

Popular Announcement of Low Year-Round Admission!

Parme Management Strikes Responsive Chord with All

Adults, 30; Kids 10

With No Periodic Raising for the Big Feature Pictures.

TO OUR PATRONS—

We, ourselves, as well as our patrons have wanted and longed for an up-to-date theatre for some time past. However the cost is a great deal more than most people realize. We have always striven to give our patrons the best pictures the market offered, even though we did not have everything else quite up to the minute.

Several months ago we began a little investigation to see what theatre owners and managers in other towns about the size of Plattsmouth were doing for their patrons and what they were charging them for it. Here are the facts we found from theatres where they had installed organs similar to ours:

Fairbury—10 and 30 cents, raise for special pictures.

Columbus—40 and 50 cents, no raise.

Hastings—20 and 35 cents, raise for special pictures.

Kearney—10 and 35 cents, raise for special pictures.

Fremont—15 and 35 cents afternoons, and 15 and 40 cents nights.

Pittsburgh (Kas.)—25 cents afternoons, 35 cents nights.

We therefore came to the conclusion that what they did in other towns, we could do in Plattsmouth as we have always felt that Plattsmouth was as good if not better than any other town of the same size. (All we need is more optimism and push and less pessimism and knocking).

But getting back to the subject. We decided to be as fair as possible. You will note that a few of the towns are showing as low as 30 cents for adults and 10 cents for children, so we decided on these prices, feeling that the public will appreciate it enough to give us capacity business, or nearly so most of the time.

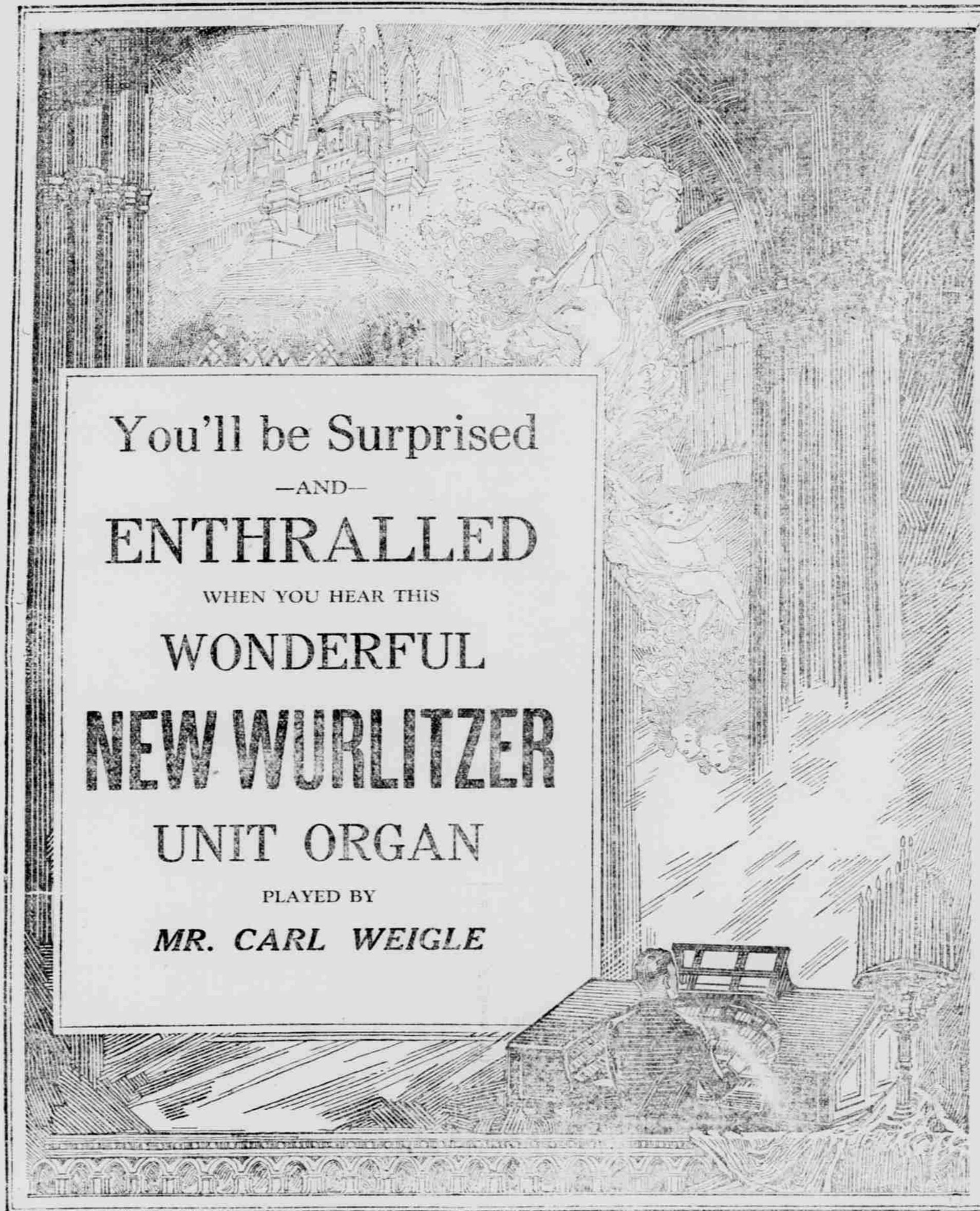
We wish to further announce that you will not be bothered every two weeks with a "raise" as you have in the past, as we mean to maintain 30 and 10 cents as our standard admission as long as it is possible to do so. Anyone with a large family can readily figure that his amusement will cost him less than it did at the old prices. For instance, a man with a wife and three children the admission will be 90 cents where heretofore it cost him 95 cents even for the regular run of pictures, say nothing about the "raises" in the past.

