

# 3,000 ATTEND OPENING OF INDIANA BALLROOM

Many Are Turned Away as  
Floor Is Filled.

## LEGION MEN TAKE PART

The new Indiana ballroom, a brilliant chaos of bright dresses, vivid colors and softly gleaming lights, all dissolving to the strains of captivating music, opened its doors Friday night to approximately 3,000 persons, and turned many others away after the large dancing floor had been filled to capacity.

As early as 7 p. m. many were waiting for the ballroom to open, and throughout the evening, a constant stream of guests arrived. Not only was the floor covered with dancers but the surrounding lounges and gay balconies were filled with onlookers, who watched the dancers and moved about the spacious rooms in order to get views of the floor topped by a blue night sky, with twinkling stars far overhead and soft clouds drifting by and to see the many attractive lounges, or, as far as the women were concerned, to add a finishing touch to complexions before the attractive little dressing tables in the completely equipped women's room. Many also took advantage of the fountain drinks and sandwiches served in one part of the lounge room by the Betsy Ross Luncheonette and Candy Company.

### Formal Ceremonies.

At 10 p. m., the time set for the formal opening ceremonies, the floor was cleared of dancers, and, preceded by a bugle call, the flag bearers, representatives of the American Legion and men from the army, navy and marine corps, marched across the floor to the stage. In presenting the flag to A. L. Block, president of the Circle Theater Company, which built the ballroom and the Indiana theater, Edmund W. Emry, as spokesman for the Legion, paid tribute to the effort of Block and his associates in bringing the new amusement places to Indianapolis. He spoke of the ballroom as being in accordance with the ideals for which the American Legion stands. Block accepted the flag in the name of the ballroom and the Circle Theater Company. The orchestra then struck up "The Star-Spangled Banner" and at its close the Legion men marched back to the office.

### Demonstrate New Steps.

Preceding the formal ceremonies, a group of young dancing students of Louise Purcell Powell presented a program and two exhibition dancers demonstrated the new "kinkajou" and "Hoosier stomp."

Jack Pitzer, Marion McKay and their "Kings of Tempo" provided the music, and it was music designed to set the most reluctant foot in motion. The orchestra plays an even tempo, which is perfect for dancing, and at the same time as spirited as one could wish. Direct from the Oriole Terrace in Detroit,

the orchestra has been booked for an indefinite engagement at the Indiana.

Among the guests were state, county and city officials and their wives, many others of prominence in Indianapolis, members of the two theatrical stock companies here, the musicians in Waring's Pennsylvanians, the orchestra appearing at the Circle and the members of the Eight Victor Artists company, appearing at the Indiana. Among other guests were Mr. and Mrs. A. L. Block, Mr. and Mrs. Robert Lieber, Mr. and Mrs. Herman Lieber, Mr. and Mrs. Theodore Stempfel, Mr. and Mrs. Fred C. Gardner, Mr. and Mrs. Leo M. Rappaport, Mr. and Mrs. Henry Behrens, Mr. and Mrs. Ace Berry, Mr. and Mrs. Harry Koch, Mr. and Mrs. Carl Niesse, Mr. and Mrs. Gus Showalter, Mr. and Mrs. William Hough, Preston C. Rubush, Edgar O. Hunter and others.

All announcements and introductions were made by Jonas Perlberg, manager of the ballroom.