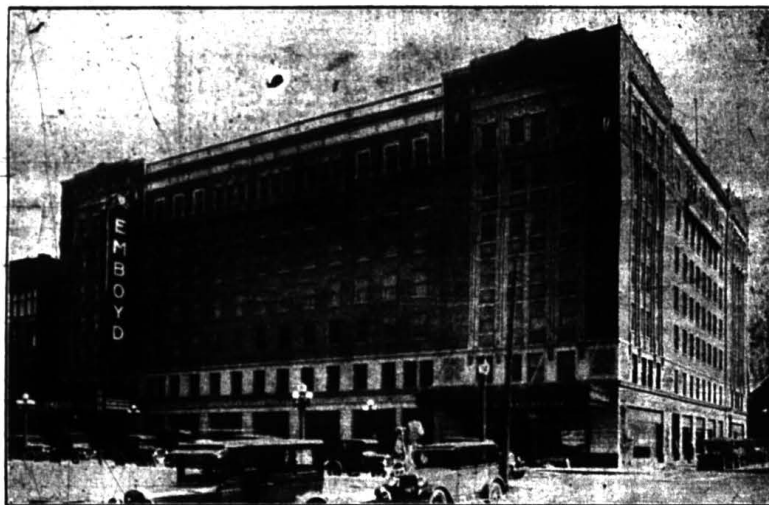




Fort Wayne's Theatre Beautiful

A Notable Achievement on
the City's Scroll of Fame

Gala Opening Monday, May 14



INDIANA'S LARGEST AND MOST
MAGNIFICENT THEATER, AND
THE PRIDE OF FORT WAYNE

THE EMBOYD

Special Opening
Programs

Doors Open
at 1:00

Beautiful Emboyd Theater Will Open Monday, May 14

NEW THEATER ONE OF LARGEST, FINEST. COST IS ONE AND ONE-HALF MILLIONS

Many Innovations Are Incorporated in Building Which Advances Fort Wayne to an Equality with the Largest Cities as the Home of a Majestic Amusement Resort; In Beauty and Convenience It Surpasses All with Its Vast Auditorium, Superb Organ and Ventilation Facilities; Spacious Rest Rooms Invite Patronage.

BEAUTIFUL THEATER WILL SEAT 3,100 PERSONS

With Monday, May 14, announced as the opening date of the magnificent Emboyd theater, an enlarged force of workmen has been assigned to the task of completing the huge enterprise in time for its gala dedication. Marking a milestone in Fort Wayne's progress, the opening of the Emboyd is expected to prove a brilliant event attended by dignitaries and prominent theatrical figures from every part of the country.

Designed by Architect A. M. Strauss and Charles Ebersohn, the new Emboyd is one of the most luxurious theaters in the country, embodying every known modern facility for the comfort, enjoyment and convenience of local theatergoers. The enterprise is a colossal one, according to its sponsors, involving a tremendous expenditure and expected to be completed in a few months.

In Growing Triumph
The new playhouse is said to be a crowning triumph from an artistic and architectural point of view. Its design and decorative art combine the most interesting features of Italian renaissance and Spanish mission.

Covering a vast acreage, the structure itself is an imposing one, while the interior, according to those who have seen it, is a veritable palace of enchantment radiating in brilliant coloring and rich in picturesque embellishments gathered from the four corners of the earth. The far-reaching reaches of the main lobby and grand foyer are relieved by the liberal use of colored tiled and French marble, covering columns, a dazzling grand staircase, gilded alcoves in the walls, gilded and ornamented, and huge mirrors reflecting a quiet nook, charming promenade and luxurious appointments.

Huge Auditorium
The main auditorium has been designed on a huge scale. The seating of this room is more than 20 feet above the floor line.

An idea of the immensity of this auditorium may be gained from the fact that the main floor alone contains as many seats as both the main floor and the balcony of the Palace theater combined. The entire auditorium is a mass of rich ornamentation in Italian renaissance. The feature of this phase of the interior is the massive ceiling dome, which is more than 50 feet in length, and has a recessed border, from which varicolored lights will illuminate the entire auditorium.

The side walls are featured by three high arches of magnificent proportions, richly tiled with the superb marble with varicolored light coming through highly ornamental grills.

Spacious rest rooms for men and women have been provided. The ladies' cosmetic room is an exceptionally commodious affair. Adjoining the rest room it will be richly furnished with mirrors and vanity tables.

Plan Shows Features
In this sumptuous setting, the choice of stage and screen features will be presented by the Emboyd management. There will be two complete changes of program each week featuring selected Keith-Orpheus vaudeville and the choicest of available screen productions the management announces. Lavish supplementary programs will include orchestral and organ specialties. Every effort will be made, says the Emboyd management, to give Fort Wayne the same character of de luxe entertainment that only theaters in the largest centers now enjoy.

"The program will be on a scale of magnificence commensurate with the splendor of the enterprise," the management announced.

Present Many Innovations
The opening of the Emboyd will bring to light the newest of theater innovations, the elevating orchestra pits used exclusively in the de luxe metropolitan theaters. This device will bring the Emboyd's orchestra, also the organ, from the balcony of the stage down to the level of the stage during the rendition of overtures.

Another up-to-date feature of Emboyd presentations will be the mighty Page Grande organ, built especially for the Emboyd. This huge organ, one of the largest and most complete ever constructed and is capable of reproducing every known musical instrument and of giving forth the same volume and tonal quality as a symphony orchestra.

With the opening of the new Emboyd, Fort Wayne will take its place as one of the country's foremost amusement centers for it will prove a magnet not only for local theatergoers but will also draw hundreds of interested sightseers nightly from a large surrounding radius.

The Leading Spirit in Fort Wayne's Splendid New Theatrical Enterprise



W. C. QUIMBY
Manager of the Emboyd Theater

HIS MOTHER

There is a significance and a sweetness in Mother's day. In its wealth of tenderness every man and every woman can reflect, without any thought of contradiction, through all the millions of mothers, living or dead, his or hers was "I'm there." And no one questions that loyalty. Rather is it the token of a touching of the heartstrings into music whose chords are always memorably beautiful.

And Mother's day, devoted to the man of whom it was said that "God couldn't stay on the earth and so he gave us mothers," is to love us, to consider every sacrifice a joy, and every pain a pleasure in that devotion which never has faded and never will.

There was one mother who remembered today. She was one of those sweet, lovable, little white-haired mothers, ever caring for her son through every stage of his busy life, giving him in her confidence, the courage and faith he needed to "carry on."

As the passing years brought him success, and fortune—how proud she was of his every achievement.

This little woman passed on. Her son continued his business conquests—and now with his latest and greatest achievement, probably remembering what the immortal Lincoln once said, "All that I am or hope to be I owe to my angel mother." He pays respect and veneration to her who made his success possible, by naming the magnificent new place of recreation and pleasure "Emboyd" in memory of Emily Boyd, his mother.

DREAM OF AMUSEMENT LOVERS COMES TRUE

A Theater of Metropolitan Grandeur is Realization of Hopes of Playgoers

A fond dream, cherished for years by amusement lovers of Fort Wayne, becomes a glowing, vivid reality Monday at 10 p. m., when the doors of the magnificent new Emboyd theater swing open to the public. A theater of true metropolitan grandeur, the Emboyd brings to Fort Wayne the same luxury of background and the same de luxe type of entertainment that heretofore only the theaters in the largest of centers have enjoyed.

The beauty of the new theater, and the splendor of its appointments have become legendary and now that the hour of actual revelation is at hand an unprecedented amount of public interest is centered in the event. That the theater will come up to expectations in every respect is the verdict of all those who have seen it.

Every last detail of construction and decoration has been completed and the Emboyd opens Monday fully embodying the ideal of beauty that inspired its sponsors throughout the period of its formation.

Gala Opening Monday

Theatergoers who plan to attend the gala opening are advised by the management to come early to the afternoon so that they may make a leisurely tour of inspection before the huge throngs storm the theater for the evening performance.

The colossal Spanish mission grand foyer with its towering columns, and its promenade, the ladies and men's waiting rooms, all hold points of interest worthy of close examination.

The Emboyd foyer in addition to its impressive beauty is the largest of any theater in the state. It rises 100 feet above the ground to reach its massive ornamental cornice. This huge lobby can accommodate almost as many people as can be crisscrossed in the average theater. Enveloping the lobby is a pictureque, Spanish balcony furnished with the richest and most luxurious of appointments.

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Home Comfort Emphasized
Though the interior of the Em-

boyd has been executed on a scale of magnificence comparable to the finest theaters in the country, it suggests a hominess and an atmosphere of cheer, intimacy and comfort that will charm theatergoers. This suggestion of informality and comfort, says the Emboyd management, will further dominate the relations between theater employes and patrons. "Service with a smile" is the slogan that will guide Emboyd attendants in their contact with the public.

"It is our aim," said one of the theater's chief executives, "to make our patrons feel right at home. Our employes have been thoroughly instructed to this effect and we feel sure that their bearing will win the immediate friendship with those whom they are to serve."

Built at a tremendous cost the Emboyd embraces every known modern device for the safety, comfort and enjoyment of theatergoers. One of the most interesting features of the theater's service will be the operation of a glass ceiling plan, one of the largest and most complete ever constructed.

This huge machine will keep Emboyd patrons in cool comfort throughout the heat of summer, maintaining an even temperature of 70 degrees no matter how high the outside humidity may run.

The Emboyd is opening with one of the most lavish programs ever seen in Fort Wayne at popular prices. There will be a special inaugural bill of beauty that will feature a Keith-Orpheus vaudeville selected from among the biggest and best of available headline attractions. On the program will be Richard Dix in his newest romantic farce, "Easy Come, Easy Go."

In addition, there will be an elaborate program of supplementary features including a dedication overture by the Emboyd concert orchestra and the presentation of the mighty Page Grande organ.

All in all, according to present indications, the opening of the Emboyd will prove one of the most memorable events in Fort Wayne's history.

OUTSTANDING SCREEN HITS ARE SCHEDULED

With a full appreciation of the fact that the feature picture is one of the most important of the entertainment units that go to make up the program of a de luxe theater, the Emboyd management has scheduled for early showing at the magnificent new playhouse some of the outstanding screen hits of the year. The greatest of motion picture personalities and the foremost of production boys will sparkle on the screen of the Emboyd. And surrounding these especially selected screen programs will be lavish bills of vaudeville and musical specialties of varied interest and appeal presented by the Emboyd Symphonic orchestra and by Irene Robbins at the Page Grande organ.

The Emboyd schedule calls for the early presentation of such eagerly awaited features as Babe Denton in "The Pitty-Pittie Girl," Jack Mather and Dorothy McCall in "Lady Be Good."

About 200 persons of these shows were handled between various tracks in Canada by the Canadian Pacific Express company in 1922.

Plumbing and Heating in the Beautiful

EMBOYD

Theater and Indiana Hotel Building

is of the Latest and Finest Type Known

We Take This Means to Congratulate
The Fox Realty Co.
and
The Quimby Interest
Upon the Completion of This Enterprise

A. Hattersley & Sons

308-12 E. Main St. A-3008

IN THE NEW FOX REALTY BUILDING
THE
REVOLVING DOORS
and
ASH-HOISTS
Furnished and Installed by
C. L. SCHUST COMPANY
Lindley and Parkview Avenues A-7492

Best Wishes
In the Success of the New
Emboyd Theater and Indiana Hotel
to
W. C. QUIMBY, C. M. NIEZER
OSCAR FOX and ROBERT FOX
from
A. M. STRAUSS
Architect
415 Cal-Wayne Bldg.

SPLENDID ORGAN IS INSTALLED

One of the Finest Musical Instruments in the Country Built for Fort Wayne

Fort Wayne, already the home of some splendid musical instruments, will hear on Monday afternoon strains from one of the finest pipe organs ever built when the Emboyd theater opens its doors to the public. This organ is built by the Page Organ company and will give its superb effects and purity of tone equal that of any playhouse in the country.

A brief description will not be out of place at this time. In its construction it requires a 10 horse power blow plant to operate the instrument. There are two wind pressures. These pressures are from 18 to 30 inches. The immensity of detail is revealed in the statement that there are 34,000 soldered connections, four manuals and 40 stops. The longest pipes are 18 feet and the shortest are 2 1/2 inches.

