

THE BUILDING OF THE ALEX THEATER

Mr. & Mrs. Rowell Weilert were already experienced in theater operations when they announced the construction of a new movie theater in Alexandria. As current owners of the Ritz Theater, they proposed to continue it as a venue for showing western movies only. Whereas the new theater would be named the Alex Theater and it would show 'first run' movies.

After the building permit for the theater was denied, a legal battle ensued with Mr. & Mrs. Weilert in a lawsuit against the City of Alexandria, which began over zoning ordinances and property lines. This escalated into restraining orders for both parties, two injunctions with a change of venue, which moved the case to Henry County. A second change of venue moved one injunction to Hamilton County and later to Hancock County. By August, six months had passed when the City requested to view the property blueprints that had been prepared by local engineer Martin Burden. The case rested here until November awaiting a final decision. During that time, the Weilert's continued to be active in the planning stages of the theater by ordering a Hammond organ in October.

In early November, the Weilert's presented the City with revised building plans which addressed the public alley access issue. By moving the heating unit into the basement instead of the rear of the building, it provided the public alley clearance. Doing so also provided twice the space for a larger stage area. Amid many complications, an agreement was reached and in late November, the foundation was poured. Soon the brick and block work were complete and by late January, the theater awaited the delivery of structural steel beams.

Once enclosed, the auditorium contained 548 seats with two types of theater seats. The styles were chosen in April along with pastel colors for paint and drapery with fire proofing of all fabric and carpet throughout. Soft lighting was installed for the auditorium while the foyer and concession stand were brightly lit. The building also received the relatively new technology of air conditioning. A separate "crying room" was built to quiet unhappy babies, which had the unusual feature of a bottle warmer. The Hammond organ that had been stored at the Weilert's home was installed and exterior Spotlights along the sidewalk highlighted the ALEX name above the front doors.

The Alex Theater opened its doors on Friday July 28, 1950 at 6:30 in the evening. The first movie shown was a romantic comedy starring Clark Gable and Loretta Young appropriately titled, 'Key to the City'.

*Authors note:

The following 21 microfilm articles are from the Alexandria Times Tribune digitized and provided by Newspapers.com. The articles cover February 4, 1940 to July 28, 1950. The microfilm may be accessed in the Alexandria-Monroe Public Library. The scanned photos are property of the library and are stored in the archives. Many of the photos are marked with the photographer's stamp of Leonard's Studio. Coincidentally a front-page article about the studio and the theater were printed side by side in the Times Tribune the day before the theater opened.

WEILERTS BUY N. HARRISON STREET SITE

Mr. and Mrs. H. S. Weilert, owners of the Ritz theatre, today announced the purchase of a site in the 400 block on North Harrison street on which a modern Colonial type deluxe theatre is to be constructed as soon as the architectural drawings can be submitted and the necessary contracts let. Erwin G. Fredrick, Chicago architect, one of the leading theatre designers of the east, has been given the contract for the new building and drawings are to be submitted early next week, the Weilerts said today.

The architect was in the city this week looking over the site with the new owners and making suggestions for the structure, which will be designed with red brick front with Colonial white trim. The theater to be known as "The Alex Theatre" will face the east. The site was purchased from Mr. and Mrs. Earl Oliver.

Ground is expected to be broken on the site February 14.

The Weilerts came to Alexandria two years ago from Garrett, Ind., and have operated the Ritz theatre since coming here. They plan to continue operation of the Ritz as a Western action movie house, showing only first runs in the new theatre.

Construction Of New Theatre To Start This Week

Work on clearing the 50x128 foot lot at 411 North Harrison street, site of Alexandria's new theater, "The Alex," was completed today and actual construction work will begin Wednesday, R. S. Wellert, local theater operator, said today.

Grading and leveling of the Bradley Construction Co., Anderson. Leo Underwood, Alexandria, is general contractor for the building work. The lot was purchased in February from Mr. and Mrs. Earl Oliver, whose home is located on the adjoining lot.

In announcing the beginning of work on the new theater Wellert

stated that he and Mrs. Wellert will continue to operate the Ritz theater at 220 North Harrison street devoting the theater program three to action films.

The new theater will cover the entire lot and will be built with a four room apartment on the second floor to the front of the building. The apartment will be for the use of a theater employee. The remainder of the building will be of one-story construction.

Fireproof

The 50x128 foot structure will be of concrete block and steel and will be fire proof. "The Alex" will have a seating capacity of 600 and will be complete with ticket booth, lobby, rest rooms and a modern "cry" room where younger children may be taken and where parents may still view the film while caring for their children.

The interior of the auditorium will be finished in acoustic materials and the entire building will be air conditioned. Wellert said that the air in the theater both winter and summer will be changed every two minutes.

Gas heating will be used and the latest type of projection equipment installed. The Wellerts have not as yet selected the color scheme for interior decorating.

The front, which will face Harrison street, will be constructed of red brick in a Colonial design and will extend 20 feet back. The remainder of the building will be concrete block. Window sills and coping will be constructed of white limestone.

Present plans are to have the theater ready for opening in the late fall.

Letter To Editor

"In regard to the article in your Monday, June 27, 1949 issue of the Times-Tribune concerning the action of the Alexandria zoning board, in which the article states:

"Denied a permit were R. S. and Hope Wellert, applicants for permission to build a 50 by 128 theatre building in the 400 block on North Harrison.

"Permission was denied on the grounds that the proposed site was within the residential zone; that the location designated was not of sufficient depth for a 128 foot structure and because the application was not accompanied by a survey or drawing as required by the new zoning regulation.

"We purchased the lot in question from Mr. and Mrs. Earl Oliver and the description of the property is as follows: "A strip of ground 50 feet in width off of the entire north side of lot 14 in Parren P. Painter First Addition to the City of Alexandria." Authority for this description is a blue print signed by Paul W. Phips, civil engineer Reg. No. 321. The plat was made Feb. 7, 1949, and states that the lot is 128 by 50.

"In conclusion, you may quote us as saying that we are today (Tuesday) out of town conferring with our lawyer concerning the matter and that we will build a new theatre in Alexandria in spite of h - - - and high water."

(Signed),

R. S. and Hope Wellert

Denied Permit

Work on preparing the grounds, located in the residential area under the provisions of a new city zoning ordinance, has been going forward in spite of the refusal of the city zoning board June 26, to grant a building permit on the grounds that the lot was located in a residential section; that the location was not of sufficient depth for a 128 foot structure called for in the building specifications, and because the application for a permit was not accompanied by a survey as required in the new zoning ordinance. Wellert, however, maintained that the lot is of a sufficient depth to meet their building specifications and have in their possession a building permit signed by the city clerk treasurer. Mrs. Marguerite Humphries. Members of the zoning board declare that the permit was issued with out authority.

Hearing on the injunction has been set for July 14 before Circuit Court Judge Dickey.

STRIKE COUNTIES MONDAY IN THEATRE ACTION

Striking out counties for a change of venue for hearing of the two injunctions of the city of Alexandria against R. S. and Hope Wellert, has been delayed until Monday in Madison county Circuit court. Judge Joseph A. Dickey had previously announced striking of counties for today.

