

Roy

Topper

LOOPING THE LOOP

DR. WILLIAM KROGER, prominent hypnosis medico, is writing a book on psychosomatic factors in women's ailments. The book is expected to cause more comment than the Kinsey report. . .The town is saddened by the death of Eli Herman. He was one of the main forces on the legal staff which helped in freeing Patricia (Satira) Schmidt from the Cuban caboose. . .The Lester Neumans have reconciled. He's the Manz Printing Co. executive. Lucille Valentine, the blonde model he had been dating, is cooling her heartache via a plane trip to the coast. . .Morgan Howard, the Hearst Newspapers executive, in town for the weekend visiting with Her-Am publisher Worth Courtney. . .

Motion Picture Paid Tribute

"THE INAUGURAL STORY", the first motion picture ever to record a Presidential inauguration in color with sound, received a Congressional tribute from John A. Blatnik (D) of Minnesota. The film was made by Al Sherman, a Chicagoan, and will be given a permanent position in the film libraries of American schools. . .Billy Hammerstein, son of the famous Oscar Hammerstein, in town visiting Margaret Gibson and Charles Tate, the ballet dancers at the College Inn.

Rudy Eichenbaum, of San Francisco, known on the coast as the "King of the Night Clubs," is visiting Jules Eichenbaum, his cousin and former member of the Industrial Commission. Rudy revealed his home city had not been hit by the business snag sweeping the country. His company owns 25 of the largest cafes in downtown San Francisco.

Johnny O'Brien, the Will Rogers type humorist featured on the Nat'l Barn Dance air show, will do the MCing chores at the Oriental Theater when Jane Russell appears on the bill next week. . .Mercury Records has signed Al Melgard, the well known Chi Stadium organist, to a contract. His first recording will be "My Vision". . .Harry Simberg, the hotelman, has bought the Copa City in Miami from Murray Weinger for 650G's. . .Johnny Meyers, associated with Howard Hughes (RKO), is rumored to be teaming up with the oilman Ray Ryan in several ventures.

Easter Parade to be Televised

Major video stations are preparing to televise the Easter Parade on Michigan av. this month. . .Prettiest thing seen on State st. is Georgia Gibbs, singer at the Chicago Theater. Her daily jaunts to the five and ten cent stores, keeps the salesgals starry-eyed.

A waiter at the Trade Winds is starting his own restaurant with the "killing" he made on the horses last week. . .Joe E. Lewis' opening at the Chez Friday nite was one of the largest in many months at the cafe.

THE WONDER-OF-IT-ALL DEPT: Those green painted side wall tires on Dave Garroway's convertible.

Burt Lancaster joins the Cole Bros. circus for 11 grand per week. That's more money than he made in a year working in flickers. . .Benny Goodman has a new tune he claims will replace Be-Bop. It's called Bob-Hop, and consists of using the head only for dance gyrations.

Town Tattler-Nate

Gross

HAVANA HOLIDAY: Jose Marti was a great patriot. He fought to free Cuba. Here, he is regarded as a combination of George Washington and Abraham Lincoln. The cell in which he was imprisoned in dread Morro Castle is pointed out to visitors with great reverence. And his statue stands in Central Park, which is near the capitol.

The boulevards and parks of Havana have many statues of prominent national heroes, but the guide books make no special reference to the great Marti.

But it was the act of a 17-year old American sailor, drunk and on shore leave, that pointed up what Marti means to Cuba, and caused a small storm which, but for the prompt action of U.S. Ambassador Robert Butler, would have become an international incident.

Bid for Tourist Trade

Now that all the shouting is over, here is what investigation has disclosed:

1-That the incident was fostered by Cuban Communists at the very time Cuba was severing relations with Russia.

2-That the three sailors involved, for several hours, had been in the company of six English-speaking Cubans who bought them drinks.

3-That when the boys were sufficiently drunk, they had been brought to Central Park where someone dared the 17-year old sailor to climb to the top of the Marti statue.

4-Photographers had been planted and ready--so when one sailor sat on the head of the statue, and the others stood at its base, a speed-flash recorded the scene.

5-There is no evidence--except from those who framed the incident--that there was desecration of any kind.

