

The NEW
DE LUXE

SOUTH-EAST THEATRE

PHONE HY. 21

OPENS
TONIGHT
6:00 p.m.

THE NEW DELUXE
SOUTH-EAST
Theatre IN SUGARHOUSE

GALA Opening CHRISTMAS 6 P. M.

OUR SPECIAL Opening Attraction

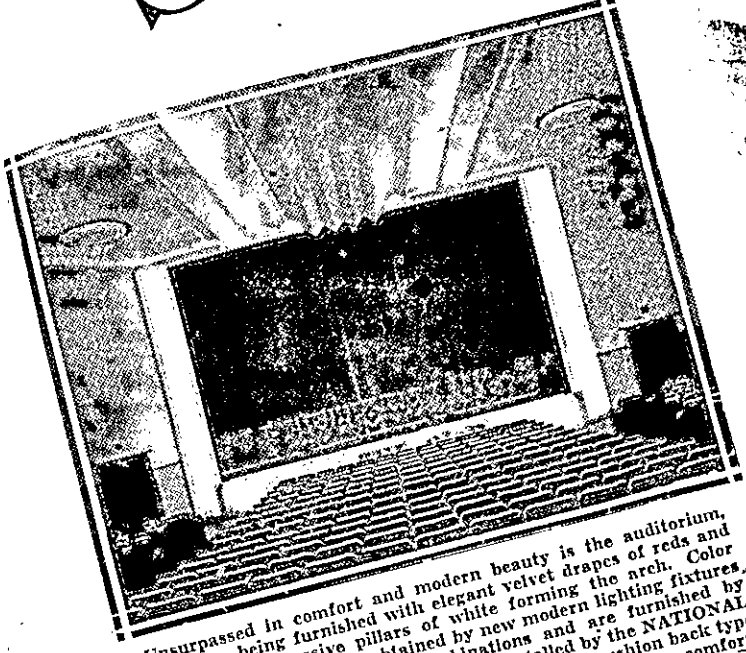
EDNA FERBER'S BEST SELLING NOVEL

COME and GET IT!

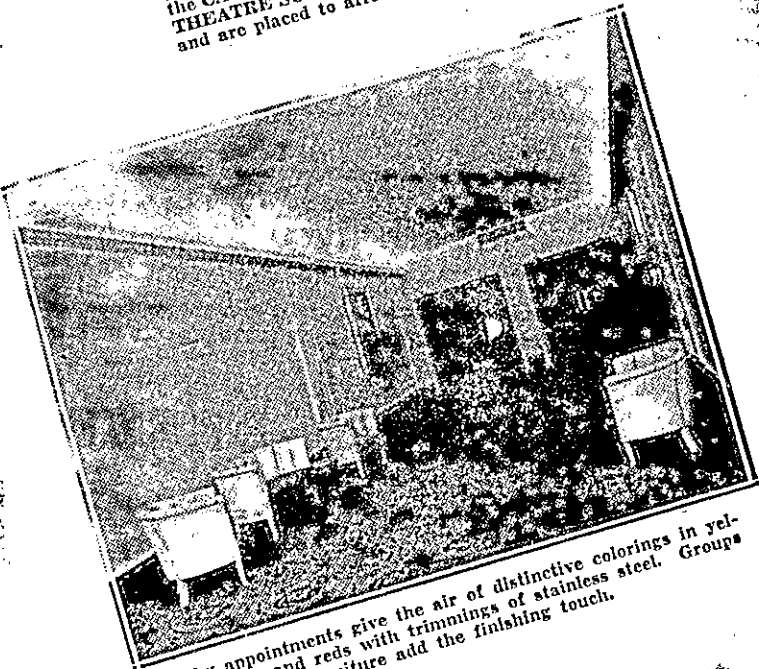
WITH **Edward ARNOLD**
FRANCES FARMER
JOEL McCREA

