

# Livonia's New Twin Theaters Open to Public Wednesday Night

The "twins" of the General Cinema Corporation will officially open Wednesday (tonight) at 7 p.m. with all of the fanfare and hoopla of a Hollywood Theater opening.

The "twins," the twin theaters of General Cinema, are the second sponsored by the Corporation in the Detroit area but the first in the northwest section—they offer patrons a chance to make their choice of two first-run movies.

They can sit and enjoy the films in the most modern seats, the best in comfort and with the finest screen ever devised by the motion picture world.

The twin-theaters, erected at cost of more than \$2 million, are the most unusual in the area.

There are two entrances with a single lobby equipped with twin vending machines and a single candy, popcorn and peanut stand.

There are separate rest rooms off each lobby, each with the most modern facilities.

The ladies restrooms have a separate wash bowl in each enclosure with a vanity in the outer section for the use of customers. It is the only theater in this section to have such elaborate facilities.

The theaters have separate entrances and a customer must select which film he or she desires to see at the time of purchasing a ticket. Patrons can not go from one theater to the other without paying an additional admission fee.

The larger of the twins has a capacity of 1000 and the smaller 500. Manager Don Hooten and District Manager Richard Kline plan to follow the format used by other theaters in the General Cinema chain.

The most popular of the two movies will be shown in the larger theater but may be shifted to the smaller auditorium after a lengthy run to take care of those who may have missed it.

The "twins" are the 87th in the General Cinema circuit administered by Richard Smith. There are 10 more theaters of this type that will be opened by the chain before the end of the year.

There can't be a more appropriate name for a motion picture theater than "Cinema" and that is the name given the latest additions to the chain. It is a name synonymous with the fine theaters operated by General Cinema Corporation in shopping centers—that's why the Corporation selected Livonia Mall as the site of its newest venture.

The opening will be marked by a ribbon cutting ceremony with Livonia Mayor Harvey Moelke joining with Richard Smith in the snipping.

The Clarenceville High band, one of the finest in the area, will present a concert prior to the start of the program.

Then with the ribbon cut, the ceremonies out of the way, the "twins" will be opened to the public for the showings of the first movies—"Lord Jim" and "Agent 8 1/2."

With the "twins," General Cinema will be able to present all of the top motion pictures. One of the major attractions starts on Wednesday, Oct. 20 when the great La Scala Opera Company may be seen for the first time in movies in an actual performance of Puccini's "La Boheme."

## An Executive With Faith

Richard A. Smith, president of General Cinema Corporation, is a man with faith—faith in the motion picture theater as a center of entertainment for all.

His father Philip was a pioneer, and so is he. He brings the pioneer spirit to motion picture construction. He is constantly thinking of ways to improve a cinema house.

Smith was born in Boston and received a Bachelor of Science degree from Harvard University in 1944. In 1947 he joined his father, a pioneer in the development of drive-in theaters. Smith demonstrated his faith by announcing the opening, within two years of new theaters that will represent an investment of 30 to 35 million.



SMITH

Smith will be on hand Wednesday night to meet the theatre going public of Livonia when General Cinema Corporation opens its second twin deluxe theatre in the Detroit area.

## School Boss Will Snip A Ribbon

A gala ribbon cutting ceremony has been planned Saturday, when the small try will be entertained at a special matinee program in Cinema I in the Livonia Mall.

Louis Schmidt, superintendent of Clarenceville schools, will cut the ribbon at noon.

Free gifts will be given to all boys and girls attending the matinees on Saturday and Sunday, when Topo Gigio the Italian Mouse, seen many times on Ed Sullivan show, will be seen in his first motion picture "The Magic World of Topo Gigio."

