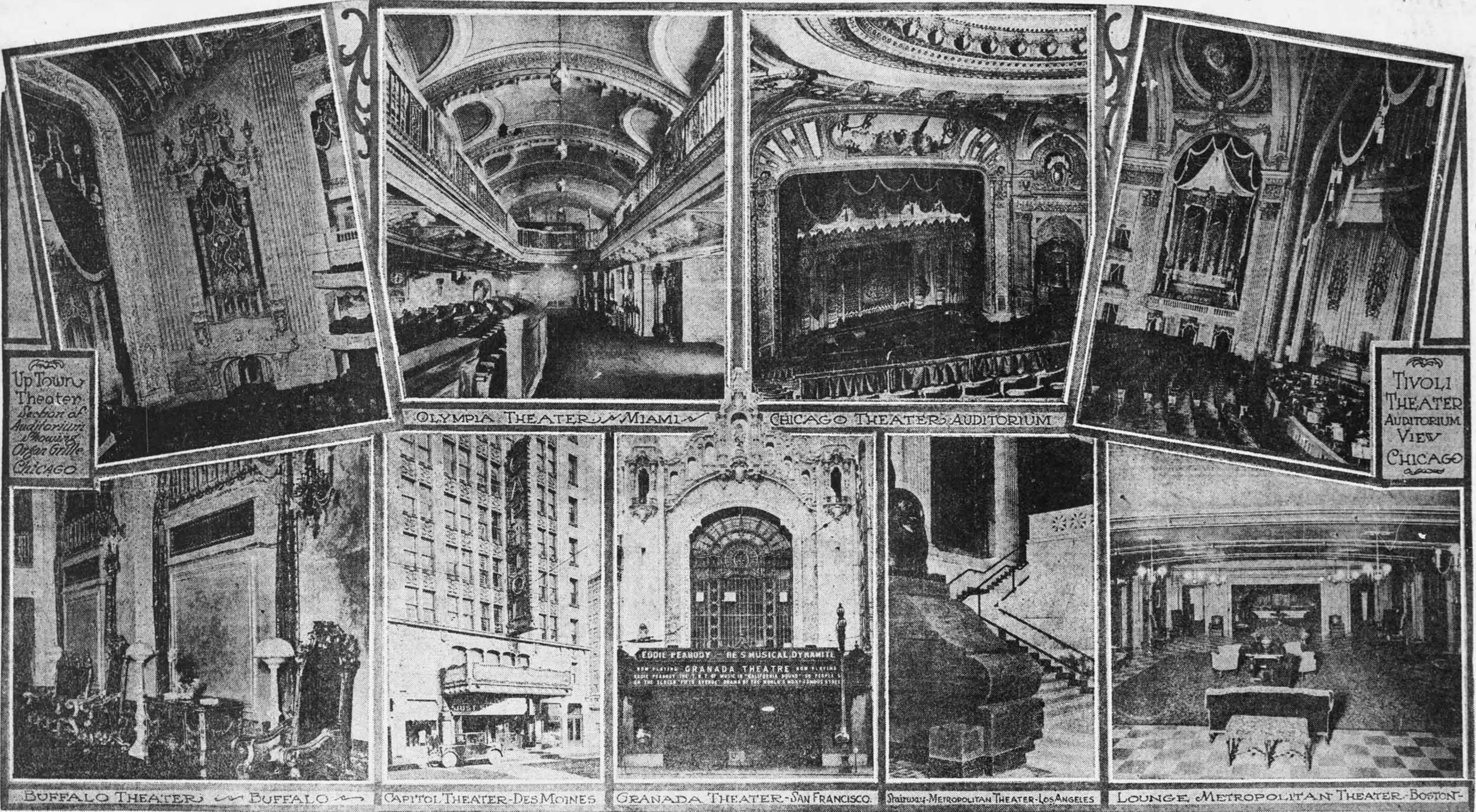


Publix Theaters Corporation Operates Cinema Palaces Throughout Country



JOHN EBERSON REGARDS TAMPA THEATER FINEST EMBRACING NEW STYLE

NOTED ARCHITECT GRATIFIED IN MANNER OF EXECUTING WORK

Idea of 'Atmospheric Theater' Was Born in Designer While in Florida

John Ebersson, recognized as America's foremost designer of motion picture palaces, considers the Tampa theater the most beautiful and perfect of the many "atmosphere theaters" he has created depicting Spanish life and architecture.