6-Radical university students were on hand to demonstrate as soon as the picture was taken.

The FBI and attaches at the American embassy have this information documented. The Communists acted too fast to be convincing.

As a result of the furor, the navy ordered American warships away from Havana. This was bad news because businessmen were looking forward to the arrival of 18 American ships, and that meant cancellation of shore leave for several thousand sailors.

So the one to suffer most was Havana, itself. The incident cost the city at least \$100,000.

Red-Inspired Incident

But the fight for tourist trade goes on, and political incidents do not stop it one little bit.

Even tiny San Salvador, marred by a recent revolution, again is making a bid to recover what it lost. An effort is being made to renew negotiations with American investors for hotel construction.

Tower Isle, in Jamaica, is making a bid for American customers who used to visit fashionable Montego Bay. This new resort, right now, is negotiating with Hollywood movie stars to come there.

Attorney Morris Leonard and his wife say that Tower Isle is beautiful, but we observed them day after day sunning themselves at the Hotel Nacional's pool, after weeks of the Jamaican sun. So they like Havana, too. It's closer to the United States and just as warm.

PARTHENON OPENS TOMORROW

Local Man Builds Monster Palace

New Theatre Will Open This Week—Critics Hail It as
"The Wonder Theatre of the Western Suburbs"—
Largest and Most Beautiful Amusement Place
Between Chicago and the Mississippi

The Exterior

One sentence covers the description of the exterior of the Parthenon Theater—it is the most beautiful theater in the Middle West.

Few of the far-famed Chicago theaters surpass the suburban palace in beauty. Automobilists driving down Ridgeland avenue or 22nd street have stopped to admire the building, and strangers in the town have asked people on the street what the name of the building was.

Decorated in pure white terra cotta with pale tints of green livening up the minute and fascinating carvings, the building indeed stands out from the others. The decorative stones blend pleasingly with the tan pressed brick of which the building is mostly built.

Renaissance Style

The entire entrance to the theater is constructed of the white terra cotta, making it stand out strikingly from the rest of the structure. Above the entrance two six-foot towers, miniature copies of the Wrigley building towers, are built of marble.

The massive canopy and brilliantly painted sign which lets the passers-by know the building is the "Parthenon" blaze in light in

You Must Meet "Al"

Mr. Albert Melgard, known to his hosts of friends and musical admirers only as "Al", is to be at the console of the immense Golden-Voiced Barton organ on the opening night of the Parthenon Theater.

"Al" has the international reputation of being able to make the pipes of an organ "talk". Under his delicate touch an ordinary instrument would sound pleasing to the most critical ear, but at the keyboard of an organ like the \$50,000.00 Barton in the Parthenon, the music which he produces should be without compare.

"Al" is Exceptional Musician

Many of Melgard's musical friends will be in reserved seats on Thursday evening and a host of music critics from Chicago and other centers have signified their intention of listening to what the famed organist can do on the new instrument the later part of this week.

Melgard has a reputation which is



All Roads Lead to the Parthenon



Music is to be One of Chief Attractions

"Al" Melgard, Famed Organist; Eugene Wayne, Well-Known Orchestra Leader; Golden-Voiced Barton, the "Organ of the Air"; Will All Tickle the Musical Ear

The Symphonists

Eugene Wayne, famous from coast to coast as a musical director, has been about Chicago for several weeks organizing the Parthenon Symphonists which he will direct at the new local theatre on the opening night, Thursday (tomorrow).

Mr. Wayne comes to the Parthenon direct from the East where he has had a wide and varied experience in the field of music. For many years he was a member of the Damrosch Symphony orchestra of New York City, but seeing the opportunities offered, moved his field of endeavor to the big moving picture palaces. In the capacity of director of the orchestra he served over ten years at the Majestic and Palace Theatres in Chicago.

Well-Trained Leader

Director Wayne received his musical education from some of the best teachers in the country. He studied under Leopold and Kramer of the Chicago Symphony Orchestra, among others.

Music-Lovers; Attention

Remembering that music is one of the things nearest the hearts of people of this community, the managers of the Parthenon Theatre have begrudged neither expense nor trouble in trying to secure the best that money can buy to tickle the musical ear of its audience.