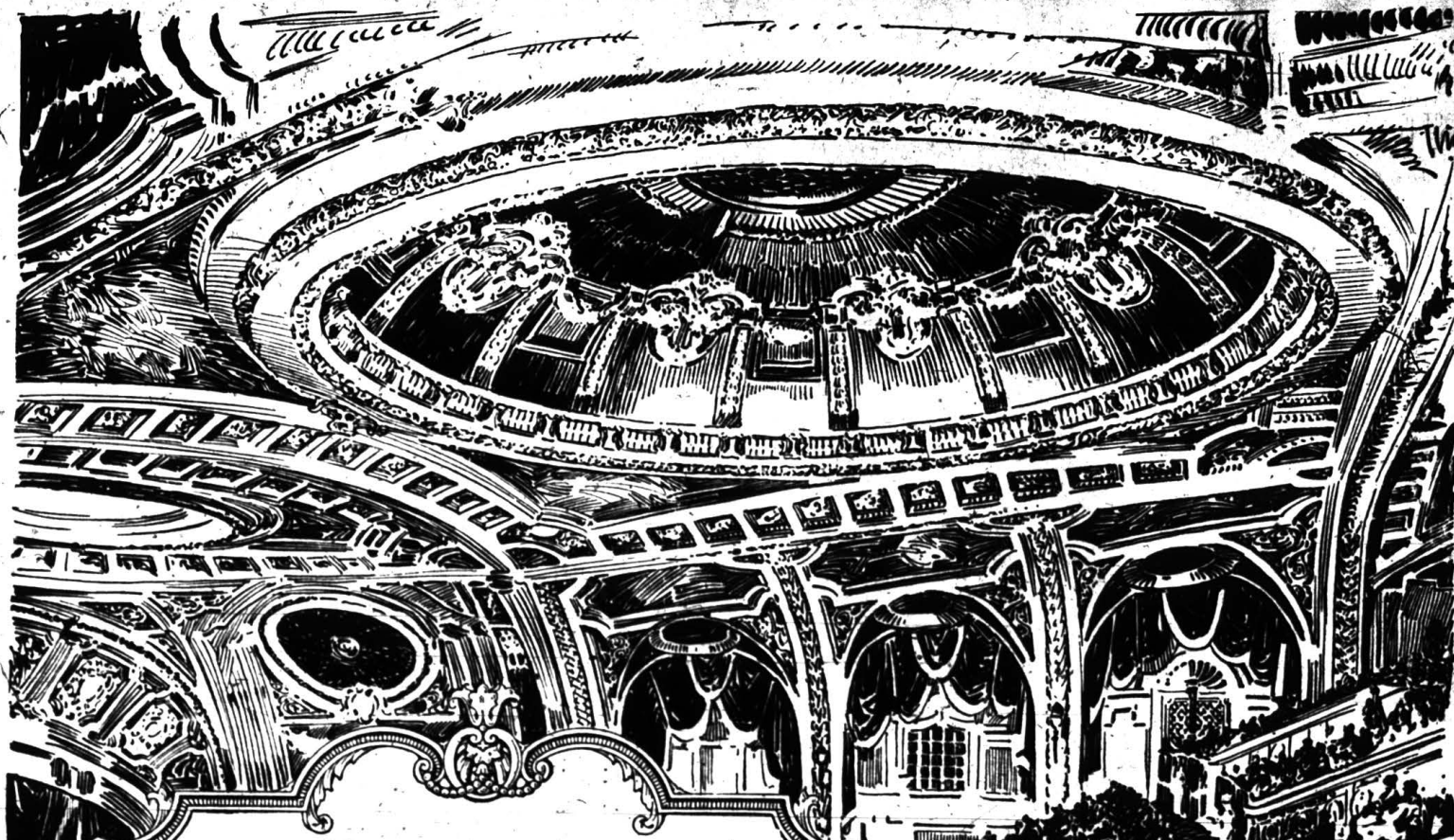
The special stops include an English horn, a clarinet, a string quartet and the organ is equipped with two sets of tibia pipes. The musical effects and stop included are the clarinet saxophone, open diapason, three sets of flutes, four manuals and 40 stops. The longest pipes are 18 feet and the shortest are 2 1/2 inches.

There are also full sets of drums and cymbals and a timpani with mallet effects. The entire instrument is beautified with Page rainbow gold. The organ also has what is known as a second touch and there is a device on the organ called the pistons which produce a musical effect the same as an orchestra picking the strings.

One of the arrangements which puts the Emboyd in the class with the finest and most up-to-date in the country is the raising and lowering device, or orchestra elevator which brings the musicians' stands to the front of the theater when the orchestra is to be heard and lowers them back to the level of the stage when the organ is to be heard. This device is used in all the larger and finest theaters of the country and stamps Fort Wayne as one of the foremost of cities with New York, Pittsburgh, Chicago, Cleveland and other large cities and prominent opera houses.

Decorations

By
Plamondon-Gabriel Co.
308 North Michigan Ave., Chicago, Ill.



The Magnificent New
Emboyd Theatre

OPENS MONDAY, AT 1 P. M.

You Must Attend This Gala Event! You'll See a New and Glorious Chapter Written into Fort Wayne's History. You'll Thrill to the Palatial Splendor of This New Wonder Theatre and Marvel at Unsurpassed Facilities for Comfort and Enjoyment.

No City, Regardless of Its Size or Importance Can Claim a Higher Standard of Entertainment or More Luxurious Surroundings than Fort Wayne Will Proudly Behold Monday When the Emboyd Makes Its Triumphant Debut.

The Foremost Vaudeville Stars of the Day Will Radiate from Our Stage--the Screen Will Glow with the Genius and Beauty of Latest Feature Photographs from the World-Famous Studios.

Entrancing Overtures --- Delightful Organ Specialties---Giant, Diversified Programs Amid the Picturesque Beauty and Regal Splendor of a Setting that Will Be a Constant Source of Wonder and Pleasure to You.

And Here You Will Find Every Known Modern Convenience Including a Mammoth Cooling System that Will Keep You Comfortable and Refreshed Throughout the Summer.

3,000 COMFORTABLE SEATS

EMBOYD
THEATRE

Wilbur Pickett
 Conducting
 EMBOYD
 SYMPHONIC
 ORCHESTRA

Ferry Robbins
 At the Console of the
 PAGE GRANDE
 CONCERT ORGAN

Telephones at Your Service—Anthony 1276

DOORS OPEN 1:00 P. M.
 PERFORMANCES CONTINUOUS FROM 1:30

EVENINGS, SUNDAY AND
 HOLIDAY MATINEES — 60c
 WEEK DAY MATINEES—40c
 CHILDREN 25c AT ALL TIMES

NOTE—There Will Be No Increase
 in Admission for the Grand Opening

**GALA INAUGURAL
 PROGRAM**

6 DAYS STARTING MONDAY

RICHARD DIX

in the Breezy, Cheery Comedy Romance

"Easy Come, Easy Go"

Keith Orpheum Vaudeville Acts

The Honorable Mr. Wu

and His Exotic Revue

"CHINESE NIGHTS"

Featuring a Brevy of Almost-Eyed
 Flappers from the Electric Kingdom
 A Cast of 18 Talented Artists

Tony and Norman
"THE MAN ABOUT TOWN"

Chas. Bennington
HARMONIC REVUE

Vaudeville's Newest Spectacular Sensation
 A Revue of 12 Clever Entertainers

Frank Richardson
"THE JOY BOY OF SONG"

HE SHINED THE BRASS AND SCRUBBED FLOORS

General Manager M. Marcus Could Not Resist Theater So Became Promoter

What grit and determination will do when a youngster sets out to make his way in the world and is laid on the one thing he wants to do sticks out all through the theatrical career of M. Marcus, for the past fifteen years associated with W. C. Quimby as general manager of all the Quimby theaters including the Jefferson, Grand, Allen and Palace. From shining brass and scrubbing floors and doing general porter work because the fascination was so great he could not keep away from the theater, Mr. Marcus at the age of 23 years, was exalted to the seventh heaven when he was allowed to take tickets. He was expelled from high school because he persisted in hanging around the theater. Finally one day the ticket office caught him working in the showhouse when he was supposed to be sick, and that brought on expulsion, for running away from classes.

This indignant the unswerving determination of Mr. Marcus to have a part in the show business. He grew up in it and practically he wants to do a theater. The atmosphere of the place had an irresistible attraction for him.

Finally he was promoted manager in the old nickelodeon days. The owner of the show wouldn't furnish the phonograph records so Marcus bought them himself. And all came out of a meager wage of \$2 per week. Many experiences came to the boy which would do credit to many years older than himself that he persisted in his efforts and steadily rose in the ranks of the profession which he was determined to follow.

He was placed in charge of the Marcus Lowe Fanny around and motion picture theaters. The road was on the first floor and the movie theater was on the second floor. Eventually he went to Cincinnati, O. in charge of a showhouse at Fifth and Walnut streets, which at that time was one of the busiest show houses in the United States. From there he went to St. Louis to open the Lantz theater at Ninth and Market streets. It seated 600 people and at the time was considered by theatergoers to be a sensation. Looking back now, Mr. Marcus recalls the career of the show and the theatrical orchestra which consisted of

The Emboyd Welcomes You

We take this opportunity of extending to you the most cordial welcome of this latest and most modern temple of photoplays.

The Emboyd was built for your pleasure and entertainment. We realize one of the essential needs of this community and neighborhood was a theater where photoplays of the highest caliber could be shown, where you could hear music that will entrance and delight you, and where novelty entertainment will reign supreme, so that young and old may find here memories of the past made sweeter, experiences of today helpful and visions of tomorrow brighter and clearer.

Our main purpose when constructing this theater was to provide a theater where service, convenience and pleasure could be served you 100 per cent.

The decorations, materials and furnishings are of the finest obtainable and were selected with the thought most in our minds of giving YOU a theater where you and your family may enjoy an evening in an atmosphere of refinement with the feeling of real comfort and coziness.

We say this is your theater, for we are here merely to provide you with entertainment, and we will always be open for any suggestions you may have, for after all, this theater cannot be a success without your continued patronage and support.

M. MARCUS, General Manager, for W. C. QUIMBY.

piano and drums. There were illustrated song slides in those days. And they sang "Alone Where Art Thou" and all the old-timey like "Pony Days," "After the Ball," "The Rag-Tag-Boogie," and other songs and the optimes and poncaks hats and bustles were a scream.

From St. Louis, Mr. Marcus whose success was steadily growing, was sent to Kansas City to open up another theater. At Columbia, O.

which was his next location, the newspapers gave him the laugh. As a kid manager following 23 others who had failed, he was making a "white elephant." His coming was a huge joke. But the theater prospered. It was the old Colonial theater, that never knew success until Marcus came. He put it over. His success was so rapid that he attracted the attention of theater owners throughout the country and they sought his services.

Then the World War broke out and when America entered the conflict Mr. Marcus accepted a position of the Staff of Governor Cox of Ohio at Columbus. He was sent to several large training camps among them Camp Sheridan, Montgomery, Ala. where he took charge of the company headquarters and directed the theatrical entertainments put on for the thousands of soldiers.

After the war he returned to Columbus for a year after which the operators of the theater assigned him to open up the million dollar Grand theater at Pittsburgh.

He also supervised the Davis theater of Pittsburgh. This Grand theater was the first million dollar American theater. Mr. Marcus here established an innovation. It was a school, for the training of the employees sessions were held daily at 12 o'clock noon and this work attracted universal attention and praise.

Later Mr. Marcus accepted a position to open up the Pacific coast. To his own amusement man in connection with the opening of various large showhouses throughout the country.

Returning to Pittsburgh he labored the nearly two years but the work was tedious in spite of his enthusiasm and he returned to the Grand theater as general manager with the added duties of supervising eight theaters in Pittsburgh, including the Davis Recreation building with the billiard and pool hall, barber shops and two restaurants combined.

Then he came to Fort Wayne, Indiana.

ing influenced to take this step through personal friendship for W. C. Quimby and his desire to be associated with "the" in the business. It was the policy of the Jefferson and grandly managed charge as general manager of all the other Quimby theatrical interests in the city.

Not All Roses
There's a lot of grit in this game. "No one knows the trials and tribulations of the show manager. When the public sees a thinker on the floor smiling they think it is a joke. They don't know anything about sentimental actors and actresses that nothing ever sues, labor difficulties, criticisms, patrons, mechanical troubles, and things always going wrong. It's a constant turmoil but you have to stay with it and you will fit your heart in the business."

EMBOYD LIGHTS UP ILLUMINE AN ENTIRE CITY BLOCK

Consider the features which has not been allowed but which is a natural consequence of the splendid new building. The brilliant illumination of the Emboyd block on West Jefferson Street (between street to Harrison Street) is due to the thousands of incandescent lights flashing out into the night and making the vicinity of the Emboyd bright as day.

Shining a welcome electrically the theater emphasizes its own brilliancy. The finest and most complete electric services to be found anywhere. It is a triumph of "man

WORKED WAY TO TOP BY GRIT AND PLUCK



M. MARCUS

made lightning" that tells the public of comfort and luxury and relaxation and all the pleasures of high-grade entertainment within.

HE DESIGNED FORT WAYNE'S NEW EMBOYD

Architect of Splendid Playhouse Tells of Effort Made to Make it the Best

A. M. Strauss, architect of the new Emboyd theater, although one of the younger among Fort Wayne's architects, has risen to a position of prominence not only in Fort Wayne but throughout the entire northern half of the state.

In discussing the new Emboyd theater Mr. Strauss said: "The problem of design in any theater building is one which must be solved solely upon the local and particular conditions of each project. While any theater must of its very nature be of a festive and ornate character, the amount and type of ornament and general motive of the design is largely influenced by the patronage of the theater. While the new Emboyd comprises size, cost, equipment and details favorable with the largest theaters of the country, it does not join with some of them in a wild and garish display of color and heavy overdone ornament designed to make an initial appeal to the transient type and indifferent patron of the city theater. In designing the Emboyd, we have borne in mind the fact that thousands of patrons will visit the theater from ten to eighty times per year and that the coloring and ornament must be sufficiently refined and subdued, yet rich in its

SKILLED CRAFTSMAN DREW THEATER PLANS



A. M. STRAUSS

type so as not to become oppressive or tiresome upon repeated visits. I feel that the people of Fort Wayne are to be congratulated in numbering among its citizens one of the caliber and foresight of Charles M. Shaver, Oscar Fox and W. C. Quimby, who have had the vision and courage to undertake a project of the size and completeness of the Emboyd."

built by Mr. Strauss are the Gal-Wayne building, new Lakeside hospital at Kendallville, Garrett community building, Sheridan apartments, Court theater, Auburn Inn, Bauders numerous other buildings. Mr. Strauss is also at present building two theaters and hotel buildings at Anderson and Muncie, same being similar to the new Emboyd but only also has under erection at this time the new Grand Leader building at Calhoun and Wayne streets.

