

# Prince Rupert Opens Second Theatre

4 Prince Rupert Daily News  
Thursday, April 12, 1951

## Distinctive Movie House Added to City Amenities

"TOTEM" INAUGURAL

Tonight at 6:15, Mayor G. W. Rudderham will cut a ribbon and open the doors of one of the most modern entertainment houses in the province—the \$150,000 Totem Theatre at the corner of First Street and Third Avenue.

Right from the first glimpses of the large neon sign outside—the city's largest—to the inside auditorium, patrons will recognize the theme of original Indian totems, carved and painted by Charles Dudoward, well-known Indian of Port Simpson.

At the box office will be smiling Mrs. Helen Gray, cashier, and William Reid is the door-man.

In the lobby a contrast of color is displayed in bright yellows, cerise red and turquoise blue, which are the fundamental colors originally used by Indians in their totem-pole painting.

Candy bar, operated by Mrs. Pat Deveau, is finished in imported black walnut on which is mounted a three-foot model of a Haida war-canoe. The bar will handle favorite confections such as popcorn and all types of candy; two dispensers of favorite soft-drinks.

A check-room and ladies' powder-room lead off from the west end; while a carpeted stairway leads to upstairs offices, men's washroom and projection rooms. On the wall near the foot of the stairs hangs a large Thunderbird mural. Floors are heavily carpeted with rugs in floral design.

In the auditorium with its 649 seats, an indirect lighting effect in colors brings out the decor with a singular effect—rich and soft.

**MAIN FEATURE**  
Main feature of the house—first such installation in Canada—is the floating screen which is framed in neon lighting. This is a departure from the norm in that the picture fades out slowly toward the edges of the screen, instead of the commonly-used black masking where the picture is cut off. Behind the screen, a convex, fluted-plaster drop is so designed that the back lighting is converged directly behind the

screen, softly disintegrating toward the edges. Scientists maintain this system of projection is easier on the eyes.

The curtain is of spun glass fibre, gold in color.

Back from the stage skirts, the splade walls in sea-foam green fall away toward a recess which, with the cove ceiling, is lighted indirectly by neon white and canary yellow. Ceiling fixtures are flush mounted, which is considered the most scientific approach to theatre lighting as no direct beam ever falls on the screen. Running lights, mounted within the ceiling fixtures, spread a soft glow over the house while projection is in progress.

An auxiliary power unit has been installed which cuts in immediately in case of power failure.

It is on the slade walls that are hung four symbolic totems, each representing the original crests of coastal Indian tribes: Grizzly, Eagle, Raven and Wolf.

In the main auditorium, two large acoustic panels stand off from each wall, these in corinthian red. At the rear, a perforated, saw-toothed acoustic board covers a two-inch wall of fibre glass of special design.

Chairs are placed with a 32-inch clearance, and are an all-welded steel assembly, mohair upholstered back with a 22-spring plastic-covered seat. The theatre floor is saucer-like, with an upward slope in the extreme front to give unobstructed vision throughout the seating capacity. Heavy carpets line the aisles.

The building is 60 by 100 feet, space of which has been devoted to compactness and comfort. Heating is thermostatically controlled hot water and filtered air through a system of ducts, fans and outside air ventilators which provide 36 cubic feet of air per person a minute.

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FINE FURNITURE  
for a  
FINE BUILDING

Greetings

TO THE NEW

## TOTEM THEATRE

WOODBILT PRODUCTS  
Tom Christie

## Northland Dairy

AGENTS FOR

### Arctic Ice Cream

which will be dispensed therein

EXTEND

Best Wishes

to the new

## TOTEM THEATRE

# DAWSON & HALL

LIMITED

## Engineers and General Contractors

775 Clark Drive — Vancouver

BUILDERS OF THE NEW

## Totem Theatre

Extend Best Wishes to

## Famous Players Canadian Corporation



# GRAND OPENING

EVER HEAR THE STORY ABOUT

## The Mother of the Groom?

Today to Saturday

IT'S THE LAUGH SURPRISE OF THE YEAR—  
when the MOTHER of the GROOM  
goes on the honeymoon!

