

THE WAYNESVILLE MOUNTAINEER

\$45,000 Park Theatre To Open Christmas Day

Local Theatre Is One Of The Most Modern In South

Every Detail Carefully Taken Care Of To Assure The Best Of Theatre Entertainment

The \$45,000 Park Theatre will open its doors Christmas Day, according to the owner, J. E. Massie. An extra crew of expert workmen are working day and night in order to put the finishing touches on before the opening. The opening of The Park Theatre will give this community, according to those familiar with theatres, one of the most modern and most beautiful in the two Carolinas. It is unique in every respect, and is widely different from any other theatre in the South.

The design is modernistic in every detail from the box office to the stage. The marquee on the front of the building is of stream-line design and was built of Neon and stainless steel, and is beautifully lighted.

The front lobby floor is laid with large black tile of modern design, running sixty-five feet to the front

Owner Of Park



J. E. MASSIE

entrance of the doors. The box office is made of native novelty vari-colored woods, set in a frame of solid curly maple, trimmed with money-metal

moulding which will be the only box office of the type ever built.

The hardware trimming throughout the building is of chrome plated metal in modernistic designs.

The mezzanine floor is unique, and of a special design, opening onto a circular stairway of ornamental metal casement, with large circular mirrors adorning the walls, with the designs worked out in stainless metal mouldings on the walls.

The lounge is located at the foot of the staircase and opening out into a spacious comfortable lounging room 75 feet from the main front, opening at the street, and is furnished with a new and exclusive design of chrome plated furniture, with leather upholstery which combines both comfort and beauty.

The balcony opens off the Mezzanine floor and is easily reached without the usual climbing of the stairway and will afford choice seats from a standpoint of vision and audibility, and is equipped with comfortable upholstered chairs.

The rest rooms are located on the mezzanine floor just to the right and left of the balcony entrances, and are of vari-colored tile.

The lounge opens into a spacious foyer, which leads to the main auditorium where ample seating capacity has been provided, by comfortable upholstered chairs, the sidewalls of

the auditorium are covered entirely with Celotex acoustic panels which insure perfect acoustics. The ceiling is of the open sky and cloud effect type.

A spacious stage has been provided with drapery and scenic treatment by the Novelty Scenic Studios, of New York City, personally installed by them.

The carpet, of which there were five hundred yards used, is of a special weave and design woven especially for this theatre by the Biglow-Sanford Carpet Mills from a color scheme worked by Mr. Massie and his architect.

The heating plant is of the latest vapor type, installed by Harry Hyatt, and combined with the finest ventilating system obtainable and the two are completely automatically controlled by thermostats, thereby insuring perfect heating and ventilation at all points in the building and in all kinds of weather.

The projection booth is large and modern in all respects, and equipped with all modern conveniences and equipment.

The sound reproducing equipment is of the very latest Super Wide Range type, designed to reproduce the very highest and the very lowest frequencies of sound recording, giving a full rich natural tone to all music and dialogue, which after all,

is one of the most essential things in this modern day of sound pictures.

The screen was selected especially for this theatre, and was manufactured in St. Louis to give a large clear picture of the image projected on it which will be as near natural as is possible to secure.

Every item which entered into the construction of the theatre was selected with the idea of making it as comfortable and modern as was possible for the patrons who will attend it.

The opening program which will be offered on Christmas Day is a very late production by Metro-Goldwyn-Mayer Pictures, and has not been shown in this territory before—entitled "WHIPSAW," starring Myrna Loy and Spencer Tracy and is a well produced successor to "THE THIN MAN" and is expected that all classes of patrons will thoroughly enjoy this splendid picture.

The admission prices will be 10 and 25 cents for balcony and auditorium.

It is Mr. Massie's plans to stage a matinee on Christmas Day at three o'clock, but definite plans have been made to begin the evening showing at 6:30 o'clock.

Special attention is called to the fact that the ornamental stairway railing has not arrived and will not be here in time for the opening date,

although a temporary railing will be provided.

Mr. Massie also announced that the latest pictures by Metro-Goldwyn-Mayer, Paramount, Fox Film Corporation, United Artists, Warner First National and Republic, would be shown in this theatre.

ROTARIANS HEAR DR. TRUESDALE

Dr. R. S. Truesdale, pastor of the Methodist church here, was the speaker at Rotary on Friday, his subject being, "A Healthy Mind."

On next Friday, the ladies of the church are entertaining the Rotary Club and all charter members. A special effort is being made to have as many of the charter members present as possible. This will be the last meeting with the Methodist women, and the club will begin the new year in the Baptist church Sunday School annex.

Mr. and Mrs. Charles Lee, of Macon, Ga., arrived on Saturday and will spend the Yuletide season as the guests of the former's parents, Mr. and Mrs. W. T. Lee, at their country home on the Fairview Road.

Mr. Walter Crawford left on Thursday for a business trip to Marshall and Raleigh.

A N N O U N C I N G

The Formal Opening of

THE PARK THEATRE

ON

Christmas Day

The opening of this Theatre brings to this community one of the most modern in the entire South.

Plans are to have a Matinee at 3 o'clock Evening Show at 6:30 Admission 10c and 25c

OPENING FEATURE
"WHIPSAW"
 —Starring—
MYRNA LOY
 and
SPENCER TRACY
 A Metro-Goldwyn-Mayer Picture