

MODERN OUTDOOR THEATRE READY FOR OPERATION

FINELY PLANNED AND
SPLENDIDLY ACHIEVED

Can be said of the

NORTH RIVER

DRIVE-IN THEATRE

The new Wide Screen is the first in the Maritimes and should be seen by everyone.

We are proud to have been associated with this fine enterprise in supplying the Hardware.

ROGERS HARDWARE
COMPANY LIMITED

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Congratulations

to the Sponsors of

The NORTH RIVER
DRIVE-IN THEATRE

with the

First Wide Screen
In the Maritimes

ASK FOR
PINEAU'S
ROLLS &
HOT DOGS

"The Home of Good Baking"

PINEAU'S HOME BAKERY

219 Queen Street Dtl 5174

HEARTY CONGRATULATIONS
AND BEST WISHES

To The

F. G. SPENCER CO. LTD.

ON THE OPENING OF THE

NORTH RIVER
DRIVE-IN THEATRE

All Roadway and Ramp Gravel for this Modern Outdoor Theatre Was Supplied By Our Firm.

County Construction
COMPANY LIMITED

Every Car An Individual Theatre In

New F. G. Spencer Co. Ltd. Venture

Many outstanding features have been embodied in the construction of the North River Drive-In Theatre to make it one of the most modern areas of its kind in Canada, all of which is designed to contribute to the enjoyment of patrons.

Situated within four miles of Charlottetown, it covers an area of 500,000 square feet, or more than 25 times the floor space of the largest theatre in the world. The huge screen tower, designed to withstand winds of hurricane force, is 62 feet high and 78 feet wide. The top of the screen faces outward, extending seven feet beyond the base and will permit of an unobstructed view from any position in the observation area. Five hundred cars may park on the ramped zones and listen in on the individual sound system, suspended on the lowered car window, and tuned to taste.

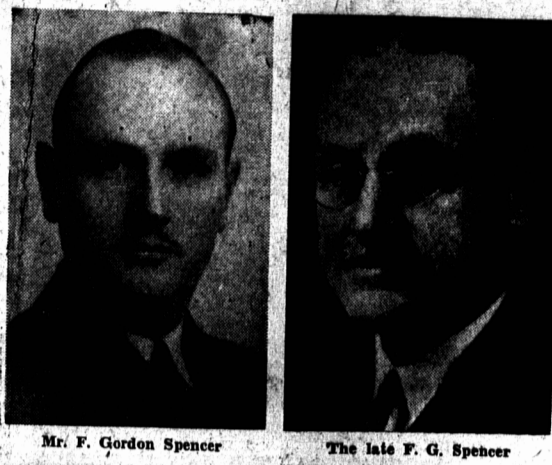
The picture surface totals 3500 square feet, which is nine times that of the average indoor theatre. Using 35 mm (slightly over one inch) film, this huge screen area requires a projection enlargement of 891,700 times its original size.

To acquire perfect projection under all weather conditions, the world's most powerful arc lamps, consume 9,000 watts of electricity from a twenty horse power motor generator set. The projected light beam must carry a distance of 286 feet, and therefore requires the world's "Fastest" projection lenses. With this largest and heaviest project equipment, the picture is clear and sharp from all locations, in spite of the fact that the closest seat (your car) is over 125 feet away and the farthest is 525 feet.

The sound equipment employs 300 watts of amplification to bring perfect, controlled sound to each in-car speaker, or enough for fifteen indoor theatres. Over eight miles of moisture-proof cable, placed a foot or more underground, connects the sound to the concrete imbedded post. Each set of speakers mounted on their junction post has a down light to safely light you in or out of your car or parking location. In addition, the newest invention, the Moonlight effect glow dome, marks your seat. The projection sound equipment required to attain this state of perfection, alone cost \$30,000.

The spacious, well ventilated modern restrooms will be under adequate supervision and kept sanitary and clean for the convenience of the theatre going public.

The building occupying the centre of the theatre area, contains the projecting room, the restrooms and one of the largest and most modern confection stands in any drive-in theatre in Canada. It is fully equipped in every way to provide for mod-



Firm Has Long Association In Island Theatre Business

The name F. G. Spencer has been identified with theatre business in Charlottetown for almost half a century. Beginning with outstanding concert parties on tour, which were always of exceptional merit and well received, Mr. Spencer, alert to the possibilities of the "Cinema" then in its infancy, opened a motion picture house here in 1907. The projection booth included one picture machine, cost \$100.00, and the entire program for the first week of operation cost \$30, in comparison with the many thousands of dollars now spent on projection booth equipment alone, plus the millions necessary in the production of motion pictures, to provide patrons with the very best in this present day field of entertainment.