In discussing the new Emboyd, Mr. Strauss said: "The work of the modern architect in designing a building of this size of the new Emboyd theater and hotel building is by no means a one-man proposition, and I wish to express my indebtedness to my organization, who have put their whole hearts into the drawings and design of the new Emboyd. The preparation of the plans of the new Emboyd required the continuous efforts of my entire force of nine craftsmen practically seven months, and after the building had been started, it was necessary to have three men busy most of the time making full-sized patterns and details of the various ornaments, equipment, etc. I also wish to give credit to John Eberson, with whom consulted in the preparation of these plans."

Mr. Strauss consulted with John Eberson, theater specialist, in making the plans and designing the building. The general contracting was let to Max Irmischer & Son of this city and these expert builders supervised the erection of the building. The amount of building materials in the raw to the splendid completed memorial to art and workmanship, as the new theater can certainly be said.

A Task Well Done

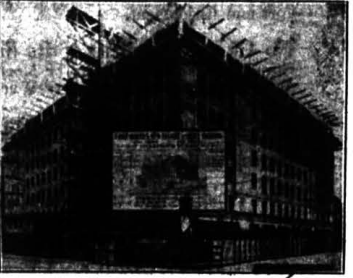
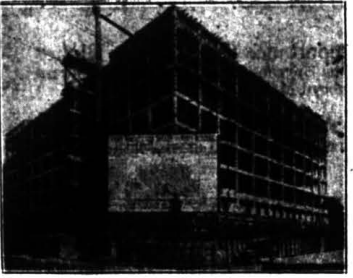
Is the Completion of the

EMBOYD THEATER AND HOTEL

First an idea—then a thought—plans carefully made and perfectly executed, all of which resulted in a playhouse and hostelry second to none in Indiana. Fort Wayne is justly proud of the results—The Emboyd.

The Emboyd is a monument to confidence in Fort Wayne and Fort Wayne's future.

The Fox Realty Company is to be congratulated for making possible the erection of this fine new building, and the Quimby Enterprise is to be rewarded for the loyalty shown to this community when they open the Emboyd as another link in their chain of theaters in Fort Wayne.



We as the general contractors were privileged to supervise the entire construction of Indiana's finest. A task made joyous by the hearty co-operation by both architect and sub contractors. In the erection of this mammoth structure it gives us great pride to say that it was entirely free from any fatality, the only building of its size to be erected in Fort Wayne with such a record.

Max Irmischer & Sons

GENERAL CONTRACTORS

1113 First National Bank

Anthony 1371

We Congratulate
The Fox Realty Co.
and the
Quimby Interests
Upon the Completion of the Beautiful New Emboyd
— the —
INTERIOR WOOD FINISH
— and the —
EXTERIOR PAINTINGS
Were Done by
OLIVER S. JONES
Painter and Decorator
120 E LEITH ST H-1327

The Tri-State Loan and Trust Co.
Sincerely Congratulates
THE
Fox Realty Co.
— and —
Quimby Interests
UPON THE COMPLETION AND OPENING OF THE
BEAUTIFUL THEATER EMBOYD
— and —
HOTEL INDIANA
The Tri-State Loan & Trust Co.
A Progressive Bank Serving More Than
Twenty-Five Thousand Customers

ELECTRICAL CONTRACTING

IN THIS MAGNIFICENT EMBOYD THEATER and HOTEL

WAS A TASK OF GREAT MAGNITUDE AND RESPONSIBILITY

At the start of the electrical job, we have, of course, the main switchboard. This is located in the room adjoining the one in which the transformers are, and where all the cables enter the building.

The main switchboard that carries the load for light and power for both the theater and hotel is approximately 7½ feet high and 24 feet long. The most up-to-date equipment in the way of switches and circuit breakers is placed on this board. On account of the large amount of electricity that is distributed from this board, we have two individual sets of cable feeding it. This cable is about the size of an ordinary man's arm. There is about two tons of copper wire used, and the amount of slate in pounds would be enough to supply all the blackboard for a six-room school building. The voltages that are maintained and continually passing through this are 110, 200 and 4,000 volts. The size of this equipment is large enough to supply current for a small town.

From the main switchboard, we distribute conduits and wires throughout the hotel and theater to more than 10,000 outlets for light, for approximately 1,000 horsepower motors, besides the various other electrical equipment.

We have used about 80,000 feet of conduit or over 15 miles. The sizes vary from ½-inch to 6-inch. Approximately 400,000 feet of wire was required in all various sizes.

There have been about 2,000 convenient plug outlets located throughout and about 1,000 for controlling ceiling outlets. This material is of the finest quality and of the latest type.

The stage is equipped with the latest type of material so that any scene can be controlled and set up in advance, and all lights throughout the auditorium controlled. The cost of this wonderful switching device, namely the remote stage board, would be about \$15,000.00.

There are approximately 20,000 lamp bulbs installed to light this wonderful theater and hotel. The sizes are as low as 10 watts and as high as 1,000 watts.

Along with the lighting, there is a tremendous amount of low voltage equipment that is in use, such as annunciators that will tell at a glance just what seats are vacant and how many. The most up-to-date equipment is used for calling acts, also various signals are used throughout from the picture booth.

A View of the Giant Switchboard



Reading from the left: Edward Meyer, electric foreman; Mr. Tansey, general superintendent for architect, A. M. Strauss; L. W. Kelly, general manager Dix-Kelly Electric Shop.

The Story Which Announced Our Being Awarded Large Contract

BIG ELECTRICAL CONTRACT IS LET

Permit for New Theater-Hotel Wiring and Fixtures Largest Ever Issued Here.

FIRST UNDER NEW CODE

The first large electrical permit to be issued since the adoption of Fort Wayne's new building code was announced by Paul Thiele, city electrical inspector, today, when it was made public that permit has been issued for the wiring and electrical fixtures in the million dollar hotel and theater being erected by the Fox Realty company at Jefferson and Harrison streets.

The work will require more than 100,000 pounds of conduit and more than a half million feet of wire. The main control board and the panels will be the largest in the city, according to Mr. Thiele.

The contract for the wiring and fixtures was awarded the Dix-Kelly Electric shop. The amount that the electrical equipment will cost was not made public.

We Congratulate

THE FOX REALTY COMPANY FOR MAKING POSSIBLE THE ERECTION OF THIS WONDERFUL NEW STRUCTURE.

THE QIMBY ENTERPRISE FOR ACQUIRING THE NEW BUILDING AND GIVING TO THE PEOPLE OF THIS VICINITY A THEATER AND HOTEL EQUAL TO ANY AND ONE FAR SUPERIOR TO ANY FOUND ELSEWHERE.

THE ARCHITECT, A. M. STRAUSS, FOR CREATING THE BEAUTY, BOTH INTERIOR AND EXTERIOR, AND PLACING FORT WAYNE ON A PARITY WITH ANY CITY FOR ARCHITECTURAL BEAUTY.

We Are Proud to Submit This List of Our Completed Contracts

- North Side High School
- Cal-Wayne Building
- Western Gas Office Building
- Public School Office Building
- Adams School
- Home Telephone Office Building
- Home Telephone Warehouse and Garage
- Blackstone Shop Building
- Flick Floral Company Building
- Indiana Service Corporation Warehouse

- Fairfield Manor Apartments
- Northern Indiana Public Service Company Office Building
- Krepps Building
- Fort Wayne Corrugated Paper Company Bldg., Hartford City, Ind.
- Library and Assembly Bldg., Ball
- Teachers' College, Muncie, Ind.
- Harrison Hill School
- Forest Park School
- Valparaiso High School, Valparaiso, Ind.

- Howe School, Howe, Ind.
- Windsor Apartments
- Waynedale School
- McCulloch School
- Fisher-Levy Residence
- Footer Building
- Schletter Building
- Journal-Gazette Building
- International Harvester Company Home and Service Station
- Northern Indiana Public Service Company Garage

- Grace Reformed Church
- Catholic Community Center Building
- Rialto Theater
- Pappas Apartments
- Linscooby Apartments
- Yellow Cab Bldg.
- Kosman Hotel Fixtures
- Plymouth Congregational Church Fixtures
- Sheridan Apartment Fixtures
- South Wayne Church Fixtures

DIX-KELLY ELECTRIC SHOP

226 East Berry Street

A-5350

"Emboyd Is Ready," Says Manager W. C. Quimby

SUCCESSFUL THEATER MAN CONDUCTS NEW RESORT: INSURES BEST OF SERVICE

Playhouse to Be the Fifth of a Group Consisting of Palace, Jefferson, Allen and Strand Theaters Under W. C. Quimby Supervision and Service; Only the Very Finest Attractions to be Booked for the Season.

GRAND FOYER, AUDITORIUM PRAISED BY EXPERTS

An amazing array of facts and figures is presented in a study of the magnificent new Emboyd theater. It is a revelation to note the immense amount of materials entering into its construction, and the labor of a small army of men whose skill has transformed building supplies into halls of beauty and enduring permanency.

With its completion a new and glorious chapter has been written for the new and greater Fort Wayne of the present day and generation. An opportunity to bring Indiana's second city abreast with the finest showhouses in the land was given them when the new Emboyd theater and Indiana hotel, both splendid types, were undertaken for the Fox Realty company.

It weighs 18,000 pounds and contains 100 incandescent lamps.

Has Moving Seating The attraction board, which is raised by special motor power, is the only one of its kind in the city and is returned after the best details used on the large city theaters. There is only one other of its kind in the state of Indiana.

Interior Superb The theater is entered through an attractive lobby the side walls of which are completely covered with French marble and the ceiling is featured by richly colored designs in gold, red and blue.

The sides of the ticket lobby are featured by attractive electrically lighted posters which will display coming attractions. From the ticket lobby one enters through spacious doors into the main lobby. This room is designed along pure Italian architectural lines and being featured by black and white marble floor with insets of special imported materials.

At the right of the ticket lobby is the main stair lobby into which the front balcony stairway enters.

The Grand Foyer Passing from the main lobby, the patron enters into the grand foyer, a room being by far the largest and most comfortable and magnificent in only comparable to a very few of the large theaters in the country. This room being by far the largest theater foyer of any theater in the state of Indiana.

The room is featured with a magnificent hand-carved ceiling richly ornamented in highly colored relief and lighted by carefully and artistically arranged indirect lighting system.

W. C. QUIMBY QUIT DENTIST BUSINESS

Saw His First Movie Show and Turned into Pioneer Theatrical Manager NEVER DOUBTED RESULT

Now the influence of a single act can affect a man's life and swing him far from the settled trend which he had elected to follow. In strikingly illustrated in the experience of W. C. Quimby, head of the Quimby theatrical interests in Fort Wayne and who has elected to assume the presidency of the new Emboyd as its manager.

Already on the job, he is busier than the president of the United States. He did not originally intend to be a director of theatrical enterprises. He didn't even know he was going to manage one. It was in Pittsburgh and he had gone through with a haul and decided that he would see a dentist. To that end he arranged a student in the dental college at Pittsburgh.

Dental Becomes Showman One night he went to see a picture performance. It was the first movie in Pittsburgh. That was the end of the dental business. He hadn't time to monkey with any other business. There were other things. He borrowed \$100 from a partner, which was a large sum in those days, and started looking around for an empty room, because he was in the picture business. That much was settled.



W. C. QUIMBY

He found a place in Denton, Okla. and set up a show. That was the beginning.

"A bet sheet was our screen," said Mr. Quimby, recalling those pioneer days in the west hunting to place out with the equipment consisted of a kitchen chair, a phonograph and the picture machine. The wages of the times was travel plays and they put on a show every eight minutes and charged a nickel. It went across great. The people crowded the theater and he was gradually improved.

Mr. Quimby enlarged his efforts. At one time he was presenting a picture show in different towns and cities. These included Northfield, Canal Dover, Zanesville, Mounton, Columbus, Pittsburgh and other places.

Invented Reostat Mr. Quimby invented and placed upon the market the reostat, a device to regulate the electric current for moving picture machines, doing away with the wasteful burning out of the motor at most exciting and critical moments during the picture.

He organized and was elected president of the first national association which has now become national in scope. He is a member of the membership card No. 1 as a recognition of that early pioneer days when every show was going.

Returning to Pittsburgh Mr. Quimby's interests grew until he was personally managing the Davis theatrical enterprises together with pool and billiard parlors, restaurants and amusement halls. His work attracted unusual attention and his talents were in demand in many cities as the source of successful management spread through the country.

On the Mississippi But the greater tone of his life, Mr. Quimby feels is not that of the struggles and successes of other days, but that of the period when he saw a show boat on the Ohio, Mississippi and Illinois rivers and experienced some of the toughest experiences of his entire theatrical career.

