

New Motion Picture
Theatre To Open
Wednesday, June 1

Kings Mountain Herald

JOY
Theatre Section

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SECOND SECTION

New Joy Theatre Scheduled To Open Wednesday

Admission And Picture Policies For Joy Given

The Joy Theatre will follow a three-picture-a-week policy after its opening next Wednesday, and admittance will cost patrons slightly more at night than current local prevailing tariffs.

David Cash, operations manager, said he had received many requests for more top-notch productions on the weekends, with less double features, and that the three-picture-a-week schedule, with effort to obtain "A" films for weekend showing, would continue as long as the patrons liked the policy. Each film will be given a two-day run, with changes on Mondays, Wednesdays, and Fridays. No double features are planned for the Joy at the moment.

Admission during the day and up to 6 p. m. will be 35 cents for adults (20 percent tax included) and 12 cents for children (tax included.)

After 6 p. m., admission will be 40 cents for adults (tax included), and 14 cents for children (tax included).

"The policies on showings and admissions are not inflexible, of course," Mr. Cash said, "and will be subject to change according to the wishes of the patrons."

Joy Theatre Began In '42

The Joy Theatre which opens next Wednesday has been a definite idea in the back of the minds of David and Charlie Cash since 1942, when they purchased the lot on Railroad avenue adjoining the building now occupied by Davis Easy-Pay Store.

Early in 1947, blueprints were drawn for the building of the Joy on that lot.

Later in the year, the Mountain View Hotel property at the corner of Railroad avenue and Mountain street became available and was purchased from DuCourt Mills, Inc., in November, 1947.

This required re-drawing of the plans, and by the time the old landmark was vacated and razed meant September 1948 before construction work was begun.

Many Producers To Supply Films

Motion pictures produced by virtually all of the film companies will be booked at the new Joy Theatre, according to David Cash.

The theatre expects to show films produced by Universal-International, Warner Brothers, 20th Century-Fox, Paramount, Metro-Goldwyn-Mayer, Eagle-Lion, Columbia Pictures Corp, Republic, United Artists, Film Classics, Astor and Kay.



THEATRE WILL OPEN WEDNESDAY—Shown above is Architect M. R. Marsh's drawing of the new Joy Theatre which is to open next Wednesday, June 1. A picture of the completed building could not be obtained in time for this edition of the Herald, due to fact that work was still underway on the marquee. With the exception of the marquee, which will be curved rather than the angular, the exterior of the building conforms in almost all details to the architect's drawing board conception. Work on the building began in September. It is equipped with the latest motion picture equipment and modern, commodious facilities. The new house is capable of seating 772 persons.

Cash Brothers, Dave And Charlie, Form Unique Business Partnership

Only One Other "Joy" Theatre In Carolinas

How did the new Joy Theatre get its name?

Not exactly pulled out of the hat, according to Dave Cash, but something along that line.

The owners were looking for a short name that wasn't in too frequent use, and several had been tossed around without ringing the bell. Then a picture of a marquee of a Joy Theatre turned up in a motion picture trade magazine. It looked good.

A check-up showed there is only one other Joy Theatre in the Carolinas—at Selton, S. C.

The Dixie Theatre, built for the Cash Brothers in 1935, and equipped by them, was named in a contest conducted among theatre patrons. The former Miss Grace Neisler, now Mrs. Harry Page, won the honor and prizes for submitting the name "Dixie."

Charlie and Dave Cash, if taken in alphabetical and chronological order, represent a unique business partnership.

Operating as the Cash Brothers, they will open next week their fifth theatre in the space of slightly less than 14 years.

The brothers are different personalities in many respects, but basically alike in many others. Most common trait of the pair of them is a reputation for energetic hard work. Charlie, the elder (he says he's 52 or 53, leaves such non-essential matters as keeping up with his age to his wife), is the more methodical, while Dave is the half of the partnership with the special flare for promotion.

