

CORPUS CHRISTI, TEXAS, SUNDAY, DECEMBER 22, 1929

\$450,000 R. and R.-Gulf Amusement Company Theater One of Finest

Opening of Ritz Will Be Quiet, Informal Affair Held Wednesday Afternoon

Duncan Sisters To Be Seen In Week's Opening Program Together With Other Films

Opening of the new \$450,000 R. and R. Gulf Amusement Ritz theater here at 1 o'clock Wednesday afternoon will be a quiet informal affair, according to H. H. Elliott, local manager of the theaters. The doors to the mammoth new Ritz will be thrown open to the public at 1 o'clock, at which time an inspection of the building may be made. There will be five continuous shows, lasting until 11 o'clock Wednesday night.

Palace Now In Its 4th Year

Theater Will Continue To Show First Run Productions.

The Palace theater, owned by the R. and R. Gulf Amusement company, also owner and operator of the Ritz theater, is housed in a modern type and designed show house.

This theater is now in its fourth year of service to Corpus Christi and will show first run pictures. This will be done, the management has said, because it will be impossible to show all of the good shows at the Ritz.

The street entrance of the Palace is on Chaparral street, at which place the ticket booth is located. The lobby is located directly to the rear of the ticket booth. At the extreme end of the lobby is located the waiting rooms for men and women.

At the rear of the theater auditorium are located the lounge seats. There are three lobbies, each of the two side lobbies seating 10 persons and the center lobby seating 18 persons.

The balcony of the theater is equipped with comfortable seats and is easily accessible from the lobby. The managerial and business office is located on the mezzanine floor. The operating booth is located above the balcony and is housed in with fireproof materials.

The main floor of the theater is equipped throughout with air cushioned seats of the latest model. In fact, nothing has been overlooked that will add to the comfort and ease of the patrons.

There is a large console organ to the right of the orchestra pit that is now used when the occasion arises.

Miss Bucknall Is Advisor for Gilbert's Film

Acting as a technical advisor for a mythical princely sounds as difficult as being deckhand on a submarine.

The job in actuality, however, is a difficult one in either case, as Miss Natalie Bucknall, Metro-Goldwyn-Mayer research expert, will testify.

Now Miss Bucknall has never been a deckhand on a submarine, yet, she really do have them—but she has acted as technical advisor in the filming of John Gilbert's all-talking picture, "His Glorious Night," which has an entirely mythical locale.

The Duncan Sisters, playing in the new all-talking motion picture release, "It's a Great Life," will open the show. This picture will be shown for three days, followed by Edmond Lowe's "That Thing Called Love."

Added attractions at the Ritz will be a huge color oddity special, "Climbing the Golden Stairs," and "The Toreador," an all-talking comedy.

Because of their acknowledged success at putting over new songs and making them hits overnight, the Duncan Sisters' new picture was arranged for the opening bill of the show. This is their first talking, dancing and singing picture, filmed in technicolor.

Seven brand new songs are warbled in the production by the two well-known harmony blues singers. The songs were written specially for them by Ballard MacDonald and Dave Dreyer, a song-writing team of the highest reputation. MacDonald has done scores of big hits, but "The Trail of the Lonesome Pine" alone would entitle him to immortality in the world of popular songs.

Following "You" is a blues number of great effectiveness. It is "played straight" and with splendid feeling by the two stars. It is one of those numbers that will have everybody humming as they leave the theater. As a foil to it, "Tell Me, Dirty Maiden" is a very comical burlesque on the "Tell Me, Pretty Maiden" of the Floradora Sextette, with clownish Rosetta attired in an oversize tuxedo, and hand-bare whippers.

"Smiling on a Sunbeam" is another very lyrical number. Then comes another "for laughs" only selection, "It's an Old Spanish Custom," where Rosetta opines that the exceptionally florid love-making of a certain Castilian gentleman must be just part of the manners of the country.

"Smile, Smile, with Mandelbaum and Weil" is the "rouge" song of the department store for which the girls work in the first sequences of the plot. Because Rosetta clowns this number she and her sister get "canned," and with Lawrence Gray form a vaudeville act. "The Hoosier Hop" is something new in dance numbers, and "Won't You Be My Lady Love" is a final lyrical blues number, put over as only the Duncan can.

"It's a Great Life" was directed by Sam Wood. Others in the cast include Benny Rubin, Dudley Chambers, Willie Marks, Ed Prouty, George Periolat, Oscar Apfel and George Davis.

Care Taken Of Equipment

Periodic Inspections Made After Apparatus Installed.

The same studied care that the Western Electric Company maintains in the manufacture of its sound system is also maintained in the selection of the man who make periodic inspections of the equipment after it has been installed.

One of the first considerations, in regulating the volume of a Western Electric Sound System to cover the range of a theatre area, is its reproduction upon the average ear. But when it came to selecting the trained technical staff to do this installation and supervisory work it was discovered that many of the men who applied had abnormal or subnormal hearing.

Beautiful New Theater of Mediterranean Architecture

The opening of the \$450,000 R. and R. Gulf Amusement company theater, the Ritz, in the downtown section of the city, will be held Monday at 1 o'clock. The Duncan Sisters will be seen as the feature attraction for the first half of the week. The theater will seat well over 1,000 persons and is equipped modernly in every respect.



Two Residents Among Owners

Owners of the new Ritz theater that will open here Wednesday afternoon are members of the R. & R. Gulf Amusement company.

New Equipment Of Latest Type

The projection room equipment of the new Ritz theater contains every item known to the theatrical industry for the presentation of a motion picture on a screen and for lighting the stage, or any part of the auditorium, during the presentation of an act, production, tableaux, prologue, or any fantastic novelty.

Projection Room Approved By National Board Of Fire Underwriters.

Among the major items of equipment will be found: Two of the very latest type sound equipped projectors for the presentation of all types of sound pictures, Vitaphone, movie tone, etc. Western Electric equipment used exclusively.

Stage Every Large

The stage is a full stage and will take any type or kind of performance, Mr. Dunne said. Machinery rooms are located back of the stage, as well as the property rooms and dressing rooms.

Refrigerating System

A lounge is located on the second floor, which has, in addition to lounging chairs and drinking fountains, a rest room for women and a smoking room for men. The theater office also is located on this floor. The fan room was placed above the lounge. The projection room is above both balconies. All must be reached from the lounge floor.

Interior of Auditorium

The interior of the auditorium is decorated with various colors, representing, mostly the colors of Lower Spain, which are unusually bright. For effect, there is a color machine that will continually change the lights.

Stage Full Rigged

The stage will be full rigged with the picture sets and sound equipment. Acoustical drapes, of course, will adorn this.

Latest Equipment

The latest of sound equipment has been placed in the projection booth. The picture machines will operate both disc and film sound films, in addition to silent pictures. Spotlights and the latest in effect machines also have been installed here. All equipment was furnished by Western Electric.

The house is entirely fireproof as the balcony is fitted all of the fire laws, and installed all of the latest fire equipment. The exits may be used to empty the entire house in three minutes. There is a fire curtain on the stage that will cut off a fire from the audience and all public parts of the house.