Mixed in a reminiscent vein to recall some of them, Mr. Quimby told of the Sunny South and one many voyages. It certainly took a lot of courage to enter some of the river boats, where rougher seas abounded and the barbers were so tough that the canaries sang here.

Usually there were fights between men were shot, particularly if there was a rumple between the bars and whiffs. If the show did not please the citizens of some community, they would get together and burn the boat down to the merriment of the citizens and the show was left to Confederate soldiers back in those days and no reference to the Civil war was possible without permitting the south to win. The old times would get together and fight the war all over again. Many times it was not safe to allow that subject on the show boat was from the south for that would have meant trouble.

The Sunny South The Sunny South was a boat with a white sail and a black hull on board. It was towed by a Mississippi river steambot with paddle wheel at the back. When the season opened the boat would show at various towns and head up the Mississippi. Then up the Mississippi to Davenport and back up the Illinois river to Deppie. Then starting south the river trouper would tour as far as New Orleans. The steambot with the theater on the other boat would push the Sunny South against the bank. The calico would announce the arrival of the troupe of 85 people and 1,000 people. The capacity of the show boat, would crowd on board. "East Lynne" was a favorite with the crowds and musical comedy along with tragedy always made a hit. There were the days of exciting situations and experiences and Mr. Quimby states that he had to have two guards to protect him when certain aggressive parties conceived the notion that they wanted to break up the show.

Came to Fort Wayne Mr. Quimby came to Fort Wayne 15 years ago when he took over the management of the Jefferson, Stran and Allen and the other theatrical enterprises in the Palace, Strand and Allen were added to the Quimby interests and at the present time he is the outstanding figure in Fort Wayne show features.

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The Passenger Elevator Entrance Enclosures in the Indiana Hotel Were Furnished and Erected by

Dahlstrom Metallic Door Company

Jamestown, New York

Chicago Office
19 South La Salle St.

Walter L. Edwards, District Manager

ELECTRICITY

Serves the EMBOYD

Refrigeration Assures Cool Temperature in Hottest Weather

Electricity has been assigned an important part to play in the new EMBOYD theater, not only on the stage but throughout the entire theater and hotel building. And *Electricity* will play its part not merely during opening week, but day after day and night after night, throughout the years.

An *Electric Refrigeration Plant*, of 270 horse power and 300 ton capacity, will keep the theater cool on the hottest summer days, making its atmosphere most delightful and refreshing.

Through a never failing supply of *Electric Energy* for industrial, commercial and domestic use, the Indiana Service Corporation plays a *vital* part in the daily life and progress of Fort Wayne.

A mammoth *Electric Sign*, said to be the largest in Indiana, adorns the front of the building.

For lighting the magnificent building there is enough *Electrical* energy to furnish light for 670 ordinary 6-room homes. The 725 horse power capacity for this purpose is the equivalent of 13,700 lamps of 40 Watts each.

Electric Power and *Electric Light* play an important part in the convenience, utility and beauty of the building and contribute immeasurably to the making of the new EMBOYD, "Indiana's Finest."

Some ELECTRICAL FACTS About the EMBOYD

- 225 H. P. of electricity for lighting
- 270 H. P. of electricity for air cooling
- 50 H. P. of electricity for ventilation
- 160 H. P. of electricity for power.

If all the work which this electric energy into this building were combined into one way, it would measure 4 1/2 inches in diameter.

The 270 H. P. refrigeration plant cools the air, the 20 H. P. unit circulates the air after it is cooled at the rate of one half million cubic feet per minute.

The 225 H. P. used for lighting will be enough to furnish lighting equivalent to 13,700 40-Watt lamps, 6-room homes.

The EMBOYD Electrical sign on the exterior of the building is said to be the largest in Indiana.

INDIANA SERVICE CORPORATION

OPENING BILL WILL BE NOTABLE ONE

Initial Program Starting Monday to Be Elaborate Feast of Entertainment

STAR ACTS COMING

The Embold theater's inaugural program starting Monday for three days will be one of the most lavish ever seen in the city at popular prices, according to the management. Every effort has been made in planning the huge bill to make it a real de luxe affair in every respect patterned closely after the programs presented by the most palatial of New York and Chicago theaters. Neither expense nor effort has been spared to make the debut of the Embold an auspicious one from the standpoint of entertainment.

Topping an elaborate feast of entertainment will be a program of Keith-Orpheum vaudeville specialties selected for the gala occasion from among the biggest and best of available star attractions. Bookers in New York have enthusiastically operated with the local management in lining up the greatest acts for the opening with the result that a premium program is expected to establish a new record in Fort Wayne for lavish stage entertainment.

On the screen, Ricca's Dixie will enthrall in his newest romantic farce, "Easy Come, Easy Go," which will have its premiere showing at the Embold Monday. The picture abounds in the spirit of gaiety that will pervade the entire theater Monday and hence is an appropriate screen attraction as local theatergoers could hope for.

Special Numbers Added
There will be a notable and diversified program of supplementary subjects the highlights of which will be a special dedication overture played by the augmented Embold symphonic orchestra. This offering will not be an incident to the main program as has heretofore been the

The Fox Interests Promoted and Financed Million and Half Project



OSCAR FOX

In the note of rebelling over the completion of Fort Wayne's finest and newest playhouse, the beautiful structure which graces the site of the Embold at Harrison and Jefferson streets, there are three men particularly who have reason to view with little pride and satisfaction their own participation in the plans which made it possible.

These men are Charles M. Nieser, Robert Fox and Oscar Fox, representing the Fox really interests, for it was the investment of this firm and the far-sighted vision of the men behind it as well as their faith in Fort Wayne's future which financed the enterprise to the extent of one and one-half millions. They saw the city's need, the necessity for

keeping pace with the spirit of progress, and in the solidity and beauty of the just completed structure is reflected the business confidence and the enduring permanency of citizenship which the Messers Fox and Nieser have so ably interpreted.

Words of appreciation and congratulation have been voiced by many, including Mr. Quimby, A. M. Strawn and others, for this splendid evidence of promoting ideals and business and civic interests in Fort Wayne.

A surprise feature of the Embold

orchestra's debut will be its appearance on the elevating platform which brings it down a whole floor below stage level right up into full view of the audience where it remains during the rendition of the overture. This effect will prove one of the most spectacular ever introduced to Fort Wayne theaters in the opinion of those who have seen it in the large de luxe theaters of other cities.

Organ Casad's
Another of the big features planned for the opening program will be the presentation of the grand Pagan grande organ with Percy Robbins, of the orchestra. This gigantic instrument, one of the largest ever built for use in a theater, is capable of producing every effect known to the world of music. Unified its instrumentation can produce the volume and tonal quality of a symphony orchestra or a big big band.

The complexities and possibilities of the Embold organ will be interestingly revealed to theatergoers who attend the opening through the presentation of a musical novelty which will be a veritable tour of the giant instrument. Robbins has completed the synchronization of music and screen and is ready to present to Embold patrons one of the most amazing musical demonstrations on record.

The Embold management is simple in stating that the premier program with its elaborate and diversified features will not be an exception in honor of a special occasion but will be the prevailing standard that the theatergoers may expect of the new theater. Future shows will represent the same care and will be the product of the same unexcelled facilities that produced Monday's program.

Fish leather as a substitute for leather from India is being used in the United States and Japan for many equipment and harness.

FINE NEW HOTEL WILL BEAR NAME INDIANA

Up-to-Date Hostelry with 200 Rooms is Under the Same Roof with Embold

Built in the same building as the new Embold and under the same roof with the playhouse is another institution, the Indiana hotel, Fort Wayne's newest and most up-to-date hostelry.

It will occupy the corner with the lobby opening directly on Harrison and Jefferson streets. The hotel is featured with a beautifully designed Spanish-Italian lobby opening off of which will be an attractive outdoor shop. This coffee shop also opens directly on Jefferson street, making it especially inviting for after-lunch lunchees and parties, as this place of relaxation and refreshment is immediately adjacent to the theater entrance.

The heavy paneled woodwork in dark ebony lends a distinct air to the interior. The Indiana contains 200 rooms all with bath and equipped with the very latest conveniences for its guests.

Admirably Situated

It's location in the heart of the downtown district and immediate location to all points of ingress and egress to the city will doubtless make

What It Took to Build the Embold; an Astounding Array of Facts and Figures

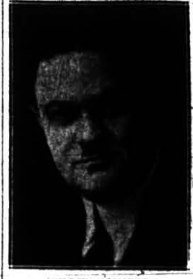
The following are a few basic facts on the new theater and hotel building:

- Number of fancy brick used—21 carloads.
- Number of common brick used—1,212,000.
- 800 tons of lime and plaster.
- 101,000 tons of sand and crushed stone.
- 50,000 sticks of cement.
- 25 carloads of lumber for forms and scaffolding, the auditorium alone requiring five carloads.
- 281 tons terra cotta.
- 1 carload granite.
- 250 tons of reinforcing steel.
- 75 tons of structural steel, the main balcony girder alone weighing in excess of 100 tons.
- 2 carloads of glass.
- 2 1/2 carloads of wood doors.
- 3 carloads of radiators.
- Over 2 1/2 miles of pipe.
- Boiler capacity for the hotel of 115 horse power, sufficient to heat 25 ordinary residences.
- 17 fans used for the ventilation of the theater and 6 in the hotel, the largest theater fans being 15 feet in height and with blades of more than 16 feet in diameter.
- There are 1,027 plumbing fixtures in the building, there being showers over all the bath tubs throughout all the rooms of the hotel and a complete hot water system supply hot water to all rooms of the hotel, as well as drinking fountains of the theater. The plumbing and heating system of the theater requires seven pumps. A vacuum cleaning system is provided for both the theater and hotel with a total of 111 outlets.
- There are over 2,000 electric plug outlets throughout the building.
- There are over 21,000 lamp bulbs used throughout the building, ranging from 15 watts up to 1,000 watts.

It is a desirable stopping place for the traveling public. Equally as important the new Indiana adds another fine hotel to the city with the 2,212 1/2

growing city which it now graces and will serve in many ways to make Fort Wayne even more popular than ever as a convention city and tourist stop for the pleasure and sports

NEW EMBOLD ORCHESTRA LEADER IS WELL KNOWN



WILBUR PICKETT

Wilbur Pickett of this city, accomplished violinist and a credit to the musicianly circles of Fort Wayne, will be the leader of the 12-piece orchestra at the New Embold theater which will make its official bow Monday afternoon. Mr. Pickett has been in the service of the W. C. Quimby circuit for the past eight years. In the new engagement the recognition which has come to the young man is well deserved and will be a source of satisfaction to a host of friends and well wishers.

NO WORKMEN INJURED DURING CONSTRUCTION

No Fatality or Serious Accident Occurred to Mark the Triumph of New Embold

Editors noted that a great undertaking had been completed in the "architectural" and "building" lines, without time serious act of a mishap. Frequently have workmen been injured, falling scaffolds, and taping walls, some claimed their will. Workers have been killed. Fatalities have marked the construction of several of Fort Wayne's most notable building enterprises. Even the new Lakeside bridge at Columbus street had its disaster and loss to human life when one of the men was thrown into the water and drowned. In remembrance of these things those who have been charged with the responsibility for the construction of the new theater and hotel building housing the Embold and the Indiana hotel have reason to feel elated because this magnificent structure has been completed without loss of a human life or even the serious injury of a single workman. There have been minor accidents but not from the time the first excavation of earth was removed until the massive structure reared on the same site was completed, has there been a single unfortunate mishap claimant its toll in a tragic way. If this to serve as an indication of the future shows of the enterprise, the surely the Embold theater and Indiana hotel will stand as an enviable unit free of unfortunate mishaps and unhappy memories.

To the
Embold Theater, Hotel
and All Responsible for the Creation of Such a Magnificent Structure

Congratulations

Nothing has been overlooked by your capable architect, Mr. A. M. Strawn, even to the minutest detail in the installation of Russell & Erwin Co.'s fine finishing hardware, so popular now in the construction of good buildings everywhere.

Schlatter Hardware
CLINTON ST. AT COLUMBIA
Specialists in Builders' and Finishing Hardware

EAGLE Laundry Service

Will Be Enjoyed by the Many Guests of Fort Wayne's Newest Hostelry, the

INDIANA

You too can take advantage of our many different services if you will but call the laundry number--H-4117.

Your curtains, clothes, washable rugs, blankets, are all thoroughly washed in clear, soft water with ivory soap.

Phone Us Tomorrow and a Courteous Attendant Will Call

EAGLE Laundry Co.
H-4117



VIEW OF MAGNIFICENT LOBBY IN NEW EMBOLD

Beautiful Buildings Need Beautiful Furnishings

Your Home Can Also Be Made Attractive Like This

The Lobby Furnishings The Floor Coverings

IN THE BEAUTIFUL

Embold Theater and Indiana Hotel

Are the Creations of Master Artists

WE INVITE ALL OF FORT WAYNE AND NEIGHBORING CITIES TO SCRUTINIZE THESE FURNISHINGS, TO NOTE THEIR QUALITY AND MAGNIFICENT DESIGNS

We Sincerely Wish the Fox Realty Co. and the Quimby Theatrical Enterprise Unlimited Success

Wagoner Furniture Co.
Calhoun at Pontiac H-4354

New Playhouse Enhances Beauty of Fort Wayne

SKY LINE OF RAPIDLY GROWING CITY ADD PRESTIGE THROUGH THEATER AND HOTEL

Structure is Triumph of Modern Architecture and a Monument to the Constructive Skill of Those in Charge; It Was Designed by A. M. Strauss, Architect, and Built by Max Irmacher and Son, Contractors of Fort Wayne; Is Surpassingly Beautiful in Decorative Art.