Probably the \$50,000.00 Barton organ is the greatest acquirement in the immense amusement palace. With the money spent on this instrument 150 persons could be supplied with Ford automobiles. The Parthenon organ also has the distinction of being the largest ever built by the Barton Musical Instrument Company.

The mighty organ which is installed in specially built concrete lofts, is arranged in five independent sections. They are, the main chamber, the solo chamber, the percussion chamber, the relay chamber and the power room.

Single Man Control

Each section is under the control of the organist at the console, the piano-like apparatus at which the organist plays. Each section resembles a group of players in a symphony orchestra and each part responds to the touch of the organist as the members of an orchestra respond to their director. To obtain this result, each organ loft or room is fitted with heavy sound shutters, each set operated independently of the others, making endless shading musical effects possible.



THREE-QUARTERS OF A MILLION

LIGHT EXPENSE IS OVER \$15,000

Days of Red Fire Are No More, Says Great Lighting Expert, Whose Job Is to Dream

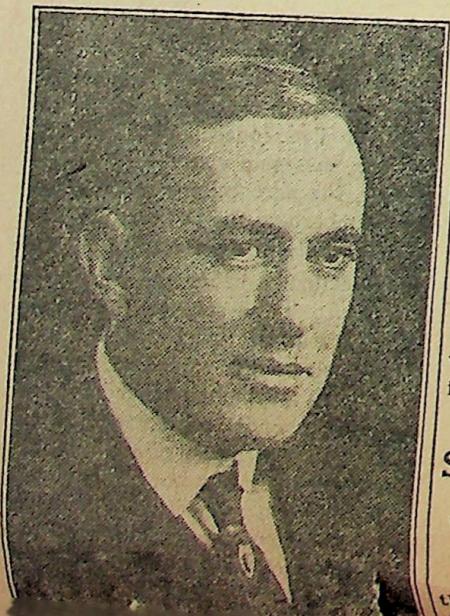
"Many are the changes that have taken place in the moving picture world in the last sixteen years," said John J. Cotter, lighting expert, to representatives of The Cicero Tribune yesterday as he sauntered about the new Parthenon Theater, watching his dreams of the last fifteen months being put into execution.

"I remember our first 'picture show.' It was back in 1908. For seats we had to borrow folding chairs from the local undertaker, and we took a sheet off the bed to use for a screen.

\$1,000 a Month for Light

"The greatest development in the sixteen years that have passed since then is the problem of lighting. In those days we had to rely upon a sign painter's brush and a gaudy little sign 'out front' to attract the crowds; the modern theater owner uses electricity. The Parthenon has invested \$15,000 in this way to tell their story to the western suburbs. Their light bill alone will run over \$1,000 a month.

"The ordinary layman does not appreciate the importance of light in a theater. The constant aim of a good owner is to keep his patrons comfortable. Herein enters the psychology of lighting. Our psychologists say that colors have an effect on the human body. The theater



A WOW OF A CAST

Ward Trenton	James Kirkwood
Grace Durland	Norma Shearer
Tommie Kemp	Adolphe Menjou
Irene Kirby	Mae Busch
Mr. Durland	George Fawcett
Mrs. Durland	Margaret McWade
Bobbie Durland	Robert Agnew
Ethel Durland	Ruth Stonehouse
John Moore	Robert Frazer
Mrs. Ward Trenton	Winifred Bryson
Sadie Denton	Vera Reynolds
Beulah Reynolds	Edythe Chapman
Chang	George Kuwa

Spicy Little Items About 'Broken Barriers', Parthenon

Penny Gum Was Expensive

A penny stick of chewing gum held up an expensive cast during the filming of "Broken Barriers," the new Metro all-star production coming next week to the Parthenon theatre. Pretty Vera Reynolds, as a shop-girl, took the gum from her mouth in a certain scene and it caught in the folds of the elaborate evening gown she was carrying to a patron. Result: suspension of all work until the gown could be cleaned for it had to be worn in the next scene.

