New Rogers Theatre Will Open Monday

Dr. Lattimore Is

Dr. E. B. Lattimore was on yeserday elected president of the Cleveland Building and Loan associstion to fill out the unexpired term of Wm. Lineberger who died ast month. Dr. Lattimore has been

association. The directors drew resolutions commending Mr. Lineber-B. and L. President ger 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 vice president of this area of 3,34 8 square miles.

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.

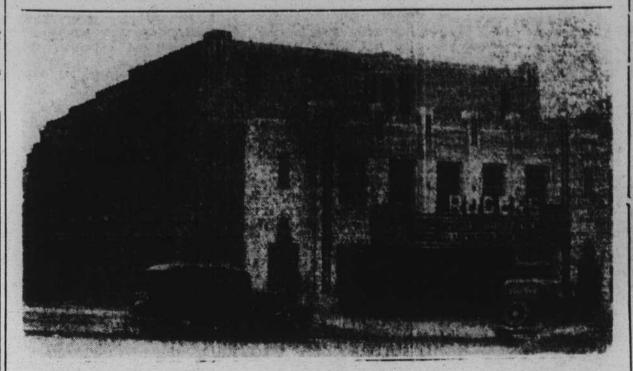
J. THOMPSON

Lumber and Building Materials

Phone 107

Shelby, N. C.

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 lobby by furnishings of the ticket Give Shelby Movie House Second To None

The Rogers theater, Western "Love on the Run." as the first attraction.

This theater, upon which finishing touches are now being rut by 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 be- out. Beauty is the keynote and Carolina's finest moving picture ing the type installed. The sound harmony the result. There are no house, will open Monday with 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 R. H. Rogers, owner of the build- in sound treatment of walls, proing, and W. H. Webb, operator of nounced by regional movie executives of Atlanta, Ga., film capital of the south, the finest in the terri-

> 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.

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

Inside, the modernistic type of decoration is thoroughly carried

"All paint and

decorations sup-

plied by the Sher-

win- Williams Co.

Mr. Rogers



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.

Luxurious Chairs Heavy carpets cover the aisles. Lights are soft and indirect. Over 900 luxurious seats are provided upstairs and down. There are no columns. The tallest man in the county can sit in front of you with his hat on and can't keep you from seeing the screen. The highest seat on the extreme side of the balcony comands as good a view of the screen as well as the supposed choice seat.

Ingenious heating and air condi-

(Continued on Page Ten)

CONGRATULATE The ROGERS THEATRE

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

JOHN

West Morehead St. Charlotte, N. C.

SUBSCRIBE TO THE SHELBY DAILY STAR

Charlotte, N. C. Nov. 18, 1936

Congratulations

The Sherwin-Williams Co.

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 Equipment and other supplies in the erection of this beautiful 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 hardware for building.

CLARK HARDWARE CO.

Congratulations to the new

ROGERS THEATRE

The firm foundation and the concrete floor of this magnificent playhouse were poured by

S. S. SUMMEY

Concrete and Paving Contractor

- Phone 339 -

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

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

Anaglypta relief decorations supplied by W. H. S. Lloyd Co. Inc., importers of fine wall papers and decorations.