THEATER TO BE FORMALLY OPENED ON MONDAY

The Emboid, in all the beauty and the grandeur of Indiana's newest and finest theater, is ready to greet and to welcome its Fort Wayne friends and patrons. No city regardless of its size and importance will enjoy more exquisite surroundings for finer entertainment than will be afforded in Indiana's second city with the completion and dedication of this magnificent new playhouse.

In addition the city's sky line, the modern Fort Wayne with its metropolitan touches and aspects, receives an imposing addition to its architecture and towering walls of beauty and service.

Admirably Located

Situated at the southeast corner of Harrison and Jefferson streets, the new Emboid is ideally located, but a few minutes' walk from the very heart of the city and easily accessible from both interurban and steam railroad stations as well as the city street car lines. Attractive both without and within the structure has attracted the attention of many tourists and passersby as well as Fort Wayne's own citizens, who with the management have reason to feel proud of such an achievement. It is the fruition of an enterprise that surpasses anything of its kind in the middle west.

Beauty and Service

As the final last minute up-to-date culmination of beauty and service there is nothing left out which could possibly be desired in this beautiful playhouse. It is modern in every respect. Not only that but it embraces features that the brains and sagacity of experts, always at work to make something good that much better, have brought to a fulsome of remarkable achievement. In this respect the building is really a masterpiece to its builders and to the man who conceived it. The general contractors were Max Irmacher & Son who were whose work stands out so prominently in A. M. Strauss, Fort Wayne architect.

Architectural Triumph

Built along lines which enhance the sense of grace and decorative art the new Emboid will certainly amaze

the thousands of friends and patrons of the theater when they attend the grand opening and dedication ceremonies Monday, May 11. Not only that but in keeping with the splendid environment attractions which will more than measure up to expectations will bring to Fort Wayne some splendid vaudeville acts for the entertainment of the people. With 1,500 comfortable seats available, with halls of beauty, restful to the eye and constant change of color, refreshing air, most grateful in hours of the summer's hottest heat outside, the playhouse will be a refuge on hot days which no one seeking to escape from the torrid temperature will fail to appreciate, as a haven of cooling breezes and a home of ideal entertainment.

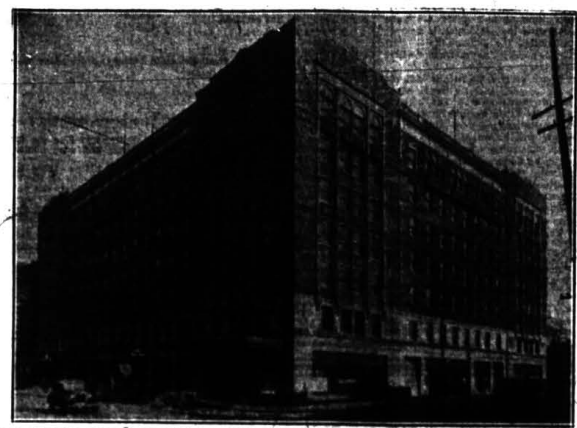
Stages on Huge Seats

With the Emboid's entertainment schedule calling for the presentation of a number of giant vaudeville road-show productions, Architect A. M. Strauss has designed the stage of the theater on a huge scale with the result that the opening of the new playhouse on Monday will reveal what is said to be the largest stage of any theater in the entire state. This mammoth stage measures 100 feet by 32 feet, with the proscenium opening 36 feet. Thus the most complete of vaudeville productions will find more than adequate space for their settings.

Will Bring the Best

It is the announced intention of the Emboid management to bring to Fort Wayne the best vaudeville productions that they the Palace theaters of New York and Chicago.

A Corner View of the Emboid Theater and Indiana Hotel Revealing Majestic Proportions of the New Structure



Neither effort nor expense will be spared to establish a new high water mark for lavish entertainment at the new theater. The screen productions will be called from the outstanding current hits, while elaborate supplementary programs will include big orchestral overtures, operettas on the Page Grande organ, and specially selected short screen subjects.

The Emboid is ready now to greet the thousands who are eagerly awaiting its opening. No event in recent years has evoked public interest to so high a pitch as has the impending opening of the beautiful new theater.

Last Word in Comfort

The most interesting of recent developments in the completion of the theater has been the installation of the seats, which are scientifically designed to conform to the curve of the human back. These seats are the ultimate in beauty and comfort. They are richly upholstered in velvet. Every seat is the addition of an arm, comfortable as the family easy chair. Every seat in the auditorium permits of an unobstructed view of the stage and screen, with the side seats so arranged as to obviate the strain of a distorted view.

It is announced that the Emboid will make two complete changes of program each week, with a brand-new vaudeville and screen show Sundays and Thursdays after the opening week.

THIS FIRM BUILT THE HUGE EMBOID SIGN

The Progress of a New Industry in Fort Wayne Measured by Great Building Feet

The G. H. Sign company, which was organized two years ago in a small building on Pearl street by William Galant, J. Lyman Holmes and A. L. Randall to manufacture electric signs, has had such a wonderful growth that a few months ago it was necessary to move into larger quarters, and the factory now has a specially built building on South Calhoun street.

This factory has made wonderful strides in the short time it has been established. It has just finished and installed the largest electric sign in the state of Indiana which was placed on the Emboid theater. This sign alone with a marquee, required the work of eight men over a period of five months, and requires some 1,000 electric bulbs to light it. In addition to this sign, this new industry has already installed in this city and surrounding towns, over \$50,000 of electric signs. They have recently taken an order for a \$1,000 rainbow tube sign to be installed on the new hotel which occupies part of the building at the Emboid theater. The name of the new hotel will be

the Indiana. This name was adopted after several months' consideration, as the management was desirous of giving it a prominent name. Fort Wayne may well feel proud of this new hotel, and the traveling public will no doubt appreciate it, being its close proximity to the railroad stations.

In addition to this, the G. H. Sign company installed the largest rainbow tube sign in Indiana on the roof of the Lincoln Life building. This sign, which throws out at night a bright red glare, can be seen from both the Wabash and Pennsylvania railroads, and it is an outstanding feature in advertising Fort Wayne.

In addition to this, the company is manufacturing a very large sign for a hotel in South Bend, a number of their product is now being shipped to a large number of points in the middle west.

Already the new factory is entirely too small, and the company is now contemplating the erection of a larger building in the early fall. A number of new men are being added weekly to the payroll. This company has the exclusive agency for the rainbow tube signs which is something entirely new in electrical advertising.

RESTFUL SLUMBER
Will Be Enjoyed by All Guests of the New

Indiana Hotel



ON BOX SPRINGS
Used in the Making of the Mattresses and Furnished by a Fort Wayne Concern

We Congratulate Mr. Quimby on His Selection and Admire Him for Investing in Fort Wayne's Products

Wolf Bedding Co.
619-621 CLINTON ST. A-2204

Newaygo Cement
Darlington Face Brick
Red Top Plaster **Eric Limestone**
Urschel Finish Lime

In the Fine New

EMBOYD
HOTEL and THEATER
WAS FURNISHED BY US

And We Take This Means in Extending Our Best Wishes and Congratulations to the Fox Realty Co., and the Quimby Interests

The

Sign and Marquee


On the Beautiful

Emboyd


Theater Building Were Designed, Built and Installed by Us

---And We Take This Opportunity in Extending Our Heartiest Congratulations to the Owners---
the Fox Realty Co., the Tenant, the Quimby Interest, the Architect A. M. Strauss

DAY VIEW



NIGHT VIEW



American Coal & Supply Company
Coombs at Cochran St. A-6411

G. H. Sign Co.
4626 South Calhoun St. Harrison 1193

Cooling Breezes Will Accentuate Emboyd Welcome

FRESH AIR CURRENTS ADD TO COMFORT AND PLEASURE OF ITS MANY PATRONS

As a Summer Resort the Playhouse Cannot Be Surpassed; It Is Truly a "Fresh Air" Theater with the Supply Washed Pure and Clean and Temperature Most Grateful in the Heat of a Torrid Day; One of the Largest Cooling Plants Will Provide an Unvarying Temperature.

CITY'S NEW HOME OF SERVICE WELCOMES YOU

No description can do justice to the achievement of the designers and temperature experts in planning this service. It can only be realized and appreciated by visiting the Emboyd and enjoying through personal experience what one of the most elaborate of the country's big de luxe theaters has to offer in the way of convenience, beauty, comfort and entertainment.

The first program at the formal opening of the Emboyd Monday afternoon will consist of dedication features, Keith-Orpheum vaudeville, musical specialties and a selected feature playlet.

It will be the pleasure of the management to serve as a reception committee and welcome the thousands of patrons and friends of the new theater. Every opportunity will be afforded the guests on that occasion to view the interior and admire the architecture and decorator's finished art in beautiful walls and blended tints.

**In the New
Indiana Hotel and Emboyd Theater**

THE MAIN SWITCHBOARD—AND ALL THE LIGHT AND POWER PANELS WERE SUPPLIED BY THE

Cleveland Switchboard Company

AND INSTALLED BY THE

Dix-Kelly Electric Shop

226 E. Berry St. A-5380

Foyer of New Indiana Hotel Is Work of Art



tempting a nonstop flight record of 79 degrees will be maintained in the Emboyd throughout the summer.

An idea of the immensity of the equipment that will keep Emboyd patrons in cool comfort throughout the summer may be calculated through a few statistics compiled by the designer of the plant.

The 17 blower units circulate over four thousand cubic feet of air every minute to all parts of the auditorium. Every cubic foot of air is washed.

The air is cooled by an ice plant in the theater. This machine is big enough to cool 12,000 ordinary ice boxes. In other words, if one-half the ice boxes in use in Fort Wayne could in some way be connected with the Emboyd plant, our local ice handling company would find its business seriously impaired.

The air is carried through a network of sheet metal pipes to myriad openings in the theater. A team of horses could be driven through some

of the pipes. All of the two hundred openings through which the cool, ice air is driven are cleverly concealed in the architectural treatment so that the effect of perfect thermostatic conditions produced by this system seems almost supernatural.

is Haven of Comfort

Fort Wayne is to have a sumptuous new summer resort. The newest haven of comfort in the beautiful Emboyd theater which is being equipped with every convenience which can possibly add to human comfort and pleasure. Everybook knows fresh air is indispensable in any structure, particularly where thousands of people congregate. Ventilation is the keynotes of health and safety. And this treatment applies particularly to amusement resorts or playhouses which contain vast open spaces and areas of cubic feet of air.

With reference to the Emboyd the new building might well be christened "the fresh air theater of cooling breezes" for it is the last word in temperature equipment. The air is constantly in circulation and is

washed pure and clean with new soaping induced automatically from the outside, cooled and driven through every cubic foot of space in the huge auditorium.

The theater is being equipped with one of the largest cooling plants ever developed for use in a theater.

MAMMOTH EMBOYD SIGN WEIGHS EVEN FIVE TONS

Theatergoers who find themselves drawn to the new Emboyd theater Monday will have the pleasure of viewing the largest electric sign on display in the entire state of Indiana.

The mammoth Emboyd sign weighs exactly five tons and contains thousands of individual incandescent lamps. The services of twelve electricians working eight hours a day for four days were required to install the huge display which rises to a height of 145 feet.

The theater's attraction board is a highly ornamental and brilliant feature with a special moving scroll effect. The concentrated light used to illuminate the front of the Emboyd would be sufficient to adequately light up no less than four city blocks.

PURE AIR FEATURE OF NEW EMBOYD

Every Safeguard of Health is Employed in Changing Currents and Temperature VENTILATION IS PERFECT

Every health factor and safeguard is emphasized in the arrangement of the new Emboyd interior particularly to the largest auditorium which will seat its thousands of people in spite of the fact that they will be in the building for hours at a time. The fresh clean pure air that is a triumph of modern sanitation and engineering will be available all times and will be changed practically every minute.

In keeping with the colossal magnificence of the new Emboyd the owners ordered the best ventilating air conditioning and cooling system that modern engineering has developed. The best features of the new, six-story Emboyd theater in other cities were incorporated to make the Emboyd the premier of them all. As a result a 18 degree temperature will be maintained with a healthy humidity every year, regardless of outside weather.

Air is Washed

The magnitude of the equipment used is almost beyond comprehension. Furthermore, the 17 blower units circulate over 400,000 cubic feet of air every minute to all parts of the auditorium. Every cubic foot of air is washed.

As ice plants two stories below the main floor of the theater big enough to cool 12,000 ordinary ice boxes is used to cool the air in the summer. In other words, if one-half of the ice boxes in Fort Wayne could in some way be connected to this mammoth machine, all would be cooled simultaneously.

The Cooling Process

Heating or cooling the air to the exact degree is a problem which is met with a complete system of automatic temperature regulating equipment. The warm and cold air is mixed automatically to produce the exact temperature and relative humidity required.

