

GRAND OPENING ROXY THEATRE

SUNDAY, AUG. 22

The Microphone Sound Equipment Makes Stars "Live"

Because the Microphonic Sound system reproduces all the "overtone" of voices and sounds, in their natural balance and quality, these preview guests have expressed astonishment at the voices of familiar stars, finding certain voices contain vibrant tonal qualities never before revealed by present sound reproduction. The beauty of singing voices has elicited equally surprised comment.

Many screen stars who in the past have had to rely in large measure on their appearance, or on personal peculiarities and characteristics, when acting in the movies, are said to be greatly encouraged by the knowledge that the new Microphonic sound equipment gives to their screen fans the quality of voice which has made the stars famous in stage work and public appearances.

Stars in every category of the motion pictures art are benefitted by Microphonic Sound reproduction. In tests made in New York with Microphonic sound equipment, important screen personalities, hearing their own voices faithfully reproduced for the first time, have said that Microphonic reproductions would be responsible for new movie reputations being made by many present-day stage and operatic stars not now doing movie work.

The value of Microphonic in reproducing the natural, life-like voice of the actors is only a part of its real contribution to moving picture enjoyment. Sound effects that have heretofore been distorted or lifeless suddenly take on all the reality of the original sound. This is particularly significant in attractions which achieve dramatic climaxes through the use of large-volume sound effects, such as earthquake scenes.

Messrs. Claver and Wood, managers of the new Roxy Theatre, predict that Microphonic Sound will not only increase the popularity of specific films, but will make all movie-entertainment more enjoyable. Audiences will have an opportunity to judge of this when "You Can't Have Everything" comes for the opening of the new Roxy Theatre on Sunday, August 22, in which Alice Faye, the Ritz Brothers and Don Ameche are starred. A memorable day for movie fans in this community is promised for the first appearance of Microphonic Sound.

Theatre Policy-3 Changes a Week at Each

The policy of the two theatres, as announced by Messrs. Wood & Claver, will be practically the same as it has been, except that two features will be shown on Thursday evening instead of on Friday and Saturday only, as has been the custom in the past.

This will mean that the "night" heretofore observed on Thursday at the Liberty will be set forward to Wednesday and will also be observed at the Roxy the same evening.

Admissions will be 10 and 25 cents for matinees at each theatre, 10 and 35 cents for the evening shows. Matinees will start at 1:30 on Saturday and 2:00 p. m. on Sunday at both Roxy and Liberty.

Three changes of pictures a week will be the custom in each house. Sunday, Monday and Tuesday's program will be changed for the Wednesday special, and again Thursday for the last three days of the week.

SUN. - MON. - TUE. AUG. 22 - 23 - 24
Matinee Sunday 2 P. M.

Singsational!

ANOTHER SMASHING MUSICAL
HIT FROM 20th CENTURY-FOX

... hotter 'n' sweeter, faster 'n' funnier, bigger 'n' better than "Wake Up and Live" ...
"On The Avenue" ... "Pigskin Parade" ...
"Sing, Baby, Sing" ... "One In A Million"!

"YOU CAN'T HAVE EVERYTHING"

+ PLUS +
PARAMOUNT
NEWS
--
COLOR CARTOON
SUN BONNET BLUE

Time Schedule
MATINEE SUN. 2:00
EVENINGS
7:00 & 9:15

Alice FAYE · RITZ Brothers
Don AMECHE · WINNINGER
Louise HOVICK · RUBINOFF and his VIOLIN
TONY MARTIN · ARTHUR TREACHER
PHYLLIS BROOKS
TIP, TAP & TOE · LOUIS PRIMA · TYLER BROOKE
[AND HIS BAND]

Directed by Norman Taurog · Associate Producer: Laurence Schwab
Darryl F. Zanuck in Charge of Production

Rhythm—sweet, trembly
and lowdown... song hits
by Gordon and Revel...
seven and seventy scrump-
tious girls... a parade of
personalities... flying
fiddles... hot trumpets...
honey crooners... dancing
feet like rain on the
roof... and, sufferin'
funnybones! the incoast
antics ever from the
Ritzmoniacs!

MATINEE
10c & 25c

ADMISSION

EVENINGS
10c & 35c

Wednesday

August 25

PAIS IN THE FIGHTING PLANE THAT SPATTERED DEATH,
THEY BOTH LOVED THE GIRL ONE CALLED HIS OWN.

"The Woman I Love"

PAUL MUNI · MIRIAM HOPKINS
BE IN THE THEATRE BY 8:30

THURSDAY, FRIDAY, SATURDAY

AUGUST 26 · 27 · 28

Mark Twain's unforgettable story becomes the screen hit of hits.
"THE PRINCE AND THE PAUPER" with ERROL FLYNN

MANY OUTSTANDING
PICTURES BOOKED
FOR

ROXY

During Next Few Weeks

Sun. Mon. Tue. Aug. 29-30-31

"The Singing Marine"

with Dick Powell · Hugh Herbert

Wednesday Sept. 1

"Another Dawn"

Kay Francis · Errol Flynn

BE IN THE THEATRE BY 8:30

Thur. Fri. Sat. Sept. 2-3-4

"New Faces of 1937"

Joe Penner · Parkyakarkus

BIG PICTURES TO BE

SHOWN DURING

SEPTEMBER

Watch for the Dates

"ARTISTS AND MODELS"

with Jack Benny · Ida Lupino
Richard Arlen · Yacht Club Boys
Specialties by Martha Raye

"KID GALAHAD"

Betty Davis · Edw. G. Robinson
Humphrey Bogart

"TOAST OF NEW YORK"

with Edward Arnold · Cary Grant
Frances Farmer · Jack Oakie

"WEE WILLIE WINKLE"

Shirley Temple · Victor McLaglen

"MAKE A WISH"

Starring Bobby Breen

"SARATOGA"

Jean Harlow · Clarke Gable

Roxy Theatre
POLICY

3 Changes per Week

Sunday Monday Tuesday

Wednesday One Day Change
BE IN EITHER THEATRE BY
8:30

Thursday Friday Saturday

MATINEE SATURDAY 1:30

MATINEE SUNDAY 2:00

ADMISSION

Evenings - - 10c & 35c

Matinee - - - 10c & 25c