

MAYORS OF 2 CITIES

SPEAK AT NEW TAMPA

THEATER DEDICATION

**CAPACITY AUDIENCE AD-
MIRERS SPLENDORS OF
LATEST PLAYHOUSE**

**Special Musical Numbers Ac-
company Feature Picture
And News Reels**

Tampa last night dedicated its newest and most beautiful playhouse—the new Tampa theater.

With appropriate civic ceremonies and the glamour of a first night performance, the new motion picture palace was accepted by the public which it will serve.

A packed house, assured since two hours after the first seat was offered in advance sale, came to inspect the theater and to verify advance reports of its splendor. All were convinced that no undue color had been given to the notices and with their applause they expressed appreciation of the artistic cinema house built for the city by the Consolidated Amusements, Inc.

Ceremonies were opened with an invocation by the Rev. Willis G. Clark.

Following the invocation, Mayor John T. Alsop, of Jacksonville, was introduced by Judge Raleigh Pette-way, master of ceremonies.

Mayor Alsop brought greetings from Jacksonville and congratulations for Tampa's progress in building such a magnificent theater.

Built for Public

"You must not forget that the builders of this magnificent theater designed it with the thought of serving the public. Tampa should be proud of such a structure and should utilize it to the utmost," he said.

Mayor Alsop alluded several times to the rivalry between Jacksonville and Tampa. The two cities, however, have the resource of showing the utmost co-operation in the time of necessity, he said. He stressed the importance of combining the efforts of all sections of the state in building a greater Florida.

Mayor Perry G. Wall, the second speaker, congratulated the city upon gaining such a magnificent playhouse. He spoke of the educational value of motion pictures and the benefits the city might receive from such a theater.

Orchestra Wins Approval

An overture, "Overture Solennelle 1812," by P. Tschaiikowsky, was offered by the Tampa Symphony orchestra, directed by John Ingram. The orchestra scored a decided hit.

Following the showing of a news reel, Edward J. Weaver at the console of the Wurlitzer organ, introduced a novelty song "I'm Betting on You." The audience was persuaded to sing through cleverly worded slides flashed on the screen, which Mr. Weaver accompanied with the organ.

Leonora Cori, lyric soprano, offered two numbers.

The feature photoplay "The Ace of Cads," starring Adolphe Menjou, proved popular. The picture is especially adapted to Menjou and the star makes the most of every opportunity to portray the-man-about town.

A comedy reel closed the performance.

Hundreds of the patrons who were getting their first glimpse of the theater, spent the fore part of the performance inspecting its architecture and rich furnishings. The grand lobby, depicting a patio, was a revelation to many.