Ventilation Complete

The air is carried through a network of sheet metal pipes in a multitude of openings in the theater. A team of horses could be driven through some of the biggest pipes. It is not remarkable that all the air is introduced into the theater through more than 200 openings. How many can you find? Not many. They are all cleverly camouflaged and concealed in the architectural treatment, to make the effect of the perfect conditions in the theater seem supernatural. Not to mince words, every possible

provision has been made to insure the comfort and health of the patron. Fort Wayne now has an institution which provides the refreshing and delightful breeze of a perfect summer evening all the time, to help make the new Emboyd a finished product for decades to come.

The Electric Wonder Board

The electrical system in the new Emboyd Theater building, together with the hotel in the same building is the largest electrical installation in Fort Wayne. There are 125 miles of wire in the building and thousands of feet of conduit. The main switchboard on the stage is 15 feet square, 10 feet high, and alone cost more than \$2,000.

This switch board is arranged so that five different electrical circuits for seats may be laid off by the other without any other arrangement at the time of the outfit. Wiring is arranged so that all the lighting of the interior, auditorium, and all the lighting effects, in addition to all the stage lighting, is controlled from this one board.

We Are Proud to Have Furnished and Installed

**All the Glass—
Kawneer Copper
Frames—Mirrors
and Leaded Glass**

In the Beautiful New

**Emboyd Theater and
Hotel Building**

**Fort Wayne Plate and Window
Glass Co.**

E. W. FUHRMAN, Mgr.

212 Kilian Street H-5149

THE

THE new Emboyd brings to Fort Wayne all the lavish beauty and comfort known to metropolitan theaters. The stage, one of the largest in the state, provides adequate space for even the most colossal of theatrical productions. Unique lighting effects combined with beautiful decoration makes this theater a work of art as well as an amusement center.

NEW EMBOYD

THEATERGOERS of Fort Wayne have awaited the opening of the Emboyd with genuine interest—and they will not be disappointed. Every detail that will add to the comfort and enjoyment of the patron has been carefully thought out.

To those men who have had in their hands the tremendous task of planning this magnificent new theater, the First National Bank extends its heartiest congratulations. And to those whose duty it will be to direct the future program of the Emboyd, the First National adds its sincere wishes for success.

One of the most interesting features in the Emboyd is the seating arrangement. The seats, richly upholstered in velvet tapestry, are curved to fit the back and are as comfortable and roomy as the family easy chair. Every seat commands an unobstructed view of the stage and screen, with the seats so placed as to obviate the strain of a distorted view.

First National Bank
OF FORT WAYNE

Auditorium of Emboyd to Seat Thousands in Comfort

SOFT, CEILING IN MAIN ROOM COLOSSAL: INTERIOR IS RICH IN ORNAMENTATION

Main Floor Alone Contains as Many Seats as the Palace Theater; Interchangeable Lighting Effects Add to Beauty of Magnificent Dome; The Side Walls of the Auditorium Are Also Works of Art with Immense Stage for Largest Attractions.

HUGE BALCONY GIRDER IS FEAT OF ENGINEERING

None can grasp from a general description in cold type the immensity of the interior of the new Emboyd. Everything is on such a large scale that the sense of greatness grows on one views the entrance and then the main auditorium with its sweep of arches and thousands of seats. From the balcony the onlooker is particularly impressed with the vast spectacle presented.

"Gosh, it looks like a quarter of a mile down to the stage," said a visitor yesterday as from the rear rows he viewed the expanse and the seating capacity.

And this is but one impression that will be gained when the new Emboyd throws open its hospitable doors Monday afternoon for the initial performance. No statement or description can do justice to the beauty of tone and coloring and the blended touches which make the interior a masterpiece.

Auditorium Colossal
The proportion of the main auditorium can only be described by one word colossal. The ceiling of this room is over 10 feet above the floor line and the principal dimensions of the room are 119x140 feet. There are a little over 2,000 seats and the size of the building may best be appreciated when it is said that the main floor alone contains as many seats as both the main floor and balcony of the Palace theater.

The entire auditorium is a mass of rich ornament, all richly decorated in attractive Spanish-Italian Renaissance, and all richly decorated in attractive colors. Prominent feature of the auditorium is the magnificent dome of the main ceiling, some being more than 60 feet in length and being lighted with various colored red, blue, green and amber lighting effects which are interchangeable and will not only change during the performance, but will give entire changes from time to time and week to week.

The treatment beneath the balcony is also lighted with a series of domes of attractive ornamental design and deeply recessed into the ceiling.

A Work of Art
The side wall of the auditorium is featured by three high arches of magnificent proportion, richly inlaid with marble and surrounded by recessed relief effect which will flash different colors behind beautiful ornamental piercings during the various portions of the program. The entire auditorium will be closed from the foyer with glass-enclosed nozzles from the foyer coming into the auditorium, to permit the patron to enjoy the picture and performance amid a refined and genial atmosphere.

No attempt can be made here to describe the magnificence of the col-

Superb Switch Board Is Installed



or and ornamentation of the auditorium and same have to be seen to be appreciated. In discussing the ornamental features of the relief work of the building, Architect Strauss said, "The average person can hardly appreciate the amount of work involved in designing and detailing the ornamentation on an auditorium as large as the new Emboyd theater, and particularly in one which has the number of arches and curves in which we have designed this building."

"Every little piece of ornament must be laid out in full size first by one of my draftsmen, and then by the ornamental molder, in laying out the actual work. It required the continuous effort of three draftsmen for the period of more than eight weeks simply to lay out the ornamental features of the Emboyd theater in full size after the small scale designing had been completed. The procession arch of the building is probably the most striking feature and this too is provided with brilliant interchangeable lighting effects.

Is Feat of Engineering
The structural engineering required for the auditorium is alone one worthy of unusual comment. The main balcony girder which supports the balcony is over 110 feet long, 11 feet high and weighs in excess of 2,000 pounds. This is the largest piece of steel in Fort Wayne, and has been carefully designed at a safety factor of more than four times the weight. In other words, if it were possible to put into the balcony more than four times the people that it can accommodate, seating them on each other's laps or in other ways, adding four times the possible load, the girder would sustain the weight. All other portions of the building are provided with the same safety factor and have been designed and checked by the most competent of engineers. **Stage Immense**
The stage opening is 55 feet and the stage proper measures 100 feet by 22 feet. Every safety precaution in the way of asbestos curtain, auto-

vating organ console lift. By means of this the entire orchestra can be lifted up to the stage level or dropped below the audience, this being done by mammoth elevator machinery capable of lifting the entire orchestra platform, a total weight of some 2,000 pounds.

HAD WORTHY PART IN SUPPLYING MATERIAL

Gilmartin Lumber Company of Fort Wayne Furnished Building Supplies

Playing a most important part in the work which has just been completed at the new Emboyd, the Gilmartin Lumber company again demonstrated those twin virtues of good business, reliability and enterprise.

To this company was given the responsibility for furnishing all the woodwork in the building. Thousands of feet of the finish product for which the concern is noted, entered into its construction. The millwork especially has been commented upon for its beauty. It is particularly in evidence in the lobby of the new Indiana hotel and in all the cabinet effects and equipment where the richness of the finish makes the entrance a thing of beauty.

No mistake was made in awarding a Gilmartin contract for this important service as the work is a permanent reminder that the Fort Wayne firm stands in the front rank of mill products and first-class achievement.

We Wish to Congratulate the

Fox Realty Co.

on the Splendid New Emboyd Building, and We Are Proud to Have Been of Service to Them

Ornamental Iron and Bronze

Iron Stairs	Iron Canopies
Elevator Enclosures	Wire Work
Fire Escapes	Cast Iron Fronts

Estimates Furnished Promptly

C. W. Olson Manufacturing Co.

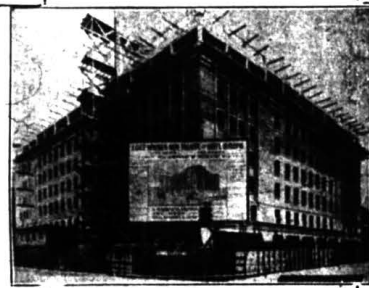
1310 Quincy St. N. E. Minneapolis, Minn.

Indiana and Michigan Representative

THE BUILDERS' AGENCY 211 Christian Bldg. SOUTH BEND, IND.

We Congratulate THE Quimby Enterprises On Their Splendid New Playhouse

BECKER PAPER CO. 127 E. Columbia St. A-1166



Emboyd Building Under Construction

Congratulations Fox Realty Co.

Upon the completion of this magnificent new structure. It merits the highest praises of this entire community, and we join with it, in extending our good wishes.

The Heart of the New

Emboyd

Is Its Electrical System

AND THE IMPORTANT MEMBERS OF THIS VAST SYSTEM ARE:

G. E. Conduit—Wire and Supplies
Frank Adams Switchboard
Cleveland Standard Panels and Cabinets
Major Cove and Footlights

All These Were Selected By the Architect A. M. Strauss And Installed by the Dix-Kelly Electric Shop

And Furnished by

The Protective Electrical Supply Co.

130-2 W. Columbia St. A-9331

The New EMBOYD Theater and Indiana Hotel

Will be under the able directions of Mr. Quimby, who in the years past has endeavored to give to the theatergoing public clean and enjoyable amusement in all the theaters of the Quimby Enterprises.

The opening of this new theater places Fort Wayne on a parity with the larger cities, it gives the theatergoing public a playhouse which will be a proud by-word wherever they may be.

Again we say---Congratulation for it is most fitting when a work is well done.



W. C. QUIMBY Director of Dix-Kelly and Trust Co.

HARRY HOGAN President

DIME SAVINGS AND TRUST CO.

JAMES E. RUHL Secretary

LARGE SAFETY FACTOR ASSURED

Structural Engineering Entering into Embold Theater Is Remarkable Feat

GIRDER 110 FEET LONG

The structural engineering required for the auditorium of the Embold theater is worthy of unusual comment, according to a number of builders who have watched the theater in its process of formation.

The main balcony girder which supports the balcony is over 110 feet long, 11 feet high and weighs more than 500 pounds. This is the largest piece of steel now in Fort Wayne, says Architect A. M. Strauss, and was carefully designed at a safety factor of more than four. In other words if it were possible to put into the balcony more than four times the number of people the seating allows the giant girder would still sustain the weight.

All other portions of the building are provided with the same ratio of safety factor and have been designed and checked by the most competent of engineers. Each piece of structural steel used in the building is of the highest and most durable quality. The building's steel skeleton, in fact, is sufficient to sustain and support a structure exactly four times the weight and capacity of the Embold building.

DIX-KELLY COMPANY WIRES HUGE BUILDING

Fort Wayne Contractors Electrically Equip the Splendid New Embold Theater



LAWRENCE KELLY

The Dix-Kelly company was given contract for the electrification of the new playhouse and more than up to expectations in the huge amount of wiring. Thousands of feet of wiring tells the story of the exacting work and the installation of the fixtures requiring the aid of experts makes the structure within and without shine with a glow of perfection. There is no limitation in the building to be compared here with the new Embold and but few firms having this work in them. It is to be congratulated on the in which it was carried out.

The United States issued a total of \$110 million abroad in 1927. \$22,700,000 was invested in Canada.

The population of the United States in 1927 was 125,000,000. The population of London, the latter figure only, is the smallest in population.

LAKE TOURS

THE Detroit & Cleveland Navigation Company would be pleased to help you plan an outing on the Great Lakes of two, four, six or eight days, and supply you with pictures and descriptions of many pleasant places: Niagara Falls, Mackinac Island, Isle St. Ignace, Mackinac Island, Cuyahoga Islands.

AUTOMOBILES CARRIED ON STEAMERS

ON your automobile tour plan to avoid the congested highways for a day or two by making part of your journey by steamer.

EACH WAY EVERY DAY BETWEEN Buffalo, Niagara Falls and Detroit on Steamers Greater Detroit and Greater Buffalo. Between Cleveland and Detroit on Steamers City of Detroit III and City of Cleveland III.

CHICAGO, MACKINAC ISLAND, ST. IGNACE

THE popular tourist steamer Eastern Explorer and Western Explorer cover the route between Cleveland and Chicago via Detroit, Mackinac Island and St. Ignace.

MUSIC, DANCING, GOLF, BECK GAMES

THIS is one of the most delightful summer outing tours on the Great Lakes. Famous meals by chefs who know how. Stopovers permitted at Mackinac Island and all other ports.

THE SUMMER WONDERLAND TRIP

CHICAGO to Detroit, \$3 round trip, \$1.50 extra for "P" boats during July and August. Chicago-Mackinac Island tour. Round trip, all seasons Buffalo to Mackinac Island, \$9.75 to Chicago, \$79. Cleveland to Mackinac Island, \$41.50 to Chicago, \$71.50.

TRAVEL THE GREAT LAKES FIRST

DETROIT to Mackinac Island and return, \$8 to Chicago and return, \$6. E. H. McCracken, G. P. A., Detroit & Cleveland Navigation Company, Detroit, Mich.

M. MARCUS RECALLS OLD-TIME INCIDENTS

Hard-Boiled Showhouse Owners Used to Make It Tough for Employes

General Manager M. Marcus of the Quimby interests recalls several personal experiences which go to show what working for a hard-boiled employer exhibited meant in the earlier days of the film and the showhouse.

