

UPPER AIRS LIVE

**NEW THEATRE GIVES RESIDENTS MOST MODERN AND FINEST
SUBURBAN THEATRE IN CANADA—ELABORATE TALKING
EQUIPMENT—FREE PARKING SPACE EQUIPPED
WITH HEAT PLUGS**

Dec 24, 1929

Residents of this district have now, within the bounds of their own community, what ranks among the most modern and up-to-date suburban theatres of any place in Canada and which will present one hundred per cent talking and singing features. The management state that only the very best pictures will be shown on this talking screen. They back this statement up with the announcement that the first feature presentation will be "Why Leave Home?" from the famous stage play, "Cradle Snatchers." It promises to be a riot of fun. Leaders in the large cast are Sue Carroll, Nick Stuart and David Rollins.

The grand opening of this palace of amusement—the new Roxy, cor. Henderson Highway and Montrose avenue—is scheduled for Tuesday evening, Dec. 24 (Christmas Eve), and promises to get away to a real good start on Christmas Day, when a special matinee will be given. A word to the wise would be to get there early and enjoy one of the finest pictures yet shown at your own neighborhood theatre without having to wait in the cold for seats. The Roxy will seat 1200 people.

The talking equipment is identically the same as in the Metropolitan and other large first run houses and has been installed at a cost of \$22,000. Two of the large type horns installed on towers are being used to insure every seat in the house of coming in direct range of the sound so that no one will be unable to hear merely because they happen to sit on the side or at the back. The wiring is for duplex equipment to handle both Vitaphone and Movietone films. This assures the latest and best in features, comedies, news reels and all other short subjects.

Every seat in the theatre is the new latest type roomy, comfortable, air cushion seat as used in all the larger theatres throughout the world. The projection machines are the latest type Simplex projectors.

The construction of the theatre

throughout was supervised by Mr. Battershill, of the engineering department of East Kildonan, who has taken pains to see that everything is up to the letter in the way of safety of construction and fireproof requirements.

The Roxy is the first truly Atmospheric theatre in Canada. It has a genuine atmospheric ceiling which gives the effect of a beautiful blue sky with twinkling stars and slowly drifting clouds. The walls are exteriors of quaint Spanish houses with sloping tile rooves, windows daintily curtained and lighted. The stage will be draped with a fine figured Spanish style draw curtain and trimmings. The aisles and foyers throughout will be carpeted in keeping with the color scheme of the theatre.

The ladies' rest room will be furnished most comfortably as also the men's smoking room. The theatre is heated in the latest manner using a Feas-Morgan automatic oil burner and the hot air process. A special ventilating system has been installed which changes every last bit of air in the entire house once every five minutes, thus assuring the public pleasant and healthy surroundings while enjoying the show.

The lobby is spacious and well appointed, in the centre of which is a Manitoba Tyndall stone fireplace

with rest rooms and offices leading off at either side. Stairs at each end of this lobby lead to the balcony which is terraced in an even slope and seated exactly the same as the main floor. It seats approximately 400. The main floor is laid out with two aisles, a large centre section and two side sections, at the back of which there are about 100 loge seats, comfortable wicker chairs enclosed. The total capacity of the main floor is about 800.

The front of the theatre is in dark red brick with a full size marquee well lighted and bearing the name "Roxy." Above this there is a ten foot electric sign of the latest Neon type.

One of the main features of accommodation which has been planned by the management is the free parking grounds directly to the south of the theatre, equipped with heat plugs for the free use of the patrons while visiting the theatre. This should prove a very popular convenience, and the management urges all to make the fullest use of it.

The Roxy theatre is under the direction of the Allied Theatre circuit and comprises the fifth house of this chain. It will be the constant aim of the Roxy management to present the latest and best talking features supported by talking news reels, comedies and short subjects at popular prices.

Attention is drawn to the display advt. appearing below, announcing the attractions which are appearing for the festive season.

The architect, Mr. Blankstein, who drew the plans for the Roxy theatre, together with Mr. J. Miles, president of the Allied Theatres, has spent a considerable amount of time and pains during the past twelve months, visiting Los Angeles and other important cities in the United States for the express purpose of gathering the latest ideas in theatre construction, lay-out, novelty and comfort.

Dec 24, 1929

Roxy THEATRE

CANADA'S
FINEST
ATMOSPHERIC
THEATRE

THE HOME
OF TALKING
PICTURES

Montrose and Henderson Highway

HUNDREDS SAY IT'S THE FINEST THEATRE THEY HAVE EVER SEEN.
COME AND SEE FOR YOURSELF!

THURSDAY, FRIDAY, SATURDAY, DECEMBER 26-27-28

"Behind That Curtain"

A LOVE MYSTERY DRAMA OF SCOTLAND YARD

With

WARNER BAXTER — LOIS MORAN — GILBERT EMERY

100% ALL TALKING 100%

A TALKING COMEDY—LUPINO LANE in "SHIP MATES"

ALSO OTHER SHORT SUBJECTS

SATURDAY CONTINUOUS 1.00 P.M. TO 11.00 P.M.