The air conditioning plant is known as a CO2 gas plant and works with 1500 pounds of gas pressure. The refrigerant is made through a condensation and condensing of the gas. The cold air is fed over the top of the theater and brought down and returned by fans, through a system of underground ducts. The air is washed and clarified and only fresh air is fed into the fans and blown through the house. The heating system is handled through the same fans and ducts. The temperature can be dropped as much as 20 degrees below the temperature outside of the theater and the combined system will be used to keep air in the house tempered and fresh.

Spanish Type Architecture

Is Followed Southern Spain Colors Used In Decorations For Interior.

The new \$450,000, R. and R.-Gulf Amusement company theater opening in Corpus Christi at 1 o'clock Wednesday afternoon is the 14th largest and finest theater in the state of Texas, according to W. Scott Dunne, architect for the building.

The other 10 larger and finer theaters include the Majestic, Anteo and Texas theaters in San Antonio; the Palace, Majestic and Meba theaters in Dallas; the Metropolitan, Loew's State and Kirby theaters in Houston; the new R. and R. theater in San Angelo, opening Jan. 5; and the Worth theater in Fort Worth, Mr. Dunne said.

The Ritz theater is of Spanish Renaissance type throughout. It is entered through a foyer, similar to a Spanish patio, with overhanging blue skies. The entire scene gives the effect of the true type of the patio.

There are stairs leading from the foyer to the balcony, as well as having the main entrance to the auditorium from the foyer.

The interior of the auditorium is in the style of a Spanish courtyard, even carrying it out in the exterior wall motifs. An attempt was made to carry out the spirit of a person being seated in the open. This is classed as being "Atmospheric."

The stage is a full stage and will take any type or kind of performance, Mr. Dunne said. Machinery rooms are located back of the stage, as well as the property rooms and dressing rooms.

The Ritz theater is the only theater in the State of Texas to have a direct entrance from two streets, and this theater is so situated that it may be entered from either Chaparral or Mesquite streets. There is a foyer at the Mesquite street entrance and tickets may be purchased from cashiers at either door.

The projection room is fireproof throughout, built of concrete and tile throughout, floor, walls and ceiling. The doors are all of metal and have the stamp of approval of the National Board of Fire Underwriters. All windows and doors are made instantly fireproof by means of sliding metal covers that fall and close all openings when the temperature of the room rises 110 degrees. The only substance in the projection room that is inflammable other than film is the operators' wearing apparel. The room is constructed so that in event there ever should be a blaze the audience would never know it as it could not in any possible manner get into the auditorium.

The interior of the auditorium is decorated with various colors, representing, mostly the colors of Lower Spain, which are unusually bright. For effect, there is a color machine that will continually change the lights.

Cloud effects will be thrown on the uppermost ceiling by the effect machine and there are 58 twinkling stars here that will be shining continuously.

All colors are in complement to the interior color scheme so they will conform with the ensemble. The colors will be rich, but still will be harmonious.

The stage will be full rigged with the picture sets and sound equipment. Acoustical drapes, of course, will adorn this.

The furnishings of the lounge will consist of Spanish leather and tapestries. There have been 3500 yards of carpets, especially woven, placed on the floors. These carpets are one and one-half inches thick. Materials in the theater have been gathered from all over the world.

The latest of sound equipment has been placed in the projection booth. The picture machines will operate both disc and film sound films, in addition to silent pictures. Spotlights and the latest in effect machines also have been installed here. All equipment was furnished by Western Electric.

The house is entirely fireproof as the balcony is fitted all of the fire laws, and installed all of the latest fire equipment. The exits may be used to empty the entire house in three minutes. There is a fire curtain on the stage that will cut off a fire from the audience and all public parts of the house.

The air conditioning plant is known as a CO2 gas plant and works with 1500 pounds of gas pressure. The refrigerant is made through a condensation and condensing of the gas. The cold air is fed over the top of the theater and brought down and returned by fans, through a system of underground ducts. The air is washed and clarified and only fresh air is fed into the fans and blown through the house. The heating system is handled through the same fans and ducts. The temperature can be dropped as much as 20 degrees below the temperature outside of the theater and the combined system will be used to keep air in the house tempered and fresh.

In building the theater, the building was done in a way that would be a model for any man of his type who needed here.

Viewing New York night life as a man 10 feet tall might see it, is a novel experience in store for film spectators who will see "Little Johnny Jones" at the Palace theater December 31 and January 1.

This innovation was introduced into the First National and Vitaphone all-talking version of the greatest favorite among George M. Cohan's musical comedy hits by Director Mervyn LeRoy. He elevated practically all of his cameras to a height of 10 feet for filming sequences of New York City night life, race-track crowds, cafe throngs and chorus girls. Normal camera height is five feet, eight inches.

Other odd elevation shots have also been used, including some from below the normal level and some directly over a night club crook. LeRoy believes that striking photographic effects enhance the dramatic interest and the entertainment value of a screen story.

H. H. Elliott

The local manager of the R. and R. Gulf Amusement company theaters is H. H. Elliott, who will celebrate his twenty-first birthday at the opening of the Ritz theater.

Manager Of Theaters In This City Is Celebrating Twenty-First Year Connection With Playhouses Here

While plans are being carried out for the opening of the Ritz theater here Wednesday, H. H. Elliott, manager, is celebrating his twenty-first anniversary in the show business in Corpus Christi.

Mr. Elliott is the pioneer theater man of south Texas. He began the game early in life and moved to Corpus Christi in 1908. His first managerial position came when he owned and operated a grand opera house at Amarillo.

His first show in Corpus Christi was a 10-cent show, the Lyric, that was, at the time, located on Starr street.

His next venture in Corpus Christi was the Rex, which was located on Chaparral street. Following his axiom of always attempting to give his patrons something different and better, Mr. Elliott then opened the Amusu, on Mesquite street, which, at that time, was considered to be a mansion.

Keeping step with the forward progress of the city, and still following his axiom of giving his patrons something better, Mr. Elliott consolidated with the R. and R. theaters on Aug. 1, 1925. This enabled the local shows to give the Corpus Christi patrons a better class of shows than was formerly the case, because by being connected with a circuit of theaters, better and later pictures and vaudeville acts could be obtained at a much less cost.

The Palace theater, which is now in its fourth year, was formally opened on Nov. 19, 1925. This is the last theater to be opened by Mr. Elliott, although the Aldine was operated by him before the Palace was built.

On Aug. 2, 1928, the R. and R. Gulf Amusement company purchased the Meba theater, located on Leopard street, from J. W. Harper and James Wass, who composed the Harper and Wass Amusement company.

Coincidental with the purchase of the Meba, work was started on the Grande theater, located immediately across the street. This was opened Nov. 25, 1928.



H. H. Elliott, local manager of the R. and R. Gulf Amusement company theaters, will be in active charge of the new R. and R. Gulf Amusement company Ritz theater, as well as the Palace theater, it has been learned.

The Ritz theater here is opening as Mr. Elliott is celebrating his twenty-first anniversary in operating theaters in Corpus Christi.

Newspapers Used To Large Extent For Advertising

The R. and R. Gulf Amusement company is one of the strongest believers in newspaper advertising in this section of the state. K. M. Newbill, manager of the advertising and publicity departments of the organization, has declared.

All Projection Booths In Hands Union Operators

All projection booths in R. and R. Gulf Amusement company theaters in Corpus Christi are in the hands of expert motion picture operators.

