GALA ATTRACTIONS MARK OPENING
OF TORRANCE THEATRE
UNDER NEW MANAGEMENT

Pacific Southwest Theatres, Inc. Take Over Management of House
Wednesday, October 1st

Many big victories are in store for patrons of the Torrance Theatre tomorrow night, when the active management of the local theatre will be taken over by the Pacific Southwest Theatre, Incorporated, who recently purchased the Theatre from Mr. and Mrs. J. C. McVey.

The Pacific Southwest Theatres, incorporated, bring to Torrance a wealth of knowledge gained by many years of experience in operating theatres in metropolitan centers. The big syndicate now owns seventeen theatres, all of which are high class houses and strictly American.

The executives of the Pacific Southwest Theatres are exceptionally skilled theatrical men. A. H. Emenhiser, the president, has given his whole life to the exhibition work of the motion picture industry. Mr. Emenhiser will explain the policies of the new owners. The firm maintains that in the Torrance Theatre, he and his associates will bring the people of Torrance the kind of theatre that the company's. Suggestions will always be welcome and every effort will be made to bring to Torrance the kind of attractions that local patrons like. The patrons' pleasure will be paramount at all times in the minds of the management.

D. Lawhead, secretary-manager of the Pacific Southwest Theatres, Inc., is also a capable and thoroughly experienced theatrical executive.

Many of the greatest hits of the season have been booked for the next two weeks, but in spite of the early showing, the regular prices will remain in force. Adults, 45¢ and children, 15¢. The price of "The Covered Wagon" in Torrance proved that the product absolutely compelled them to make fifty cents the minimum charge for adults and twenty-five cents for children.

Mr. Delmore states that he has many surprises in store for the opening tomorrow night, at which time he will also explain the policies of the new owners.

"Lily of the Dust" New Pola Negri Production

Valentino Returns to Screen in "Mon­ sieur Beaucaille"

Booth Tarkington Story Due at the Torrance Theatre

October 14, 15

"The Yankee Consul" of Douglas MacLean

October 5, 6 "Don't Park Here" Will Rogers

October 9, 10 "Rudolpho, Valentine Returns"

October 18 Fortieth Door Serial No. 8

"Our Congressman" Will Rogers

"The Telephone Girl"

"The Sideshow of Life"

"The Halfback of Notre Dame"

"Vacation" Krazy Kat

"Scarum Much" Sennett Special

"The Lady Bird" an educational.

October 11 Cartoons Bray's Magazine

October 14, 15 "MANHANDLED" — Gloria Swanson — Gloria D'Ambrosio, Portland, Oregon.

October 16, 17 "RUDOLPH, VALENTINO" — "MONSIEUR BEAUCAILLE," the most fascinating Rudolph of all. Felix Ali Ballew Up.

October 18 "OPEN ALL NIGHT" — All Star Cast Fortieth Door Serial No. 8 Cartoon — Bray's Magazine

Come And See The Big Surprise Tomorrow Night