BIG NEW YEAR'S ATTRACTION

MONDAY, TUESDAY, WEDNESDAY, DEC. 30-31, JAN. 1

RICHARD BARTHELMESS in

"WEARY RIVER"

With BETTY COMPTON

You'll Love "Dick" in this Picture — "A Talkie"

ALSO ALL-TALKING AND SINGING SHORT SUBJECTS

CELEBRATE NEW YEAR'S EVE AT THE "ROXY"

PRICES

EVENINGS

Adults	35c
Children	25c
Logo	50c

MATINEES

Saturdays & Holidays	
Children, till 5.00	15c
after 5.00	25c
Adults	35c
Logo	50c

(Tax Included)

"Standing Room Only" Sign Long Forgotten

Roxy Closing Ends 30-Year Movie Era In East Kildonan

By D.O.B.

Last week's terse announcement that the Roxy Theatre on Henderson Highway would close brought nostalgic memories to many residents of Elmwood and East Kildonan who had looked upon the solid brick "home of talking pictures" as their entertainment centre for the past 30 years.

The theatre at the corner of Montrose avenue opened Christmas Eve 1929. The Herald of December 19th, in announcing the premiere, noted that "residents of this district have now, within the bounds of their own community, what ranks among the most modern and up-to-date suburban theatres . . . in Canada and which will present 100 per cent talking pictures" — a rather prosaic statement designed to ensure a full house on opening night, but which would leave most of us at home watching our television sets or journeying to our summer homes today.

For this new age of leisure has rung the death knell on the suburban movie house at 35 to 50 cents

a seat. And yet, strangely enough, the downtown houses, which captivate theatre-going audiences with "spectaculars," are able to keep fairly respectable houses at one dollar per seat.

Why have so many suburban houses closed their doors to open, in many instances as thriving super markets or clubs and, in the case of the Roxy, as a 20-lane bowling alley.

People have more money to spend on more elaborate entertainment today; our youth is kept busier at school and at extra-curricular pursuits; we have our own form of movie entertainment in our homes; the customer wants to see the latest in first runs.

Developments in wide screens and audio developments made the introduction in suburban theatres a questionable economy. But above all the automobile has given to us a mobility that was enjoyed by few in the thirties so that the "local" no longer is the sole entertainment available to the ubiquitous motorist.

So the carpenters have moved into the Roxy to tear out its atmospheric ceiling that created the illusion of spaciousness and the open air even when the thermometer read 20 below!

They have removed the exteriors of the quaint Spanish houses that lined the walls and the 1,200 seats on main floor and balcony have been dismantled. What stories these fixtures could tell in 30 years of catering to the entertainment-minded public!

By this fall, 20 spanking new bowling alleys will grace the length and breadth of the old Roxy. Perhaps a new generation of entertainment-conscious young people will take over the building and make it ring with happy chatter and pleasantries unlike the imported kind that blared forth from the screen for these many years.

It will be a different Roxy, but it will continue to fulfil its function as entertainment centre for Elmwood-Kildonan. Everyone will watch the revitalization process with renewed interest and hope that the new venture will live and prosper as long as the first.



REV. DAVID HESLIP

Rev. David W. Heslip was installed as ordained missionary in Elmwood Presbyterian Church at a service last Thursday conducted by Rev. Gerald Rennie, moderator of Winnipeg Presbytery. Rev. G. A. Peddle, of St. John's Presbyterian Church, preached the sermon.

Mr. Heslip, who commenced his duties at the morning service Sunday in Kent Road School, graduated from Knox College, Toronto, in 1953.

He was for three years missionary to the Indians at Elkhington and

May 1960

20-Lane Bowling Alley For East Kildonan

The City of East Kildonan will soon be able to boast having the finest and most ultra-modern bowling alleys in Metro Winnipeg.

The final showing of motion pictures at the Roxy Theatre will take place on Saturday, May 21st. Within the next few days workmen will make a start at completely renovating and converting the interior to make way for a bowling alley, consisting of 10 lanes on the main floor and 10 lanes on the second floor.

The bowling lanes, to be known as the Roxy Lanes, will be completely automatic in every detail. There will be ample seat-accommodation for patrons, a snack bar, check room facilities, and a board room for the use of all leagues. Already a number of leagues have made reservations for the next bowling season.

The building will be air conditioned to give patrons the

utmost in comfort. Outside, one of the main features of the new Roxy Lanes is the fact that ample parking facilities are available adjoining the building.

Ironically enough, the Roxy's last motion picture for the weekend is titled, "Sleeping Beauty".

It was on Christmas Eve, 1929, that the first showing of pictures was screened at the Roxy, described in the Elmwood Herald of December 19th of that year, as "this palace of amusement". The initial feature presentation was "Why Leave Home?", starring Sue Carol, Walter Catlet and David Rollins.

With seating capacity for 1,200 people, the construction of the theatre throughout was supervised by J. W. Battershill, of the engineering department of East Kildonan, "who has taken pains to see that everything is up to the letter in the way of safety of construction and fireproof requirements".