These operators are members of the International Alliance of Theatrical Stage Employees and Moving Picture Operators of United States and Canada, local 694. K. M. Newbill is president and Gordon Dyer is secretary-treasurer.

The local union was organized in Corpus Christi in 1923, according to P. H. Dyer, secretary. There are 15 members in the organization and seven of them are employed regularly in the R. and R. Gulf Amusement company theaters here. The membership includes the motion picture operators and stage craftsmen.

Odd Elevation Shots Are Made

Viewing New York night life as a man 10 feet tall might see it, is a novel experience in store for film spectators who will see "Little Johnny Jones" at the Palace theater December 31 and January 1.

This innovation was introduced into the First National and Vitaphone all-talking version of the greatest favorite among George M. Cohan's musical comedy hits by Director Mervyn LeRoy. He elevated practically all of his cameras to a height of 10 feet for filming sequences of New York City night life, race-track crowds, cafe throngs and chorus girls. Normal camera height is five feet, eight inches.

Other odd elevation shots have also been used, including some from below the normal level and some directly over a night club crook. LeRoy believes that striking photographic effects enhance the dramatic interest and the entertainment value of a screen story.

K. M. Newbill

The publicity director of the R. and R. Gulf Amusement company in Corpus Christi, K. M. Newbill, also will hold this position with the Ritz theater.



K. M. Newbill, publicity director of the R. and R. Gulf Amusement company theaters in Corpus Christi, also will become publicity director of the new Ritz theater, according to announcement made by H. H. Elliott, manager.

Mr. Newbill is regarded by officials of the R. and R. Gulf Amusement company as one of the most valuable persons about the organization.

Among his various duties he is advertising manager, publicity director, lobby displayer, emergency motion picture machine operator and stage manager of the local theaters.

In connection with his duties as publicity director, Mr. Newbill will prepare the publicity that goes into all of the newspapers and must see that handbills and heralds reach their proper destination. Window posters must be placed and window stickers must be put up.

Each time a show is changed in one of the four local theaters, Mr. Newbill must see that the lobby displays are changed, also.

Then, too, it is up to Mr. Newbill to provide attractive lobby displays. His mind must find something new and different for each display, as the American public likes to have something new and different.

"Madame X" To Be Shown

Famous Stage Play Will Be W Seen as "Talkie" At Ritz.

A stage play that has probably enthralled more audiences than any drama of modern times is the basis of the latest sensation of the talking screen, "Madame X," which comes next Sunday to the Ritz theater with Ruth Chatterton, celebrated stage star, as heroine, and directed by a stage celebrity of equal note—Lionel Barrymore. Barrymore has introduced something new in talking screen technique and the result is an engaging entertainment, minus the imperfections of the earlier offerings of the audible screen.

Sarah Bernhard created the role, in the first performance of the famous drama, in Paris. Today, almost twenty years later, Metro-Goldwyn-Mayer's talking version, first play to combine perfectly the technique of the silent screen and the lore of the stage, is a greater triumph than the original version of the stage drama in Paris.

"Madame X" started its career in the French language, under the title "La Femme X." Bernhard used it for a season as a starring vehicle, alternating it with "L'Algon" and "Camille," and words of its success came across the Atlantic to New York.

In 1910 Henry W. Savage had it translated and brought it to New York, where it made its first appearance at the New Amsterdam theater.

Mr. Newbill has been connected with the R. and R. theaters in Texas for some time and was transferred to the local division nearly four years ago. He came here from Palestine, where he was the assistant manager of the theaters of the circuit there.

While in Palestine he built up an enviable record for himself that prompted the officials of the organization to transfer him to Corpus Christi when a man of his type was needed here.

Spanish Type Architecture Is Followed

(Continued From Page One)

ers looked first to comfort, convenience, and then repose of the patrons. No colors or motifs that might affect anyone were placed in the building.

Finished in Colors

The seats are finished in colors and are upholstered heavily with leather and velvet panel backs. The color of the seats, which is a Sahara sand color harmonizes with the surroundings in the building.

The seats were especially made as they are of the latest sound resisting type.

Draperies in the building, which will be placed on the side walls, are all of Spanish design and are of silk velours with metal braids of sparkling cloth. The grand drape or front curtain, is of an old Spanish effect, with silk velours especially dyed to obtain that color.

Lighting of the building will be entirely indirect and only colored lights will be used. The main wing of the building is 66 feet by 130 feet and the back wing is 50 feet by 112 feet. The building will seat 1600 persons, with one thousand downstairs and the rest in the two balcony sections.

Perfect Sound House

The house is a perfect sound house and the walls were treated

and the building formed for sound resistance. The speaking may be heard in the seat furthest back in the house as well as on the front row. The house was constructed so the same sight and design would be enjoyed in balcony seats as in orchestra seats.

Mr. Dunne, the architect is from Dallas, and is a theater specialist. He has been associated in construction of the Melba and Arzulla theaters in Dallas; the Howell theater in Coleman; the Ritz theater in Big Spring; the Texas theater in San Angelo and new theaters that will be constructed in 1930 at Sweetwater, Loreo, Sherman, Little Rock, Ark., Roswell, New Mexico, and the new Plaza a Public house at El Paso that will seat 2,700 persons.

Wood Shuman is the general contractor on the building. L. E. Peck, enough plasterer. Hodges Roofing company, roofing. Smith Electric company electrical. Corpus Christi Plumbing company, plumbing. Dixie Heating company, Heating, heating, cooling and ventilation and the National Theater Supply company of Chicago theater equipment, seats, scenery, drapes and carpets.

CLEAN LINOLEUMS.

Linoleums should be varnished before using. It can be done later however, and should be, since it is very simple to keep varnished linoleum clean. Merely wiping off with a dust mop suffices.

KIDS' COZY CORNER.

Children should be provided with a cozy corner, with lounging couch or easy chair and light just right for reading or playing games. Too often the adults take all the available spots and wonder why the chil-

"Madame X" Opens Second Week



This successful release features the court room scenes. The production opens next Sunday at the new \$450,000 R. and R. Gulf Amusement company building here.

"This Thing Called Love."



Edmund Lowe and Constance Bennett are shown in a scene from "This Thing Called Love" which opens at the Ritz theater next Thursday for a three-day run.

Pathe's Junior Stock Company In Big Feature

With the exception of Eddie Quinn and Sally O'Neil, practically every one of the principal players in Pathe's talking campus picture, "The Sophomore," are members of Pathe's Junior Stock company. That they have been entrusted with such important parts in this all-dialogue feature, speaks well for their training in talkie technique under Frank Reicher's direction.

Pathe's Junior Stock company includes in its roster, Jeanette Loft, Russell Glendon, Marilyn Moran, Stanley Smith, Lew Ayres, Jimmy Aidine and Dorothy Ward. They all appear in "The Sophomore."

Two Duncans



Vivian and Rosetta Duncan, who star in "It's a Great Life." This picture opens the new Ritz theater program. It will be shown for three days.

Carol Lombard graduated when she was assigned to the leading role of William Boyd in his all-talkie, "High Voltage."

Leo McCarey directed "The Sophomore" from a story by Carey Ford which ran serially in College Humor Magazine. Joseph Franklin Poland prepared the adaptation and William Connelman produced it for Pathe. The picture will be seen and heard at the Ritz theater on January 3 and 4. It is said to be packed with drama, thrill and humor.

