

New Rogers Theatre Will Open Monday

Dr. Lattimore Is B. and L. President

Dr. E. B. Lattimore was on yesterday elected president of the Cleveland Building and Loan association to fill out the unexpired term of Wm. Lineberger who died last month. Dr. Lattimore has been serving as vice president of this

association. The directors drew resolutions commending Mr. Lineberger for his enterprise in organizing the association, serving as its head for many years and for his civic and religious leadership.

Dance sandals are being made of interlaced strips of satin ribbon.

Yellowstone National park has an area of 3,348 square miles.

Commodious and Comfortable Play House



Rogers Theatre which opens Monday under the management of Bill Webb is the last word in construction and comfort. It has a seating capacity of nearly 1,000. Indirect lighting, a constant change of air, perfect sound, upholstered seats are some of the man conveniences.

New Rogers Theatre To Open Here On Monday

Furnishings, Equipment, Seating, Comfort Give Shelby Movie House Second To None

The Rogers theater, Western Carolina's finest moving picture house, will open Monday with "Love on the Run" as the first attraction.

This theater, upon which finishing touches are now being put by R. H. Rogers, owner of the building, and W. H. Webb, operator of the movie house, places Shelby in the position of being second to no city, large or small, in moving picture facilities, regardless of whether comfort, appearance of the building, interior or exterior, are the consideration.

Modern Sound Moving picture equipment, itself, is in keeping with the building, too, DeForest Simplex automatic equip-

ment with many improvements being the type installed. The sound machinery is as near perfect as electrical and movie engineers have been able to make it and the acoustics of the building will match it, no expense having been spared in sound treatment of walls, pronounced by regional movie executives of Atlanta, Ga., film capital of the south, the finest in the territory.

\$78,000 Investment The Rogers theater, named for two Will Rogers, the late, lamented actor, and the young son of the building's owner, represents a total investment of around \$78,000.00 of which \$67,000 went into the building and what might be called per-

manent furnishings. This represents Mr. Rogers' investment. Another \$11,000 went into movie and sound equipment installed by Mr. Webb.

The exterior is outstanding. The front is of modernistic type, this general motif being carried into the lobby by furnishings of the ticket window. Beautiful Neon signs also decorate the front.

Inside, the modernistic type of decoration is thoroughly carried out. Beauty is the keynote and harmony the result. There are no

Mr. Rogers



R. H. Rogers, local automobile dealer, who built and owns the new Rogers Theatre. It is the pride of his life and he did not spare money or time in erecting a building that is the last word in theatre construction and comfort.

WE CONGRATULATE
The
NEW ROGERS THEATRE

We Had The Pleasure of
Furnishing the Limestone
For The Beautiful Front
Of This Magnificent Theatre

JOHN J. MORTON CO.
West Morehead St.
Charlotte, N. C.

SUBSCRIBE TO THE SHELBY DAILY STAR

THE NEW

Rogers Theatre

is a dream come true

We are proud
of your new building...

It's another example
of how the

Right Kind Of Building Materials

can turn air castles into
beautiful buildings.

Z. J. THOMPSON

Lumber and Building Materials

Phone 107 Shelby, N. C.

SHELBY SUPPLY CO. MILL SUPPLIES & HARDWARE

WE CONGRATULATE MR. R. H. ROGERS AND
MR. W. H. WEBB FOR GIVING THIS NEW
THEATRE TO SHELBY.

It stands as a monument of distinction to Progressive
Cleveland county, and its future ideals.

We are proud to have had a part in furnishing

The Finish Hardware and part of the Steam Equip-
ment and other supplies in the erection of this beauti-
ful building.

Let us figure with you on your supplies before you
buy.

WE
WHOLESALE

SHELBY SUPPLY CO.

SHELBY, N. C.

North LaFayette St.

Phone 121

Congratulations
to the
NEW ROGERS
THEATRE

Your fine building
would do credit to
an even larger city.

We were privileged
to furnish roofing
and part of the hard-
ware for building.

CLARK
HARDWARE CO.

Congratulations
to the new
ROGERS
THEATRE

The firm foundation
and the concrete
floor of this magnifi-
cent playhouse were
poured by

S. S. SUMMEY
Concrete and
Paving
Contractor
- Phone 339 -

Congratulations from The Sherwin-Williams Co.

Charlotte, N. C.
Nov. 18, 1936

Mr. R. H. Rogers,
Shelby, N. C.

Dear Mr. Rogers:

We offer our congratulations upon the opening of one of the finest theatres in the Carolinas. You have done the people of Shelby a service by providing this beautiful temple where they may enjoy the finest pictures and entertainment afforded anywhere.

We are proud that you saw fit to select SHERWIN-WILLIAMS paint throughout the theatre and we are sure that they will give the service SHERWIN-WILLIAMS has built into them.

The beautiful effect obtained through the use of Lloyds Anaglypta relief decorations enabled our decorator Mr. C. S. Horine to work out the color scheme which your painting contractor Mr. Joe Meetze so ably carried out.

Please accept our best wishes.

Very truly yours,
THE SHERWIN-WILLIAMS CO.
B. Bruce Cosden, Manager

"All paint and
decorations sup-
plied by the Sher-
win-Williams Co.

Decorations and color
scheme supervised by C.
S. Horine, Mgr., Sherwin-
Williams Wall paper
Dept.

Anaglypta relief decora-
tions supplied by W. H.
S. Lloyd Co. Inc., import-
ers of fine wall papers
and decorations.