

Prince Edward "Premiere" Tonight

REMODELLED THEATRE VALUABLE ADDITION TO CHARLOTTETOWN

The Air Conditioning System With Which the Theatre is Equipped is an Innovation in this Province.

The newly remodelled Prince Edward Theatre will open its doors to the public this evening at 7 o'clock when will be presented as the premiere performance Warner Baxter and Myrna Loy in "Broadway Bill". Everything is in readiness to accommodate the large number who have been waiting to see the improvement effected by the artisans during the last few months. Mr. A. R. Cooper, Manager of the Prince Edward Theatre, is pleased to announce at the same time a reduction in admission prices which is certain to encourage more regular attendance at this popular form of amusement.

The New Prince Edward Theatre will be opened under the distinguished patronage of His Honour Lieut.-Governor George D. DeBlois and Mrs. DeBlois; The Premier, Hon. W. J. P. MacMillan and Mrs. MacMillan; His Worship Mayor Kennedy and Mrs. Kennedy.

For the past three months workmen have been renovating the Prince Edward Theatre and with the finishing touches applied the building has taken on an entirely new appearance with the interior completely re-designed to give a pleasing artistic effect.

Through the re-arrangement of the balcony, the elimination of the boxes the theatre has a more spacious and commodious appearance and is able to seat some one thousand persons, two hundred more than it would formerly hold.

A large new neon sign, 20 by 12, with the words "Prince Edward" outlined in three colors, makes a very attractive display in front. The underside of the marquee is lighted by 120 sixty watt lamps. The entrance and other doors through the theatre are mahogany with walnut finish and chromium plated fittings. The glass is beveled plate. The arcade has stucco walls and a terrazo floor. The walls of the lobby are modernistic in design and finished in a travertine effect. Along the wall are shadow boxes with lights for display purposes. The ceiling is textured plaster in two colors. The box office has been removed from the side and placed in the center between the doors leading into the foyer.

The floor covering in the foyer, and on the stairway and aisles is rubber, blue grey in color and soundproof. The walls and ceiling of the foyer are of the same material as in the lobby.

The main auditorium is finished in Donnacona ship lay board on ceiling and walls. The material is acoustically treated and follows the same design as in the walls of lobby and foyer.

The pillars under the balcony have been removed, the whole balcony being carried on a 63 foot I beam three feet deep and weighing seven and a half tons.

On the balcony the projection room has been moved back giving additional seating. The removal of the pillars under the balcony permits a clear view of the stage from all parts of the main auditorium.

There is a complete new lighting system throughout, the fixtures being finished in silver. White lights are turned down to a soft shaded green during the performance.

Rest rooms are provided for ladies and gentlemen. Both have tiled floors, the walls being finished in green. The manager's office has been removed to the basement.

The whole heating system of the building has been completely changed, and modern air conditioning has been installed. The

MANAGER



MR. A. R. COOPER

heat engineer, Mr. Johns, of Sackville, who has been in the City for several days making a final inspection and seeing that everything is functioning properly.

This new system is the first of the kind that has been completely installed in any building in Prince Edward Island.

The air is not only heated, but is changed and humidified every fifteen minutes.

In summer by a system of fans, conditioned air is forced through the building, which is therefore always uniformly warm in winter and refreshingly cool in the hot summer days, thereby adding to the health and comfort of the patrons.

Mr. Fred G. Spencer, proprietor of the Prince Edward Theatre deserves much credit for his enterprise in giving Charlottetown such a fine Theatre. Since taking over the Theatre Mr. Spencer has been constantly improving it, and as each new development in the motion picture business, has been perfected regardless of expense he introduced it to Charlottetown.

Most of the work in connection with the remodelling was done by local business houses. The Donnacona board which has been used throughout was purchased through Macdonald-Rowe Woodworking Co. Ltd., who also did the mill-work.

The electric wiring and fitting which add so much to the splendid appearance of the new Theatre were supplied and installed by Chappell & Co.

The air conditioning system which increases the comfort of patrons was supplied and installed by the Enterprise Foundry of Sackville N. B. under the supervision of Mr. Johns.