Egan Has Male Lead in Picture

The signing of Jack Egan for the male lead in "Broadway Scandals," the Columbia all-talking, singing, dancing musical comedy sensation coming to the Palace Theatre on Friday, was the result of a thorough search.

Dozens of tests were made. But the requirements of the role—youth, good-looks and special dancing and singing ability, made it difficult to fill. Scores of young song and dance men presented themselves and seemed at first glance to offer promising material, but when they were put through the paces all fell short, until young Egan appeared.

From the standpoint of popularity, Egan is all there. This important quality is backed up by plenty of exuberance and vitality, for the actor is an avid sportsman—an expert golf and polo player. Dancing and singing experience and stage technique have been acquired by eight hard years of vaudeville. Anyone familiar with the theatrical game knows that the two-day fans are the most exacting in the world. Egan appeared on the Keith Orpheum circuit with such partners as Joseph Stanley, Al Weber, Jack Weir and Jack Hewit.

Dance Caused Career Start Miss Bennett

Chance Meeting With Goldwyn Brought Opportunity Girl Wanted.

While a dance sometimes has opened the road to romance for fame aspirants, it seldom has been responsible for the starting of a career. In the case of Constance Bennett, however, it was the agency that launched her on the road to film stardom. A chance meeting with Samuel Goldwyn at an Equity dance in New York a few years ago, who recognized in this sixteen-year-old convent girl a personality and a beauty that would mean much to the screen and would carry her far in public esteem, gave her the start she longed for.

Miss Bennett had just returned from a French convent and was spending her vacation at home. Her father, Richard Bennett, was her escort and when the proposal was made to her that she take a part in the picturization of Herzog's story, "Cytherea," he made no objections. Her mother, however, had planned differently for her daughter, and sixteen-year-old Constance seemed to her still a mere babe.

That Constance succeeded in overcoming this parental objection is evidenced by the many pictures in which she has appeared on the screen. "Cytherea" was followed by "Into the Net," "Code of the West," "The Goose Hangs High," "My Son," "My Wife and I," "The Goose Woman," "Wandering Pines," "Marriage" and "Sally, Irene and Mary."

Marriage lured her from the screen just as she had achieved stardom, to become the wife of Phil Plant, a wealthy young man who preferred that his wife give up her picture work. During her married life most of her time was spent in her home in Paris, her villas in Biarritz and on the Riviera and traveling throughout Europe.

Then divorce from her husband and her contract with Pathe were responsible for bringing her back to America. Her first Pathe picture appearance was in "Rich People." Her second is "This Thing Called Love" from the stage play of the same name by Edwin Burke, a story of love and marriage among the idle rich. As the level-headed modern girl of today Miss Bennett has a role that displays her charm and gives ample opportunity for her acknowledged ability.

"This Thing Called Love" which comes to the Ritz theater on Thursday next, was brought to the screen under the direction of Paul Stein and in addition to Edmund Lowe and Miss Bennett its cast includes Zasu Pitts, Carmelita Geraghty, Ruth Taylor, Roscoe Karns, Stuart Erwin and John Roche.

CHOPPED FIGS.

If you add a few drops of lemon or dates that you are running through the chopping machine, it will prevent clogging.

To Show Here



"Little Johnny Jones" is coming to the Palace theater on Dec. 21 and Jan. 1.

CONGRATULATIONS
TO
H. H. Elliott and R. & R Management
On the Opening of

The New Ritz

CALDWELL FLORAL CO.
710 So. Carancahua St. Phone 110

CONGRATULATIONS TO THE R. & R. THEATERS

On Your

NEW RITZ

A SHOW HOUSE ANY CITY SHOULD BE PROUD OF

It is with the greatest pleasure that we are able to supply records and sheet music and further cooperate with you in making the Ritz the Best Show House in the South.

Thos. Goggan & Bro.
"The Store Beautiful."
A. L. Kanatzar, Manager
607 Mesquite Street Phone 676

Colored Interior Stucco

The Walls and Ceilings of the Ritz are completely covered with Colored Interior Stucco

This material was applied by the plasterers immediately following the application of the Brown (under) coats. Eliminating the necessity of waiting for the walls to dry out before the colored finish coat was applied and eliminating the necessity of painting.

As can be seen Colored Interior Stucco has no limitations for it not only can be employed for tapestry finishes but can be made to imitate any kind of stone.

Aside from the advantages of texture, blend and color these walls are sound deadening and will never require painting. The color being an integral part of the plaster mortar.

Each year sees new triumphs in modern buildings and in modern plastering in Corpus Christi, but none portray the possibilities of interior stucco better than the Ritz theater.

Whether you plan to build a model Spanish type home (the new building style for Corpus Christi) or a structure of massive proportions, remember that you can finish the interior and exterior this new—yet centuries old—Stucco way, quickly and economically.

The walls of the Ritz cost no more than yours, probably a whole lot less (if they are ship lap, rag and paper).

INQUIRIES SOLICITED BY

L. B. Peckenpaugh

PLASTERING CONTRACTOR

Executor of the Plastering and Colored Interior Stucco Finish on the Walls and Ceiling of the Ritz.

AND

South Texas Builders Supply Co.

Manufacturers of the Colored Interior Stucco and Source of Supply for all Plaster Materials used in the Ritz.

Congratulations and Best Wishes

to the

NEW R. & R. RITZ THEATER

While at the show park your car in our fireproof storage garage.

PARKING 25c

Just across the street from the MESQUITE STREET ENTRANCE. Box office at this entrance. Enter here leave your car with us and it will be ready for you in a jiffy after the show.

Texas Motor Sales

Across Mesquite Street from RITZ THEATER

WE DID THE

STUCCO AND PLASTERING

ON THE NEW

RITZ THEATER

WE ARE PROUD INDEED THAT WE WERE SELECTED TO DO THE BEAUTIFUL STUCCO AND PLASTERING WORK ON THE NEW R. & R. RITZ THEATER. WE JOIN THE MANY OTHERS IN WISHING THEM MUCH SUCCESS. THIS BEAUTIFUL NEW SHOW PLACE IS INDEED A CREDIT TO CORPUS CHRISTI AND ALL SOUTH TEXAS, AND WE ARE PROUD OF THE WORK THAT WE HAD TO DO IN ITS BUILDING.

L. B. PECKENPAUGH
Stucco and Plaster Contracting



THE RITZ

South Texas Most Beautiful Theater

OPENS

Wednesday, December 25th

Box Office Opens 7 P. M.

The World Famous Song and Dance Stars in an All-Talking Comedy Riot

The name "Duncan Sisters" in electric lights has always meant—perfect entertainment. See them do their stuff now in their first All-Talking picture! You'll laugh, cry, thrill, as you see and hear them in this comedy drama sensation! Lifting song hits! Gorgeous girls! Marvelous spectacular Technicolor sequences! This one has everything!

The Opening Program

The **DUNCAN SISTERS** *in* **IT'S A GREAT LIFE**

The world-famous song-and-dance stars are here in a picture better than a \$6.60 show!

With Gorgeous **TECHNICOLOR**

A Metro-Goldwyn-Mayer **ALL TALKING** PICTURE

We are confident that you will find the Ritz Theater one of the finest in the South. The magnificent lighting, luxurious furnishings, beautiful decorations, and everything down to the smallest detail—for we have spared nothing—have been especially planned to give you lasting pleasure.