Temporary restraining orders have been issued in both actions, one of which charges that the Wellerts were building their theatre into the alley at the rear of their North Harrison street lot and the other that the city zoning regulations had not been complied with.

The injunctions stopped construction of the theatre shortly after excavations started last week.

DELAY HEARING IN THEATRE INJUNCTION

Hearing on evidence in the application for dissolution of the injunction granted to the city in one of two court actions involving construction of a new theatre here was delayed until Friday morning at 10 o'clock when attorneys appeared before Judge John H. Morris in Henry county Circuit court Saturday.

Attorneys presented statements to the court at their appearance Saturday.

The injunction involved is one based on the former city zoning ordinance, which has since been set aside. No date has been set for hearing on the second restraining order, granted by the Madison county circuit court on the contention of the city that builders of the theatre, R. S. and Hope Wellert, were threatening obstruction of a public alley.

Change of venue was granted in both injunctions, the second to be heard in Noblesville, Hamilton county.

The two restraining orders stopped construction of a theatre in the 400 block of North Harrison street, three weeks ago.

Present Saturday in Henry county court with attorneys for both the city and the Wellerts were Mayor Guy Lewis and Wendell Woosnam, council member and member of the board of works.

INJUNCTION DISSOLVED IN THEATRE CASE

One obstacle in the way of resuming construction of a theatre here by R. S. and Hope Wellert was removed this morning when one of two injunctions, which halted construction three weeks ago, was dissolved in Henry county Circuit court.

The injunction was dissolved upon agreement of the plaintiff city of Alexandria and the Wellerts and a motion to dismiss the suit in which the injunction was granted was filed by City Attorney Donald P. Jones.

Judge Morris indicated that the suit would be dismissed when court is resumed September 5. The court is now on vacation.

The suit charged that a city zoning ordinance was being violated in the theatre construction. The zoning ordinance has since been set aside until January 1, 1950 as a result of public pressure brought at a city council session.

Still holding up construction is a second injunction, granted in a second suit filed by the city, which charges that the Wellerts were threatening obstruction of a public alley. Hearing on the application to make the injunction permanent is scheduled in Hamilton county at Noblesville. No date has been set for the hearing.

City Orders Blue Print Of Questioned Lots In Theatre Injunction Case

To be used in the court hearing in the city's suit for an injunction against R. S. and Hope Wellert to restrain them from

erecting a theatre on land, which the city charges extends into a public alley, a blue print of the entire block from Harrison street east to Lincoln avenue has been ordered prepared by Mayor Guy Lewis.

The blue print will be prepared by Martin Burden and Paul White of Muncie, licensed engineers, who surveyed the area last week and placed the making stakes.

Meanwhile Earl Oliver, 401 Harrison street, has erected a fence within his property line.

The exact location of the property line is the question involved in the court action which halted construction of a theatre in the 400 block, four weeks ago, shortly after excavations started. The temporary injunction was granted at that time. Hearing on making the injunction permanent has been given a change of venue to Hancock county and attorneys have agreed to the hearing Aug. 23 although the case has not been docketed for that date. It was originally scheduled for hearing in Hamilton county.

HEARING FOR FINAL DECISION NOVEMBER 14

The city of Alexandria won another round in the legal encounter involving construction of a theatre in the 400 block on North Harrison street, Tuesday, when the temporary injunction granted by the Madison county court was continued by Judge Offutt of the Hancock county Circuit court, in the city's injunction suit against R. S. and Hope Wellert.

Because the court is now on vacation no final decision can be rendered by the court and a hearing was set for the October term of court, November 14, when arguments and briefs will be presented by attorneys on the same evidence presented Tuesday.

Twelve witnesses appeared in behalf of the city and five testified for the defendants.

Testimony centered about the question of when the alley involved in the controversy was established, and the alley boundary lines as claimed as the result of surveys submitted by both the city and the defense.

Meanwhile the Wellerts are meeting with another delay in construction of the theatre, which was halted six weeks ago by a temporary restraining order issued by Judge Joseph A. Dickey of the Madison county Circuit court.

Another temporary restraining order issued against the Wellerts in July, based on a city zoning ordinance, was dissolved in Henry county Circuit court, August 4. The zoning ordinance has since been set aside until January 1.

Theatre Dilly-Dallying An Administration Disgrace!

(An Editorial)

THERE has been unfolded in Alexandria during the last several months an exhibition of maneuvering on the part of some city officials and their henchmen, who have finally accomplished their aim for the present, to prevent Alexandria from having a new and modern motion picture theatre.

City officials are elected by the people to serve all of the people and yet we have witnessed in Alexandria an official attempt to block the construction of an enterprise which could be of great benefit to the community by attracting pleasure-seeking crowds throughout the year, along with its attendant revenue.

These so-called public officials began some time ago to block an effort by Mr. and Mrs. R. S. Weilert to build a new theatre in the 400 block of North Harrison street.

One of the obstructions halting theatre construction, a city zoning ordinance which was set aside almost as abruptly as it came into existence but with considerably more publicity, was removed after public pressure was brought to bear.

Still preventing construction is the other obstruction, a temporary restraining order issued to the city in its legal action brought against the Weilerts charging that the theatre construction was threatening to obstruct a public alley.

The injunction, extended until November by ruling of the Hancock county Circuit court judge Tuesday, will conveniently delay the theatre construction until too late for the Weilerts to build this year.

Alexandria will never be more than it is so long as it is served by officials who let themselves be swayed and their actions guided by small "influential" cliques, and with no more recognition of their official obligation to the people who elected them.

All city officials in administrative positions are elected to serve all of the people, not any one group or clique. Surely it would be to the benefit of all of the people to have a new theatre. If there be other interests desirous of building another theatre, let them proceed also. That is free competition. That is the American way as it was intended under our constitution which all public officials swear to uphold and defend. It has not been upheld nor defended in the Weilert case.

WEILERT HOME SOLD TO EARL OLIVER

A real estate transaction completed this week resulted in the sale of the home of Mr. and Mrs. R. S. Wellert, 1616 North Harrison street, to Mr. and Mrs. Earl Oliver, 401 North Harrison street.

The Wellerts plan to rent the Oliver property, which is adjacent to the site of their proposed new theater, until the theater is built, after which time they will occupy a second floor apartment at the front of the structure.

Mr. and Mrs. Oliver will make their home at the 1166 North Harrison street address. The two families will move in the near future.

PURCHASE ORGAN FOR NEW THEATRE

The purchase of a new Hammond electric dual manual organ which will be installed in the new Alex theatre after its completion here, was announced today by R. S. Weillert, 401 North Harrison street. The organ, purchased from an Indianapolis distributor, will be delivered this week and will be installed temporarily at the Weillert home.

Construction on the Weillert theatre is being held up pending settlement of a court restraining order, scheduled for hearing in Hancock county Circuit court, Nov. 14.

