

The Indiana Ballroom-Glorifying Dancing in Indianapolis

Glorifying Dancing in Indianapolis



The INDIANA BALLROOM
Chooses Another **Baldwin**
The choice of the world's greatest musicians, the finest palaces of entertainment and hundreds of broadcasting stations.
The Baldwin Piano Co.
35 Circle

YOU FEEL AT HOME HERE



OURS is a friendly place to spend a half-hour. Walk in any time you want to, and hear the latest Victor Records—reproduced with remarkable realism on the Orthophonic Victrola. You are not obliged to buy anything. There's a comfortable chair and a wide selection of the sort of music you like best. Remember, the latch-string is always out. Drop in—today!

Fuller-Ryde MUSIC CO.
"Everything in Music"
27 E. Ohio St. Hume-Mansur Bldg. Main 4292.

NEATH SPANISH SKIES-NEATH TWINKLING STARS



Glorifying Dancing

Gala Public Opening of the INDIANA BALLROOM
Atop the Indiana Theater
Tomorrow Night at 7:30
Dancing at 8:00

Admission Prices for Gala Opening
Also SATURDAYS and HOLIDAYS
Ladies ADMISSON 50c WARDROBE 25c Total 75c
Gentlemen ADMISSON 75c WARDROBE 25c Total \$1.00
INCLUDES DANCING—NO EXTRAS

ADMISSION PRICES
Tuesday—Wednesday—Thursday—Friday and Matinee
Ladies ADMISSON 25c WARDROBE 25c Total 50c
Gentlemen ADMISSON 50c WARDROBE 25c Total 75c

Jack Pitzer's & Marion McKay's KINGS OF TEMPO
The Utmost in Dance Diversion
Also DE-LUXE ENTERTAINMENT
FUN - FAVORS - FROLIC

Dancing Always Informal



GLORIFYING DANCING
Indiana Ballroom
ATOP THE INDIANA THEATRE
WHERE INDIANAPOLIS DANCES

Interior Decoration and Finishing of Woodwork by **HENRY RICHARD BEHRENS**
Telephone Riley 4205
837-839 Illinois Building
INDIANAPOLIS

Est. 1868
We Applied All Roofing and Sheet Metal Work on This Handsome Addition to the City of Indianapolis
SMITHER
Roofing and Sheet Metal Co.
Incorporated
Phone Lin. 4937
430 to 436 South Meridian St.

We Are Proud
to be able to say that thousands of yards of gravel used in the new Indiana Theatre and Ballroom were delivered from Indiana's most modern Gravel Plant.
C. W. Stevens Gravel Company
Troy Ave. and Harding St.
Office, BEI. 4120 Emergency, IRV. 1819

All Brick For New **Indiana Theatre** Furnished by **Western Brick Co.**
805 Hume-Mansur Bldg.
MAIN 1200

INDIAN BALLROOM
Henry Ford got a lot of publicity when he tried to revive the Virginia reel and the old square dance—but the boys that deserve the real credit are Herman Lieber, A. L. Block, Robert Lieber, Leo Rappaport, Theodore Stempel and Fred Gardner. For in the Indiana Ballroom they have given Indianapolis an institution of which we may well be proud. These men, who have vision enough to pioneer an idea and courage enough to back up their ideal, deserve all the praise that can be heaped upon them. The papers give you a wonderful description and if you look for yourself you'll find a regular dreamland—yes sir, it's Spanish all right—all but the Spanish onions. And the colors—Henry Behrens used every color in the directory—and then made up 11 new shades. And the flooring is laid circular fashion—no dance with the grain of the wood—and that's a good idea for the barfoot dancers—no splinters. And the wonderful Spanish houses and the stairs and the clouds—even curling iron in the dressing rooms—everything complete, except vesting mats for some of the new fandangled dances—or maybe the toe hold is barred. Well, anyhow, Indianapolis must support this institution. It's a regular beauty and quite as wonderful as its name. I'm mighty proud of the Indiana and I'd like to hand it to the boys that made it possible.
Always Yours,
SAM TROTCKY.

AGAIN The **Sanborn Electric Company** is entrusted to furnish **Lighting Fixtures, Wiring and Stage Effects** for the new **Indiana Ballroom**
The above is just another of the many, many jobs over the entire country where complete electrical equipment is installed by
The Sanborn Electric Company
309-311 North Illinois Street
Opposite Y. M. C. A. Phone MAIn 1017.

INDIAN TIRE & BATTERY SHOP
714 NORTH MERIDIAN ST.

The Water
For Cooling and Purifying the Air in the New Indiana Comes from a 12-inch Well Drilled by
Chas. Krauss and Sons

Public to Get First Glimpse of Indiana Ballroom at Gala Friday Premiere



New Pleasure Resort Reveals Motif of Twilight in Old Spain With Quaint Castilian Village Promenade About Dance Floor.

