Niven's father. Niven, attempting to force Ginger to keep the baby by threatening to discharge her, incurs the jealousy of Ginger's self-appointed boy friend who misinforms Niven's father that his son is the father of the baby.

These delightfully situations build to a hectic climax and make "Bachelor Mother" one of the season's richest romantic comedy entertainments.

As a co-feature for the opening screen attractions Manager Keller has booked "Swing Your Lady," starring Humphrey Bogart and the comic Weaver Bros. and Elvira.

League Debating Starts Thursday

DALLAS—The Dallas high school debate teams will have their first debates of the year at the Mid-Willamette district of the Oregon High School Debating league on Thursday of this week. The Dallas negative team, composed of Tom Riggs and Cathryn Rohrs will meet the Corvallis affirmative team here. The Dallas affirmative team, composed of Betty Smith and Clark Robb, will go to Independence where they will debate the Independence negative team.

Funeral Thursday For Mrs. Roseland

SILVERTON—Funeral services will be held Thursday at 2 p. m. for Mattie Roseland, 72, who died at her home here Tuesday afternoon. Rev. J. M. Jensen will officiate at the services at the Immanuel Lutheran church. Ekman mortuary has charge. She came to Silvertown in 1914 with her husband, Rev. J. C. Roseland who was pastor of the Immanuel Lutheran church for many years until his death. Surviving are her 93-year-old mother, Mrs. Gunhild Finseth, and the following brothers and sisters, Dr. Ann Finseth, Miss G. Henrietta Finseth, Mark and Victor Finseth, all of Portland, Miss Gurina Finseth of Silvertown and a brother and sister in the east.

Orval Prunks Have Baby Son

SHAW—Mr. and Mrs. Orval Prunk are the parents of a son born Saturday, February 3, at the Deaconess hospital in Salem. He has been named Orval Leroy. This is their first child. Mrs. Elmer Gruchon underwent an appendix operation on Sunday, February 4, at the Deaconess hospital in Salem.

Congratulations to the New Liberty Theatre

AND
• E. H. RANDALL
• BRUCE KELLER
All Plastering in the New Theatre BY

R. E. Green
Plastering Contractor
144 Molalla Ave.
Oregon City

Latest Sound Devices Used

RCA High Fidelity Setup Installed; Range of Tones Is Broad

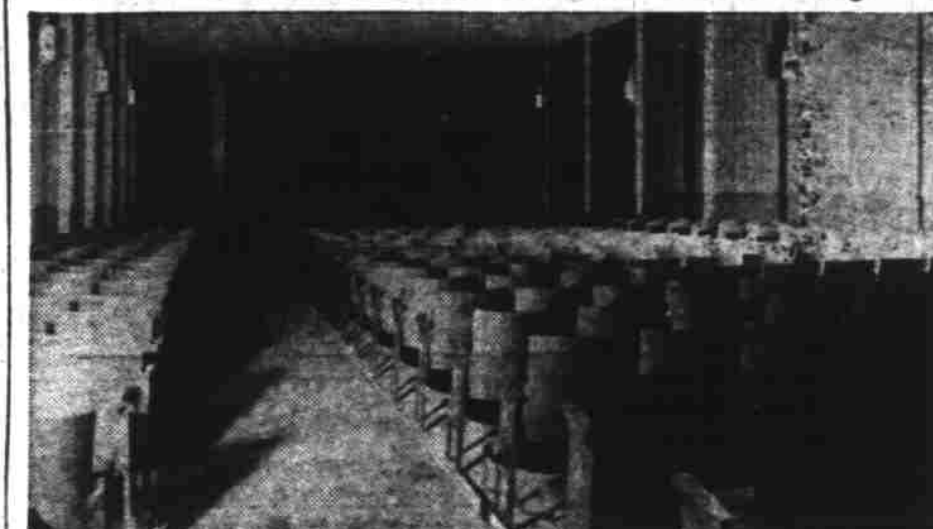
"When motion pictures first began to talk, a theatre manager could install almost any type of sound system and the public seldom knew the difference," said Bruce Keller, co-owner of the new Liberty theatre, commenting on the new sound installation.

"With the public becoming more and more sound conscious this is impossible now," stated Keller, "and with this in mind we felt that only the finest reproducing equipment would do for the Liberty and that is why we chose the new RCA high-fidelity sound system."

All is in readiness for tonight's gala opening, according to Keller. A loudspeaker system which insures uniform distribution of all sound frequencies to every part of the theatre, has been put in place behind the screen. The soundwaves penetrate tiny perforations in the screen, which are invisible from the auditorium and flow out from around the top and sides of the screen. In the projection booth a "high fidelity" soundhead has been incorporated into the picture projection system and powerful amplifier racks installed. A cable connects the sound projection apparatus with the loudspeaker system and the stage is set for the inauguration of the new "Magic Voice of the Screen."

Technical progress in the sound motion picture art has been so rapid since the time, when speech and music were added to the image on the screen, that sound reproducing systems of the earlier days are now hopelessly inadequate for recreating the finely recorded pictures of the present day, said Keller.

New Film House Interior Roomy



Roominess in and between rows of seats characterizes the new Liberty theatre, opening tonight at 170 South Commercial street. View above looks toward stage.

New Show Boasts Full Ventilation

Twenty thousand cubic feet of air every minute will be circulated throughout every nook and corner of the new Liberty theatre to insure not only ample heating and cooling but also complete ventilation at all times, is the promise of E. H. Randall, co-proprietor, who supervised the heating and ventilating installation.

"One of the major problems of a theatre manager is ventilation," stated Randall, "and we feel that in our present installation we have overcome a great many of the bugaboos such as drafts, cold spots and inadequate ventilation at certain points in the house." The heating and fan units have been installed in a fire-proof room just under the stage and are under complete automatic control.

Macleay Club Elects

MACLEAY—At the last community club meeting Roy Trudgeon was elected president; Hugh Ahrens, vice-president; Mrs. Roy Trudgeon, secretary; C. Harpet, treasurer; Mrs. Arthur Johnson, musician; Arthur Johnson, song leader; Wilbur Miller, sergeant-at-arms.

Congratulations

and Best Wishes

to the

Liberty Theatre

and to

B. R. Keller - E. H. Randall

It was our privilege to furnish all equipment for projection, seating, and stage and we are proud to have installed the newest type sound system.



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Continuous Performance
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ALWAYS 2 FEATURES

PLUS SELECTED SHORT SUBJECTS

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Children 10c

On the Screen

TONITE

And Thursday

GINGER ROGERS
DAVID NIVEN
in
BACHELOR MOTHER

CHARLES COBURN
FRANK ALBERTSON
E. E. CLIVE

WHAT A PICTURE!
The screen's big hit comedy! Ginger as a shapely mother...
Based on the best ever!
NOW YOU'LL LAUGH!



You'll Be Talking in the Aisle...
When They Sing...HE-Billy Style!



SWING YOUR LADY
with HUMPHREY BOGART - FRANK McHUGH
LOUISE FAYEN - RAY PENNELLON
PERRY SINGLETON - ALLEN JENKINS
THE WEAVER BROS. and ELVIRA

CONGRATULATIONS

To The

LIBERTY THEATRE

E. H. RANDALL AND BRUCE KELLER

You indeed have a theatre that Salem and yourselves may be proud of and we wish you much success.

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