Shopping in Comfort

A treat is in store for milady when she sees "Broken Barriers," on Monday and Tuesday of next week. Hundreds of beautiful gowns and hats, the latest Parisian models, are on display in a women's apparel establishment built for use in the picture. Close-ups give one all the thrill of being on a shopping tour on Fifth Avenue, New York.

Winifred Has to Be Wicked

Because she is tall, stately, and a brunette, Winifred Bryson is invariably cast as a "heavy." If she were blonde her lot would fall among those who marry the hero in the grand finale. Such is the difference hair makes.

In her latest picture, Metro's all-star production, "Broken Barriers," she has the role of Mrs. Ward Trenton, a radical novelist and lecturer who advises her husband to seek company elsewhere but thinks better of it when he falls in love with another girl.

Stage Electrician Is from the State-Lake

Electrician Nolan, comes to the Parthenon this week directed from...

Men Who Led the Parthenon

E. P. RUPERT

Mr. Rupert, the architect connected with Levine & Co., is known far and wide for his architectural ability. He is the designer of some of the biggest and most artistic theaters in this part of the country. In an interview with representatives of The Cicero Tribune, Mr. Rupert stated that the Parthenon is going to be one of his theaters of which he will be most proud.



R. ... of ... Indiana ...

The Demon Chaperone Stars in "Wise Virgin"

Edythe Chapman, grande dame of motion pictures and at one time one of the most popular romantic leading women on the American stage, plays one of the principal roles in "The Wise Virgin," the Elmer Harris Production in which Patsy Ruth Miller and Matt Moore are starred, and which will be shown on Sunday at the Parthenon Theatre.

United States season after season until they succumbed to the lure of the California climate and motion pictures. Since then both have appeared in a long list of screen successes.

In "The Wise Virgin" Miss Chapman appears as the grandmother of the heroine, a "grandma, the demon chaperone" type of character, and arranges a marriage for her granddaughter that is in line with...

IS COST OF AMUSEMENT PALACE

"SAFETY" BYWORD OF PARTHENON OWNERS

Every Proven Safety Device Installed In Suburban Palace—Operator In Steel Cage

The world shuddered with horror in 1903 when news of the terrible panic spread around the world. Hundreds of little children were smashed and crippled in the mad rush for exits when the scream of "fire" rang out thru the building. A child stumbled and fell and was trampled underfoot. Women fainted. Men grappled with each other in their frantic stampede for safety. Scores were killed and many mangled for life.

After the unfortunate event, people kept away from opera houses and theatres. They shunned all places of entertainment remembering what had happened at the Iroquois.

Times Change

Since that time builders have had one idea in mind: safety for the entertainment seeker. That they have advanced can be seen by the many new and practical safety devices on the market.

The builders of the Parthenon Theatre had one object in view when they took over the immense task of erecting the beautiful theatre. They wanted to combine safety and comfort and those that have seen their workmanship have murmured with wonder at their success.

First of all everything possible was made fire-proof. The stage, the floor, and the walls are all fire-proof. Very little inflammable material was used in its construction.

Everything Safe

The movie operator's coop in the back of the building is nothing other than a steel box twelve feet square with three tiny holes in the front to project the moving pictures thru. A tight-fitting steel door shuts him up from the rest of the structure. Everything in the room is made of fire-proof material. Besides all this, the celluloid films will be kept in a smaller steel-cased room some three feet square, to further increase safety.

Safety Everywhere

Twelve double door exits open from the main and mezzanine floor offering easy means for a quick exit. Red signs will mark each exit.

It should be noted that all of the people killed or hurt in the ill-fated Chicago ... 1903 were injured...

INVESTMENT OVER \$700,000

Parthenon, the Realization of the Dreams of a Local Man and a Big Theater Owner, a Year in the Making

Described by all those who have come in contact with them as business men without a fear, Benjamin J. Bernasek and S. J. Gregory are well equipped to manage a mammoth \$700,000 amusement palace like the Parthenon.

In 1921 Mr. Bernasek began to dream about making the lot which he owned at Ridgeland avenue and 22nd street the site for a recreational center of the western suburbs of Chicago. He received sympathy from few, and it was against great odds that he dreamed on and finally turned his hopes and aspirations into a reality.

