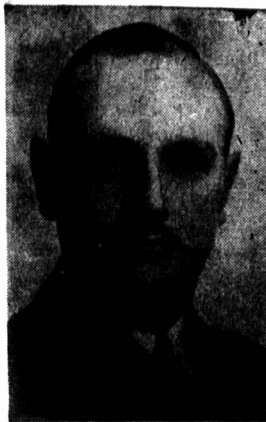


Cinemascope Will Be Presented To Charlottetown Theatre Audiences

"Cinemascope is all at once the first and second major practical improvement in the presentation of the Motion Picture since the advent of sound," said Mr. F. Gordon Spencer, President of F. G. Spencer Company Limited, operator of the "Prince Edward" and "Capitol" theatres here.



F. Gordon Spencer

"Pioneered and perfected by Twentieth-Century Fox Corporation, and now used by the majority of film companies, it will improve in two ways—visually and aurally. The eye sees a new picture on a new screen, so big—so wide, that one seems a part of the action taking place rather than just a mere spectator. This effect is so striking that the "Prince Edward" after its first Cinemascope picture will never again be able to return to the small, narrow screen. If we did, you will think we were looking at the screen through a long, covered bridge. True, all pictures are not the same width as Cinemascope but we will come as close as practical. "This visual effect," continued Mr. Spencer, is complemented by an entirely different sound system. Technically, it is called Stereophonic Magnetic Sound. Here's what that means and what it does: in the first place, the sound quality is greatly improved—you will hear everything you see. You will let your eyes rather than just your ears do the work. In addition, the sound will not come from one point in the centre of the screen but instead will issue from either side, or the middle of the big screen, or anywhere in between as the action demands—and will even come from the theatre itself, if necessary. This is done with

three sets of speakers behind the screen and additional speakers along the side walls of the theatre. Just listen and notice—the sound will come directly from the person speaking. Music will be heard from all over the stage not just the middle. If, for example, the violins are on the right and the trumpets on the left, that's where the sound comes from.

"We, in the F. G. Spencer Company, have patiently waited while several recent technical improvements to the motion picture have come and gone. We've watched Cinemascope until thoroughly convinced of its permanence and merits. Now, with pride and confidence we can present Cinemascope to our Charlottetown audiences."

"Robe" Hailed Mightiest Of Screen Achievements Will Be Shown Next Week

"The Robe" in Cinemascope, already hailed as a milestone in motion picture history, is scheduled to have its glittering first showing in this area Monday at the Prince Edward Theatre. The recent world premiere at the Roxy Theatre in New York City elicited the most extraordinary attention and acclaim since the advent of sound, accountable both to the prominence of the subject, "The Robe," and the introduction of the new revolutionary process, Cinemascope. This new medium utilizes an anamorphic lens, stereophonic sound and the new Miracle Mirror screen to achieve vast dimensions, life-like depth and hitherto unknown brilliance. Without being required to wear glasses, the viewer is said to be engulfed by the picture he witnesses in Cinemascope.

The selection of "The Robe," surely one of the most eagerly awaited properties in filmdom's history, as the initial project for Cinemascope, was the master stroke of Darryl F. Zanuck, production chief of Twentieth-Century-Fox, and the film's producer, Frank Ross. Mr. Ross has cherished the aspiration of bringing "The Robe" to the screen ever since he purchased the film rights from the author of the widely-read novel, the late Lloyd C. Douglas, after reading the galley proofs some twelve years ago.

of Rome and the Holy Land depicted in the film.

All the great scenes which have kept the Douglas masterpiece on best-seller lists for ten years are included in the film. "The Robe" is the story of what happened to the cloak Christ wore at the Crucifixion.

The story unfolds before the unforgettable and matchless settings of the Roman slave market where Marcellus first acquires Demetrius; the glittering palace of the Emperor at Rome and cliffside villa at Capri; the hill of Calvary where the Crucifixion takes place; the Catacombs of Rome; the city of Jerusalem as it appeared that first Palm Sunday and aboard the Roman galley ship that symbolizes the movement of the story from Rome to its most far-flung and restless province in its empire. These are reportedly overwhelming examples of new achievements within the power of Cinemascope.

Cast Selection

Equally painstaking care governed the selection of players for "The Robe." The producer and his director, Henry Koster, made certain that their offering

was peopled with the finest English speaking talent from both sides of the Atlantic. Playing Marcellus, Tribune to the Emperor, is Richard Burton, the brilliant young Britisher who won instant attention on Broadway in Christopher Fry's "Lady's Not for Burning" and duplicated this success in his very first film role, "My Cousin Rachel," earning himself an Academy Award nomination. Opposite him, as Diana, the Emperor's ward, is Jean Simmons, whose haunting beauty and skillful artistry first emerged when she enacted Ophelia to Sir Laurence Olivier's "Hamlet" and were confirmed in "Trio" and "Young Bess."

Victor Mature, whose performance previewers have ranked as a revelation of new powers from this already highly regarded star, is seen as Demetrius, the Greek slave bonded to Marcellus and instrumental in the latter's conversion to the faith which is symbolized by the robe of Christ. The picture's fourth star, Michael Rennie, appears as Simon of Galilee known as Peter, the Big Fisherman.

Other important roles are filled by youthful Jay Robinson, from the Broadway stage, as the sadistic Caligula; and veteran prize-winning actor, Dean Jagger, cast as Justus, a disciple.

Among the thousands of supporting players are such prominently featured actors as Torin Thatcher, Richard Boone, Bette

Musk-ox Calves For Vermont Farm

MONTREAL (CP)—Three musk-ox calves left Montreal by plane Thursday on the last leg of a 3,000-mile journey from the Canadian north to the pastures of Vermont's Green mountains.