What Makes Movies Talk?

Explanation Offered of Process for Producing Talking Films.

What makes the movies talk? That is the question hundreds of fans are asking and it seems almost as much of a mystery as it was when talking pictures first came into vogue three years ago.

Manager H. H. Elliott, who has just installed the Western Electric Sound System in the Ritz theater offers a clearcut explanation of the process by which talking pictures are recorded and reproduced.

"There are two methods of recording and reproducing, generally referred to as the film and the disc method," he explained.

"With the film method the sound record consists of a band about one-eighth of an inch wide, called the sound track, which runs down one side of the film and consists of microscopic lines. The density of these lines depends upon the loudness of the sound, so that the greater the contrast between light and dark lines, the louder will be the sound. In other respects the film resembles the ordinary kind of film.

"The disc method employs disc records that are similar to the best types of phonograph records, except that they are much larger and run at about half the speed of a phonograph record. In this way it is able to play through a whole reel. The film used with the disc method resembles an ordinary film except that it has special markings at the beginning of a reel to give the starting point for the disc synchronization."

By providing both the film and disc method of reproducing in the Ritz, Manager Elliott will be able to give the motion picture fans of Corpus Christi the best talking picture entertainment turned out by every producer in Hollywood.

Hilarious Scene From "It's a Great Life."



Lawrence Gray, Jed Prouty and the Duncan Sisters are shown in a scene from "It's a Great Life," which opens the new Ritz theater.

Stars



Ruth Chatterton, opening here next Sunday at the Ritz theater in "Madame X."

Thrilling Scene From Comedy



PICKLED PEACHES. Nothing is finer to garnish fried chicken, lamb chops or breaded veal cutlets than pickled peaches. Jack Roche, Edmund Lowe and Constance Bennett are shown in a thrilling scene from the Pathe comedy drama "This Thing Called Love," which opens at the Ritz on Thursday for a three-day run.

Great Variety Of Stage Sets Used in Film

The greatest variety of stage sets ever used in a talking picture will be seen in "The Great Gabbo," the James Cruze all-talking, single dancing and dramatic spectacle which comes to the Palace theatre next Sunday.

Frank S. Madigan, technical director for "The Great Gabbo" built all the sets and designed the set for the feature number, "The Web of Love."

In the first number, featuring the song, "Every Now and Then," two separate sets were used, and for "The New Step," "I'm In Love," "With You," "The Web of Love," and the finale, separate sets were built.

Read Caller-Times Classifieds.

"The projection and completion of a building enterprise is a concrete expression of full confidence the owners have in a community. I congratulate both the City of Corpus Christi and The R. & R. Gulf Amusement Company on their new modern Ritz Theater, and commend the genius of others who co-ordination made for success.

W. Scott Dunne

ARCHITECT

CONGRATULATIONS

To R & R Theaters, Mr. H. H. Elliott and All of Corpus Christi

ON THE COMPLETION AND OPENING OF

The Beautiful New Ritz Theater

The Pride of The Gulf Coast

We are proud of our part in the erection of this magnificent structure. The building shows progress in a way that all can understand. We congratulate the owners of the building for their enterprise and commend them for their vision, it is a tribute to faith in Corpus Christi's future.

Wood Sherman Const. Co., Inc.

FURMAN BLDG.

ENGINEERS and BUILDERS

PHONE 1986

Many Curious Beliefs Once Held About Sneezing By Ancients Who Thought It Caused By Some God

(By Dr. Frank H. Vizetelly, managing editor of the Funk and Wagnalls New Standard dictionary of the English language and lexicographer of "The Literary Digest")

Although my topic is "The sneeze," the subject is not one to be sneezed at, for it concerns the sneeze itself. The act of sneezing, which dated from shortly after the creation, must have passed on with the Flood, and may have been reintroduced by Noah, when he came out of the Ark and sniffed the damp air around the region of Ararat, then looked up at the sun, blinked his eyes, and sneezed.

As this is I may, the word sneeze is the result of an accident. The term used by the Anglo-Saxons was *tesean*, a form strange enough to be associated with our modern sneeze, but *tesean* occurs in early English, in the glossary of Aelfric that dates from the year 1000. It is to be found in Chaucer's "Canterbury Tales," where the monk is speaking through his nose "freshly fast."

When printing was introduced, two symbols P and S, resembling each other closely. The letter P was marked with a cross bar, but the letter S had the cross on the left side of its stem. Through a compositor's error made as long ago as 1495, when he mistook the P for an S in setting Trevisa's "De Penetracione," we have come to use "sn" instead of "sn" in printing this word.

A startling fact is that although Shakespeare used 2,100 words in writing his plays, the form sneeze does not figure among them. In his day even the P was dropped and the word written *nesse*, as any one can find out by turning to "A Midsummer Night's Dream," Act II, Scene I, Line 56, "Nesse and swear a merrier hour was never wasted there."

Once upon a time, as the Fairy tales generally begin, a person who sneezed was thought to be under the influence of the fairies or gnomes, and as the latter were evil spirits, the benediction "God bless you" was believed to drive away the evil spirit and to counteract its influence. There have been many superstitions about sneezing among all sorts and conditions of men. The Greeks regarded it as a favorable omen or a divine inspiration.

The Latins sneezed for *Sanctificatio*. To a bridegroom the gods said "Sneez, spirit sneezed a blessing on the happy couple." From remote antiquity sneezing has been held ominous. According to the Greeks:

"Telenachus sneezed aloud. On that day, his nostrils echoed through the crowd. 'Sneez, sneez upon the happy couple!' he cried. 'The impious fall by fate's decree.'"

Christians reminds us, this omen to the left was deemed unlucky in his time, but sneezing to the right was a sign of present or impending good fortune. To Aristotle was also an omen of good. Why is sneezing from noon to midnight portentous, but from night to noon unlucky? I owe to St. Austin the statement that when one of the patients sneezed as he donned his tunic, he took it off again and returned to bed.

Xenophon, addressing his troops once said: "We have many reasons to hope for preservation." Boldly had the words been uttered that a soldier sneezed, and the entire army accepted the omen, and paid adoration to the gods. Then Xenophon continued his address: "For fellow warriors, at the very mention of your preservation, Jupiter has sent us this good omen." Two or three sneezes were altogether held wholesome. One, however, was deemed vexatious or dangerous.

In the classic legends, we have a story concerning an artificial man molded by Prometheus, who is said to have stolen some of the solar rays, and these he corked in a vial and sealed hermetically. Carrying them back to his soulless monster, he uncorked the vial, and held it close to the statue, whereupon the rays, that still retained their activity, percolated through the pores, and set the figure sneezing. Thereupon, Prometheus overjoyed with his success, offered a fervent prayer with wishes for the preservation of his soulless monster. The story continues that the automaton, having noted this, was particularly careful on all similar occasions to offer a like prayer and wishes in behalf of his descendants, who perpetuated it from father to son in all their colonies. To this story we owe the origin of that custom, still preserved among the Gentiles, who used to worship the head in adoration as being the seat of thought and of the senses.

