

# New Mayfair Theatre Opens At Murray River Tonight

## Attractive Addition To Main Street



Murray River today boasts of one of the most attractive small town or village theatres in East Canada. Mr. Emmerson Johnston, one of the Island's most progressive business men, completed his new movie house this week. It is a 1954 model throughout with its stylish entrance, ultra modern screen and fine interior finish. It is known as the "Mayfair" Theatre and a twenty foot high, three foot wide Neon Electric Sign will make it a landmark in Murray River.

After the theatre is well launched, bowling alleys will be installed in the basement. Mr. Johnston is quite busy as one of the Island's leading car dealers, also a proprietor of one of the smartest general stores in the Province. His automobile showrooms, combined with office and garage with parts department included, are unsurpassed for convenience and up-to-the-minute attractiveness. His general store adjoins the showrooms and is as smart in appointments as any store in the Atlantic region.

**On Main Street**  
The new theatre adjoins the general store so that Murray River's main street will be fairly well occupied by the business enterprises of one man—all three are a credit to this thriving community.

glass door and front attractively sets off the new theatre located on the main thoroughfare.

The High Auditorium, 80 feet long and 40 feet wide, is finished with insul board and dry wall painted green, the ceiling cream color. The floor is of Douglas Fir plywood, on which rests the theatre chairs, the seats of which are modern foam rubber covered with leather. There are two exit doors on each side.

Gracing the stage is the new wide astralite screen one of the

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**CONGRATULATIONS**

to the

**Mayfair Theatre**

on its

**OPENING**

— — —

**STAR NEON CO.**

MONCTON, N. B.

Suppliers of

**MARQUEE and NEON SIGN**

**GOOD LUCK**

TO THE

**MAYFAIR THEATRE**

We are happy to have been associated in its construction.

**WILLIAM WHITEWAY**

GENERAL CONTRACTOR & LUMBER DEALER  
MURRAY RIVER

**Well Done and Congratulations**

we join with many others in wishing the

**Mayfair Theatre**

**EVERY SUCCESS**

**JOHN CLAREY**

GENERAL CONTRACTOR  
MURRAY RIVER.

**ALL GOOD WISHES**

to the

**MAYFAIR THEATRE**

on its

**OPENING**

**MacKAY & CO.**

WOODWORKERS  
MURRAY RIVER

**CONGRATULATIONS**

TO THE

**Mayfair Theatre**

MURRAY RIVER

We were privileged to supply and install all projection SOUND EQUIPMENT, wide ASTROLITE Screen, Theatre Chairs and other miscellaneous equipment.

**DOMINION SOUND EQUIPMENT LIMITED**

HALIFAX, N. S.

**OUR CONGRATULATIONS**

AND ALL

**GOOD WISHES**

TO THE

**Mayfair Theatre**

MURRAY RIVER

**Enamel and Heating Products**

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Manufacturers of Fawcett Heating and Cooking Appliances since 1852

GENERAL OFFICE—SACKVILLE, N. B.