There is more life, more art, more detail in the Tampa than any house that has been constructed following the same motif. Last night the architect, who has designed more than 150 theaters throughout the country during the last 25 years, expressed gratification at the excellent manner in which interior work on the project had been executed.

"The thought in creating the new type of theater, which some have pleased to call "atmospheric" was to allow the patron to feel that he is participating in the performance, and to provide rest and recreation—something that the stereotyped house that has been popular heretofore does not allow.

"Theatrical magnates formerly have been satisfied with expending stupendous sums to provide a show place that literally overwhelmed the patron with its exhibit of luxury and display of lavish splendor. The thought, however, is different now. We have deviated from the conventional style and now make the effort to accept the patron as one who is to take part in the entertainment.

Idea Came in Florida

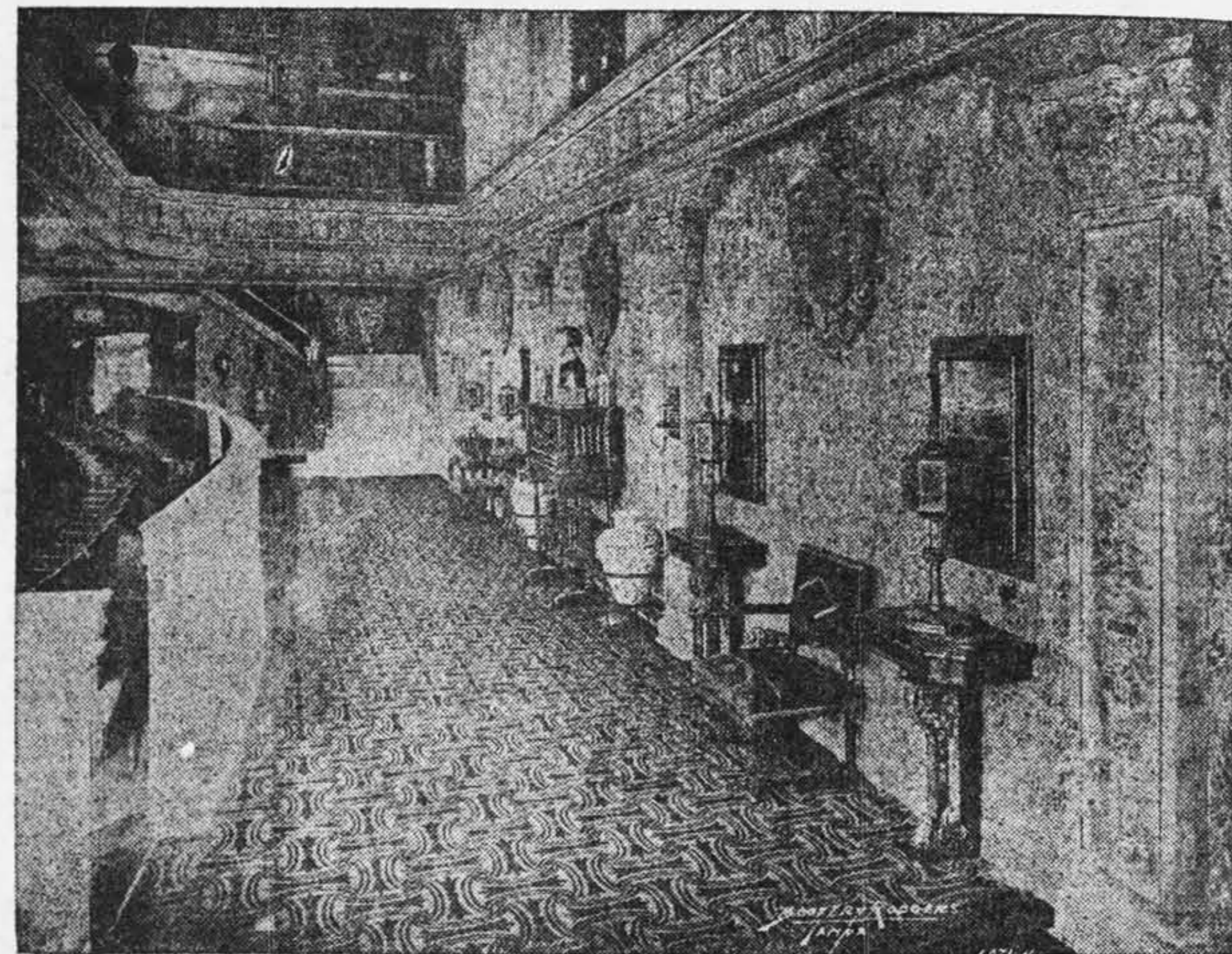
"My idea for the atmospheric theater was born in Florida. I saw the value of putting nature to work and so have borrowed the color tones and designs that are found in the flowers and trees. The inhabitants of Spain and southern Italy live under the sun and enjoy the happiness nature affords them. So I decided their architecture probably would provide the best foundation for a theater.