Mr. D. J. MacKinnon did the work in connection with the plumbing and heating equipment.

TICKETS NOW AT THE CAPITOL - PRINCE EDWARD BOX OFFICE OPENS AT 6
GRAND OPENING TONIGHT
WITH PRACTICALLY EVERYTHING NEW EXCEPT THE FOUR WALLS
THE **PRINCE EDWARD THEATRE**

UNDER THE DISTINGUISHED PATRONAGE OF - - -
HIS HONOR LIEUT.-GOVERNOR GEORGE D. DEBLOIS AND MRS. DEBLOIS;
THE PREMIER, HON. W. J. P. MACMILLAN AND MRS. MACMILLAN;
HIS WORSHIP MAYOR KENNEDY AND MRS. KENNEDY.



TWO COMPLETE SHOWS NIGHTLY
Broadway Bill
M A T I N E E TOMORROW

TO BE ASSURED OF SEATS FOR FIRST SHOW - BUY YOUR TICKETS PRIOR TO 7

LOWER ADMISSION PRICES: Although the Prince Edward management has greatly increased its overhead by giving Charlottetown a theatre of which every citizen may justly be proud, it has gone further by revising evening prices on a downward scale, anticipating thereby increased patronage which will be necessary to provide the finest of motion picture entertainment in Charlottetown.
Lower Floor—35c, plus 2c Govt. Tax; Balcony—30c, plus 2c Govt. Tax.

NOTHING HAS BEEN OVERLOOKED to provide comfort and safeguard the health of our patrons, even to the latest type of air conditioning system, completely changing the air every fifteen minutes.

SOME OF THE BIG PICTURES COMING SOON:—"Whole Town's Talking"—Shirley Temple in "Bright Eyes"—"Little Men"—"Charlie Chan in Paris"—Will Rogers in "Life Begins at 40"—Ronald Coleman in "Bulldog Drummond"—Janet Gaynor in "One More Spring"—George Arliss in "The Iron Duke"—Eddie Cantor in "Kid Millions"—"David Copperfield."

CAPITOL
LAST TIMES
Today - 3.15 - 7 - 8.45

WILL ROGERS
-IN-

"COUNTY CHAIRMAN"

With - - -
Evelyn Venable
Kent Taylor
Stepin Fetchit
Louise Dresser
Mickey Rooney

- - - Your favorite Star in his happiest role.

-ALSO-
NEWS . . .
TODD-KELLY Comedy

NOTE - - -
With final screening of -

"COUNTY CHAIRMAN"
-Tonight-

the
Capitol Theatre
closes for special acoustical and decorative treatment.

ELECTRIC WORK

We Congratulate the
PRINCE EDWARD THEATRE

on their beautifully remodelled building.

The Electric Wiring was installed by

CHAPPELL & CO.

Electrical Contractor
City

CEMENT

NAILS

VARNISH

-AND-

Other ACCESSORIES

-SUPPLIED BY-

The Rogers Hardware Company, Limited
Charlottetown

COMING
Next Wednesday
Afternoon & Evening
At the Beautiful
New Prince Edward
Charlottetown's
FASHION SHOW
Colorful and Spectacular, Demonstrating
Gowns by HOYTS
Shoes by WRIGHTS
Jewelry by TAYLORS

DONNACONA BOARD, HARDWOOD FLOORING and MILL-WORK
were supplied by us
-FOR THE-
Prince Edward Theatre
Donnacona Board was chosen for its beauty and acoustical properties. This is the ideal board for renovating your home.
Ask us for an estimate.
Macdonald-Rowe Woodworking Co., Ltd

THE PLUMBING -AND- STEAM FITTING -IN THE- PRINCE EDWARD THEATRE -WAS DONE BY-
D. L. MacKINNON

With the
COMPLIMENTS OF
THE ENTERPRISE FOUNDRY COMPANY LTD.
SACKVILLE, N. B.
Manufacturers and Installers of
Heating and Air Conditioning Systems
For All Types of Buildings

CONGRATULATIONS -TO THE- F.G.SPENCER COMPANY LTD
J. N. KENNY