Theatre Injunction Hearing Set For Monday; Change Of Venue Granted Defendants

Another chapter in the city's injunction action against R. S. and Hope Wellert, which has held up construction of a new Alexandria theatre since last June, will be written in the case Monday when hearing to make the injunction permanent will be held in Hancock county court at Greensburg.

A motion for change of venue, filed Nov. 7 by the defendants and sustained by the court will bring with it another judge into the case and will relieve Judge Samuel J. Offutt, who continued the hearing when it came before his court in August because court was then on vacation.

The new judge will be selected from three submitted by Judge Offutt and general procedure is for the judges to be those from adjoining counties which possibly be Rush, Shelby and Henry counties. Plaintiff and defendant will each be given the opportunity to strike one judge from the list.

Arguments and briefs are scheduled to be offered at the Monday, presented at the August hearing.

Boundary Issue

The temporary injunction was issued by Madison county Circuit Court Judge Joseph A. Dickey and is based on the city's contention that the defendants are threatening to obstruct a public alley in their proposed theatre construction. Property boundary lines are involved in the issue.

Another restraining order against the Wellerts, based on the city's former zoning ordinance, was dissolved in the Henry county court early in August after public pressure resulted in the setting aside of the ordinance by city council.

Meanwhile, another court action based on the same property line issue has been filed in Madison county Superior court by Mr. and Mrs. Earl Oliver, owners of a lot adjoining the proposed theatre site. The Olivers seek to quiet title to the real estate in question and \$1,500 damages.

Donald P. Jones city attorney and Atty C. O. Davison of Anderson are representing the city in the injunction action and Attorneys George Mountz of Garrett and Robert Gemmill and Mr. VanDyne of Marion, are representing the Wellerts.



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REVISE PLANS TO ELIMINATE FURTHER DELAY

Confronted with further delay in the legal controversy which has held up construction for nearly six months, R. S. Wellert announced today that he has revised plans for his proposed new Alexandria theatre making possible immediate construction.

Wellert said the contractor, Leo Underwood, would be on the site in the 400 block, North Harrison street, to start excavations Friday. Unless work is hampered by too much inclement weather the theatre will be ready for opening by June 1, Wellert predicted.

Meanwhile attorneys for Wellert and the city of Alexandria were scheduled to strike court for a chance in judges for hearing of the second of two injunction actions brought by the city against Mr. and Mrs. Wellert, which have delayed construction since June. The hearing to make permanent a temporary restraining order issued by Madison County Circuit Judge Joseph A. Dickey, was set for hearing in Hancock county court at Greenfield Monday, but the change of venue is expected to cause another delay.

Property boundary-lines involved in the issue. The city charged that the Wellerts were threatening to obstruct a public alley with the theatre building.

Another restraining order against the Wellerts, based on the city's former zoning ordinance, was dissolved in the Henry county Circuit court early in August after public pressure resulted in the setting aside of the ordinance by city council.

Wellert said today that the revised plans, which have met with the approval of the state fire marshal, provide for a basement in which the heating plant will be placed. Previous plans had provided for the heating plant at the rear of the building. The revised plans also call for a 15 foot stage instead of a seven foot stage, which will allow adequate space for a large assembly on the stage, Wellert pointed out.

CONTRACTOR TO START BLOCK, BRICK WORK ON THEATRE WEDNESDAY

Work on the new theatre being constructed by Mr. and Mrs. R. S. Weillert in the 400 block, North Harrison street, will be resumed next Wednesday when the contractor for laying block and brick work moves in with his crew.

Last of the foundation was poured Friday and work has been at a standstill until the foundation has properly "set."

J. S. Applegate, contractor of Carmel, Ind., who will be in charge of the block and brick work, said his work would require only about two weeks unless workers are hampered by unfavorable weather conditions.

The Weillerts hope to have the theatre ready for operation by June 1.

THEATRE CONSTRUCTION ADVANCING

Theatre construction in Alexandria was being continued at the new theatre in the old Elks building, corner of Harrison and Church streets, today while work on the new Alex theatre on North Harrison street, being built by Mr. and Mrs. R. S. Weillert, was at a standstill due to a delay in the shipment of steel beams.

The roof on the theatre section of the old Elks building has been completed and cement exit ramps were poured in the rear of the auditorium today. Ike Turner of Decatur, Ill., building superintendent for the Alliance Theater Corp., is in charge of the construction.

The Alliance corporation has indicated that their new theatre here will be known as the Town Theatre.

No actual work has been started on the section of the building to be used as business rooms.

Cement block sides to the Alex theater have been completed but construction of the brick front will be halted until the steel beams arrive, Weillert said. The beams were expected to be shipped this week.

'Alex' Theatre Nears Completion

Owners Say House To Open Very Soon

Only a few weeks will pass before the beautiful and brilliant marquee of the new "Alex" theatre will light up North Harrison street as Alexandria's only completely new, from foundation to roof, theatre. Plans for the grand opening will be announced as soon as completed by the owners and operators, Mr. and Mrs. R. S. Wellert.

The theatre enterprise will be welcomed by citizens of Alexandria as one of the latest in modernly equipped theatres in the Midwest featuring the best equipment possible in order to insure the finest in entertainment and customer comfort.

During the past few weeks the large 50 by 121 foot structure of colonial brick, steel and concrete has risen under the guidance of Mr. and Mrs. Wellert and the general contractor, William Underwood. The strongest of metal roofing now supported by large oversize structural steel beams which rest on high thick walls of specially designed concrete block walls, will protect a beautifully designed and colorful interior devised to interest the theatre-goer in Alexandria. Nothing has been left undone or ill-considered for the enjoyment and entertainment of the customer in this new and large theatre designed to seat comfortably 600 patrons.

Newest Seats Available

The seating of the customers was considered for many weeks before the Wellerts made their final decision: to obtain the newest refractory seats for the middle section of the theatre and for the side aisles, a new idea in theatre seating will be the "talk-of-the-town" with their special spring backs and seats. The front rows will be of the latest and most comfortable design and with the new oversize screen on the massive stage, those in the furthestmost side seats will be able to have a good view as any "on-the-aisle"

customer. Feeling it's "smart to buy the best," the owners of the "Alex" theatre have gone to great lengths to see to it that everything used in the theatre is of the best, newest and strictly proven materials.

The rugs that flow softly down the long aisles of the theatre from the massive 50 by 14 foot foyer will be carpeted, as will the lobby, with a beautiful new fire-proof treated rug of varied pastels. On the color theme, a special eye-resting pastel colored motif is to be followed throughout the theatre with luxury the feeling to be experienced when the new soft peanut shell drapes are seen on the stage and on either side of the screen, along the gently curving walls. Softest of lighting will enhance the auditorium of the theatre, with of course brighter and more functional lighting found in the foyer, where a new concession stand complete with the latest in pop corn machines will be attended for the benefit of the customer.