The calves were flown by commercial airline to Edmonton earlier this week. The RCAF transport command brought them to Montreal Wednesday night.

John J. Teal, a Harvard graduate and a former McGill University research fellow, hopes to transplant

St. John (who created the role of Liat in "South Pacific"), Jeff Morrow, Ernest Theisger, Dawn Addams and Leon Askin. The screen play of "The Robe" was written by Philip Dunne from an adaptation by Gina Kaus.

CAPITOL

NOW SHOWING
"THE LONGHORN"
SERIAL—Chapter No. 6

MON. and TUE.

DRIVING FOR GLORY...
Down a thousand miles of
HIGHWAY
DANGER!



JOHNNY DARK

STARRING
TONY CURTIS
PIPER LAURIE
DON TAYLOR

LABOR DAY SHOW
TIMES:

Matinee 1:30-3:30
Evening 7:00-9:00

the shaggy trio to a new habitat. The calves, from Ellsmere Island in the Arctic, will be taken to Mr. Teal's 640-acre farm at Huntingdon Centre, 40 miles from Burlington, following their arrival in Vermont.

Power Corporation Reports Profits Up

MONTREAL (CP)—The Power Corporation of Canada Thursday reported net profit of \$1,739,971 for the year ended June 30, 1954, com-

pared with \$1,604,286 the previous year.

Earnings for the year ended June 30, 1954 were equal to \$2.37 a share compared with \$2.20 a share for the year ended June 30, 1953.

COMMUNITY RADIOS

KARACHI, Pakistan (CP)—Six hundred community radio sets will be distributed to villages in the rural areas around the relay stations of Chittagong and Rajshahi in east Bengal.



TODAY ONLY

From the great pages of James Fenimore Cooper's masterpiece, the greatest Indian-Fighter of them all stalks his prey upon the screen!

GEORGE MONTGOMERY

In

"THE
PATHFINDER"

EXTRA — STOOGE COMEDY

"ARCTIC SAGA" — CARTOON

* ADULTS 60c — CHILDREN UNDER 13 FREE *
BOX OFFICE OPENS AT 7:45 P.M. — SHOW STARTS AT DUSK

SUNDAY MID-NIGHT

BOX OFFICE OPENS AT 12:05

All the pleasures of the screen—songs, comedy, dancing, drama—they're all here and wondrously—in Warner Bros' ever-so-gay story of Songdom's ever-so-great Gus Kahn—a fellow who didn't know how to say "I love you" to his own girl—but wrote it in song for all of America's sweethearts!

DORIS DAY * DANNY THOMAS
"I'LL SEE YOU IN MY DREAMS"

COMING MON. and TUE.

There's no room in this picture for anything but joy and gladness!!!

The fellow who made room for the girl he loved... and forgot to lock the door!

CARY GRANT — BETSY DRAKE
"ROOM FOR ONE MORE"

YEO THEATRE MONTAGUE

FRIDAY-SATURDAY—3-4—ADM. 40-55c

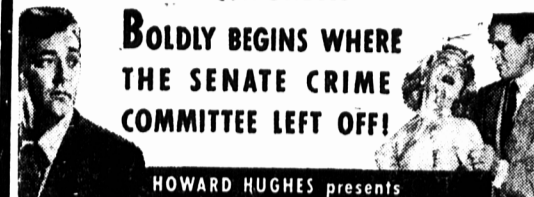
BOY FROM OKLAHOMA

Color—Will Rogers Jr. - Nancy Olson

MAYFAIR THEATRE

MURRAY RIVER, SEPT. 4th — TIME 8 & 10 P.M.

FRIDAY



BOLDLY BEGINS WHERE THE SENATE CRIME COMMITTEE LEFT OFF!

HOWARD HUGHES presents
"THE RACKET"

starring ROBERT MITCHUM · LIZABETH SCOTT · ROBERT RYAN

an EDMUND GRAINGER production

ALSO — COMEDY AND CARTOON

Matinee 2 P.M.

MAYFAIR THEATRE

MURRAY RIVER, SEPT. 6-7 — TIME 8:30 P.M.

MONDAY & TUESDAY



ALSO Chapter 11 of "THE SECRET CODE"

THE NEW ENTERTAINMENT ERA IS HERE!

20th Century-Fox presents

The Robe in CINEMASCOPE

TECHNICOLOR

Cinemascope, the new dimensional photographic marvel, makes you part of the Miracle of THE ROBE as the imperial might of Rome crashes against the Word of God. Cinemascope's Anamorphic Lens on the newly created curved Miracle Mirror Screen achieves life-like realism and infinite depth. Cinemascope's Stereophonic Sound reaches new heights of participation, engulfing you in the greatest story of love and faith ever told.



MONDAY TO SATURDAY PRINCE EDWARD

20th Century-Fox presents A Cinemascope Production "The Robe" Starring RICHARD BURTON · JEAN SIMMONS · VICTOR MATURE · MICHAEL RENNIE with Jay Robinson · Dean Jagger · Torin Thatcher · Richard Boone · Bette St. John · Jeff Morrow · Ernest Theisger Produced by FRANK ROSS Screen Play by PHILIP DUNNE From the Novel by LLOYD C. DOUGLAS Adaptation by Gina Kaus Directed by HENRY KOSTER

MONDAY — ONE PERFORMANCE ONLY AT 8:00 P.M.—ADM. \$1.00—ADVANCE SALE NOW AT BOX OFFICE
TUESDAY TO SATURDAY—SHOWS 3:30-7-9-15—PRICES: Matinee 75c—Children 35c; Evening \$1.00—Children 50c

Souris Theatre

FRIDAY-SATURDAY
September 3-4



PLUS SHORTS

COMING MONDAY & TUESDAY "TAKE THE HIGH GROUND"

with Richard Widmark and Karl Malden