

BEAUTIFUL ROXY THEATRE OPENS THURSDAY

Every Comfort And Convenience Seen In New Showhouse

OPEN-AIR ILLUSION IN THEATRE REMARKABLE; ENGINEER EXPRESSED GREAT SATISFACTION WITH LATEST SOUND EQUIPMENT

Saskatoon's latest theatre, the "Roxy," situated on Twentieth St., between Avenues C and D, opens on Thursday at 1.30 p.m. It may fairly claim to be one of the best equipped "talkie" theatres in Western Canada.

For every one of the thousand patrons accommodated by this theatre there is a comfortable air-cushioned seat upholstered in red Spanish leather, the back being also leather cushioned.

Every effort has been made to give an open-air illusion to those watching the entertainment. Overhead rolling clouds cross the blue sky and twinkling stars peep out. Around the sides flowers lean over the balconies of Spanish bungalows and tall trees rear their heads in the background. Not the least factor in conveying the happy open-air effect is the powerful Sirocco ventilating system which changes the air in the theatre each six minutes.

COMFORT

Many other evidences appear of thought for those who attend this house of entertainment. No stairs are mounted to enter, their place being taken by gently inclined ways, a feature making for both comfort and safety. Along the aisles, lights concealed in the sides of the seats make the way easy for one entering the darkened theatre. Heavy carpeted floors maintain the needed silence for talking pictures, while adding to the air of luxury.

Immediately beyond the handsome lobby, where a drinking fountain is not forgotten, is a convenient sitting room with chesterfields in rich Spanish red upholstery arranged around a massive fireplace. From this room open wash rooms and offices.

Money has not been spared in procuring the latest type of projector with a special type of lens that eliminates eye strain in whatever part of the house one may be seated. The substitution of a generator for batteries is an up-to-date feature in this equipment.

SOUND IS GOOD

A test made of the sound equipment gave great satisfaction to the engineer of the Western Electric Co. responsible for this installation. Such sounds as the notes of a piano lost much less in reproduction than is usual in such equipment and there is no doubt that sound pictures will receive full justice at this theatre.

The building is fully fireproof with brick construction and cement floors. The frontage on Twentieth Street is of an attractive rough-faced brick and a canopy overhangs the pavement on which the name of the current attraction will be lettered.

N. Rothstein, the proprietor of the theatre, is not without experience in the motion picture business as this is the sixth theatre he has built in Saskatchewan. He will be responsible for the direction of the house and will look after bookings and his long experience assures patrons of the quality of the pictures that will be secured.

The local manager is George H. Gratias, who was some years ago with the Empire theatre here and has since managed theatres in Winnipeg.

Pictures will be changed twice weekly, one attraction being shown Monday, Tuesday and Wednesday, and another on Thursday, Friday and Saturday.

The house will open at 1.30 on Thursday with the Warner Bros. production "Everybody Happy" featuring Ted Lewis.

Owner of New Theatre



N. ROTHSTEIN

owner of the new Roxy Theatre on Twentieth Street, West. Mr. Rothstein has a number of theatres in western Canada and brings to the Roxy a long experience in the show business.

"Beau Geste," directed by Herbert Brenon, released by Paramount.
 "Stella Dallas," directed by Henry King, released by United Artists.
 "What Price Glory," directed by Raoul Walsh, released by Fox.
 "The Way of All Flesh," directed by Victor Fleming, released by Paramount.
 "Ben Hur," directed by Fred Niblo, released by Metro-Goldwyn-Mayer.
 "Seventh Heaven," directed by Frank Borzage, released by Fox.
 "The Patriot," directed by Ernst Lubitsch, released by Paramount.
 "Sunrise," directed by F. W. Murnau, released by Fox.
 "The Crowd," directed by King Vidor, released by Metro-Goldwyn-Mayer.
 "The King of Kings," directed by C. De Mille, released by Pathe.
 "Disraeli," directed by Alfred E. Green, released by Warner Brothers.
 "Hallelujah," directed by King Vidor, released by Metro-Goldwyn-Mayer.
 "Grass," directed by Cooper-Schoedsack, released by Paramount.
 "All Quiet on the Western Front," directed by Lewis Milestone, released by Universal.

studio until I have to face the microphone. Just one of those things." A checkup revealed that Nancy Carroll will not enter the studio unless she has the pet make-up case she uses in pictures.

HAS MUSICAL OMEN

Charles "Buddy" Rogers always carries his trombone whether scheduled to use it or not.

Little Mitzl Green must have her parents there to pass judgment on her performance.

Mary Brian always wears flowers for good luck.

Jack Oakie must always have his pocket "luck-piece," which must be carried with him at all times anyway.

Ruth Chatterton always wears a necklace of tiny pearls.

And Harry Green never wears a hat en route to the studio.

Black fog occurs at sub-zero temperature and appears to be a precipitation of heavy semi-fluid water particles which seem to absorb the sun's rays.

An interesting exhibit of the German hygiene museum in Dresden is a huge wax model of the human ear. It shows every organ involved in the sense of hearing.

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Superstitions Are Rife at Hollywood

The famed superstitions of motion picture stars while working in front of the cameras now have been carried into the radio studios.

This is shown by a survey recently made at the Paramount-Express station, KNX, in Hollywood where stars of screenland gather on occasion for their contributions to the hour which is broadcast through the national network of the Columbia System. Radio KNX is located on the studio "lot" and the programs emanating from there are relayed to station WABC in New York and then placed on the air.

ARLEN WON'T TALK

A survey of the superstitious ones was recently made. A writer's interest was born when genial Richard Arlen refused to return his greeting even in a whisper. After it was all over, Arlen apologized.