Dreams Came True

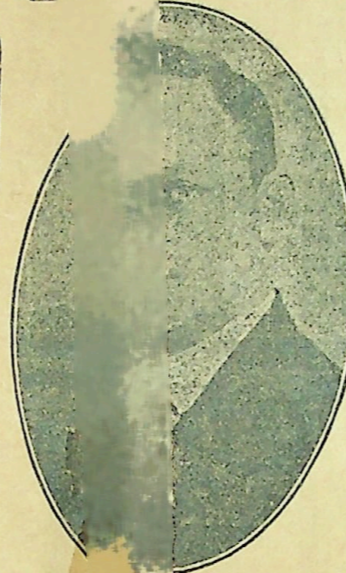
The turning point in the local man's dreaming came when S. J. Gregory, a theater owner of considerable repute, took an interest in the day dreams of the real estate man and evidenced the opinion that it might be possible to realize them. Accordingly, a partnership was formed, bonds were sold and work was finally begun on the present building. For nearly twelve months the work has gone on, handicapped by the weather, the usual setbacks encountered by builders and other obstacles.

Now the dream has been realized, and tomorrow evening Mr. Bernasek and Mr. Gregory will sit back in a box in the theater and see their hopes...

led the Parthenon

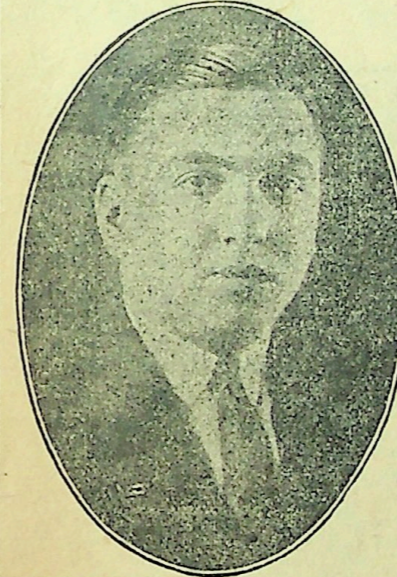
LOUIS HARRIS

Mr. Harris is the superintendent of R. Levine & Co., and it is under his expert management and his watchful eye that the work on the Wonder Theater of the Western Suburbs has progressed as rapidly and as well as it has. While still a young man, Mr. Harris has already superintended the construction work on some of the biggest theaters in the mid-western states.



VINE

the company is name and n working for onths building h Parthenon s concern is largest group lers in Illinois, nsin and Misre now erect-large houses d the middle



out the ENON

No Vulgar Painted Dummies or Silk Stocking Ads Here

Usherettes of the Parthenon Theatre are to be picked for their beauty as well as their ability to render courtesy and consideration to the patrons of the theatre.

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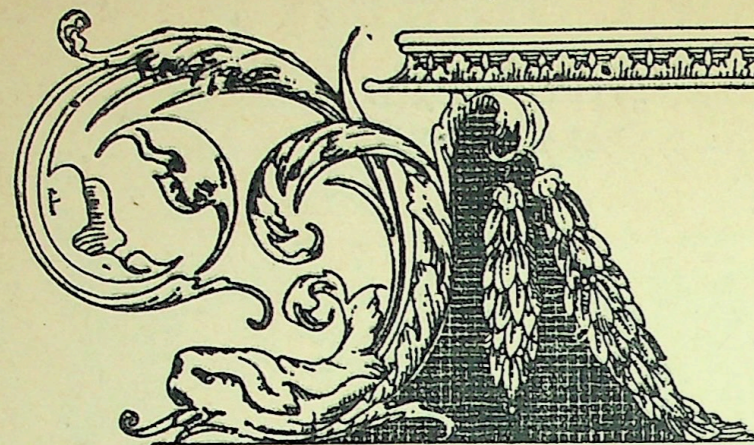
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If all the construction Voiced Orga would reach York.

