

'ATMOSPHERIC' PLAYHOUSE IS DECLARED FINEST IN W. N. C.

'The Carolina' Was Built With Needs of Tourists in View

The finest theatre in Western North Carolina and the only one of this part of the state that is atmospheric in design, was opened to the Hendersonville public in 1933. It is the Carolina theatre, designed by Capt. E. A. Smyth to replace the Rex theatre destroyed by fire last summer and leased by Publix-Kinney Theatres, Inc., major operators of the Rex.

Of special interest in the new theatre are its mural paintings, which carry out the effect of an Italian garden. Architect Stillwell carefully planned these paintings and personally supervised their work. After deciding on the type of painting desired, he finally selected the artist, Navino Nataloni, of New York. Three weeks of painstaking work was required to complete the job. Fitting in perfectly with the Italian Renaissance motif of the theatre, the utmost care was exercised in the painting and coloring of the job. When viewed under the canopy of battling clouds which are seen in the ceiling of the auditorium, the paintings lend a particularly exciting and pleasing atmosphere to the theatre.

The theatre was constructed to give in the most useful manner possible the entertainment needs of Hendersonville and its visitors. According to Harry E. Buchanan, manager, and those who have seen the new playhouse state that its purpose will be accomplished with satisfaction to all concerned. Data on various details of the theatre follow:

THE BUILDING is approximately 63 feet wide by 130 feet

feet, 369,360 cubic feet.

THE STAGE is 42 feet wide and 26 feet deep. Equipped with dressing rooms, stage equipment, loud speakers, scenery, etc.

SEATING: There are 514 seats in the auditorium and 142 in the balcony.

HEATING SYSTEM: Warren Webster modulation system. Coal hopper to Main street; ash hoist.

COOLING: The theatre is cooled by two large electric blowers, which are controlled from the electric control room. The combined capacity of these two fans is 70,000 cubic feet of air each minute. This makes it possible to force into the theatre every minute over 100 cubic feet of fresh air for every person, even though each seat was occupied.

PROJECTION ROOM — which contains the picture machines, is 23 feet by 14 feet and is lined on the inside walls, floor and ceiling with asbestos board 1-4 inch thick, covered with 28-gauge metal. All doors entering this room are likewise fire-proofed.

THE PORTHOLES through which pictures are projected are all fitted with automatic steel fire shutters, which close instantly should they be exposed to more than normal temperatures. The room is equipped with an exhaust fan in the ceiling which keeps the room cool and carries off the gases given off from the electric arc lights in the picture machines.

EXITS: The auditorium has in addition to the main entrance doors, two emergency exits, one on each side of the stage, leading directly to the street at the rear of the theatre.

THE BALCONY, for colored people, has an entrance and an emergency exit. All emergency doors are fitted with automatic panic doors, which open the doors

upon the slightest pressure from within.

SOUND: The theatre was especially analyzed for sound projection and where needed was treated with Sabinite acoustic plaster.

STEEL FRAMING: The balcony and roof are supported upon steel construction. The roof is designed to carry a combined structural, wind and snow load of 64 pounds to the square foot of surface, or a total load of 515,840 pounds, 258 tons.

PLASTER: All plaster work is on extra heavy metal fabric.

ELECTRIC WIRING: All wiring is in rigid steel conduit, which means that every electric wire is enclosed in a continuous steel tube, from the point where it enters the building.

GENERATOR: The motor generator for the projection machine arcs is placed in a special power room in the basement. This set is operated by automatic remote control from the projection room.

ENTRANCE LOBBY: Colored and glazed to give general effect of Caen stone.

TICKET BOOTH: Finished in gold lacquer.

VESTIBULE: Finished in antique gold.

