

## LYRIC SPENDS A FORTUNE FOR BIG IMPROVEMENTS

Charles Olson Puts \$150,000 in Remodeling His Theater.

In remodeling and adding improvements to the Lyric Theater, work of which is now rapidly nearing completion, cognizance has been taken of the fact that women are now entitled to the same privileges heretofore accorded men only, by the addition of a smoking room for their exclusive use.

Located on the mezzanine floor, the ladies' smoking room is accessible from all parts of the theater, is handsomely furnished and provides an admirable retreat for those of the fair sex who court the solace and pleasures of Milday Nicotine.

During the past few months more than \$150,000 has been expended in enlarging the Lyric, constructing a new main entrance and lobby, one of the most beautiful and attractive in the Middle West; enlarging the ballroom, installing an entirely new ventilating system and cooling plant, adding some 300 seats on the lower floor, erecting a new projection machine operating booth, installing a new master switchboard on the stage and redecorating the entire house.

The new lobby, 120 feet long and twenty feet wide, is exceptionally imposing and commanding. Decorated in oil poly and gold, the walls are wainscoted with Italian marble and lined with handsome French mirrors. The lighting fixtures include six magnificient crystal chandeliers. The floor is rubber-tiled. In the center of the lobby is a large marble stairway leading to the mezzanine floor and balcony. The lobby also contains drinking fountains and a smoking room for men.

The Lyric's new ventilating system and cooling plant, known as the humidifier, is the very latest thing in the science of theater ventilation. A gigantic air fan, fourteen feet in height and weighing three and one-half tons, draws fresh air into the building at the rate of 57,000 cubic feet per minute. The air first passes into a "washer" where water from a new well 120 feet deep, passes through the air at the rate of 500 gallons per minute before the air is forced into the air ducts throughout the building.

**Good Ventilation**

The Humidifier is a re-circulating system making it possible to maintain a temperate of from 70 to 75 degrees in the theater when street temperatures range from 90 to 95 degrees. Operated by automatic control, the Humidifier always assures an even temperature, and completely abolishes the unpleasantness of air drafts. The Lyric is one of but twenty of the newest theaters throughout the United States equipped with this system.

Hailed as the greatest and most remarkable innovation in facilitating stage lighting ever conceived, the major remote control switchboard, which has just been installed completely does away with fire hazard from electricity on the stage. The switchboard proper is located beneath the stage, encased in steel cabinets in a fire proof room. It is operated from an auxiliary board on the stage, and any conceivable lighting effect desired can be obtained by the simple act of touching a button.

The switchboard is so constructed that the lights can be set up in advance of the performance, making it unnecessary for the operator to visit the switchboard proper at any time during the show. The Lyric is the only theater in Indianapolis equipped with a major remote control switchboard. The special board placed in the Lyric was designed, and its installation supervised by Lynn Parish, house electrician.

What is declared to be the largest changeable letter electric sign in the State has been erected above the main entrance on Illinois St. Ten feet in height, the center section of the sign board is fifty feet long and the side sections eighteen feet long. The center section can accommodate 184 letters and the side sections 128 letters each.

**The Ballroom**

The Lyric ballroom, enlarged to 100 feet in length and sixty feet in width, with a dance floor 100x80 feet in size, will be opened in the near future for the fall and winter season. J. Russell Robinson and his orchestra, eight all-star dance musicians, with Eber B. Grubb, entertainer, will furnish music. Robinson, the man who wrote "Margie" and a hundred other popular song hits, is famous as a composer and has appeared in vaudeville as accompanist for Marion Harris. The ballroom, maintained solely for theater patrons, is one of the unique features that distinguishes the Lyric among vaudeville theaters throughout the country.

Charles M. Olson is president and managing director of the Central Amusement Company which owns and operates the Lyric. A pioneer in the motion picture and popular vaudeville business in Indianapolis, he is recognized as one of the shrewdest showmen in his chosen field. He also directs the Apollo, Ohio and Isis photoplay theaters, and is interested in other local motion picture houses. Though his interests are many and varied Mr. Olson gives his personal attention to every detail concerning the management of the Lyric which is his special pride.

The Lyric was erected in 1912 with an original capacity of not quite 1,000 seats. To keep pace with its ever-growing patronage the theater has since been twice remodeled and enlarged, its original frontage of 72 feet on Illinois street having been increased to 132 feet, the additional property being acquired by 99 years leaseholds.

**COMPLETES MOVIE SCRIPT**

Bess Meredith has just completed the script of "The Third Degree," and plans are under way for it to go into production soon at the Warner Bros. studio. Michael Curtiz, noted European director, will handle the megaphone.

### For Opera



### CIRCLE TO OBSERVE 10TH ANNIVERSARY

(Continued From Page 6)

to the town to buy the water power site and when he finds himself up against it he is forced to confess his plight.

However, he has done such a remarkable bit of financing and really saves his town that he is forgiven and wins a fortune and a wife who assists him in his business venture.

The cast supporting the star includes Marion Nixon, Ben Hendricks Jr., E. J. Ratcliffe, Margaret Seddon, George Nichols, Alfred Allee, C. E. Thurston, George Marlon, Alfred Knott and Adele Watson.

The supplemental screen features will include a comedy "Don't Be a Dumbie," in which Arthur Lake is starred, an Aesop Fable "Pests" and the International News of pictorial current events.

"Dance Dreams," the stage presentation, is offered by a company of four dancers.

### UPTOWN LISTS FILMS FOR NEXT WEEK

Wellington Cross, in his new sketch, "Selfishness," by Edwin Burke, will open a tour of Keith-Albee vaudeville the latter part of September.

### MOTION PICTURES

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### CROSS IN VAUDEVILLE

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