One of the most elaborate and unusual ballrooms in the country will be thrown open to the citizens of Indianapolis at 8:30 o'clock tomorrow night atop the new Indiana theater. The premiere will be featured by a special presentation, including a flag presentation ceremony by the American Legion, at 10 o'clock. The flag will be presented by Edmund H. Emry, chairman of the Legion committee in charge of the ceremony. It will be accepted by A. L. Block, president of the Circle Theatre Company, after which a grand march will be led by the flag bearer and representatives of the army, navy and marine corps. Motion pictures will be taken of the affair.

Other members of the committee, in addition to Mr. Emry, are Ben Winkler, L. A. Baron, V. M. Armstrong, John H. Hillene and O. W. Sappelt. Carnival spirit will prevail with serpentine streamers and a ballroom shower adding color to the event. Favors will be given to guests. On Monday night there will be a Labor day carnival. Thereafter, Monday night will be reserved for private parties. Each Wednesday night will be celebrated as waltz night, with every other dance a waltz. Special novelties will be presented each Thursday night and Friday will be known as "collegiate night." Later in the season there will be a high school hop each Saturday afternoon.

"TWILIGHT IN CASTILE." The interior of the ballroom is unique. Around the large, specially constructed oval floor in the center is a replica of a "little Spanish town," providing secluded lounges and restrooms in the form of patios, loggias, miniature Spanish houses with tiled roofs and floors, with vine and flower-covered walls, gabled windows, niches with playing fountains. Over all is an effect of high, blue, moonlit sky, dotted with twinkling stars, traversed by floating clouds, created by concealed flood lamps.

The ground floor of the surrounding houses is on a level with the dance floor. Above are balconies, brightly lit by brilliant Spanish awnings. From the tops of the surrounding buildings, softly diffused light beams will provide a semblance of twilight in southern Spain. There will be a breath of sea breeze provided by a special ventilating system.

Access to the ballroom is by two large, passenger elevators operating from the ground floor. Unusually ample checking facilities have been provided for 4,000 persons. In the checkroom, it is possible to check hats, coats, umbrellas, and valises, all on one check with the novelty of no tipping.

Another feature of the ballroom is the fact that tables and chairs have been placed around the promenade skirting the dance floor, and on the balcony, where refreshments will be served. This feature will be operated by the Betty Ross Luncheonette and Candy Company. The management has announced that smoking will be permitted only in the lounge and not in the ballroom. Special attention has been devoted to the comfort and beauty of the main lounge. It has been equipped with luxurious furniture of Spanish design, beautiful rugs, hangings and quality overhead lamps. One of the notable pieces of furniture is a ballroom piano, devoted to the use of dance music.

Every effort will be made to eliminate formalities in the ballroom. Community singing will be permitted and at intervals, a scrim curtain will be lowered in front of the orchestra and on it words of popular songs will be projected, that the guests may sing as they dance. As a further service to guests, free dancing instruction will be provided from 7:30 until 8:30 o'clock each Tuesday night. Two local dancing instructors, aided by 200 assistants under their personal supervision, will teach beginners the latest steps during that hour each week. For dancing each evening will be provided by Jack Pitzer and Marion McKay with their "Kings of Tempo," twelve musicians. There will be special features of entertainment each evening. The ballroom was designed by Rusbush & Hunter, architects, who planned it in Madrid, Spain, where they went to get first-hand knowledge of Spanish architectural features incorporated in the ballroom.

An Open Letter About Our Neighbor

People's Outfitting Company
"HOME MAKERS"

Everybody knows about the Indiana—about its architectural beauty, its charming interior—its perfect-toned Barton organ and its many other distinctive features.

Tomorrow night the Indiana opens to the public a ballroom that is interestingly different—a ballroom with a picturesque interior which lends an air of refinement that will glorify dancing.

We have been greatly impressed by the public's appreciation of the Indiana policy, "Only the Best."

We are proud of our new neighbors—they have inspired us to improve our service to the public in every way possible. We are proud to invite all Indiana to view the collection of new home furnishings our buyers have assembled for fall.

You will appreciate our offerings of good furniture, joined as they are with moderate prices. Our courtesies of accommodation, in the matter of payments, will warm your hearts.

Yours sincerely, for Better Homes—
Peoples Outfitting Co.
115-117 West Washington Street
Directly Across Street From Indiana
P. S.—Before or After Your Visit to the Indiana SEE OUR WINDOWS

The Plastering in the **INDIANA THEATRE** by **Chas. McGarvey**
ALSO IN THE FOLLOWING BUILDINGS
Chamber of Commerce Bldg. Columbia Club
Lumberman's Insurance Bldg. K. of P. Building
Elks Club Indianapolis Athletic Club
Illinois Bldg. City Hospital Lyric Theatre

Chas. McGarvey
5264 Washington Blvd.
HUMboldt 4582

THE INDIANA THEATRE COMPANY
Operators of the New Indiana Ballroom. Recognize the Quality Products of **THE A. BURDSAL CO.**
Paint Makers Since 1867—"Made in Indianapolis"
Our Compliments to Mr. Henry Richard Behrens, Interior Decorator, whose genius has made the Indiana Theatre a thing of beauty
Mr. Behrens used BURDSAL QUALITY PAINTS in his work, including the wonderful wall finish "LUSTER-LOW."

