

**COLORED THEATRE CON-
DUCTS ONLY MID-NIGHT
SHOW ON COAST.**

Los Angeles, Calif., Dec. PCNB. The Lincoln Theatre, the recently constructed 2000-seat picture house, is the only motion picture theatre on the coast staging a mid-night performance.

Saturday night shows starting at 11.30 p.m. at the Lincoln are the mecca for the theatre-goers of Hollywood and So. California and are becoming as popular as an attraction of visiting tourists as Grauman's famous Chinese theatre.

Business since the start of the innovation has built up to where the house is averaging an intake of about \$1200 on the mid-night performance, which has helped to hold the weekly gross up around the \$5,000 mark. At 65 cents top for the mid-night performance, standing room is at a premium.

**WHY THE TRUNK HAS A
ROUNDED TOP.**

In old England in the days when furniture was much scarcer than it is today, their lived a family who sorely tried the patience of the lady of the house by throwing their coats and hats on the first clean surface they passed; no doubt, but for the fact that it was littered with sawdust and old meat bones, they would have left them in the floor as well. The lady had tried every means of persuasion and coercion, but all to no avail, until one day she had a brilliant idea. Margaret, the eldest daughter, coming in late from a Hallowe'en festival, had thrown her new coat on the family chest. But, all unknown to that

young lady, her young brother had left a very large, smooth pumpkin on the chest, and the coat, striking the side of the pumpkin, slid off onto the floor. In the morning when the family arose, there lay the coat, covered with dust and grease spots. Margaret looked angrily at her brother and retired to her room to repair the damage as best she could. The mother opened her mouth to speak, but quickly closed it again. She had seen a solution to her problem. If the chest were made with a rounded top, her family might reform. She confided the plan to her husband, and he, still mindful of the cost of the coat, heartily agreed. She told her neighbors when they called, and they told their neighbors, until the plan was generally adopted. Thus it was that, until methods of living had been radically altered, the trunk, which developed from the chest, was made with a rounded top.

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GENTS' WATCHES

Boy's Watch, nickel case, silver dial. Regular \$2.00. Close-Out Sale \$1.49.

12-size, white gold color, engraved bezel and engine-turned back, fully guaranteed. Reg. \$5.00. Close-Out Sale \$3.95.

12-size Gents' Watches, engraved and engine-turned cases, in either white or green or yellow color; fine quality movement, fully guaranteed. Reg. \$12.00. Close-Out Sale \$7.95.

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12-size, thin model, 15-ruby jewel movement, beautifully engraved case, fit for anybody of refined taste. This watch has always been a special with us at \$18.00, now on sale, while they last at \$11.85.

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LADIES' WRIST WATCHES

Fine Quality Wrist Watch, in either green or white gold color, tonneau and cushion shapes, standard fine quality, 15-jewel movement and fully guaranteed. Regular \$12.00. Close-Out Sale \$6.95.

Fine quality Ladies' Wrist Watch, 15 ruby jewels, in tonneau shape cases, a very popular watch at a

very popular price. Close-Out Sale \$7.95.

Fine Quality, Lady's Wrist Watch white color only with engraving of real designs, extra heavy lugs and substantial: fine quality, 15-jewel movements and fully guaranteed. Regular \$20.00. Close-Out Sale \$10.95.

Fine quality 14k Solid Gold Wrist Watch, white or green: fine quality, 15-jewel movement, guaranteed rustproof. Regular \$25.00. Close-Out Sale Price \$18.95.

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DIAMOND RINGS

Single stone, diamond, Tiffany, 14k solid gold, claw setting, guaranteed. Reg. \$10.00. Sale \$6.95.

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Three-Stone Diamond and Sapphire Ring, one diamond and two sapphires; the sapphires are a triangular-cut stone. Reg. \$125.00. Sale \$81.75.

Gents' Single-Stone Diamond Ring, set in heavy 14k solid gold, hand-made setting. Reg. \$150.00. Sale \$98.75.

Ladies' Engagement Ring, steel blue-white diamond, set in 14k, hand-made mounting, with two diamonds set down each side of ring mounting. Reg. \$200.00. Sale \$129.50

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