He states that one night to his great surprise, when just a boy employed in a small theater, that the owner of the place invited him out to dinner. They had a sumptuous meal to which his full-fedged appetite did full justice. After it was over and he had expressed his appreciation the employer said to Mr. Marcus:

"Now don't get the wrong impression. You didn't get this dinner because I like you, I didn't do it for that reason and don't get the mistaken idea that you've got a drag with the boss. Far from it. You've got to work just as hard if not harder and I am going to see that you do. This is just a business proposition."

"That was certainly some wallop," commented Mr. Marcus recently in recalling the incident.

On another occasion, when Mr. Marcus was managing an Ohio theater a terrific wind and rainstorm came up just about show time one Sunday night. It rained so hard that the theater ran in torrents but in spite of the downpour the attendance was unusually good although not up to the average. When Mr. Marcus as manager telegraphed the receipts for the day to the office of the owner in New York, he commented on the fact that the profits were excellent considering the storm. He also came the answer: "Never mind weather conditions. I expect receipts. Reports on storms come under the jurisdiction of the weather man. Forget it."

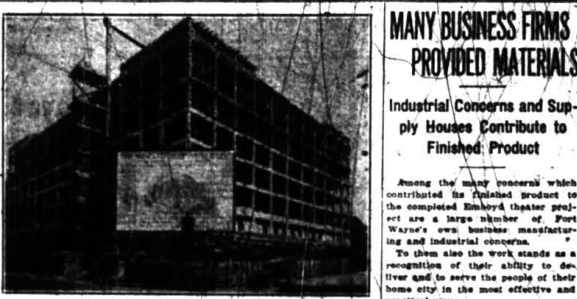
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PRESS EXPOSITION TO HAVE MUSIC FESTIVAL

COLONNE—(P) Pitts Kreider, Director of the (National, East) and (Western) Exhibitions are included in the roster of artists engaged for the 1929 music festival to be held at Cologne June 15-17 in connection with the coming international press exposition. Harold Abendrook, the recognized music director of Cologne, has been selected as conductor.

The program will embrace works of Bach, Beethoven, Brahms, Wagner, Liszt and Schubert headed by Richard Strauss. The "Jazz" and a symphony of the best composer Leo Janacek.

Interior View Showing Majestic Proportions of the Embold Auditorium with Its Lofty Dome



View of New Embold Nearing Completion

as well and complete a majestic hall. It is as follows:

Decorations and plastering, Gabriel company, Chicago, Ill.

Revolving doors and ash hoists, C. L. Schmitt & Co., Fort Wayne.

Plumbing and heating, A. Hattersly & Sons, Fort Wayne.

Interior wood finish and exterior painting, Oliver S. Jones, Fort Wayne.

Electrical service, Indiana Service Corporation, Fort Wayne.

Mahatman Mellicham Door company, Chicago, Ill.

Cannet, brick, plaster, Erie Housatonic, American Ice & Coal company, Fort Wayne.

Sign and marquet, by G. H. Sign company, Fort Wayne.

Springs and beds for hotel, by the Wolf Bedding company, Fort Wayne.

Laundry supplies, by the Eagle Laundry company, Fort Wayne.

Lobby furnishings and floor covering, by the Waggoner Furniture company, Fort Wayne.

Hardware by the C. C. Schlotter Hardware company, Fort Wayne.

Doors, offices, wood and mill work, by the Gilman's Lumber company, Fort Wayne.

Supplies and appliances, by the Protective Electrical Supply company, Fort Wayne.

Iron and bronze ornaments, by the

C. W. Olsen Manufacturing company, Fort Wayne.

R. F. air conditioning equipment, by the E. F. Reynolds company, Fort Wayne.

Steel work, by the Steel Bridge company, Fort Wayne.

Art, by the Fort Wayne Building company, Fort Wayne.

Clothes and draperies, by the Dix-Kelly Electrical company, Fort Wayne.

Supplies, by the Fort Wayne and Window Glass company, Fort Wayne.

Supplies, by the Fort Wayne company, Fort Wayne.

MANY BUSINESS FIRMS PROVIDED MATERIALS

Industrial Concerns and Supply Houses Contribute to Finished Product

Among the many concerns which contributed its finished product to the completed Embold theater project are a large number of Fort Wayne's own business manufacturing and industrial concerns.

To them also the work stands as a recognition of their ability to deliver and to serve the people of their home city in the most effective and practical way.

The list includes out of town firms



We Heartily Congratulate

The management of the New Embold on the opening of this new theater and Indiana hotel which is located just one door west of us.

And we more than welcome them to West Jefferson Street.

Our wishes are for their every success.

Feistkorn Furniture Co.

"The Store of Real Values"

117-119 West Jefferson St. One Door East of New Embold




Heartiest Congratulations

— to —

W. C. Quimby and Associates

On the Occasion of the Opening of the Beautiful New

EMBOYD THEATER



Page Organ Company

Builders of High-Grade Church and Theater Organs

LIMA, OHIO

**EDMOND L. MILLER
WINS HIGHEST PRAISE**

Assistant Architect Is Entreated with Intricate Details of Emboyd Plans

ably according to the efforts of his shoulders of Edmond L. Miller, chief draftsman, chief designer and architectural and structural engineer in the office of A. M. Strauss, Fort Wayne architect. To Mr. Miller was assigned the arduous task of supervising the mass of detail which had to be worked out for the new Emboyd theater.

The one not acquainted with the plans of the office of a busy architect such as that of Mr. Strauss, can appreciate the brainwork and painstaking necessary to carry out all that is required in the completed plans for the new structure. That Mr. Miller was not only the commendation of his chief but those associated with him and in touch with his work speaks highly of his natural ability and expert knowledge of the profession which he adores.

MANY FROM OUT-OF-TOWN PLAN THEATER PARTIES

Assurance was received yesterday by the management that theater parties from surrounding places including Ellettsville, Kendallville, Adams, Decatur, Columbus City and other northern Indiana, as well as officials and promoters from Indianapolis would be in hand when Emboyd opened its doors Monday afternoon for the initial performance.

Good roads and fine weather conditions for many automobile parties will doubtless have much to do in swelling the net work attendance for the entire first week. Every indication is to a record-breaking attendance at all the performances.

FIELD MEET TO BE HELD BY TOWNSHIP SCHOOLS

Results of the schools of Adams, Ellettsville and Washington townships will be held on an all-day field meet Wednesday afternoon at the Adams Wayne school. The meet is sponsored by the Parents Teachers Association of the Adams Wayne school. Athletic events will be held at 1:30 o'clock.

The events will include boys and girls baseball games, broad and high jumping and races of all classes. About 100 people are expected to attend and a luncheon dinner will be served at 1:30 o'clock.

L. A. Summers and Mrs. George Smith are the chairman in charge of the field meet. The dinner committee includes Mrs. Carl Wolf, chairman, Mrs. J. Grayback, Mrs. N. J. Gray and Mrs. H. C. Blasing. The boys' committee is composed of J. J. Bauman and Mrs. Hattie Bauman.

ENTERS MASONIC CONTEST

STURGIS, Mich., May 12—George Jackson of Burr Oak and a member of the Sturgis Masonic lodge, has won the right to represent his lodge at the state Masonic oratorical contest, which will be staged at Sturgis, Mich., May 11.

Mr. Jackson won the county contest recently and followed that victory by capturing first place in the district contest in a contest held in Sturgis.

**Lobby of New Emboyd with Its Beautiful Setting
Is Triumphant Blend of Luxury, Art and Skill**



THEATER INAUGURAL TO BE HIGH CLASS

All-Star Attractions to Provide Initial Performance at Emboyd Monday

Keith-Orpheum vaudeville and extra music will constitute the introduction of the Emboyd theater to the Fort Wayne playing public when it opens tomorrow afternoon at 1:30 o'clock.

A special supplementary program consisting of selections by the concert orchestra of the theater and specialties on the Page Grande concert organ will be presented.

The opening show of the Emboyd will feature a Keith-Orpheum vaudeville specialty selected for the occasion an every effort is being made to obtain one of the year's latest picture hits to make this about the greatest ever seen in the city.

The theater is rapidly nearing completion and the gigantic roofing system will be installed in time for the gala members to insure the comfort of the crowds which will attend the opening bill.

Contrary to rumors the Emboyd will operate on a popular price schedule. In spite of the huge invest-

THE MAN WHO SAW THE EMBOYD THEATER GROW



MAX IRMSCHER

ment that the theater involves the magnitude of the stage and screen programs, prices will range from 25 cents for children to a maximum of 50 cents for adults, with matinee admissions set at 40 cents. These prices will prevail on the opening day also.

HIGH-CLASS VAUDEVILLE MOVIES TO BE COMBINED

Management Perfects Arrangements for Unusual Attraction During Season

The program policy of the new Emboyd theater Harrison and Jefferson streets, which will be officially opened to the public on Monday, May 14, is as follows.

According to the management, the Emboyd will be the home of selected Keith-Orpheum vaudeville presented in conjunction with the best of available feature photoplays from the studios of such prominent producers as Paramount, First National, Metro-Goldwyn-Mayer and others.

In addition, the supplementary programs will consist of orchestral and organ specialties and the choicest of short screen subjects.

The new theater will seat 1,300 and is generally regarded as one of the most elaborate playhouses ever constructed in a community of Fort Wayne's size.

STUDENTS TO DEBATE STATE PRIMARY LAW

The students of Central high school will hold a contemporaneous contest Thursday, May 11, in the auditorium of the new Emboyd. The advantage of conducting the primary system of debating contests in Indiana is being argued by the primary system of debating contests will be the last of the year. They are as follows: Thurston, Ed. H. H. H. H., Alfred W. W. W. and Howard K. K. K.

TO THE ARCHITECTS, OWNERS AND LESSEES

Congratulations

B. F. REYNOLDS AND CO.
118 W. OHIO ST. CHICAGO

CONTRACTORS AND ENGINEERS FOR

AIR CONDITIONING SYSTEM
EMBOYD THEATER

Congratulations

on the completion of the

Fox Theater and Hotel Building

Fort Wayne Should Be Proud of This Beautiful Building

The Owners and Architects

are to be congratulated for this structure

Structural Steel

Furnished By

The Rochester Bridge Co.

Fabricators of all classes of structural steel and bridges

Let us have your inquiries

DRESSING ROOMS ARE LAST WORD

Every Comfort of Theatrical Performers Provided in New Emboyd Facilities

LOUNGES ARE PROVIDED

Theatrical performers who come to Fort Wayne to appear at the new Emboyd theater will have a very pleasant surprise, for the dressing rooms of the new Emboyd are a rare delight in comfort and completeness of appointments. Every dressing room is equipped with the latest word in ample soothing lighting effects and perfect mirror arrangement. Special footrests below built-in dressing chairs add to the comfort of the artists and exceptional accommodations for cosmetics and makeup add to the convenience of the actors.

PLASTER WORK IS EXCEPTIONAL

Old and New World Artistry Are Combined in Decorative Scheme of Emboyd

One of the supreme revelations of the ultimate in artistic achievement which is immediately apparent to one who enters the new Emboyd is the elegance of the beautiful ornamental plaster work incorporated in the new Emboyd theater. Here the exemplified all of the expert diversifications and imaginative flourishes of the decorative scheme produce a scheme plus ultra of artistic achievement. The intricate vaulted plasterwork is reproduced in a gorgeous array of Spanish-Italian Renaissance artistry all carried out with a facility to character and design that suggests a mighty measure of strength upon the architect who designed it as well as the master craftsman who executed it.

WALKS OFF WITH HONORS

LAURENCE, Mass.—Nightingale, who has for years in an ornate production, played dramatic roles masterfully in an ultra-violet ray.

FRENCH FILM RECORD

LAURENCE, Mass.—Nightingale, who has for years in an ornate production, played dramatic roles masterfully in an ultra-violet ray.

Two of the Best Things — In Town

THE NEW EMBOYD AND A PAIR OF GOOD EYES.

We Hope You'll Enjoy Both for Many Years to Come.



Eyeglass Specialists
West-101 Wayne

BIG ELECTRICAL INSPECTION JOB

City Electrical Inspector Has Large Task in Looking Over Emboyd Equipment

"This is one of the largest electrical inspection jobs which I have yet been called upon to look over," said Paul Thiele, city electrical inspector, while he was going over some of the intricate electrical apparatus of the new Emboyd theater. "The electrical work in the new theater is a mighty achievement in itself," said Mr. Thiele, "and the designing and working out of the various phases of this work required the most expert of electrical engineering genius."

Some conception of the magnitude of the lighting and electrical equipment may be gathered from the fact that a total of 28,000 incandescent lights, ranging from 10 watts to 1,000 watts are used in the new building. One of the most remarkable features of the electrical equipment is the maximum switchboard from which it is possible to control all of the 28,000 lamps in the building.

SNIPS FACTORY BELT TO GET SHOE LEATHER

WILMINGTON, England.—(AP)—Thomas Low, a Staffordshire crane driver, is a well-known man in a pair of worn-out shoes. He is the only man in England who has made a pair of shoes from one of the largest driving belts in England. The shoes were made at 4d. and were worn for two months.

MINNESOTA TO FLORIDA CANOE TRIP OUTLINED

MINNEAPOLIS, Minn.—(AP)—A canoe trip from the Great Lakes to the Gulf of Mexico is planned by Ray Naylor and Turner Johnson of Duluth. They will make the trip in a 12-foot canoe. The trip will be made in the summer of 1929. They will make several short portages. They will take the canoe to Lake Superior, then to Lake Huron, Lake Michigan, the river to the Gulf of Mexico.