"Correct use of lights, artificial foliage, beautiful furniture, statuary mirrors, pottery pieces and plumed birds produces the effect. With our machines for manufacturing artificial clouds we are able to produce an illusion that places the audience in a mood to enter the romantic spirit of the photoplay.

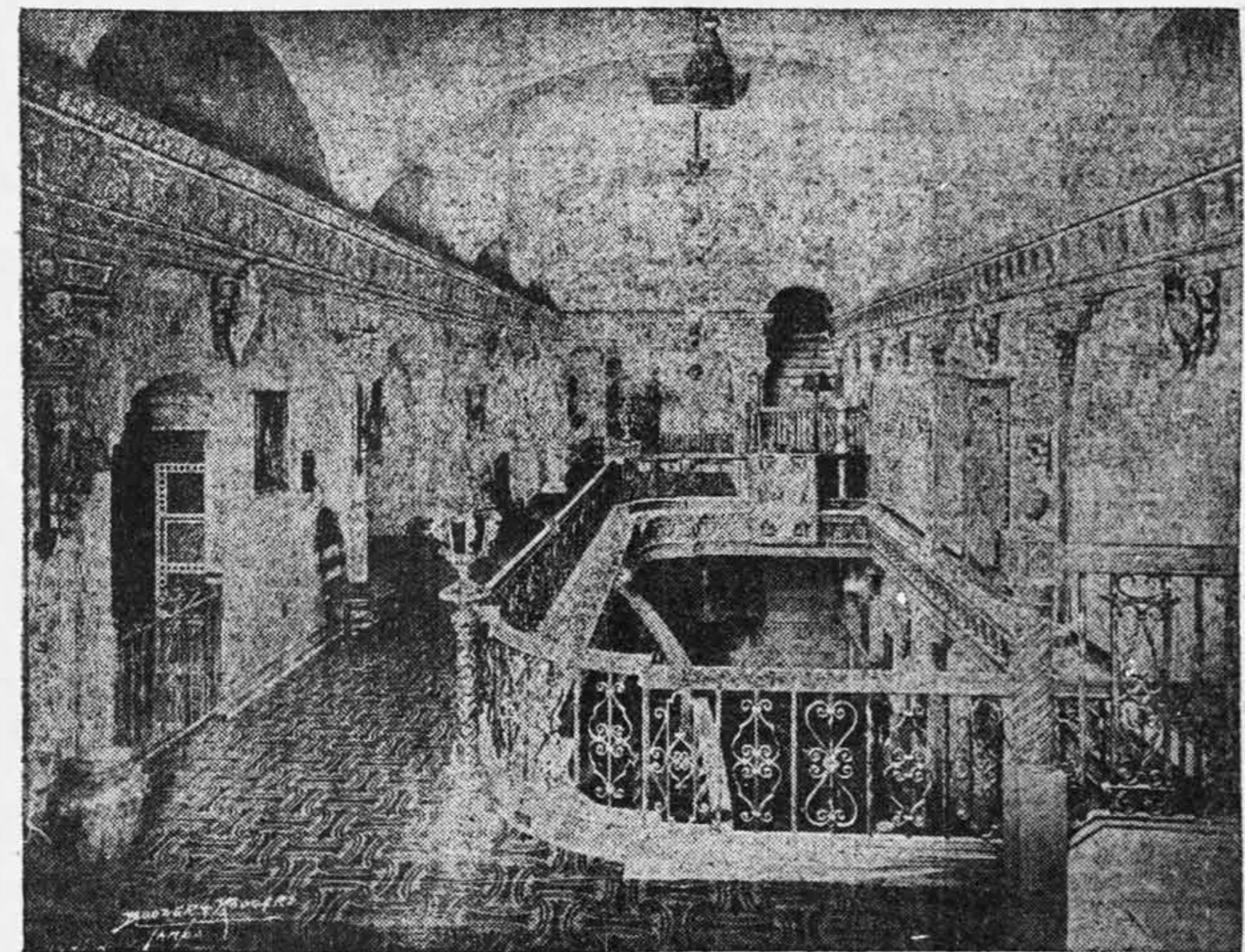
"Soon after the idea for the atmospheric theater came to me, five of the houses were started in various parts of the country. Now there are 28, I think, under construction. I am not able to keep account of the exact number, they are becoming so popular.