The insulations for the heating and plumbing systems in the Indiana Theatre and Ballroom were furnished and applied by **General Asbestos & Supply Co.**
Asbestos and Magnesia Products
426 South Meridian Street

After the Ball or any time
Call Lin. 1515 for **Checker Cabs**
No Charge for Extra Passengers
Baggage Service, Lincoln 1512
Frank Bird Transfer Company

CONGRATULATIONS TO THE INDIANA
Safety Is Always a Real Factor in Publix Theatres
Marion Eagle Brand Wires and Cables were chosen for the Electrical Installation because of the Safety they insure.
Marion Insulated Wire & Rubber Co.
Marion, Indiana
District Sales Office
A. I. CLIFFORD COMPANY, Indianapolis

To those who conceived and to those who built
The INDIANA BALLROOM.
We Extend Our Heartiest **Congratulations**
Indianapolis as well as the state can well be proud of this shrine to the terrapin dance art. A thing of beauty and a joy forever.
VONNEGUT
HARDWARE CO. Est. 1852

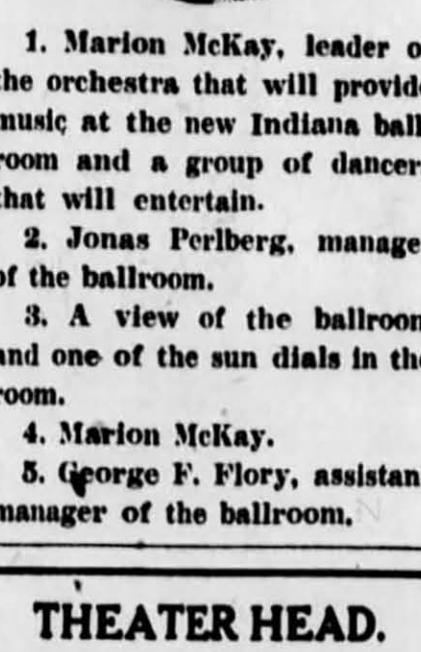
At the New Indiana Ballroom
Furniture—of distinctive design and character
Carpeting—of high quality and luxury
Hangings and Stage Curtains—of originality and smartness
All created and executed in the Sander & Recker workshops
Meridian at Maryland

FIRE PROTECTION EQUIPMENT AND LOBBY MATS
furnished by **Indianapolis Belting & Supply Co.**
36 S. Capitol Ave. MAIN 3236

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Safety Is Always a Real Factor in Publix Theatres
Marion Eagle Brand Wires and Cables were chosen for the Electrical Installation because of the Safety they insure.
Marion Insulated Wire & Rubber Co.
Marion, Indiana
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E. L. Higgins
Finished the **Indiana Ball Room Floor**
The Best Equipped Floor Finisher in the State
Electric Rotary Machinery Used Exclusively
Agent for Floor Finishing Machinery
417 S. Oakland. DRex. 0539

The Terra-Cotta
brick and partition tile work on the beautiful Indiana was executed by **Albert C. Johnson**
220 E. St. Joe St. RI. 1498
832 Mass. Ave. RI. 2452

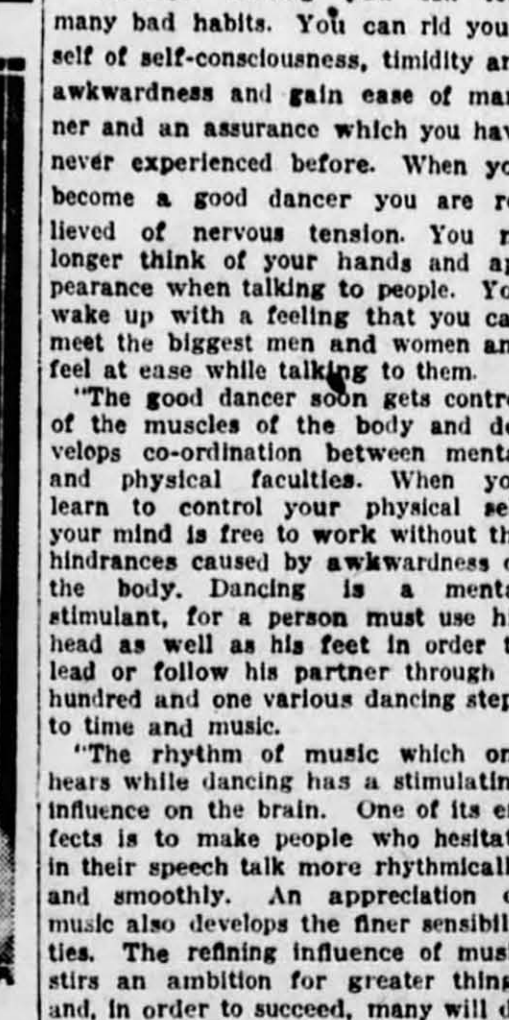


IN FLAG CEREMONY.



EDMUND H. EMRY.

"DANCING DANCE TIMIDITY."



EDMUND H. EMRY.

KING OF MELODY.



EDMUND H. EMRY.