

COMING ATTRACTIONS

Here are a few of the Big Hits coming soon to the
CENTER THEATRE

Here This Week:

Jean Arthur—Edward Arnold
—in—

"EASY LIVING"

Wednesday—Thursday

Zane Grey's

"FORLORN RIVER"

with

Larry Crabbe—June Martel

Friday—Saturday

Coming Soon:

Gary Cooper and George Raft

—in—

"SOULS AT SEA"

Bing Crosby and Martha Raye

—in—

"DOUBLE OR NOTHING"

And For Your Entertainment Next Week:

"ARTISTS & MODELS"
with

Jack Benny—Martha Raye
Monday—Tuesday

S. S. Van Dine's
"NIGHT OF MYSTERY"
and

Farr-Louis Fight Picture
Official, round by round
Wednesday—Thursday

..... AND ON THE STAGE:

It is the purpose of your Center to bring to Mount Airy for the first time, the same high class vaudeville that plays in the largest cities in the Carolinas. We will have available for our patrons, if you wish it, the same stage units that are playing Charlotte, Winston-Salem, Raleigh, Durham and Greensboro. Our stage has been arranged to accommodate these attractions. Watch for announcements of engagements.

The entire personnel of your New Center Theatre welcomes you, and sincerely hopes you will enjoy the program this evening and in the many evenings to come.

PERSONNEL:

CLAUDE G. EDGERTON, Manager

Mrs. Virginia Moore Bianco, Secretary and Cashier

Mr. Bob Marion, Doorman

Burse Berrier, Usher

Roger Patterson, Usher

Russell Wagoner, Usher.

Mr. Malger Gray, Projectionist

Mr. Percy Wagoner, Projectionist

Souvenir Program

**MONDAY
OCT. 25TH.
1937**

THE NEW CENTER THEATRE

Mount Airy, N. C.

DEDICATED to a progressive community of enterprising people. To serve you is our desire; to entertain you is our delight.

We pledge ourselves to bring to Mount Airy, at all times, good, clean, wholesome entertainment. And in doing so we hope to play an important part in the culture and educational life of this striving section.

THE New Center stands, a monument of beauty in architecture, devoted to Civic and Community interests and pledged to a policy of the Best in Entertainment.

The Center represents our faith in the future of Mount Airy. It represents an institution which we hereby entrust to your care and which we sincerely dedicate to the pleasant task of making life more cheerful.

If we succeed in spreading happiness to you and yours in the months and years to come, we shall deem our reward sufficient and our vision justified.

Information

Theatre Opens 2:30 P. M. Daily.
Saturdays 1:00 P. M.
Continuous shows until 11:00 P. M.
Phone 407

PRICES

Monday & Tuesday
Matinee 25c; Night 30c
Wednesday-Thursday-Friday-Saturday
Matinee 20; Night 25; Children 10c

STAGE SHOWS

Matinee 25c Night 35c

Ladies' Powder Room At RIGHT On Entering.

Men's Smoking Room On LEFT.

Gala Opening Program

7:15 P. M., October 25, 1937

Unit 1

INAUGURAL CEREMONIES

Unit 2

NEWS EVENTS

Unit 3

POPEYE

—in—

"I NEVER CHANGES MY ALTITUDE"

Unit 4

Irene Dunn Randolph Scott

—in—

"HIGH, WIDE AND HANDSOME"

STILL within the reach of all of us are life and laughter, travel and adventure, beauty and science—all made possible by the silver screen.

Romance, excitement, mystery, mirth—the spice of life. They take us out of the rut of hum-drum existence.

Rest assured that no effort will be spared to bring you the finest in screen entertainment. The Center will present a selection of pictures from the world's greatest producers.

Healthful! Comfortable!

The Center is heated by indirect radiation rather than direct, thus keeping the temperature at all times even and comfortable. Already installed for the summer heat is a cooling system changing the air every 1 1-2 minutes. Every invigorating breath of it will be cleaned and treated as it breezes through hundreds of sprays of cool, pure drinking water!