

The Picture Palace of Ottawa South



Ottawa's Newest Theatre The MAYFAIR

Situated in Ottawa South—Corner Bank and Euclid



Grand Opening Monday, Dec. 5th, 7 p.m.

The Merchants OF OTTAWA SOUTH

The District With the Community Spirit

Extend
Their Hearty Welcome
To the New
Mayfair Theatre

It is with the greatest pleasure that the Ottawa South merchants welcome the new Mayfair Theatre to Ottawa South, and we are glad to co-operate with hearty congratulations to Messrs. F. W. Robertson and F. G. Robertson, the owners, upon their enterprise and foresight in selecting this section of the city.

- BELMONT GARAGE**
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The Interior Decorating

in the New

MAYFAIR THEATRE

Was Done By

W. J. CARSON

LIMITED

Decorators of Distinction

291 LAURIER AVE. W.

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The Mayfair Theatre

Is Equipped and Serviced by



Insuring
Sound Pictures at Their Best

A "NEON"

Installation, of Course
Will Guide Ottawans to

THE MAYFAIR THEATRE

Neon Poster and Painted Advertising From
Coast to Coast.

CLAUDE-NEON GENERAL
ADVERTISING LIMITED

320 RIDEAU STREET OTTAWA
HEAD OFFICE
1121 ST. JAMES ST. W. MONTREAL, P.Q.

The Beautiful New Mayfair Theatre Opens Monday Night

Superb Entertainment Offered at
New Popular Prices

GALA OPENING PROGRAM

You'll Like
This!

LOVE ROMANCE

A Gay, Fascinating
Story amid settings of
unusual splendor...
Music that will
enchant you!



The Sensation of
Two Continents

The BLUE DANUBE

WITH
DOROTHY BOUCHER
BRIGITTE HELM
JOSEPH SCHILDKRAUT
Directed by
HERBERT WILCOX
A BUTTER & DORRINGTON PICTURE
RELEASED BY UNITED ARTISTS

ALFRED RODE AND HIS
ROYAL TZIGANE BAND

Don't Miss This Great Bill at the Mayfair Theatre

OPENING MONDAY EVENING at 7 O'Clock.

ADDED ATTRACTIONS

Charlie Chase
Comedy
Animated
Comedy Cartoon
Short Subject:
"Fisherman's
Paradise"

EVENING
PERFORMANCES
at 7 and 9 o'clock
MATINEE DAILY
at 2 o'clock

ADMISSION

Evenings
Adults.... 25c
Children.... 15c
Matinees
Adults.... 15c
Children.... 10c



WITH the opening on Monday of the new Mayfair Theatre the residents of Ottawa South will share in the good fortune of having a charming, modernly equipped motion picture house of their own.

Artistically perfect in its every minute detail, adequately equipped with every scientific device for the comfort, convenience and safety of its patrons, the Mayfair is indeed a gem in moving picture theatre architecture. lofty of ceiling, with spacious aisles and commodious seating arrangements, it promises perfect comfort to those who spend an evening enjoying the splendid entertainment which the management are planning to provide.

From the inviting lobby, artistically mirrored and effectively finished in pastel-tinted craft, to the shimmering

silver screen cloth curtain drawn by automatic insulation across the stage, the Mayfair presents a charming whole. The walls of the interior of the theatre, finished in a craquelé of deep cream, contrast effectively with decorative effects of red, green and gold, culminating in a ceiling of soft sky blue. The art decorations throughout are the work of a Belgian artist, Rene S. DeVos, of Toronto, whose skillful brush has been wielded effectively both in the auditorium and the charming ladies' room, in which a color scheme deepening from palest lemon to orange, offset by black, strikes a distinctive note.

The procenium arch lambrequin and side curtains, and the side curtains of the intriguing upper balconies, have been fashioned of a rich mulberry silk velour, appliqued and fringed in gold, and the

ornamental arches boast wrought-iron spearheads. To harmonize with this rich coloring is a deep-piled carpet in warm reds, orange and black, and the comfortable leather seats have upholstered backs of jacquard velours in a futuristic medley of red, orange and black.

The new Mayfair Theatre has a seating capacity of seven hundred, and it has been built in a thoroughly modern fashion, which promises the utmost in comfort to a capacity audience. Its atmosphere of aesthetic beauty will appeal irresistibly to the most critical, who will find the Mayfair indeed a pleasant place in which to linger for an afternoon's or evening's entertainment.

Congratulations are due Messrs. F. W. and F. G. Robertson, the owners, on their beautiful new theatre.

HARMONY
HAIRDRESSING SHOPPE
Specializing in
Marcelling—Permanent Wave
Finger Waving
Scalp Treatments
Ladies' and Children's Hair Cutting.
1111 BANK ST. (Next to Loblaws). CARL. 229
The Favorite Barber Shop of the Ottawa South Men.

The Complete Electrical Contract

Including

The Wiring for the
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TOBACCO and NEWS SHOP
MAYFAIR THEATRE BLOCK. PHONE CARL. 3440.
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SOFT DRINKS. CHOCOLATE BARS.
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MAYFAIR THEATRE

by

The Ottawa Electric Co.

56 Sparks St. Q. 5000

HAYLEY'S CINDER BLOCKS

were used in the
construction of the new
MAYFAIR
THEATRE

Proof—again—of their superiority
for wall backing. Hayley's Blocks
are strong, insulative and fireproof.

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ARTIFICIAL STONE and GARDEN FURNITURE
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THE ROBERT SIMPSON COMPANY LIMITED
TORONTO

and

Toronto Carpet Manufacturing
Co. Ltd.

express their

Congratulations

upon the occasion of the
official opening of the

Mayfair Theatre

JERRY'S

Soda Fountain and Luncheonette

An ideal place to enjoy a tempting
sundae or tasty sandwich after the show.

1098 BANK ST.

CARLING 3121

The Lathing and Plastering

of the New

Mayfair Theatre

Was carried out by

Murphy & Morrow

Plastering and Stucco Contractors.

PHONE CARLING 2407

SABINITE Acoustical Plaster

Decorates and Provides
Proper Hearing

in the

MAYFAIR THEATRE

CONSULT US ON ANY PROBLEM
PERTAINING TO SOUND CONTROL

Dominion Gypsum Co.

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CANADIAN THEATRE SUPPLY Co.

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