"Cry" Room

Like the new refrigeration type air conditioning system the Wellerts have purchased for installation at the "Alex" theatre, the new idea in theatre accommodation, "the cry" room puts this theatre another step ahead of midwestern entertainment houses. The purpose of the cry room, es-

(Continued on Page Two)

Owners

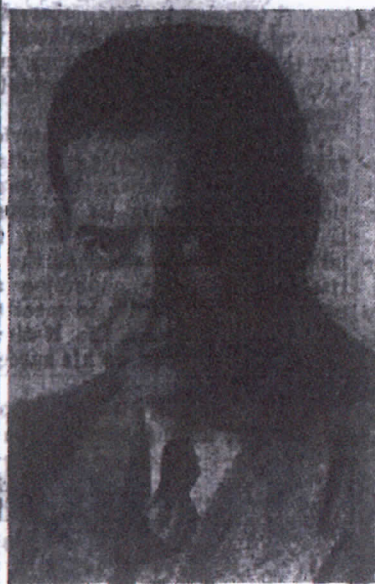
(Continued From Page One)

pecially equipped, is to allow parents, with attention demanding babies, to have available a place for temporary retirement, thus enabling the rest of the patrons to remain undisturbed. In this special room, Mrs. Wellert said, there will be such unusual theatre equipment as bottle warmers, places where the children may rest and where the mother may attend the child until ready to return to the auditorium. Very few theatres have reported such accommodations as this throughout the nation.

All in all, every attention has been paid to the design of this entertainment house for Alexandrians to make the inside as attractive, as desirable to use and as fine a place of entertainment as the outside will be to see, with its sturdy brick construction enhanced with colonial shutters of white at several windows, with flower boxes providing greenery and decoration. A profusion of lights will permit the customer to see present and future billings from all angles.

The Wellerts said yesterday that the opening date, while still undetermined will be made far enough in advance so that all persons of Alexandria and surrounding community of towns may be able to give the theatre their minute and all-important inspection.

Weilerts Will Open New 'Alex' Theatre Here Tomorrow Night



Leonard Photos

Tomorrow evening at 7 o'clock Howell and Hope (Smalley) Weilert (left to right) will see the opening of their new "Alex" theatre on North Harrison street.

This theatre was built by the Weilerts as a completely new and fireproof modern theatre building, designed especially to provide Alexandrians and others from over central Indiana with the best in theatre comfort and entertainment. This theatre, which boasts

numerous innovations in the industry, will be open nightly with a continuous showing of the best in pictures from Hollywood on Sunday. Doors open Sunday at 2:30 o'clock in the afternoon, with the show to start at 2:45 o'clock.

Mr. Weilert, a former navy man of World War II, and Mrs. Weilert, attended school at Garrett, Ind., and later were in the furniture business at Auburn, Ind.

During the construction, from the breaking of ground on North Harrison street, every detail of construction has been under the personal supervision of Mr. and Mrs. Weilert. Both have seen to it that every piece of material used in this new and large house has been up to the high standard they planned for the theatre.

There are 548 seats in this theatre, all of the newest and most modern design. Every inch of fabric used in the building has been treated for fireproofing and particular attention has been paid to requirements of all safety and fire codes. Mr. and Mrs. Weilert have gone to greatest possible lengths to see to it that the "Alex" theatre becomes the entertainment center of Alexandria and will be on hand tomorrow evening to greet their many friends.

Leonard's Studio Has New Feature

Leonard's Studio, 120 W. Church, today announced they will make their "Junior Corner" a permanent feature of the Times-Tribune, by running a picture of a pre-school child at least once a week in the paper.

Mr. and Mrs. Rudy Leonard said the popular feature will include children of pre-school age taken at their studio. The Leonard's gather information concerning the child and its parents, when the pictures are made. Information wanted includes name and address of parents, father's occupation, and grandparents of the children.

ALEXANDRIA TIMES-TRIBUNE

'ALEX' THEATRE OPENS DOORS HERE

Completely New Movie House Ready For Public Inspection

This evening at 8:30 o'clock doors to Alexandria's completely new and ultra modern "Alex" theatre, just completed by Mr. and Mrs. Rowell Wellert, will open its doors to the public.

The opening, long awaited by Alexandrians and others over the surrounding area, will permit citizens to view the colorful exterior of the Colonial type structure of steel, brick and concrete. Rowell and Hope Wellert have left nothing undone in seeing that everything in the "Alex" theatre contains the latest in sound equipment, best of decorations, the finest of projection equipment, and the cooling and heating system used at the "Alex" theatre is considered not only new, but an innovation in the field of temperature control in theatres.

Best Pictures

Pictures, booked to be shown from the "Alex" screen are all outstanding productions from the largest studios in Hollywood, the nation's film capital. The opening picture, "Key To The City," which stars Clark Gable and Loretta Young, will entertain first day visitors to the beautiful theatre with its modern touch and dramatic possibilities.

Outstanding personalities of the theatre industry have indicated their plans for arriving here by plane, train and automobile today to join the many friends of the Wellerts in wishing them well in the opening of one of the more modern entertainment centers of the midwest.

Hostesses for the opening day of the theatre are Miss Phyllis Stephens, daughter of Mr. and Mrs. Harry Stephens, West Washington street, and Miss Jean Swalley, daughter of Mr. and Mrs. Virgil E. Swalley, of Auburn, Ind.

Greatest Comfort

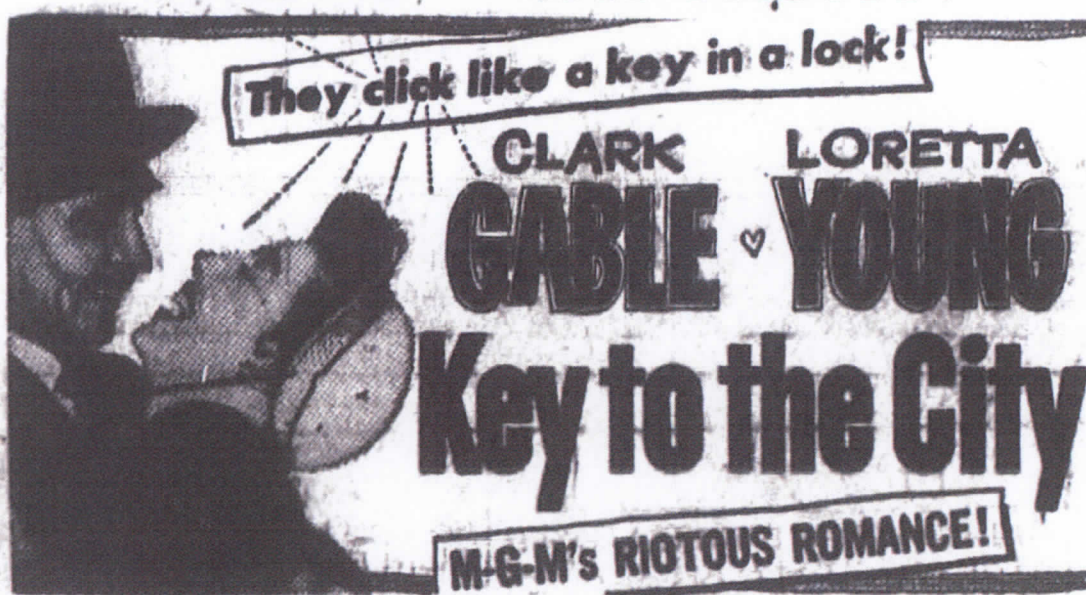
Completion of the new "Alex" theatre will permit patrons over Alexandria area to enjoy in greatest comfort the finest possible entertainment. While seated in the newest theatre seats the industry's engineers have been able to devise, patrons will relax during the intermissions, the spacious and outstanding work of some of Indiana's greatest interior decorators. Here the patron will find new lines used in decoration together with a daring use of color of penit brown, blue, and