The rabbis declared that God made a general decree that every man living should sneeze but once, and that at the very instant of his sneezing his soul should depart without any previous indulgence. Jacob did not like this precipitated way of passing out of the world, and wishing to settle his family affairs and those of his conscience, he prostrated himself before the Lord, and earnestly entreated the favor of being excepted from this decree. His prayer was granted, and he sneezed without dying. The news spread far and wide until all the princes of the then known world learned of the fact, and ordered that thereafter sneezing should be accompanied with thanksgivings for preservation and good wishes for prolongation of life.

When Themistocle made sacrifice in his galley before the battle of Xeres, and one of his aids standing at his right-hand sneezed, the soothsayer Euphrantides foretold the victory of the Greeks and the overthrow of the Persians.

According to Aristotle, the first men were accompanied with ideas concerning the head as the seat of the soul, and of the intelligence that governed and animated the whole human system. So they came to look upon sneezing as the most manifest and most sensible operation of the head. Thus it came about that among the Greeks and Romans "Long may you live!" "May you enjoy health!" and "In sign preserve you!" were common.

straight turn ourselves facing our neighbor, for there is no finer place than to sneeze before him." It was an order then, that when one sneezed, good men and friends would pray for the sneezer, and he sneezer was warned to take note of those who did so, for this was a sign that they were friends indeed. But this strange couplet is added—

"And that your friend may know who sneezes and for you pray. Be sure not to forget to sneeze full in his face away." The Hindus connect sneezing with evil influences, and when any one sneezes they use the formula: "Live!" that is answered by "God bless you!" or "God be praised!"

Among the Mohammedans it is a ways customary to wash out the nose with water at night so as to prevent evil spirits from entering the nostrils and so prevent sneezing. In Egypt, when a man sneezes he says "Praise be to God!" which is a round reply "God have mercy upon you!" to which he returns "God guide us and keep you!" There is a superstition belief among the Hebrews that sneezing is an impediment to good work so that when a workman starting on a job hears another one sneeze, he quits the job at once and resumes it later, for sneezing is unlucky.

To sneeze on the threshold of a home is said to be a sign of bad luck. Among the Zulus it is a good omen, for it is a sign that the household gods are with the sneezer, and that success is assured. If a child sneezes, however, the people say "throw" for they believe it to be a sign of health. Christian Zulus say, "Creator of Heaven and Earth look upon me and preserve me!" In Guinea, when a child sneezes every one wishes him happiness and prosperity.

Among the Kora of British New Guinea, sneezing in sleep is a sign that the soul has returned to the body, and if one does not sneeze for some time, this is interpreted as a bad sign—as a sign that the soul has left the body and must be at a distance. If a Samon hears a bystander sneeze he exclaims "Life be to you!" The Tongans, however, look upon sneezing as an evil omen when it occurs at the outset of an expedition.

When the chief of the Monotapians, now possibly passed out of the African picture, sneezed there were public acclamations throughout the city. This custom is said to have been derived from the Far East, and is referred to in "The Travels of Plinio," for even there it was accepted as a good omen.

Sneezing custom, were noted in the remotest parts of Africa and the East by early explorers and navigators, who came back and reported that when the King of Moopotamia sneezed, proclamations were made in all parts of his dominions. An early practice among the Spaniards was to wish long life to persons sneezing, and this was based upon the belief that one of the judges of the lower regions kept a register wherein the duration of men's lives was noted. When he opened this register and turned to a particular page, all the persons whose names happened to be entered upon this page immediately began to sneeze. Among the Persians sneezing has always been held a happy omen.

With gestures, as of warding off evil, the people of Old Calabar when hearing a sneeze say "Far from you!" but in New Zealand, the Maoris repeat charms to drive the supposed evil spirit away. Out in Jan alicia, however, believe that if one's nostrils itch and one sneezes, somebody is backbiting. In North Carolina prevails the superstition that any one who sneezes when at meals or while eating, will hear of a death. To the Germans sneezing while putting on one's shoes is a sign of illness. Sneezing as you are telling something and your statement is accepted as true. In these days of supersophistication that's something worth knowing.

With the bishop sleeve and other fancy sleeves coming in again, the purchase of a tiny sleeve board is money well spent.

"The Rules of Civility," or the book of etiquette for the year 1657, instructed the plain people how to behave when a person of title sneezed: "If his Lordship happens to sneeze, you should not cry out 'God bless you, Sir!' but doffing your hat, you should bow to him handsomely and make the observation to yourself." In the gracious days of Addison and Steele, the beaux always bowed gracefully and smiling when in the presence of a Ray, this custom prevailed, irrespective of sex, in the Netherlands in his time. In another work on a like subject, "The School for the Slovenly," dated, 1655, we are told that "when we sneeze, we should

straight turn ourselves facing our neighbor, for there is no finer place than to sneeze before him." It was an order then, that when one sneezed, good men and friends would pray for the sneezer, and he sneezer was warned to take note of those who did so, for this was a sign that they were friends indeed. But this strange couplet is added—

"And that your friend may know who sneezes and for you pray. Be sure not to forget to sneeze full in his face away." The Hindus connect sneezing with evil influences, and when any one sneezes they use the formula: "Live!" that is answered by "God bless you!" or "God be praised!"

Among the Mohammedans it is a ways customary to wash out the nose with water at night so as to prevent evil spirits from entering the nostrils and so prevent sneezing. In Egypt, when a man sneezes he says "Praise be to God!" which is a round reply "God have mercy upon you!" to which he returns "God guide us and keep you!" There is a superstition belief among the Hebrews that sneezing is an impediment to good work so that when a workman starting on a job hears another one sneeze, he quits the job at once and resumes it later, for sneezing is unlucky.

To sneeze on the threshold of a home is said to be a sign of bad luck. Among the Zulus it is a good omen, for it is a sign that the household gods are with the sneezer, and that success is assured. If a child sneezes, however, the people say "throw" for they believe it to be a sign of health. Christian Zulus say, "Creator of Heaven and Earth look upon me and preserve me!" In Guinea, when a child sneezes every one wishes him happiness and prosperity.

Among the Kora of British New Guinea, sneezing in sleep is a sign that the soul has returned to the body, and if one does not sneeze for some time, this is interpreted as a bad sign—as a sign that the soul has left the body and must be at a distance. If a Samon hears a bystander sneeze he exclaims "Life be to you!" The Tongans, however, look upon sneezing as an evil omen when it occurs at the outset of an expedition.

When the chief of the Monotapians, now possibly passed out of the African picture, sneezed there were public acclamations throughout the city. This custom is said to have been derived from the Far East, and is referred to in "The Travels of Plinio," for even there it was accepted as a good omen.

Sneezing custom, were noted in the remotest parts of Africa and the East by early explorers and navigators, who came back and reported that when the King of Moopotamia sneezed, proclamations were made in all parts of his dominions. An early practice among the Spaniards was to wish long life to persons sneezing, and this was based upon the belief that one of the judges of the lower regions kept a register wherein the duration of men's lives was noted. When he opened this register and turned to a particular page, all the persons whose names happened to be entered upon this page immediately began to sneeze. Among the Persians sneezing has always been held a happy omen.

With gestures, as of warding off evil, the people of Old Calabar when hearing a sneeze say "Far from you!" but in New Zealand, the Maoris repeat charms to drive the supposed evil spirit away. Out in Jan alicia, however, believe that if one's nostrils itch and one sneezes, somebody is backbiting. In North Carolina prevails the superstition that any one who sneezes when at meals or while eating, will hear of a death. To the Germans sneezing while putting on one's shoes is a sign of illness. Sneezing as you are telling something and your statement is accepted as true. In these days of supersophistication that's something worth knowing.

