

MISSOURI

THEATRE



Tonight's the Night
 ---Everything in
 Readiness!

Two Shows—7:00 and 9:00

At thirty minutes past six this evening the doors of the beautiful Missouri Theater will swing open and St. Joseph will claim another institution as her own. Inaugural ceremonies will be presented at the 7 o'clock show with Mayor Louis V. Stigall tendering the "Address of Welcome."

The monumental Missouri Theater is rich in magic beauty and exotic daring. Its soft tones and luxurious comforts, its marvelous cooling plant, its service—will make it a popular meeting place. It will be the distinctive show place of the city—a definite contribution to the welfare and happiness of the community. It's your theater and you'll be proud of it.

Opening Attraction

First Unit
PUBLIX THEATER GREETING

Second Unit
"THE ELEGY"
 A Dramatic Short Feature

Third Unit
PUBLIX NEWS
 A Review of Current Events

Fourth Unit
HOWARD PETERSON
 At the Golden Voiced Organ

Fifth Unit
CLARA BOW
 in "Rough House Rosie"
 A Paramount Picture

Beginning Sunday there will be shows daily from 1 p. m. to 11 p. m. The summer scale of admission prices:

Evenings and Sundays—
 Adults 35c, Children 15c

Week-Day Matinees—
 Adults 25c, Children 10c