It is history now, for Mr. Spencer continued on page 8

Mr. George A. Walters, Managing Supervisor of both the Prince Edward Theatre and the North River Drive-In Theatre, has been with the F. G. Spencer Company since 1939 when he entered the service in his home town, Lunenburg, N. S., following seven years experience in other theatre units. He was shortly afterwards transferred to Truro, N. S., as assistant manager coming to Charlottetown in the fall of 1940, where he has continued to manage the company's interests.

Mr. Walters has taken a keen interest in civic affairs and is identified with an outstanding degree with athletics and sports of all kinds. He is a Past President of the Abegweit Athletic Association, a recognized all-round athlete and for the past 18 years has retained the javelin record of the Maritime Province. For the past four years he has been secretary of the Maritime Motion Picture Exhibitors Association and is a past president and active member of the Charlottetown Rotary Club.

Mr. James Clowes, Manager of the Capitol Theatre and assistant to Mr. Walters in the management of the Prince Edward, was born in New Brunswick but moved to Maine in his childhood. His theatrical experience began on the M. and P. circuit as relief man throughout New England, with headquarters in Boston. He returned to Canada in 1939 for enlistment, and on his return from overseas in 1945 was employed with the Odeon Theatres of Canada at Saint John, N. B. until he joined the F. G. Spencer Company staff at Dalhousie, N. B. in May of last year. He was transferred to Charlottetown in July 1953.

Mr. Dennis Garnham, chief projectionist has had an unbroken record of employment with the Company at Charlottetown for over 28 years. A staff of sixteen will be on duty at the North River Drive-In.

Mr. Duncan MacPhee, engineer for General Theatre Supplies installed the projection equipment, and Mr. E. S. Chandler of Chappell and Company did all the electrical work.

WE EXTEND
CONGRATULATIONS
To The
F. G. SPENCER CO. LTD.
ON THE OPENING
of the
NORTH RIVER DRIVE-IN THEATRE

It was our privilege to supply the electrical equipment for the installation of the speakers, sound equipment and lighting.

Northern Electric
COMPANY LIMITED

SCANTLEBURY SIGNS
AND PLASTICS
COMPLIMENTS

THE NORTH RIVER
DRIVE-IN THEATRE

WE WERE PLEASED TO SUPPLY
THE PLASTIC PLAQUES
OUTDOOR SIGNS, ETC.
FOR THIS FINE PROJECT

ANNOUNCING THE PREMIERE OPENING OF AN ENTERTAINMENT WONDERLAND FOR THE WHOLE FAMILY - MONDAY 7.30 P.M.

4 MILES FROM CITY ON BORDEN HIGHWAY No. 2

RAIN OR CLEAR SHOW STARTS AT DUSK!

Modern SNACK BAR! FOR DELICIOUS FOOD AND DRINKS

GIANT SCREEN PERFECT SOUND INDIVIDUAL SPEAKERS FOR EVERY CAR

NO BABY-SITTING PROBLEMS... BRING THE KIDDIES! FREE BOTTLE WARMING SERVICE

ARTIFICIAL MOONLIGHT IT'S ALWAYS FULL MOON AT THE DRIVE-IN

SURE! Smoke All You Please YOUR CAR IS YOUR THEATRE

"LEAVE YOUR GIRLDE AT HOME" "DON'T DRESS UP" "COME AS YOU ARE"

CLEAN SPACIOUS REST ROOMS

NORTH RIVER DRIVE-IN

ENTRANCE

ALL COLOR PROGRAM ALWAYS A CARTOON FOR THE KIDDIES

VIRGINIA MAYO * DENNIS MORGAN * GENE NELSON

"PAINTING THE CLOUDS WITH SUNSHINE"

FREE SPECIAL NOVELTY TREATS FOR THE KIDDIES AT THE SNACK BAR

PARKING FACILITIES AND DIRECTIONS

ENTERING... Theatre driveway, turn off lights, use parking lights only. Stop at box office, don't get out for our attendants will serve you. Drive around screen tower, turn left into ramps as directed by usher; drive in over empty ramp close to speaker post. Lift and place speaker on car-window or door frame.

LEAVING... REPLACE SPEAKER ON STAND BEFORE STARTING CAR... Drive straight ahead, turn right, and drive to EXIT, as indicated by the signs.

PLEASE DO NOT DRIVE IN OR OUT at more than 10 miles per hour

THERE'S FUN FOR YOU - AND THE FAMILY TOO!

If you drive from The City out Route 2!

TOP ENTERTAINMENT 60c FOR ADULTS (Including Tax)

Presented Daily - Except Sunday
Rain or Shine - At Dusk!

CHILDREN UNDER 12 FREE AT ALL TIMES