lets, gold and soft cream. The fireproof fabrics used in the cheerful cherry colored seats joins the snik deep carpeting in carrying through the general color theme. Flanking the screen on the large stage are soft lit drapes of eye resting aqua, while the outstanding lighting system installed here permits dramatic and functional use of neon, fluorescent and tungsten lighting. Other innovations include such things as installed bottle warmers in the theatre's "Cry Room," another new touch in theatres. Here the parent can take a child and watch the picture through a large double plate glass while the room's speaker carries the sound from the film.

All in all, everything has been concluded here in the building of the "Alex" theatre that will assure the customer of seeing the latest in fine film fare in the luxury of the last word in theatre construction and furnishing.

NEW Alex Theatre

FRIDAY — SATURDAY



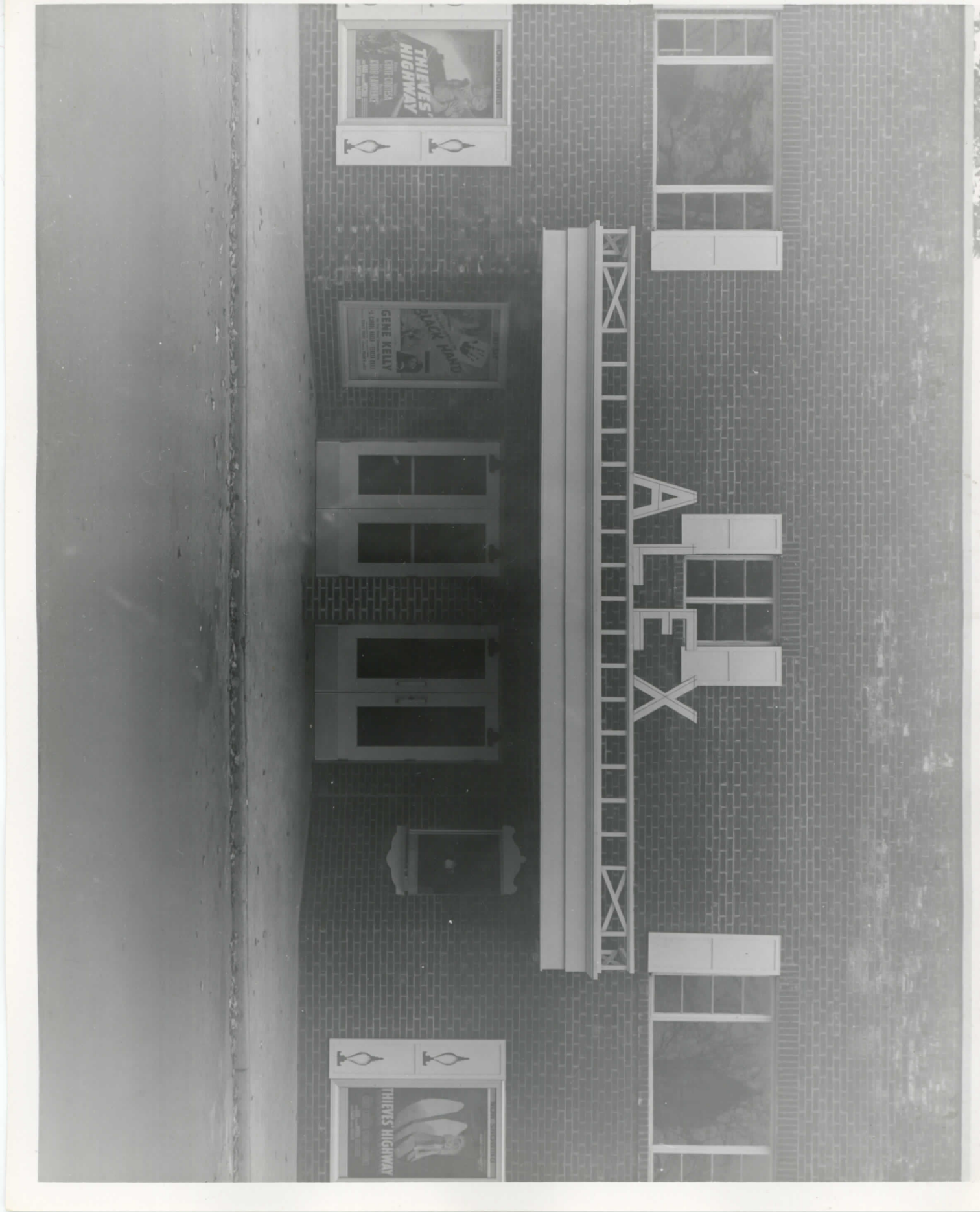
SUNDAY — MONDAY

DOROTHY McQUIRE

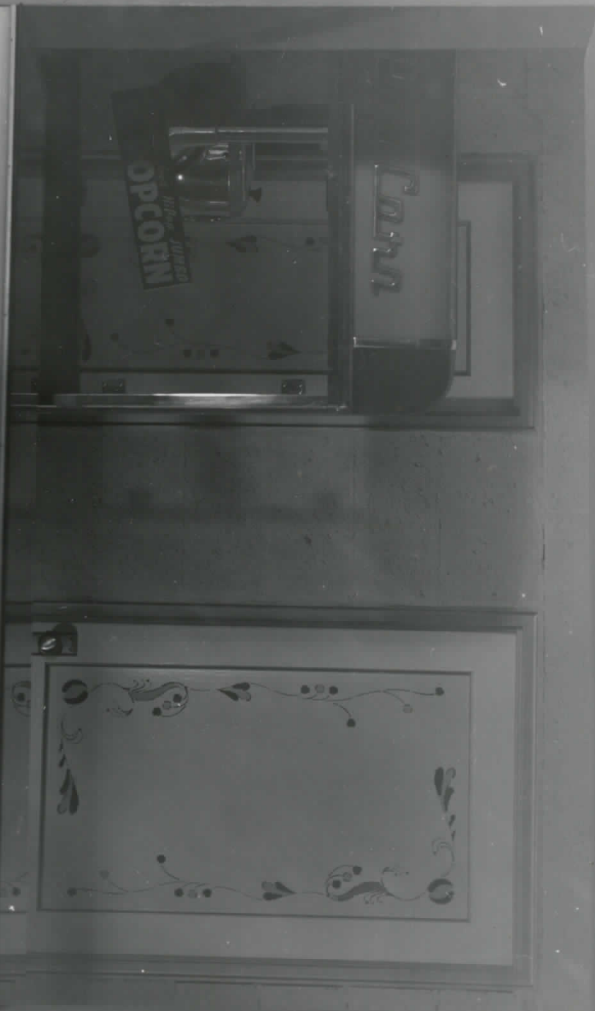
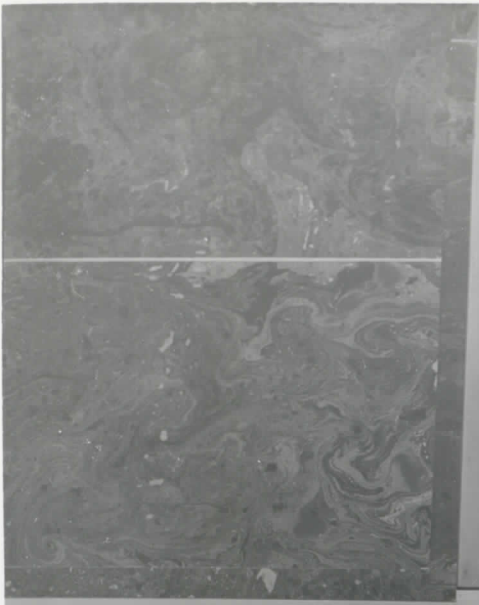
and