One thousand electric globes thenon sign an

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PARTHENON NEWS



ALL ROADS LEAD TO THE

WONDER THEATRE of the WESTERN SUBURBS

and to the

PARTHENON BUILDING SHOPS



PARTHENON NEWS

GREGORY and BERNASEK

INVITE YOU

To Attend The

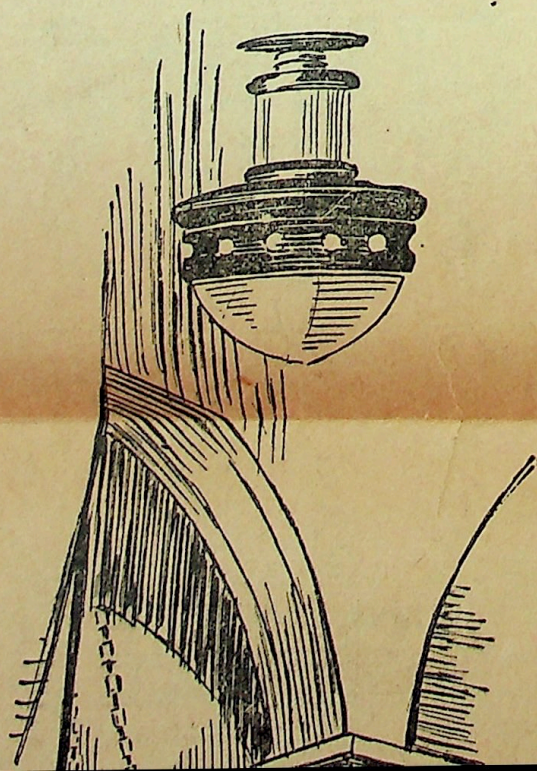
COME AND HEAR
 "AL" MELGARD
 at the
 GOLDEN-VOICED
 BARTON ORGAN

Don't Miss the
 EXCELLENT SELECTIONS
 of the
 PARTHENON SYMPHONY
 ORCHESTRA
 lead by
 Eugene Wayne, Conductor