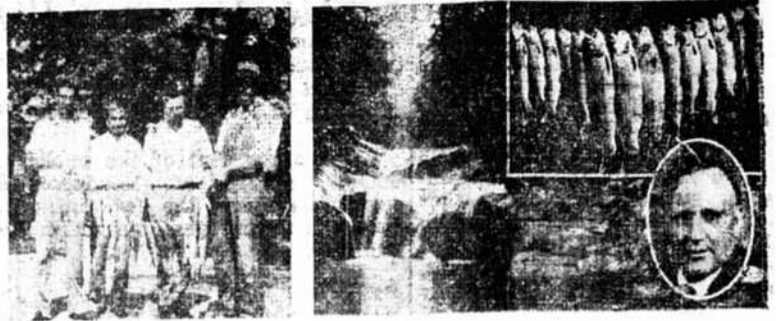
FOYER: Walls textured in cafe-au-lait with a background of antique glaze. The cornice, door and aisle openings are trimmed in carved moldings, finished in antique gold.

MEZANINE LOUNGE: The walls are covered with Fabrik-O-No printed in clear, mellow pyroxylin colors, representing a rural scene. The furniture is of early American type.

LADIES' POWDER ROOM: Walls are covered with a most intriguing pattern of "Salubra Parchment." This material is made in Germany by a secret process. The ceiling is in old gold and the woodwork is antiquated Pompeian red.

CARPET: The floors of the foyer, aisles, lounge and powder room are all covered with a beautiful, deep toned carpet, laid over

Where Gamey Fish Lure Thousands



Gamey fish in lakes and mountain streams add delights to the fisherman's vacation. Sportsmen look forward to open seasons in our national forests.

Western North Carolina is securing its position as a fisherman's paradise by a long time cooperative program of re-stocking its 3,000-odd miles of trout streams and its rivers and lakes.

Sportsmen throughout the mountain section of North Carolina are working with the state department of conservation and development in the promotion of game fishing. This is being done through aiding in enforcement of fishing laws, through the establishment of fish rearing pools, and through the establishment of preserves where fishing is barred.

Western North Carolina now offers some of the finest trout and bass fishing in eastern America. In the western counties are some 3,107 miles of trout streams, at least half of which offer exceptionally good fishing, and scores of lakes and rivers where anything from bream to jack-fish or muskellonge may be caught. The region, however, is principally noted for trout fishing. Bass fishing is next in importance.

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THE CAROLINA HENDERSONVILLE INSTITUTION

Like Hendersonville itself, The Carolina is destined to occupy a place of conspicuous importance in the development of Western North Carolina. The spirit of its conception and its influence will be an inspiration to thousands.

The Carolina was visioned as a leading theatre in the beauty of its surroundings and in the character of its entertainment. In the Carolina Hendersonville has one of the finest theatres in the South—in architecture, in finish, in equipment and in service.

Our sincere wish is that you will find keen enjoyment in The Carolina and that you will be proud of this theatre as a cherished institution.

The Carolina is your theatre.

THE CAROLINA POLICY

Every conceivable condition and advantage has been anticipated by the management of The Carolina in determining its policy. The time of performances have been arranged for the majority. The attractions themselves have a universal appeal to all ages.

That this theatre is emblematic of great shows for little money, is no idle boast. An admission price that every family can afford.

THE CAROLINA PROGRAMS

The motion pictures presented at The Carolina represent the pick of the product of all the leading producers. Each week's offerings will be of a varied nature to enhance their appeal. Because of extreme care in the selection of music to fit the spirit, action and mood of these pictures you are bound to spend a very enjoyable afternoon or evening at The Carolina.

1901

1933

THREE DECADES of REAL SERVICE

When the E. Lewis & Son store was opened here 32 years ago, the owners determined upon a policy of placing quality above all. As in the beginning, so through the years, this policy is as steadfast as our Blue Ridge Mountains. Merchandise from this store must be, and will always be under the present management, the best that a given price can buy. We appreciate the fact that the public has endorsed this policy, and we hope to serve you many years more.

LEWIS DEPARTMENT STORE