"Mother Didn't Tell Me"









SUN-MON

IT'S THE 1950 MUSICAL WITH HEART! SAYS
ARTHUR GODFREY

Betty
Grabble
Dailey

My
Blue
Heaven

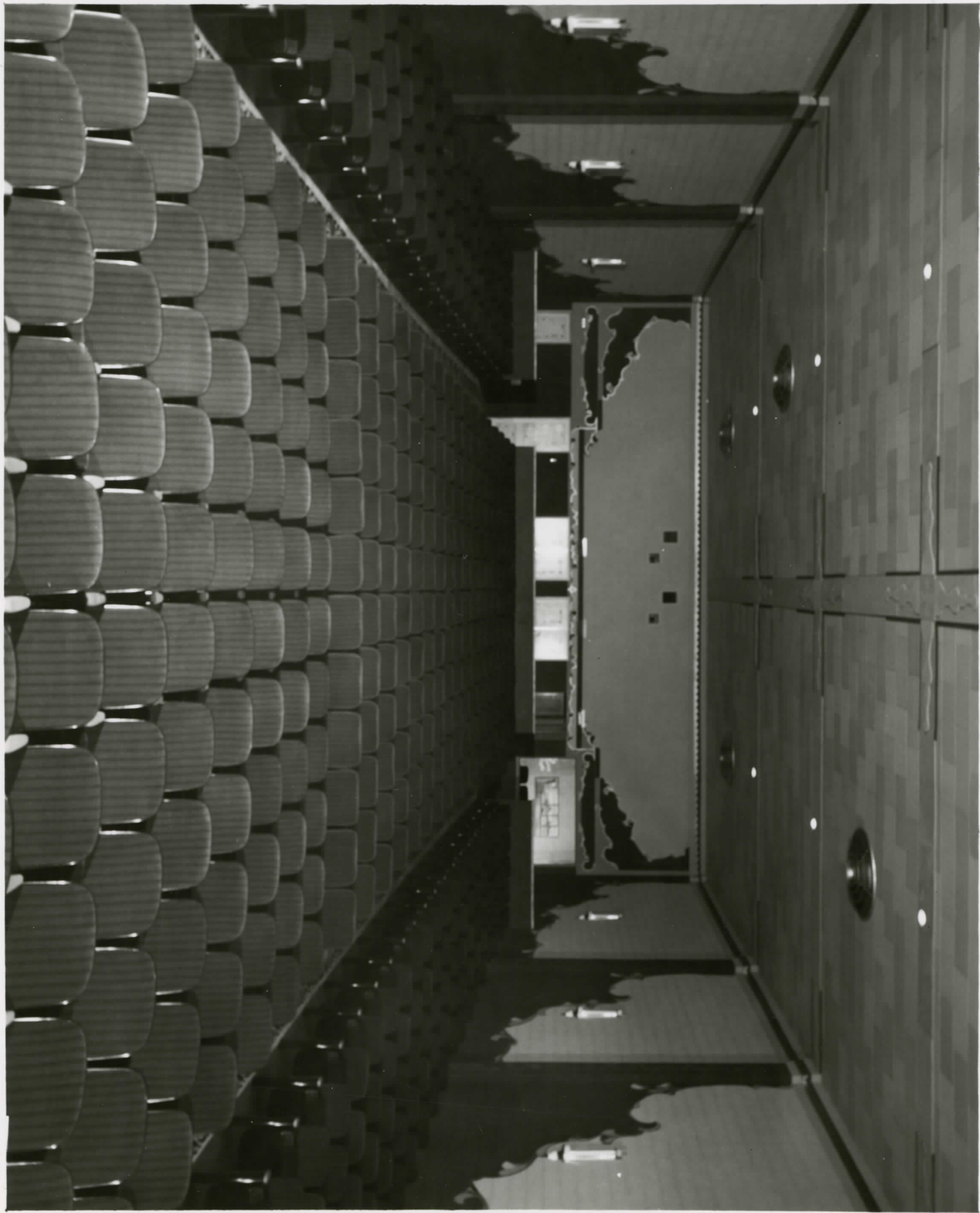
Color by Technicolor