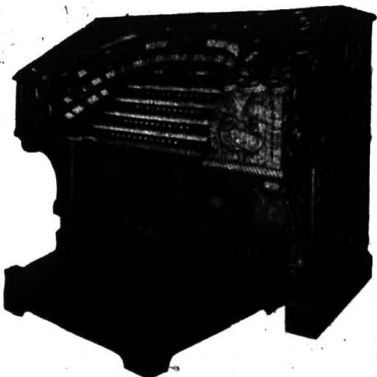
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Fort Wayne's Finest Theater Has Wonderful Organ with Superb Effects



This picture of the organ, built by the Pusey Organ company, in the new Emboyd theater, scarcely does justice to the actual instrument itself which is really an orchestra, manipulated in the hands of a master musician. It will be raised and lowered on an elevator platform which will be electrically operated and the orchestra will be raised and lowered from the pit by the same device. Percy Robbins will be the organist.

FACTS ABOUT NEW THEATER

- Cost of site, building and equipment, \$1,500,000.
- Seating capacity of theater, 3,100 persons.
- Tons of structural steel used in construction, 755.
- Number of incandescent light bulbs used in building, 28,000, ranging from 10 watts to 1,000 watts.
- Cost of electric sign in front of theater, \$15,000.
- Weight of electric sign, five and one-half tons.
- Number of electric lights used in sign, 3,500.
- Inside dimensions of theater, 100 by 140.
- Inside height of theater, 80 feet.
- Number of face brick used, 33 carloads.
- Number of common brick used, 1,328,000.
- Plaster and lime used, 600 tons.
- Terra cotta used, 283 tons.
- Weight of main balcony girder, 100 tons.
- Amount of glass used, two carloads.
- Amount of pipes used, two and one-half miles.
- Number of sacks of cement used, 99,500.
- Sand and crushed stone used, 1,500 tons.

Koerber's

To The Emboyd—
Best Wishes for Success

An enterprise dedicated to a greater and better city.

A splendid addition to Fort Wayne's beautiful architectural achievements.

To the Quimby Theatrical Enterprises
—Congratulations!

"Jewelers to ALL the People"

KOERBER'S
818-20 Calhoun St.

SHOWHOUSE WILL BE DEDICATED TOMORROW

Unusual Entertainment Is Provided for Opening of Modern Theater

That the new Emboyd which opens Monday will be operated along the lines of a de luxe metropolitan theater is indicated in the scope and diversity of the program arranged for the gala premiere. Aside from the elaborate stage program of Keith, Orlin and the feature play, a number of obsequious entertainments, presented in the foremost de luxe theater in the fort, will be given.

One of these supplementary attractions will be a special overture

played by the augmented Emboyd orchestra under the direction of Wilbur Spriet. This offering will be one of the most memorable of the program's many features. The Emboyd orchestra represents Fort Wayne's musical talent with each member a virtuoso on his own particular instrument. The orchestra has been in the formative process for more than three months with the result that when it makes its debut Monday it will be a finished product of organization and training.

A delightful feature of the Emboyd orchestra's introduction to Fort Wayne theatergoers will be their appearance on the elevating platform which brings them up from a niche below the pit to the level of the stage during the rendition of the overture. A transition as mysterious as it is spectacular.

Another of the de luxe features of the Emboyd's opening program will be the raising of the organ with Percy Robbins at the console. This gigantic instrument, one of the largest ever built for use in a theater, is capable of producing every effect known to the world of music.

HOHENZOLLERN MUST PENSION OLD RETIREES

LEIPZIG.—(AP)—The federal court rejected the appeal of Prince Friedrich Leopold of Prussia, former Hohenzollern, from a pension of 150,000 marks granted him by the Hohenzollern government. The prince had been awarded the pension because of the two historical castles at Sigmaringen and Ludwigsburg. The prince had been awarded the pension because of the two historical castles at Sigmaringen and Ludwigsburg.

QUEEN MARY BUSY CUTTING FLOWERS

WINDSOR, England.—(AP)—Queen Mary is thoroughly enjoying the spring in her beautiful gardens at the coast here. Queen Mary is thoroughly enjoying the spring in her beautiful gardens at the coast here. Queen Mary is thoroughly enjoying the spring in her beautiful gardens at the coast here.

NEW ENGLAND POOR-BASH

TRENTON, N.J.—Thomas J. Hobbs has been elected tax collector for the forty-seventh time. For a similar period he has been comptroller for 20 years town clerk, and for 18 years treasurer. He is also on the school board and the board of selectmen.

LEIPZIG.—(AP)—The federal court rejected the appeal of Prince Friedrich Leopold of Prussia, former Hohenzollern, from a pension of 150,000 marks granted him by the Hohenzollern government. The prince had been awarded the pension because of the two historical castles at Sigmaringen and Ludwigsburg.

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YOUR ENTERTAINMENT

in the New

EMBOYD

is made possible with the use of electricity—all scenic effects—all Foyer and auditorium illuminations—the cooling breezes from a most modern system—the melodious strains of the wonderful organ—all this we owe to

ELECTRICITY

And we are indeed happy to be of service to the Quimby Enterprise and it is our earnest desire for their ultimate success.

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Orthophonic Victrola

Hear This New Orthophonic Victrola in Your Own Home

The Most Wonderful Musical Instrument in the World is Here

In the Music Room of the Emboyd Theater.

The New Emboyd Theater

Is Entirely Equipped with

PACKARD PIANOS

Fort Wayne is fortunate in being the home of so beautiful a theater and a piano that stands so high in the hearts and minds of the better music lovers the country over.

"Hear the Soul of the Packard Sing"

PACKARD SERVICE

Covers Everything in the Realm of Music from the Finest Reproducing Grand to a Sheet of Music

Phone A-3487 or call at our store Wayne at Harrison

The Packard Music House

PROMINENT ORGANIST ASSIGNED TO EMBOYD

Leading Musician Assigned to Fort Wayne's Magnificent New Playhouse

FERCY ROBBINS
Fercy Robbins, popular with hundreds of playgoers and organist at the Palace theater for the past five years, has been given the post of organist at the splendid new Playhouse at the Emboyd and will assume his new duties next Monday when the dedicatory program will be held and the new theater thrown open to the public.
Mr. Robbins is recognized as one of the leading organists in the country. He studied music in Canada and is recognized as an artist and musician of unusual ability.

STAGE CAN ACCOMMODATE HIPPODROME FEATURES

The Largest Acts in Theatrical World Will Find Plenty of Room at Emboyd

Bearing in mind the fact that the new Emboyd theater will present the most spectacular and lavish of vaudeville attractions, the stage is designed to produce a veritable hippodrome with an opening of 45 feet. The stage itself measures 100 feet by 100 feet. Every safety precaution in the way of asbestos curtains and automatic fire ventilators has been provided.
The Emboyd stage is large enough to permit the staging of the largest of vaudeville spectacles with adequate facilities for the hanging and setting of huge pieces of scenery. Here the big metropolitan stage favorites will find themselves at the Emboyd will have more than ample room and facilities for the display of their talents. The new theater is equipped with walls and production backgrounds. The sweetest and best of devices for stage lighting with the result that an attraction playing here will find itself hampered in the matter of proper presentation facilities.
A brilliant setting for the stage attractions is provided by the beautiful proscenium arch which is provided with dazzling interchangeable lighting effects.

ANNOUNCE EMBOYD THEATER POLICY

The policy that will govern the operation of the new Emboyd theater was announced in detail today by the management.
Each program will consist of headline Keith-Orpheum vaudeville feature, photoplay and diversified supplementary attractions including an overture by the Emboyd symphonic orchestra, an organ specially with Fercy Robbins at the console of the mighty Page-Orpheus organ and a number of short screen subjects.

There will be two complete changes of program each week starting Sunday and Thursday. Doors will open at 1 p. m. with the performance starting at 1:30 on week days and at 1 p. m. on Sundays and running continuously until 11:30.

Despite rumors to the contrary evidently inspired by the magnificence of the theater, a popular scale of prices will prevail at all times. Week days and all day Sundays the admission for adults will be 60 cents. Adult price for week day matinees will be 40 cents. Children at all times will be admitted for 15 cents.

There are commodious rest rooms on each floor for both men and women. In the theater, the latter containing the most luxurious of appointments and every possible facility for comfort.

GIANT THEATER EXODES COMFORT AND LUXURY

A Warm Glow of Hospitality Will Emphasize the Emboyd Welcome to Patrons

There's luxury at the new Emboyd theater. And there's splendor and magnificence, too. But the most important of all, to the thousands who will crowd in for the Monday opening will be the Emboyd's spirit of hospitality.
Radiating from every corner of the giant playhouse that has risen under the magic lit master workmen will be a warm glow of hospitality that is bound to thrill the throngs that seek the Emboyd—thrill them every bit as much as the theater's splendor and all the lavish stage and screen entertainments.

The one thing that will make the Emboyd truly great is an air of informal comfort. The beautiful theater may be a king's palace to architects and builders but to theatergoers it will be home.

No feature in all the planning that has gone into the Emboyd is more pronounced than the steps that have been taken to make the Emboyd home. No one is a patron at the Emboyd who will be friendly guests. All Fort Wayne is on the theater's invitation list and the crowds that throng the Emboyd Monday in response to the city-wide invitation will find eager hosts awaiting the chance to serve their every need.

A large service force will greet Emboyd guests on the opening day. A thoroughly trained, courteous and alert staff of waiters will anticipate every desire and add the magic of their cordial service to the wonder of the theater's beauty.

The device for Emboyd service that will be set in motion Monday will, without a doubt, all the dignity, efficiency and precision of the finest drilled theater personnel ever organized in a city of Fort Wayne's size. Week after week of intensive training in theater classes and doorman classes has assured that fact.

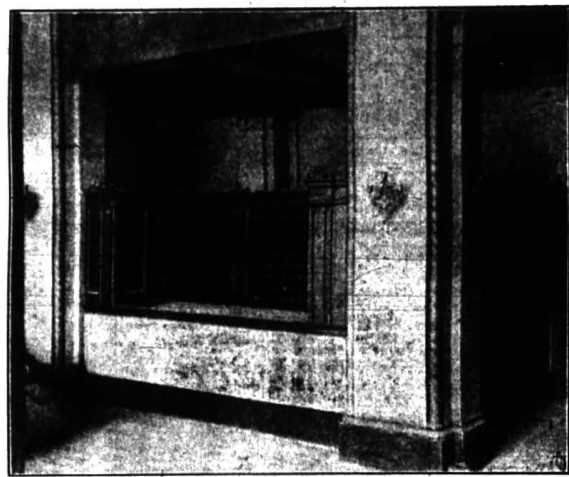
OFFICES
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IN THE BEAUTIFUL NEW
WAS FURNISHED BY US

To the
Fox Realty Co.

We extend our heart-felt thanks for making possible the erection of so fine a building which is indeed a credit to the ever-growing business enterprise in Fort Wayne.



To the
Quimby Interests

We wish success. Their occupancy of this wonderful new structure is a source of pride to the entire community. It is our earnest hope that their efforts will receive the co-operation they deserve.

Homelovers!---Avail Yourselves of Our Many Services!

There is no time like the spring season for those desiring to improve and rearrange their homes. To this end we have many services. All of which carry an important responsibility in the beautifying as well as in the preserving of the home. Our Planning Mill is so arranged as to be able to care for the most exacting needs of the builder. And the building lines of which we are dealers for, are all nationally known, with products of the finest possible quality, and at prices most reasonable. No matter what you might require about your home in the lumber line, we have a service for it. In addition to our regular line of building materials we have the following specialties:

MEDICINE CABINETS

Ideal for the bathroom. Made in various sizes and styles. Doors are fitted with finest beveled edged plate glass.

ALL KINDS OF ROOFING

The roof covering of hundreds of residences is evidence of the many varied and substantial designs and makes which we carry.

GARAGES AND DOORS

We will gladly advise you as to the requirements of building a garage. Our garage doors are built of the finest materials. They cannot sag or pull apart, since they are riveted together with wood dowels.

BUILT-IN MAIL BOXES

Are very popular and convenient. There is no annoyance, loss of mail or unsightly flimsy mail boxes hanging on the walls when one of our Built-in boxes is used.

DISAPPEARING STAIRWAYS

Saves space. Is inexpensive and very simple to install. To operate a slight pull on a chain is all that is required to lower stairs. By all means do not build without a Presto or Desper.

FLOWER BOXES TRELLIS WORK GARDEN FURNITURE SCREENS

Many a home owner desires to embellish the exterior and surrounding landscape of the property. Our service in this regard is unequalled.

You'll Be Really Comfortable At The New Quimby Theater!

The Quimby Theater owners were very anxious to have Fort Wayne patrons enjoy every show in solid comfort.

Consequently, they insisted on purchasing Heywood-Wakefield theater chairs because they knew that these seats were now affording unequalled comfort in the beautiful Roxy in New York City and in thousands of other theaters throughout America.

When you attend a show at the new Quimby Theater, you will immediately notice the comfort of these beautiful seats made by Heywood-Wakefield.

Heywood-Wakefield Company
Theater Seating Division
Chicago, Illinois

GILMARTIN LUMBER CO.

117 MURRAY STREET

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