With the bishop sleeve and other fancy sleeves coming in again, the purchase of a tiny sleeve board is money well spent.

"The Rules of Civility," or the book of etiquette for the year 1657, instructed the plain people how to behave when a person of title sneezed: "If his Lordship happens to sneeze, you should not cry out 'God bless you, Sir!' but doffing your hat, you should bow to him handsomely and make the observation to yourself." In the gracious days of Addison and Steele, the beaux always bowed gracefully and smiling when in the presence of a Ray, this custom prevailed, irrespective of sex, in the Netherlands in his time. In another work on a like subject, "The School for the Slovenly," dated, 1655, we are told that "when we sneeze, we should

Scene From "The Sophomore."



"The Sophomore" will come to the Ritz theater on January 2 and 4. It is a college picture, in which a young man is being teased.

How's She Hitin' Hints On Car Care

By ISRAEL KLEIN Science Editor, NEA Service

When glycerine is used as an anti-freeze in the cooling system, the morning start is repeated because the motorist must make certain that every part of the system is leak-proof. Otherwise, no matter how slight the leak, the glycerine will gradually come out and leave the motorist with a frozen system some day.

One of the most difficult jobs is to keep tight throughout the winter, at the water pump, where the packing must be tight enough to keep the cooling solution from seeping through, and yet not be so tight as to score the drive shaft. Temperature extremes must be taken in preparing the water pump properly for the winter.

The pump gland nuts should be set up snug but not too tight and at intervals during the winter they should be tightened up a bit to prevent leakage. If leakage continues, however, the pump needs repairing or perhaps a special marine grade should replace the regular pump cup grease, or the shaft is scored, that it requires a special plastic packing to prevent further leakage. The right kind of packing for the water pump is a hemp impregnated with tallow, rather than one that is impregnated with graphite. The reason is that tallow resists water action better than cotton or graphite impregnated hemp.

In order to make the pump packing doubly secure against leakage, the proper kind of grease should be used with it. In the pump, the grease used is not so much for lubrication as for keeping the pump tight. It is really a packer, not a lubricating grease.

Ordinary car grease, intended for lubrication, has an oil base which

is doubly secure against leakage, the proper kind of grease should be used with it. In the pump, the grease used is not so much for lubrication as for keeping the pump tight. It is really a packer, not a lubricating grease.

Ordinary car grease, intended for lubrication, has an oil base which

Graham-Paige Cuts Cost of Making Caps

How motor car manufacturers succeed in their effort to improve their products, and at the same time lower production costs, is nicely illustrated in a system recently originated by Graham Paige in making crankshaft bearing caps. This new development serves as an example of the constant improvement in methods and processes that enable the factories to give the buyer so great a value at so little cost.

in caps, one for each of the crankshaft bearings. In general practice, each cap is formed from an individual casting, which must be put through numerous machine operations, one at a time, each operation requiring the handling and clamping of the cap. By casting a group of caps in a single piece, and putting each cluster through the various machine operations as a unit then saving the casting apart to form individual caps, the Graham-Paige production experts have effected substantial economies in work-handling time and in costs for labor, tools, and fixtures.

WHY BE SO CHEAP? Teacher: What did Juliet say when she met Romeo in the balcony? Pupil: She said, "Couldn't you get her seats."—Passing Show.

Chevrolet Will Have Big Total

Detroit, Dec. 21.—Surpassing by 150,000 cars and trucks its previous record annual achievement, the Chevrolet Motor Co., this year, will manufacture 1,350,000 automobiles, it was announced at the central offices here today. Due to the tremendous popularity of the six cylinder car, introduced a year ago, 1929 will be by a wide margin the greatest year in Chevrolet history. Chevrolet officials announce that daily, weekly and monthly production records were broken over and over again during 1929.

Read Caller-Times Classifieds

Deserved Success

THE OPENING OF
The RITZ Theater

—Corpus Christi's new \$500,000.00 Play House—an R. & R. Theater—is a direct result of this city's appreciation of the character of entertainment the management has presented. We congratulate the company—and the local manager, Mr. H. H. Elliott, for this most imposing contribution to Corpus Christi's Growth.

The STATE NATIONAL BANK
Corpus Christi, Texas

A Tower of Strength

Congratulations To

The New Ritz Theater

Roofing and Sheet Metal Work on the New Theatre Building Done by--

THE HEDGES ROOFING CO.

Phone 525 Corner Tiger and FitzGerald Streets
Corpus Christi, Texas

Congratulations to

R & R THEATER MANAGERS ON THE OPENING OF THE BEAUTIFUL NEW

RITZ

Painted and Decorated by

M. T. Green Co.

C. A. BENSON, Local Manager
Permanently Located in This City
613 Mesquite St. Phone 936

R & R PALACE TODAY
OPEN—12 NOON TO 11 P. M.

Now You can HEAR the screen's **GREATEST LOVER!**

John GILBERT
METRO-GOLDWYN
MAYERS

HIS GLORIOUS NIGHT

With **CATHERINE DALE OWEN**
and **LIONEL BARRYMORE**

ONE OF THE GREATEST OF HIS CAREER—AND HIS FIRST ALL-TALKING—THE PICTURE THE WHOLE WORLD HAS BEEN WAITING FOR—HIS FIRST ALL-TALKING ROMANTIC ROLE—NOT TO BE MISSED AND

PARAMOUNT SOUND NEWS
AND
"THE ELIGIBLE MR. BANGS"

GRANDE NOW SHOWING LEOPARD STREET

"WHISPERING WINDS"
All-Talking and Sound

—ALSO—
"QUEEN OF THE NORTH WOODS"
AND
"TAXI SPOOKS"

R & R PALACE
WED. and THURS.

WILLIAM HAINES
All Talking

NAVY BLUES
AMITA PAGE
KARL DANE
J. NUJENT

Just the same old laughable "ship" going his stuff in an All-Talking Comedy of the Navy—You've seen him in the Army in China—As a Crook—Now see him as a G.O.P. in the Navy.

LIVE—LOVE LAUGH WITH "THE NAVY"

—ALSO—
PATHE SOUND NEWS AND ALL-TALKING COMEDY

R & R PALACE THEATER
NEXT FRIDAY-SATURDAY
—TWO DAYS ONLY—

BROADWAY SCANDALS

with **SALLY O'NEILL**
JACK EGAN
and **CARMEL MYERS**

TALKING SINGING DANCING SENSATION

A Musical Comedy Play that will thrill you—And its Beauty can talk

Infinitely more hits, comedy, get-up, musicals and wonderful dancing make this picture a joy to the ear and eye.

Together With
FOX MOVIE TONE NEWS
AND
ALL-TALKING COMEDY

Many Film Features on Week's Theater Bill

John Gilbert Will Be Seen In Film Here

Complete Background Of Legitimate Stage For Production.

With a complete background of the legitimate stage, "His Glorious Night" which opens Sunday at the Palace theater, is a new Metro-Goldwyn-Mayer classic feature, starring John Gilbert, presents an interesting study in personalities.