Their operating system is also unique, in that, unlike most business operations, they swap duties each year.

Currently, David Cash is the operating head of the Cash Brothers theatres which includes the Dixie here, the Victory in Cramerton, and the Gaston and Holly in Mt. Holly, in addition to the new Joy. It is David's responsibility to see that the businesses are run and run well. (Con'd on page four, 2nd Section)

Comfort And Utility Features Of Theatre

Charlie and Dave Cash, owners of the new Joy Theatre, have scheduled the formal opening of their modern motion picture house for next Wednesday, June 1.

When the title film of the first short goes on the screen, it will mark the opening of one of the most modern theatres in the nation and will culminate nine months of actual construction work.

The work schedule for putting the finishing touches on the fifth link in the Cash Brothers theatre chain will run close, but David Cash, operational manager of the theatres this year, says it's going to open, regardless of a few minor details. He hopes all will have been completed and odds are that they will.

The new theatre will seat 772 people at one showing and there will be sufficient aisle space in the event the standing room only sign is hung out to accommodate several more. Principally of concrete, tile, and brick construction, the Joy Theatre is virtually fireproof. About the only materials which could ignite are some of the door framings, and other minor frame-work. In the interest of both fire prevention and sanitation, the concrete floors will be left as is, with the exception of rubber tile aisle-ways.

The 772 seats are divided as follows: main floor will seat 538 persons, with 234 balcony seats. The balcony is divided to provide 11 north-side seats for colored persons who will have their own entrance way at the north side.

The seats are over-stuffed models, covered in maroon cow-hide, with light tan arms. They are spaced to provide sufficient passing room.

Among the newest and most unique features of the theatre are two main floor soundproof crying rooms for parents to take children who suddenly decide they're displeased with the situation, and an off-balcony smoking room. Each is a completely

sound off room, with the same comfortable seats. Picture windows make the screen easily visible, and individual speaker units bring in the sound track. Each room is cut in to the over-all air-conditioning system. Rest room facilities are spacious and complete with special attention to the ladies who will have a large well-furnished "powder" room. Quality fine accommodations are provided for colored patrons off the colored balcony.

The projection room is spacious and commodious, having a private rest room, and equipped with a dumb waiter for hauling up rolls of film. The projection equipment will include two, up-to-minute Century machines. They are reputedly best available for sound and reproduction.

The building's dimensions overall are: footage, 54 feet 10 inches, depth, 130 feet, 11 inches, front height, 40 feet. The front above the marquee is covered in white stucco, and the interior of the lobby is walled with pink tile.

There are two rear exits, two front exits, and an exit to the colored balcony.

The air-conditioning system is one of Westinghouse's latest models, and the building will be heated with an automatic oil unit, housed in a large basement at the rear of the building.

Hollywood Stars Send Congratulations

Messages of congratulations to the Cash Brothers on the forthcoming opening of their Joy Theatre have been pouring in this week from many of Hollywood's top performers.

They include Clark Gable, Greer Garson, Betty Grable, Ginger Rogers, and a host of others.

Banker Buys First Ticket To New Joy

Bank President Frank R. Summers may have made a good deal for himself recently.

He asked to purchase the first ticket for the new Joy Theatre and was sold No. 1 for the current price of 35 cents.

With the price of admission 40 cents after 6 p. m. the Cash Brothers figure they're stuck for a nickle if Mr. Summers attends an evening performance.

OUR BEST WISHES

To The

Joy Theatre

It was a pleasure to supply the roofing and metal work on this modern, new motion picture house

Miller - Brooks
Roofing Company

Phone 4761

Hickory, N. C.

The Beautiful New

JOY Theatre

would be a credit to any community, including much larger cities than Kings Mountain.

The Joy Theatre deserves the full support patronage of the citizens of the Kings Mountain area.

OUR BEST WISHES TO THE MANAGEMENT

FIRST NATIONAL BANK

Member FDIC