"Sorry to be rude," he said. "But I'm funny about talking in a radio

BEAUTIFUL--IN DESIGN
 ARTISTIC--IN FINISH

AS THE NEW

ROXY THEATRE

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BRUNO INTER-LOCKING TILE
 Was Used in the Construction of the New ROXY THEATRE
 and in the following buildings opened this month: Davis Dairy, Ltd., Plant, and S. S. Kresge & Co., Ltd., Store.

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DAVID WARK GRIFFITH NAMES 50 BEST MOTION PICTURES

David Wark Griffith, most noted of film directors, has listed, at the request of The New York Evening Post, the 50 motion pictures that he considers the finest yet produced. Among them are some of his own, and this fact he explains thusly:

Modesty, under ordinary circumstances, would dictate that one should not include his own works in such a list as this, but I have included those of my own which I think rightfully belong, not because I think they are great but because the public and press have generally acclaimed them to be such.

It will be noted that Mr. Griffith selected but four talking pictures: "The Valiant," "Disraeli," "All Quiet on the Western Front," and "Hallelujah." He has just completed his own first talking picture, "Abraham Lincoln," with Walter Huston starred. Prior to its public exhibition Mr. Griffith would make no comment on it, he said.

Of his own outstanding films Mr. Griffith considers these the best: "The Birth of a Nation," "The Avenging Conscience," "Intolerance," "Broken Blossoms," "Way Down East" and "Orphans of the Storm." Lillian Gish was the star of most of them.

He lists "The Kid" as the best of Charlie Chaplin's pictures, "The Mark of Zorro" and "Robin Hood" as the best of Douglas Fairbank's films, "Smilin' Through" as Norma Talmadge's best, "Stella Dallas" as Mary Pickford's best, and "The Four Horsemen" and "Monsieur Beaucaire" as the best of the Rudolph Valentino pictures.

Aside from his own pictures, Mr. Griffith names three directed by King Vidor, three by Henry King, three by Ernest Lubitsch, and two each by Erich Von Stroheim, Herbert Brenon, Fred Niblo, F. W. Murnau, Cecil B. DeMille, Frank Lloyd, and Sidney Olcott.

In a note Mr. Griffith explains: "In making my own pictures I work not only during the day but so much at night that I have the opportunity to see only a small percentage of the pictures produced. Consequently, it would seem that someone far more capable than I could have been selected to submit this list."

LIST OF GOOD ONES

Here is the list of pictures, together with their directors and the companies that distributed them:

"Stella Dallas," directed by Marshall Neilan, and released by Paramount-Artcraft.
 "The Birth of a Nation," directed by D. W. Griffith, released by the Epoch Producing Company.
 "War Brides," directed by Herbert Brenon, released by Selznick Pictures.
 "Intolerance," directed by D. W. Griffith, released by D. W. Griffith Company.
 "Quo Vadis," produced by the Cines Company of Rome, Italy.
 "Avenging Conscience," directed by D. W. Griffith, released by Mutual Film.
 "The Four Horsemen of the Apocalypse," directed by Rex Ingram, released by Metro.
 "The Miracle Man," directed by George Loane Tucker, released by Paramount-Artcraft.
 "Broken Blossoms," directed by D. W. Griffith, released by D. W. Griffith Company.
 "Passion," directed by Ernst Lubitsch, released by Paramount.
 "The Mark of Zorro," directed by Fred Niblo, released by United Artists Corporation.
 "The Dark Angel," directed by George Fitzmaurice, released by First National.
 "Driven," directed by Charles Charles Brabin, released by Universal.
 "The White Sister," directed by Henry King, released by Inspiration Pictures.
 "Green," directed by Erlo Von Stroheim, released by Metro-Goldwyn-Mayer.
 "Way Down East," directed by D. W. Griffith, released by D. W. Griffith, Inc.-United Artists.
 "Smilin' Through," directed by Sydney Franklin, released by First National.
 "To-able David," directed by Henry King, released by First National.
 "Robin Hood," directed by Allan Dwan, released by United Artists.
 "Orphans of the Storm," directed

We Extend a Hearty Welcome to the Management of the

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Nat. Rothstein Proprietor

Roxy THEATRE

Geo. H. Gratias Manager

Grand Opening Tomorrow Eve. Thursday, August 28th, at 7.30 p.m.

SASKATOON has awaited the opening of the new Roxy with much interest. As intimated from the commencement of this great building project the new Roxy is an absolute departure from the conventional lines. It will unfold to you the realms of wonderment at an achievement accomplished only at considerable cost.

THE new Roxy will prove the popular mecca of Saskatoon's pleasure-seekers. It compares most favorably and in most instances surpasses in beauty and design the majority of theatres found anywhere in Western Canada. Its restful appointments, conveniences and perfect talking screen assures you of many hours of enjoyment. Our prices will always be consistent with the highest quality entertainment and kept at a popular figure.

AN APPRECIATION

I FEEL most fortunate in having had at my disposal the services of Mr. R. J. Arrand, Saskatoon contractor, who was responsible for the general contract. Mr. Arrand has proven himself an able builder and our relations have at all times been most pleasant. As an organizer he has proven himself also capable—surrounding himself with a staff of trained and competent workers. I take this means of publicly expressing my appreciation to Mr. Arrand for his excellent work in connection with the new Roxy Theatre.

N. ROTHSTEIN.

We Invite You To Visit The New Roxy At Your Convenience

GRAND OPENING PRESENTATION

Thursday, Friday, Saturday

"Is Everybody Happy?"

Featuring Ted Lewis, Ann Pennington, Alice Day

Northern Electric SOUND SYSTEM

Cool Clean Comfortable

Admission Prices at the New Roxy

Afternoons:
 Adults, 25c; Children, 15c

Evenings:
 Adults, 40c; Children, 25c

Doors Open Daily at 1.30. Continuous Showing Until 11 p.m.

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