ADDED
SILLY SYMPHONY
DONALD & PLUTO
FOX NEWS
POPULAR PRICES

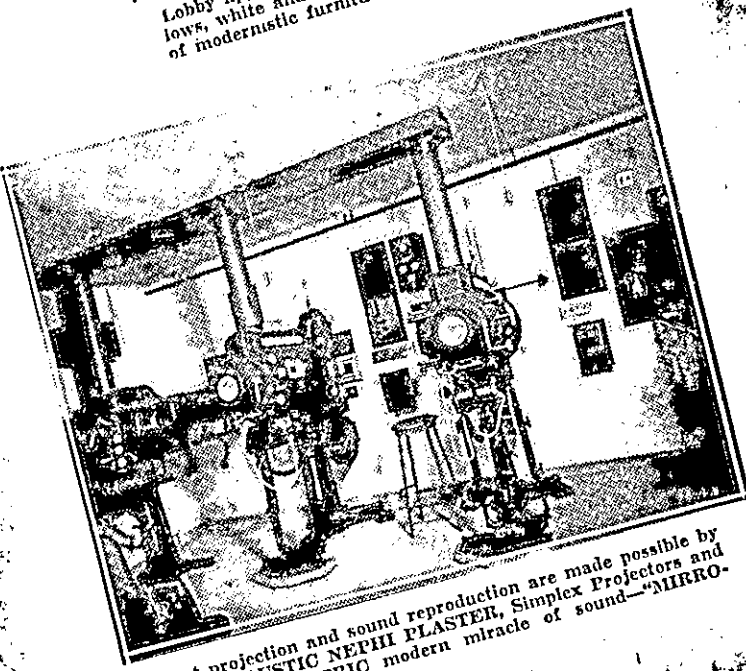
Lots OF FREE PARKING!



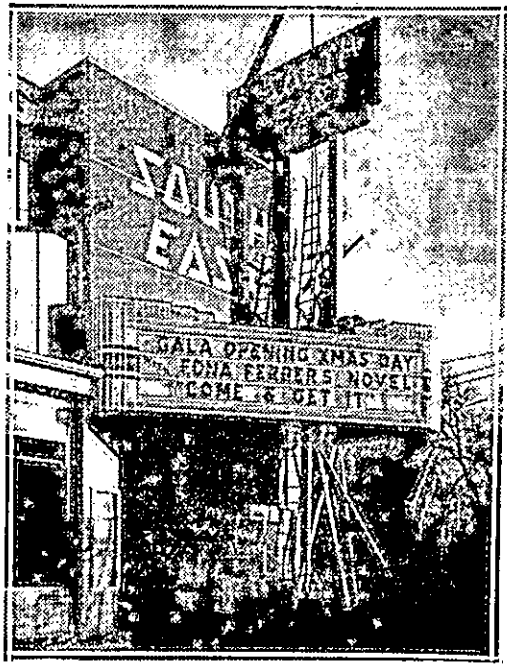
Unsurpassed in comfort and modern beauty is the auditorium, the stage being furnished with elegant velvet drapes of reds and greens, with massive pillars of white forming the arch. Color effects on the sides are obtained by new modern lighting fixtures, possessing fifty odd color combinations and are furnished by the CAPITOL ELECTRIC CO. Seats installed by the NATIONAL THEATRE SUPPLY are of the spring seat and cushion back type and are placed to afford the utmost in leg and seating comfort.



Lobby appointments give the air of distinctive colorings in yellows, white and reds with trimmings of stainless steel. Groups of modernistic furniture add the finishing touch.



Perfect projection and sound reproduction are made possible by SUPER ACOUSTIC NEPH PLASTER, Simplex Projectors and WESTERN ELECTRIC modern miracle of sound—"MIRRO-PHONIO."



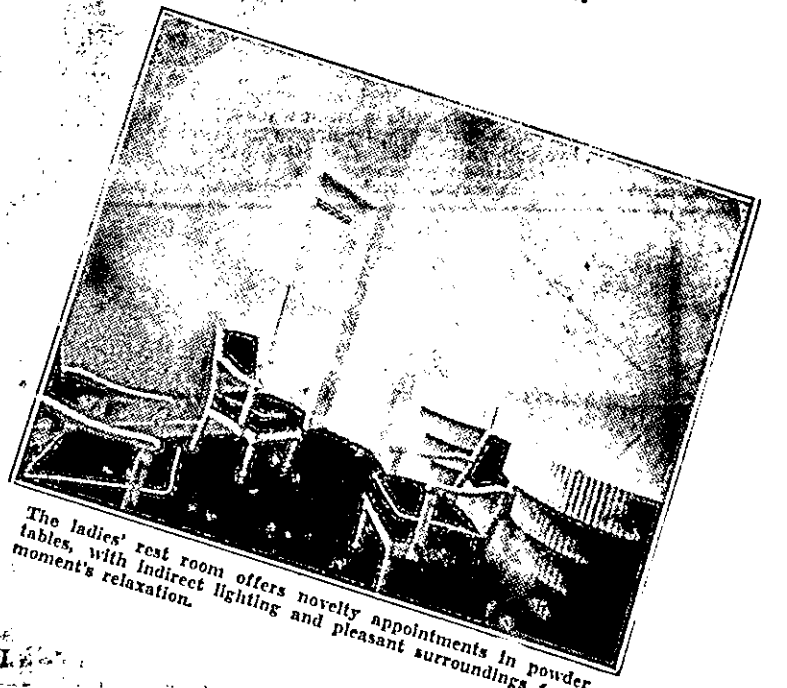
The entrance to the South-East Theatre is finished in tile and neon, with the marquee and neon displays being designed and furnished by the ELECTRICAL PRODUCTS CONSOLIDATED.