# THE MATING SEASON

Paramount's  
Very Funny Comedy!

IF IT'S LAUGHTER  
YOU'RE AFTER...

GRAB YOUR HAT AND YOUR  
MRS. AND GO TO SEE JUST  
ABOUT THE FUNNIEST AND  
BEST YOU'LL SEE  
THIS YEAR!

Jan Sterling scores  
again... as the gal  
who didn't go on the  
honeymoon, but  
wanted to!

The Hamburger  
Singing  
Mamma  
THELMA  
RITTER  
Academy Award  
Nominee for  
'All About Eve'

GENE  
TIERNEY  
JOHN  
LUND  
MIRIAM  
HOPKINS  
THELMA  
RITTER

Doors Open at 8:15  
COMPLETE SHOWS  
7-9 p.m.



Extra

"COWBOY CRAZY"

A Western Sportsreel

—ALSO—

"CAMP DOG"

Colored Cartoon

Books of Famous Players  
theatre tickets honored at  
CAPITOL and TOTEM



## Suppliers to New Theatre

Material and service suppliers to the new Totem Theatre here, many of whom have their greeting advertisements in today's issue of the Daily News with more to follow tomorrow were:

General Contractors—Dawson & Hall, Vancouver.

Lumber and cement—Albert & McCaffery, Prince Rupert.

Concrete—Rupert Concrete Mixers.

Brick work—Karl Marki.

Plumbing and heating—Prince Rupert Plumbing and Heating.

Electrical work—Grant & Newton.

Painting—Fred Scadden.

Cartage—Lindsay Cartage.

Hyde Transfer and Boulter & Welter.

Carpets—Mattson Upholsterers.

Office furniture—Woodbilt Products.

Carpets—Toronto Carpet Co., Toronto.

Protection equipment—General Theatre Supply Ltd., Vancouver.

Marble—Continental Marble Co., Toronto.

Seats—Canadian Theatre Chair Co., Toronto.

Plastering—Ernest Dann, Vancouver.

Light fixtures—John Duck Ltd., Vancouver.

Steel Work—Dominion Bridge Co.

Air conditioning—Empire Sheet Metal Works, Vancouver.

the new addition to member & Sons, Vancouver.

Linoleum floor tile—San San Floor Layers, Vancouver.

Roofing—Smith Sheet Metal Works, Vancouver.

Finishing Hardware—Gordon Belyea, Vancouver.

Metal Work—Ornamental Bronze Co., Vancouver.

Glass, mirrors and aluminum trim—Bogardus, Wilson, Vancouver.

Electric sign—Neon Products.

Tile work—William O'Neill, Vancouver.

For 50 years Canada has maintained one of the world's largest and best fisheries research institutions, the Fisheries Research Board.

**KILL OR CURE**  
EDMONTON (CP)—A 50-year-old bottle of liniment turned up here with a label guaranteeing it to cure all kinds of human ailments. In addition, it was recommended for horses, cows, bulls and about every other occupant of the barnyard.

**EXAMINATIONS URGED**  
WINNIPEG (CP)—Recognition of early signs of cancer is the greatest weapon in fighting the disease, Dr. George E. Dragan of Saskatoon said in an address here. "All cancers are local at first and therefore curable at first," he said.

**DRAMA LAPS**  
REGINA (CP)—The annual drama festival called here because the risk was considered. Only two plays were entered both had been presented previously to Regina.

# GENERAL THEATRE SUPPLY LIMITED

DESIRES TO EXTEND BEST WISHES TO

Famous Players Canadian Corporation

IN THEIR NEW

# TOTEM THEATRE

AT PRINCE RUPERT, B.C.

General Theatre Supply installed the latest in  
Projection and Sound Equipment in  
this fine new theatre