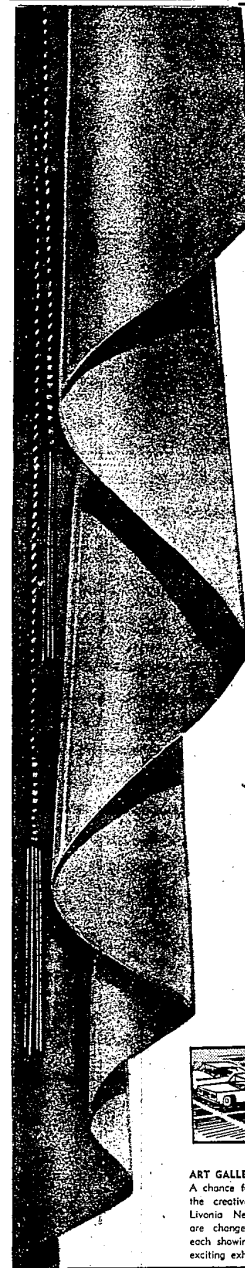
A giant color cartoon revue, and a Three Stooges comedy

laughter riot will be shown. "Tolo," the happy clown, will be on hand for both days. The doors will open at noon, and show will start at 12:30 p.m. There will be only one complete show and it will be over at 3 p.m.

All seats for this special program will be 50 cents.



AN ART GALLERY will be among many features of the Livonia Twin Cinema I & II Theatre in the Livonia Mall. Betty Baldwin, director of the "Artist's Show Place Agency," is shown presenting one of the paintings to Roland Kline, division manager for General Cinema, and Don Hooten, manager of the Twin Theatre. For the past 10 years management of the Cinema Theatres has carried out the plan of art galleries in all its theaters. The Livonia exhibit is the largest of its kind in Michigan. All paintings and sculptures are for sale.



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# GALA OPENING

DOORS OPEN 7:00 P.M.

## Tonight!

SHOW STARTS 8:00 P.M.

BE A FIRST NIGHTER... ATTEND THE OPENING NIGHT FESTIVITIES TONITE AT 7:00 P.M.

CLARENCEVILLE SENIOR HIGH BAND • RIBBON CUTTING CEREMONY • KLEIG LIGHTS • MRS. MICHIGAN IN PERSON • FREE SOUVENIRS AND GIFTS

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LIVONIA Cinema I & II  
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MIDDLEBELT AT 7 MILE

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no man was more respected or more damned than—

# Lord Jim

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ALL LIVED AND TECHNICOLOR®

GENERAL CINEMA CORP.

MOVE OVER BOND... HERE COMES THE SPY-KRAZIEST AGENT EVER...

# AGENT 8 1/2

DIRK BOGARDE SYLVIA KOSCINA  
IN COLOR

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FOR YOUR PARKING CONVENIENCE USE LOT E	BOX OFFICE OPENS DAILY AT 12:00 NOON	BARGAIN MATINEE MON. thru FRI. 50¢ 'TIL 1 P.M.	MATINEES MON. thru FRI. After 1 p.m. ADULTS \$1.00 CHILD 50c	EVENINGS Mon. Thru Thur. ADULTS \$1.25 CHILD 50c	FR.-SAT.-SUN. & HOLIDAYS ADULTS \$1.50 CHILDREN 50c	WHEN ATTENDING THE THEATRE... USE MALL ENTRANCE... BRINGS YOU RIGHT TO BOX OFFICE
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## The Ultimate in Luxury and Beauty

FREE PARKING FOR 3,000 CARS

ART GALLERY LOUNGE... A chance for patrons to view the creative work of their Livonia Neighbors. Paintings are changed frequently, and each showing offers fresh and exciting exhibits.

ALL-SEASON COMFORT CONTROL... Summer... winter... spring or fall specially designed air conditioning and heating systems provide just the right temperatures at all times.

"LIVING ROOM" SEAT COMFORT... Completely upholstered "Push Back" seats offer the ultimate in leg room and comfort enjoyment.

WALL-TO-WALL SCREENS... Pioneered and developed by General Cinema Corporation, the "Picture Window" screens afford perfect patron viewing from any seat in the theatre.

FOR THE LADIES... Completely furnished individual Powder Rooms.

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AN ENTERTAINMENT EVENT OF MAJOR IMPORTANCE!

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presenting Puccini's immortal

# LA BOHEME

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SCHEDULE OF PERFORMANCES AND PRICES

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All Seats \$1.50	All Seats \$2.50

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- CONVENIENCE
- ELEGANCE