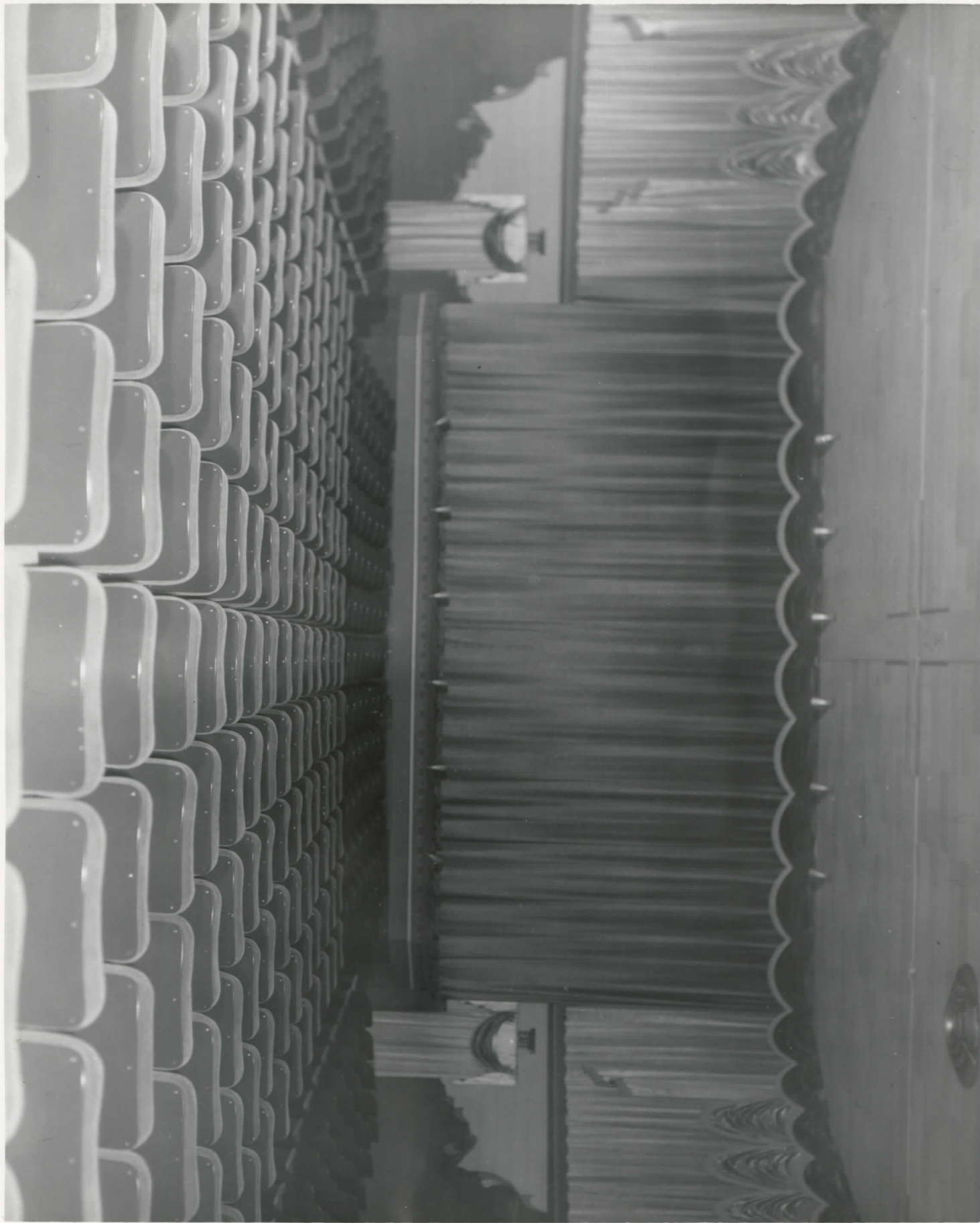
DAVID WAYNE · JANE WYATT · MITZI GAYNOR

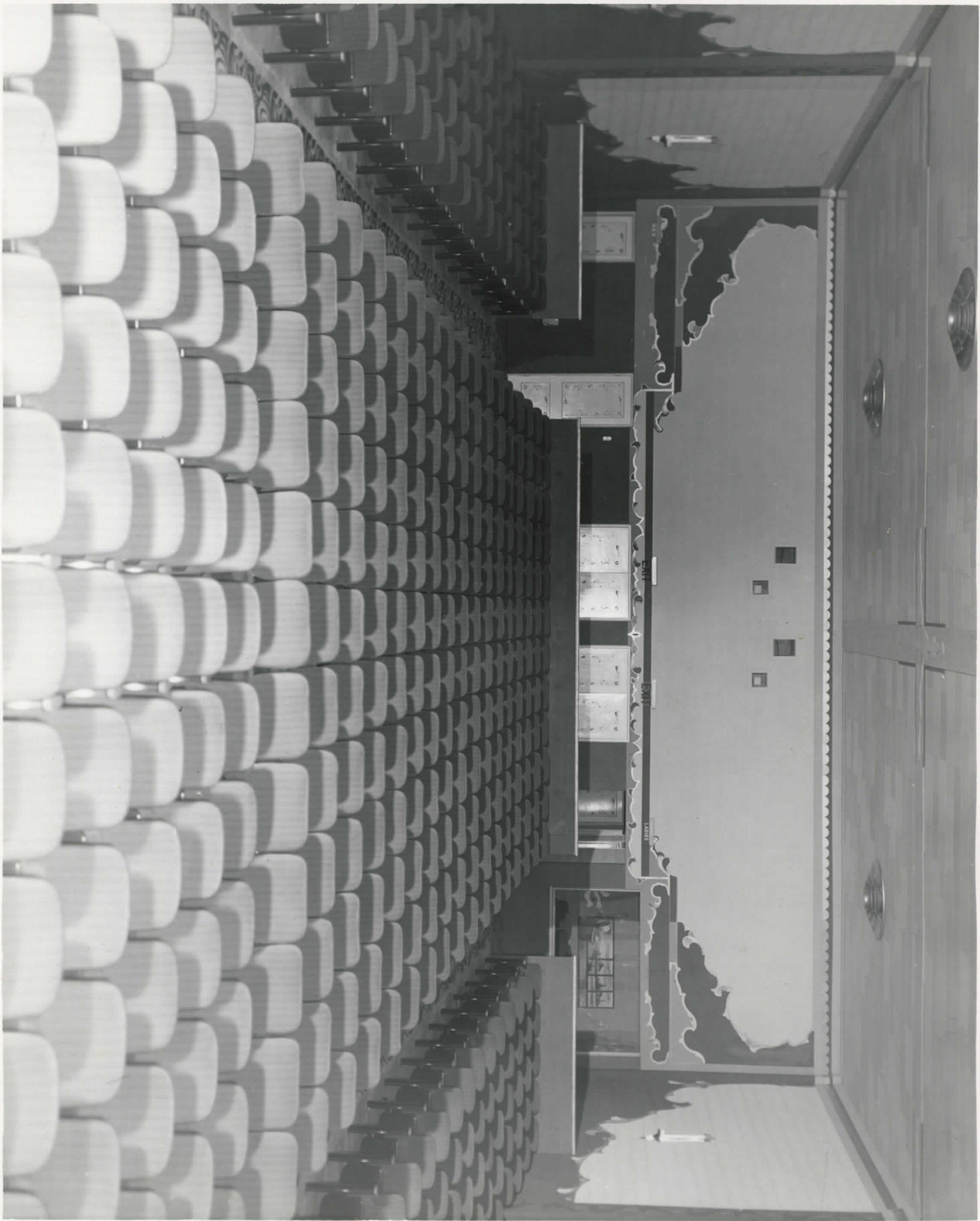
Produced by HENRY KOSTER
Directed by SOL C. SIEGEL