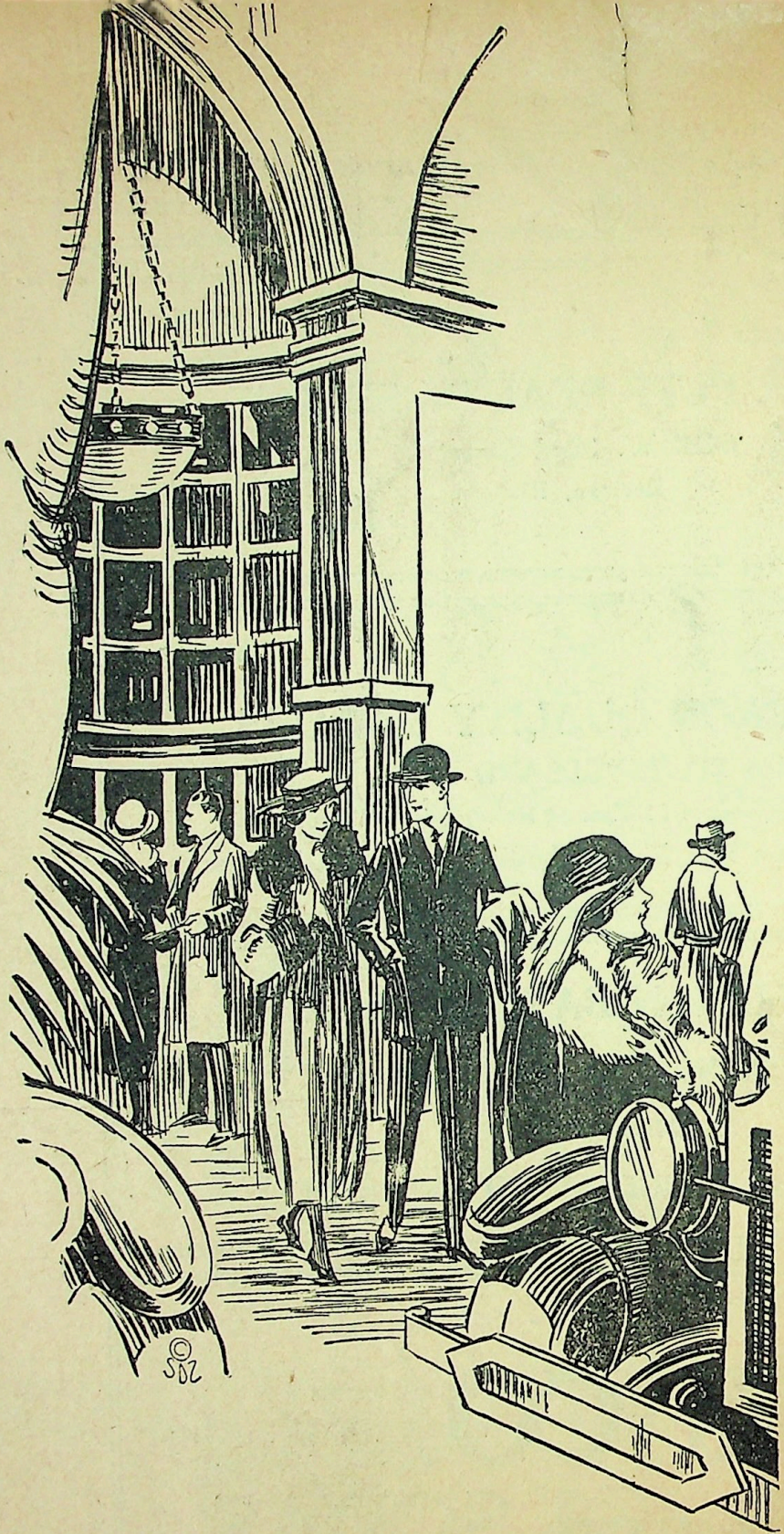
MAMMOTH OPENING

of the

WONDER THEATRE



WEC



of the
WESTERN SUBURBS

ON
THURS. SEPT. 11th

Doors Open at 5:30 P. M.

Orchestra, Organ and Special Features
5 Acts of Orpheum Circuit
Vaudeville

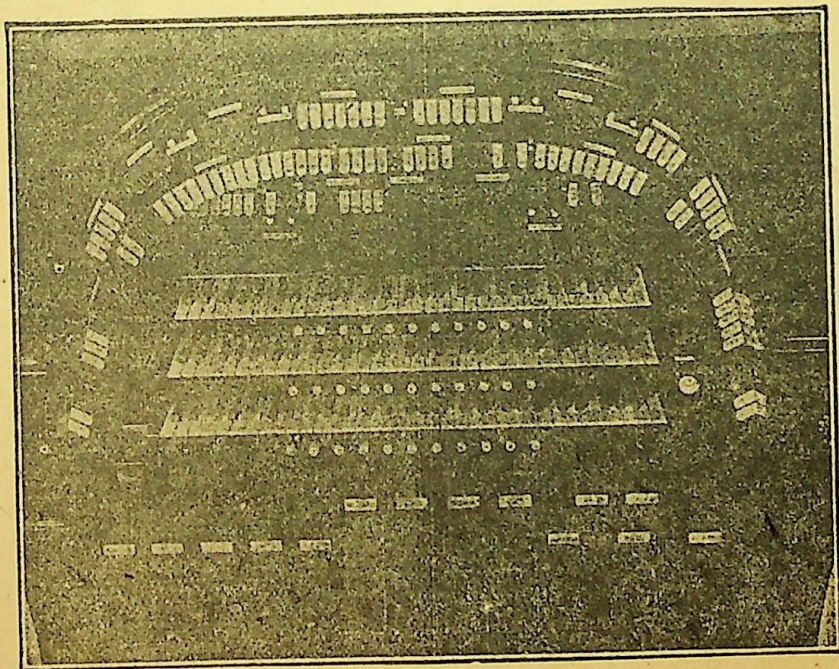
Dorothy
Stovore in "HOLD YOUR BREATH"

Doors
at 1:30 P. M. and 6:30 P. M. Except Opening Night

-Ridgeland Ave. and 22nd Street

All Roads Lead to PARTHENO

Organ Console



The view above shows the console of the Golden-Voiced Barton organ which has been installed in the new Parthenon Theater during the last week. "Al" Melgard, famed organist, will be at the key-board on the opening night and will "tickle the ivories" to please the most discriminating musical ear. Music critics from far and wide are planning to be on hand for this event alone.

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