To begin with, the story comes from the pen of one of Europe's most prolific playwrights, Fernand Molnar, whose sophisticated writings have made him an international figure in the theater world. "His Glorious Hour" is a screen adaptation of his famous play, "Olympia." Then there is Willard Mack, noted New York playwright, actor, producer and director, whose splendid adaptation of the play, adding a modern touch to the lines, greatly enhances the value of the comedy-drama in entertainment value.

Lionel Barrymore, who directed the sparkling feature, his third feature directorial effort, is, of course, known to audiences as an outstanding figure of the American stage, having won wide fame with his brother and sister, John and Ethel, in the theater before embarking upon a screen career, reaching a dramatic triumph in his characterization in "The Coppehead," his last play.

Katherine Dale Owen, who plays opposite Gilbert as the princess who dares to love a peasant—and dares not to at the same time—is one of Broadway's newest stars, having starred in "The Whole Town is Talking" and other recent successes.

Navy Sequel To Marine Picture Will Be Shown

"Navy Blues," the navy sequel of "The Cockeyed World," is being brought to the Palace theater on Christmas day, according to the management. The picture will show Wednesday and Thursday and will be the feature picture at the Palace during the week.

Celebrities Seen In Film

Vivian and Rosetta Duncan In First Vitaphone Showing.

Once stage performers become celebrities they are lost to the public. Whereas the larger cities may be fortunate enough to be included in the itinerary of a road company, people who want to see the original company with the featured star usually have to wait until they can save up a small fortune and come to New York.

That at least has been the situation until recently when moving pictures have assumed the proportions of large legitimate stage and dance productions and are bringing them, "star and all," to practically every town and hamlet in the world.

Two of the most widely known stage stars, hitherto limited to metropolitan audiences, will be at the beck and call of small-town moviegoers when "It's a Great Life" opens at the Ritz theater for a three days engagement Wednesday. The stars are Vivian and Rosetta Duncan, making up the famous team of Duncan Sisters, who have made more than a name for themselves in such productions as "Hitchy Koo," "Tip Top" and "Winter Garden" shows on this side of the Atlantic and in "Piss and Noodles" and "Clovina in Clover" in London, where they were made much of by the Prince of Wales and other social celebrities.

Costumes Rival Those In Revues

Artistically effective costumes, rivaling in splendor of design and gorgeousness of fabric the creations displayed in the large metropolitan revues, are a feature of Columbia's musical comedy sensation, "Broadway Scandals," coming to the Palace on Friday with Sally O'Neill, Jack Egan and Carmel Myers in the leading roles.

Masterpiece Now Shown In Movies

Comedian Sings In Coming Film

Edmund Lowe Is Star In Pictures

In Ritz Film



Constance Bennett and Edmund Lowe, stars in the Pathe comedy drama "This Thing Called Love," which opens Thursday at the Ritz theater for a three-day run.

At Palace



Katherine Dale Owen and John Gilbert are seen in "His Glorious Night," which opens at the Palace theater on Sunday.

Strike Promoter Loses Job With Coast Students

There's a young American strike promoter at the University of Southern California, whose popularity has suddenly and sadly diminished. His loss of power came about quite unexpectedly during the filming of scenes depicting a football game for "The Sophomore," a new Pathe all-dialogue picture, featuring Eddie Quillan, Sally O'Neill and Jeanette Loff, which comes to the Ritz theater Jan. 2 and 4.

Prices of Nash Cars to Mount

President Eight In Speedy Drive

Edmund Lowe Is Star In Pictures

High Spot To Be Opening Of Ritz Building

"His Glorious Hour" To Open Week At Palace Theater.

The high spot in this week's theater bills in Corpus Christi will be the opening of the Ritz theater here at 1 o'clock Wednesday afternoon.

The picture which will open the house will show the Duncan Sisters playing in "It's a Great Life." Additional features will be "Climbing the Golden Stairs," a huge color comedy oddity, and an all-talking comedy, "The Toreador."

"This Thing Called Love," featuring Edmund Lowe, star of "The Cockeyed World," will open at the Ritz Thursday for three days. "Madame X" will be there beginning next Sunday.

"His Glorious Hour," starring John Gilbert, will be at the Palace for Sunday, Monday and Tuesday. William Haines will be in "Navy Blues," the navy sequel to "The Cockeyed World," at this theater Wednesday and Thursday. "Broadway Scandals," with Sally O'Neill, will show there Friday and Saturday. "The Great Gabbo" with James Cruze, will be there next Sunday.

Front Seat Advice

Don't overlook the differential when you oil and grease your car. It doesn't require attention as often as other running parts, but when it does need lubrication it needs it badly.

An air cleaner, an oil filter and a crankcase ventilator add to the life of an automobile engine, but only when they are clean and working properly. Have them attended to once in a while.

Rubber Makes Great Strides

Supporting the assertion of W. O'Neill, president of the General Tire and Rubber Co., that "the day is coming when rubber will be used more widely in the aeronautic industry than it is used in the automobile industry today," an editor in a recent issue of The Rubber Age points out the great strides that rubber has been making in the development of aviation.

After calling attention to the fact that the entry of the General Tire and Rubber Co. into the high-powered racing monoplane which was the flagship of its "Sky Fleet," came first in the Los Angeles-Cleveland derby in the National Air Races, the Rubber Age says:

"The present part which rubber is taking in these aeronautical events and in aircraft construction lead; one to the sound conclusion that the rubber industry stands in an enviable position on the threshold of aviation, a comparatively infant industry, and that, with the growth of air transportation, the promise for an extensive expansion in the use of rubber equipment is in the close of it."

Prices of Nash Cars to Mount

President Eight In Speedy Drive

Prices of Nash Cars to Mount

President Eight In Speedy Drive

Prices of Nash Cars to Mount

President Eight In Speedy Drive

R & R RITZ THEATER
"THE GULF COAST'S FINEST"

OPENING WEDNESDAY
WITH THE LAUGHING HIT OF THE YEAR

The Duncan Sisters

IT'S A GREAT LIFE

THE WORLD FAMOUS SONG AND DANCE STARS ARE HERE IN A PICTURE BETTER THAN A \$6.60 REVUE

WITH GORGEOUS SCENES IN TECHNICOLOR

PUT THIS DOWN AS ONE OF THE SCREEN'S GREATEST TALKIES

LAUGHS—SONG HITS—MUSIC—DANCES—

DON'T MISS THE OPENING SHOW

A PERFECT MUSICAL ROMANCE

WITH SELECTED SHORT SUBJECTS

R. & R. RITZ THEATRE
"The Gulf Coast's Finest Theatre"

THURSDAY—FRIDAY—
SATURDAY DEC. 26, 27, 28

"THIS THING CALLED LOVE"

With Edmund Lowe and Constance Bennett

All Talking

Thrill with the power of its drama—Dream with poignant love and mad jealousy. Hum with its catchy tunes. Weep with its emotions. And laugh with its keen comedy. WHAT A PICTURE

—ALSO—
SELECTED SHORT SUBJECTS
—AND—
SPECIAL EFFECTS

RUTH CHATTERTON

MADAME X

96% MOST TALKED OF ALL TALKIE PICTURE

Ruth Chatterton gives the greatest performance of her career in the sensational all-talking portrayal of Madame X. You'll be swept off your feet by this moving drama of a woman in a world of men!

AND
SELECTED SHORT SUBJECT AND SPECIALTIES