"One reason for the success of the Tampa theater is that we have been allowed to expend as much money as was necessary to produce a show house of high standard. The Consolidated Amusements Corporation displayed no qualms at allowing me to create a structure of beauty on the exterior as well as the interior. Tampa has a landmark of which it can be justly proud."

Genius Of Modern Architects Shown In Tampa Theater



Luxurious furnishings are shown in the main foyer, at left, and mezzanine foyer, at right, of the new Tampa theater, which opens tonight. Adaption of the Spanish type of architecture has been especially successful.



Menjou Scores Real Success In "The Ace of Cads" Film Opening Tampa Theater

Screen Villain Portrays Two Characters in Michael Arlen's Popular Story; Strong Supporting Cast

Adolphe Menjou has been a villain in many pictures. He has been the hero in others. But not until recently did he attempt playing both roles in the same vehicle.

"The Ace of Cads," coming to the Tampa theater at its opening performance, presents Menjou as the hero who purposely became a villain in the eyes of a girl who loved him. Paramount's popular star declares it the most remarkable character he has ever portrayed in that he plays the same episode twice, first as the hero and then as the villain.

This picture of Michael Arlen's popular short story, directed by Luther Reed, proffers Menjou as a young English Guards lieutenant very much in love with Alice Joyce. A comrade, Philip Strange, "frames" him and Miss Joyce finds her fiance in a compromising situation. She breaks the engagement and marries Strange.

Twenty years pass. Menjou discovers the daughter of his former sweetheart, Suzanne Fleming, enamored of him. When the mother asks that he leave her child alone, he makes him-

self a cad—an ace of cads—by telling the girl a story.

Without using names, he depicts her father as the betrayed and himself the betrayer. One sees Menjou and Strange performing the identical action of the earlier sequence with Menjou enacting the false friend.

Here is a novel idea, "the new twist," which stamps this picture as something distinctly different and unique.

Lighthouse Memorial For Wife, Daughter

OAKLAND, Calif., Oct. 14.—(A.P.)—A fifty foot stone monument surmounted by a light which can be seen miles at sea has been erected by A. A. Moore, retired attorney, on Mission Peak, near Mission San Jose, as a memorial to Moore's wife and daughter.

An electric plant was built to supply current for the light.

Long, long ago, when knights were bold and bards sang under windows, when barons held sway and fair maidens dropped crimson roses from latticed windows, in the days before the good Queen Bess, the play house followed the actors. Out on the green, where the English lads and lassies strolled and the Maypole dancers played, at the little country fairs, in the inns of courtyards, were the theaters, the blue sky the roof, the green hills the scenery, the flagged courtyard the stage.

The old order has long since given way.

In 1576 James Burbage built the first permanent playhouse in London. Twenty-two years later, the bard of Avon had his plays produced at the old Globe—a hexagonal wooden structure, partly open at the top, the people standing in the pit, the lords and ladies in the galleries about three sides of the building, the gallants on the stage, which was concealed between acts by a curtain running upon an iron rod.

Out of those little play houses, out of the hopes and dreams of the ages has come progress. Upon their foundation are reared the splendid structures we know today as theaters. With their background have come the beauty and charm of our playhouses.

And as that first Burbage theater meant progress in the Elizabethan day, so does The Tampa, open to us tomorrow night, epitomize the height of progress we have learned, worthy mark the city in which it has been erected.

Gorgeous hangings in this new temple of the cinema seem to hold in their folds the ghosts of those little plain curtains. The chandeliers and halibords, glowing with a hundred lights, shining mellowly upon the blocked walls of the theater seem to wink and blink with the secrets of the days that only candles shone in playhouses and men snuffed them. About the comfortable seats hover the memories of other men and women who braved the damp and the burning sun to gaze at the sonorously speaking actors.