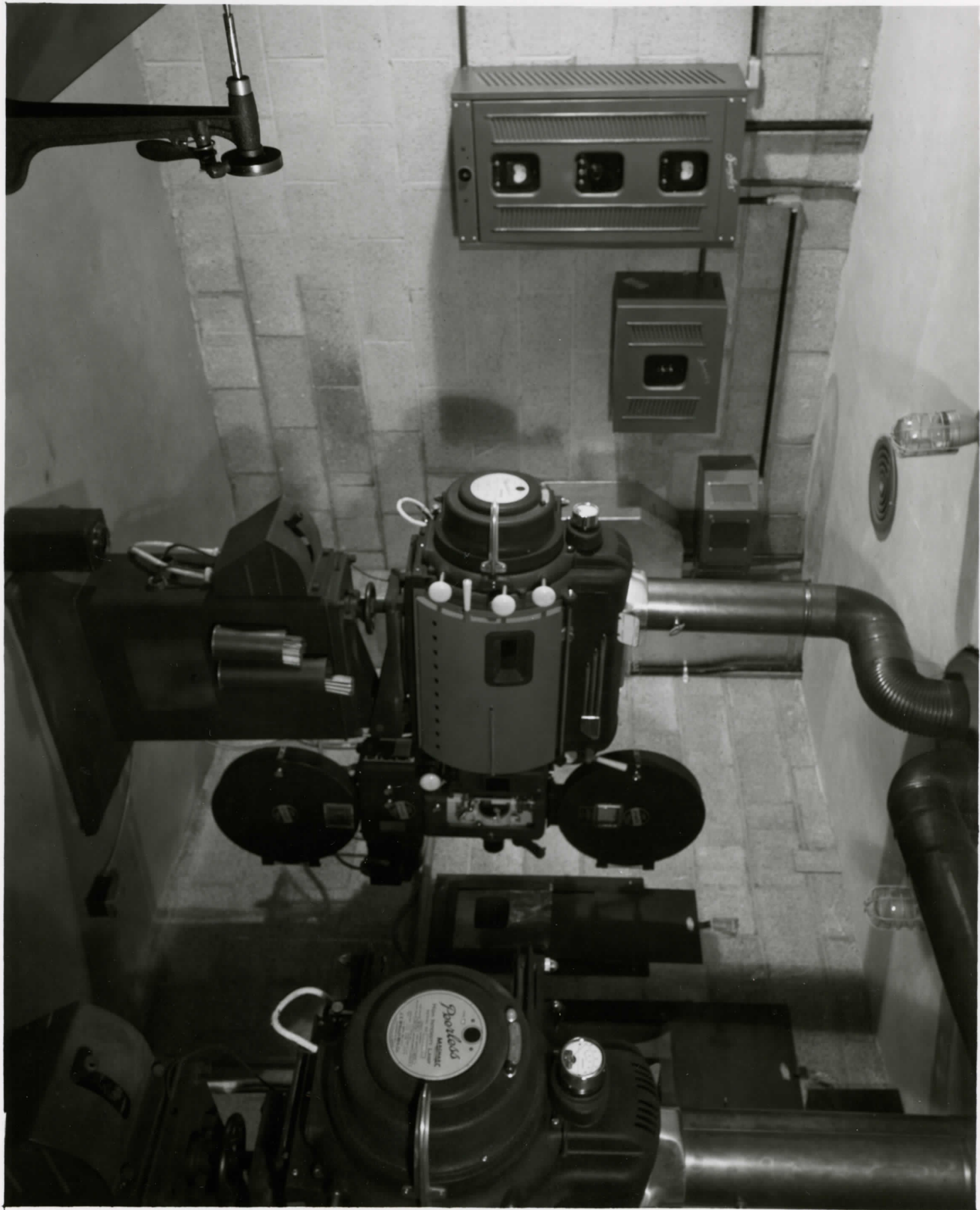


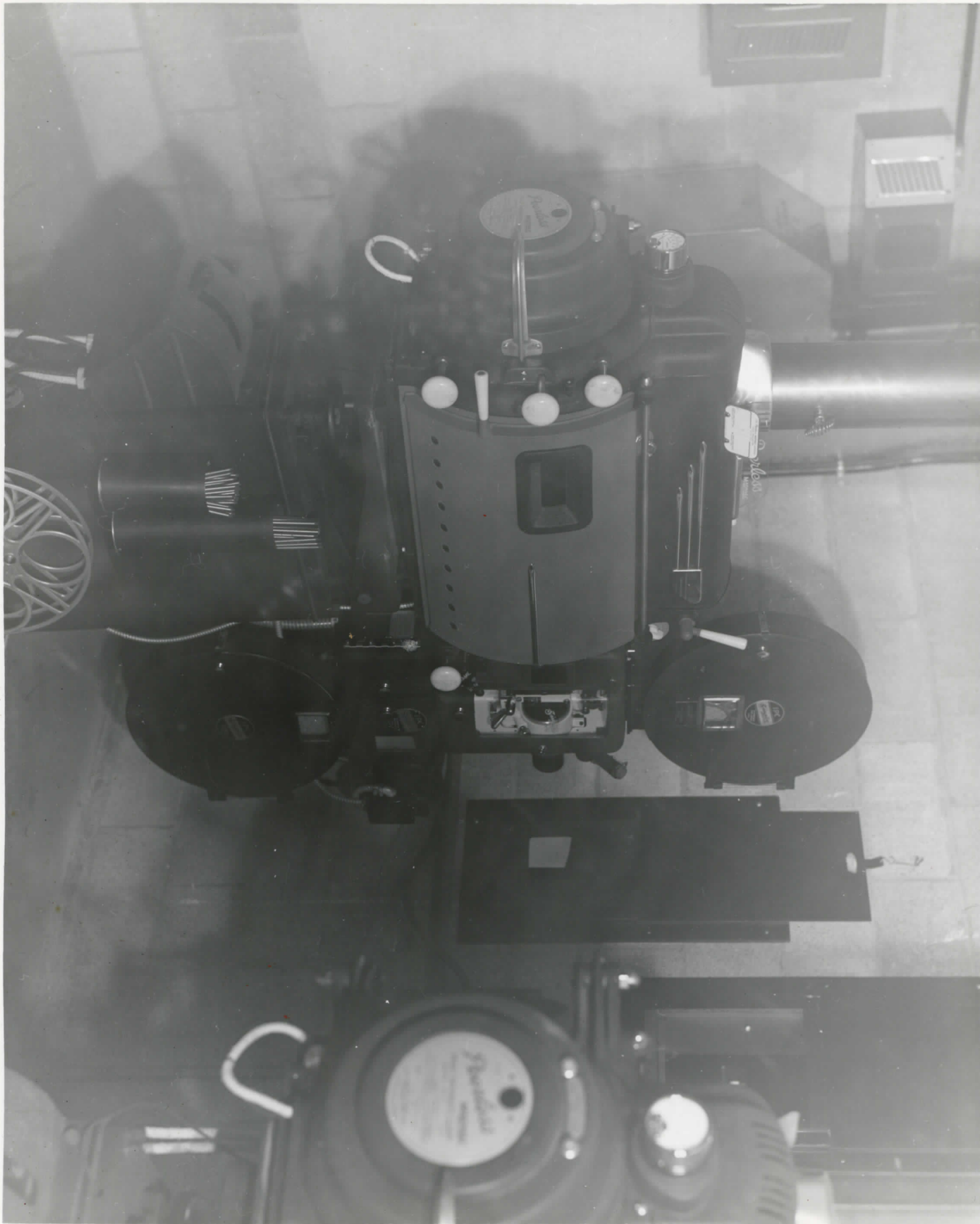


















LEONARD'S STUDIO
120 W. Church Street
Alexandria, Ind.