We feel certain that the people in this community know a bargain when they see it and will patronize us accordingly.

Thanking you in advance for the support we feel certain you are going to give us, we are and music.

A. W. CLOIDT,
A. O. MOORE,

**R
E
O
P
E
N
I
N
G
O
F
T
H
E**



You'll be Surprised
—AND—
ENTHRALLED
WHEN YOU HEAR THIS
WONDERFUL
NEW WURLITZER
UNIT ORGAN
PLAYED BY
MR. CARL WEIGLE

This Picture Demanded by
20,000,000 Enthusiastic Readers
Remember "The Girl of The Limberlost," "The Keeper of The Bees," "Laddie"—and NOW
The Supreme Effort of Her Career



THE MAGIC GARDEN

Added Attractions
THE COLLEGIANS IN
"THE RALAY"
and **FELIX THE CAT**
SEEKS SOLITUDE

We Re-Open Thursday Night
at 6:30. MR. WEIGLE will Start the
ORGAN at 6:45
PICTURE STARTS AT 7:00

ADMISSION
Adults 30c
Children 5 to 12 10c

**P
A
R
M
E
L
E
T
H
U
R
S
D
A
Y**

Re-Opening Picture One of the Best that Could be Secured!

Gene Stratton Porter's Last Pen Offering Very Popular

DIES AS FINISHED!

But Declared It to Have Been Her Best—At Local Theatre

The best is the last! This phrase came weirdly true in the case of Gene Stratton-Porter, the noted novelist who met her death in a tragic automobile accident in Los Angeles some two years ago.

Early in 1924, the famous writer planned a novel that would outstrip all her previous well-loved books, such as "Laddie," "The Girl of the Limberlost," "The Harvester," "Freckles," and "Michael O'Halloran," the combined sales of which had mounted into an impressive number of millions. This new effort was to be an ethereal romance, of a different type from her former works, with a basic theme of a childhood love-affair persisting through the years.

Slowly it grew and developed; the first draft was finished early in the fall, and the final version was completed and the last page type on December first. Her comment was that this was her best novel.

And then, five days later, while motoring through town, a street-car crashed into her machine—and she was instantly killed.

The picture will be shown as the re-opening feature at the Parmele Theatre Thursday night.

Synopsis.

Amaryllis Minton, left to her own resources as a child when her father and mother are divorced, is desperately lonely. Visiting her brother, Peter, under her father's custody, she is repulsed and goes out into the country, where she meets young John Guido Forrester, a budding violinist. She falls in love with him and he with her, but they are ridiculously young. When she attempts to commit suicide because he will not take her with him, he saves her and takes her home with him, where she enters the "magic garden." She is torn away from John Guido, but only when they vow always to wait for each other.

John Guido, now ready to make his debut, comes under the influence of the Countess di Varesi, who tries to win his love. Her father taking her to Venice, Amaryllis sees John Guido and knows he still loves her.

The night of his debut John Guido makes a great hit, and when the Countess sends him a great bouquet of flowers he turns from it to press his lips in a red amaryllis, which comes from his beloved Amaryllis.

They return to America, and Amaryllis' father rents the Forrester home, repairs it, and puts the magic garden in order for Guido's return. Mr. Minton also hears that his son Peter is returning on the same ship as the Forresters. Amaryllis wires Peter not to tell the Forresters he is her brother. At the ship the Minton wait out of sight until the Forresters have gone, they greet Peter. Peter says he has invited Guido out with him on a three day cruise on his yacht, but Amaryllis prefers to wait until Guido can see her in the magic garden. They hear later that the yacht has sunk, with all hands on board lost.

Amaryllis weeps in the arms of John Forrester, Guido's father, but in the moonlight Guido comes staggering back, playing "Amaryllis" on his violin. Amaryllis finally meets her lover in the magic garden.

Organist Arrives in Plattsmouth Today from Denver, Colo.

Mr. Carl Weigal arrived today on Number 2 from Denver, Colorado, and will be put in charge of the large Wurlitzer organ being installed at the Parmele Theatre.

Mr. Weigal has had eleven years experience playing these organs in some of the large motion picture theatres and comes highly recommended as a very capable man on the organ.

Messrs. Cloidt and Moore are to be commended for securing the services of an expert organist to handle this fine instrument, who knows how to play the proper music at the proper time for all productions as well as concert work between pictures.