But over the memories of other days is the cloak of modernity in this Tampa, named for the growing city in which it has been built, a symbol of progress in cinema theaters, in the industry it represents, and the men whose belief has brought it into being.

John Ingram, Noted Director Symphony Orchestra, Has Special Opening Program

Twenty-Piece Musical Organization Recognized as Best Theater Orchestra in City; Director Has Splendid Record

One of the many interesting features of the new Tampa theater will be the 20-piece orchestra conducted by John Ingram, noted director.

Mr. Ingram has had a wide field of experience in conducting many of the larger concert orchestras of the country and his advent into musical circles of Tampa is being watched with close attention and great interest by the music lovers who are ambitious to have better things in musical presentation brought to Tampa.

Amid the gorgeous setting of this marvelously beautiful theater, the art of such a gathering, under the capable direction of Mr. Ingram will be fully appreciated, and music devotees will find in this theater a fond retreat where they can enjoy their favorite musical selections. This orchestra will be by far the largest theater orchestra in Tampa and Tampa should certainly find it worth its while to attend in full force.

Variety of selection and a desire to please popular taste will be the new conductor's guides in offering his musical programs and combined with his naturally pleasing personality this young musician promises to soon become very popular with Tampa theater-goers.

Many years experience as associate conductor of the Mark Strand theater on Broadway has paved the way for Mr. Ingram to achieve much in the musical world. His ability at this magnificent theater was recognized, and his later assumption of the leadership of the Symphonic Ensemble of New York was a logical result.

His work in conducting the Symphonic Society of New Jersey was highly commendable. His experience in picture theaters and in open work throughout the country makes him the ideal man for conducting the new Tampa theater orchestra.

REFRIGERATING PLANT OF NEW MOVIE PALACE MOST MODERN IN U. S.

CONSTANT TEMPERATURE OF 72 DEGREES WILL BE MAINTAINED

Cool, Fresh, Crisp Air Driven Through Entire House With New System

Patrons of the Tampa Theater will be assured comfort through the installation of the most modern and complete refrigerating plant of its kind in the country.

Temperature of the show house will be maintained constantly at 72 degrees and the relative humidity will be 55, according to a contract between the Consolidated Amusements Corporation and the Carrier Engineering Corporation, of New York, builders of the system. Through the agreement the temperature is not to vary more than a degree.

Whether there are 1,600 patrons or only one person in the theater for a performance, the temperature will remain the same, according to W. H. Gee, who supervised installation of the plant. Cold or warm weather will have no effect on the condition inside the show house.

"The \$78,000 plant installed in the Tampa is capable of cooling, heating, humidifying and de-humidifying the theater. All of this is done at will in order to meet pre-determined requirements. Before the plant is put in operation a mark for temperature and relative humidity is set, and then the machinery is made to produce the required condition.

"Temperature of the theater will be kept at 72 degrees and the relative humidity will remain at 55, the mark stipulated as the "comfort zone" by the American Society of Heat and Ventilating Engineers.

"Regardless of the number of persons in the house, the plant automatically will produce the required condition. Sixty thousand cubic feet of clean, cool, crisp, dry air will be forced into the theater every minute. This will filter down from grilles concealed in the chandeliers, pass through the audience and pass out of the house through suction pipes under the seats.

"The problem here is to reduce the high humidity. This is done satisfactorily with the plant. Fresh air is sucked through a large pipe on the roof, forced through a spray of water that are of less than 50 degrees in temperature, cleaned of all impurities including dust and germs, and then dried before being driven into the conduits which distribute it through the theater.

"The cool fresh air filters down on the audience like a fine stream of water. No drafts are produced and there is no possibility of one becoming ill from the air as it is much more pure than that breathed on the street.

"With this recently perfected plant, there is no danger of explosion. Instead of producing a low temperature by expansion of gases, the Carrier system employs a centrifugal compressor that produces a vacuum. It is the most modern system in use, and Tampa is the only city in the country.

(Continued on Page 3-C)

A THRIVING VINE

A wistaria vine planted thirty-three years ago at Sierra Madre, Calif., is now 350 feet long. People from all parts of the west visit it each year when it is covered with buds and blossoms. The original plant was a small seedling of the Chinese variety.