Healthful temperatures will be maintained by the automatic air conditioning furnished by HAWLEY RICHARDSON AND WILLIAMS CO., using a natural gas fired boiler.



Looking forward in the foyer are modernistic appointments with doors between the foyer and auditorium for quietness and comfort against drafts.



The ladies' rest room offers novelty appointments in powder tables, with indirect lighting and pleasant surroundings for a moment's relaxation.

WOOLLEY & EVANS
ARCHITECTS

WILLIAM H. McINTYRE CO.
BUILDING OWNERS

MATERIALS AND FURNISHINGS BY THE FOLLOWING FIRMS

PECK & ASH WALLPAPER CO.
Dealers in high quality paints and wallpaper, at 392 South Main, furnished the decorative paint for this beautiful theater. We extend this new enterprise our best wishes for its success.

GUDGELL SHEET METAL WORKS
116 West 2nd South
Built the air ducts and other metal fixtures in this outstanding air-conditioning system. We are specialists in air-conditioning ventilation and stainless steel metal work.

UTAH ENGRAVING CO.
113 REGENT ST.
The management of the new De Luxe South-East Theatre in SUGARHOUSE is to be congratulated upon selecting this community in which to erect this magnificent theater. We extend to them our heartiest good wishes for their success.

SALT LAKE GLASS & PAINT CO.
33 East 1st South St.
Supplied the paint used to add the glow of color to the new South-East Theatre. The brand of paint used was Pratt & Lambert, nationally known for its high quality. The same popular local store supplied the lovely mirrors that will add the highlights of reflection to the new showhouse.

The American Asphalt Roof Corporation
1674 Beck Street
Is proud to have supplied the roofing for this beautiful theater. The American Asphalt Roof Corporation is known throughout the Intermountain country as manufacturers of long life roofing materials—for unexcelled insulation. We join in wishing this outstanding Southeast enterprise great success.

CROWLEY INSURANCE AGENCY
JERRY W. CROWLEY, Manager, at
11 East 1st South Street.
INSURANCE AND BONDING

MODERN BEAUTY SHOP SUPPLY CO.
211 South State St.
Furnished the modern all-leather furniture used throughout this beautiful theater. The Modern Beauty Shop Supply is the distributor of all types of standard, nationally advertised beauty shop furniture equipment and sundries. We hope the patrons will enjoy the comforts of the furniture.

UTAH SASH & DOOR FACTORY
2341 South State St.
Congratulates the new South-East Theatre for their sound judgment in selecting our organization to furnish all the fine mill work, consisting of doors, windows, cabinets and interior finish work. We extend our heartiest good wishes for their success.

W. O. CUSHING, Painter and Decorator
31 West 3rd South—Was. 10171
—for the new De Luxe South-East Theatre

NATURAL GAS
The modern fuel, was selected for heating the beautiful new South-East Theatre, to assure a uniform temperature for the comfort of patrons at all times. Just as in thousands of homes enjoying Natural Gas heat, the South-East Theatre, in selecting this automatic fuel, has done away with all problems of tending the furnace, has eliminated the necessity of fuel storage space, and has banished smoke, dirt, ash and soot. With the quantity rates applying when gas is used for all household fuel needs, more and more people are finding that this clean, convenient, modern house-heating fuel actually costs less than old-fashioned methods.

SUGAR HOUSE LUMBER & HARDWARE CO.
1174 East 21st South
Congratulates the William McIntyre Company in building so fine a theater in our Sugarhouse community. We wish them every success in this splendid endeavor. We feel that this is a move in the right direction. When the pententary is moved, which it will be, there will be a new growth in Sugarhouse. You will be ready for this new spirit and optimism. Yours for a bigger and better Sugarhouse. Sincerely, SUGARHOUSE LUMBER & HARDWARE CO.

A. H. WALSH PLUMBING CO.
1120 Second Ave.
The De Luxe South-East Theatre wanted the "Best" in plumbing, which was installed by us.