

# VAST CROWD ATTENDS FORMAL OPENING OF DALY CITY THEATRE

Daly City's new theatre was formally opened last Tuesday evening, when a vast throng of citizens who have long waited for an opportunity to see this beautiful theatre, lined up at the entrance long before opening time and good-naturedly waited for the doors to open. The interest in the opening of this community play-house was such that many were unable to secure admission to the opening performance and it was found necessary to give a second performance in order to accommodate all who came.

It was a characteristic welcome by Daly City residents to the new play-house which bears their city's name, and to Messrs. Edward B. Baron and Carol A. Nathan, the lessees. Baron and Nathan have taken a long lease on the theatre, which will be operated by them in connection with a chain of theatres reaching across the San Francisco peninsula.

The theatre was a veritable flower garden. There were real flowers almost obliterating the lobby space, and most beautifully fashioned nasturtiums, geraniums, roses, apple blossoms, palms, larkspur and snowballs in the make-believe garden into which the theatre's interior has been transformed. Ivy and morning glories entwined, rambling over the trellis work, gaily striped awnings, the great Spanish wall and the charming vistas of distant landscapes are but a few of the unusual details which caught the observer's eye. The cloud effect on the ceiling caused a great deal of comment.

After a splendid program, which would indicate that Daly City is to have the best in the amusement line, an eloquent and interesting address was made by Mayor H. H. Smith, who at the conclusion of his address, which was warmly applauded, introduced City Attorney J. E. McCurdy, who made the closing address.

Mayor H. H. Smith, who acted as master of ceremonies, said in part:

"I feel honored indeed that I have been chosen chairman for this crowning event in the history and progress of our city. It is always a great pleasure to me to talk about the finest place in the country—the city of Daly City—and to talk about and to the best people in the world, to me—the people of Daly City.

"This honor comes to me very likely by reason of the position with which I have been honored for several years by the people of Daly City, and of the further honor which has been conferred upon me for several terms by my good fellow members of the City Council. Therefore, speaking as the Mayor and in behalf of those here assembled and the people of Daly City as a whole, I most heartily congratulate those who have made such a wonderful success of this undertaking and sincerely thank them for their fine contribution to the convenience and the comforts and pleasures of the theatre-going public, and also for their very valuable contribution to the general welfare and progress of this entire district.

"I know that it must be with great pride and with great pleasure that the people of Daly City and our most welcome neighbors and visitors from far and near, gathered here this evening to take part in and to help celebrate one more of the many improvements, accomplishments, achievements, progressive movements and developments that have so steadily and continuously dotted and marked the few short years of our history as a little settlement, as a thriving community, as a town, and as a city. This achievement might well be considered the crowning of success, and a finishing touch to the many things that have been done and to the many things that have gone to bring this place of vegetable gardens and dairy farms and waste lands as of yesterday to the well-grown, well-rounded out, widely recognized, remarkably progressive, and up-to-date city of today.

"There is need of no comment from me to call to your attention or to impress you with the beauty and the elegance and the splendor of this magnificent building. It speaks for itself, and leaves one in dumbfounded amazement. The permanence of the structure and its plans, not only for today, but looking well and far into the future, together with the fidelity to detail as regards comfort and convenience, might well be said to be characteristic of the people of Daly City and of their wise and constructive and careful and far-sighted planning.

"The immediate and early formation of improvement clubs and betterment leagues and other organizations, with large and enthusiastic memberships, was evidence of and an expression of an ever and always outstanding sentiment and wish and desire and even determination on the part of the people of Daly City to do their part, individually and collectively, in that splendid, noble and

gratifying work—the building of a great city for themselves, for their families, and those to come after them. And so they set about energetically, earnestly, eagerly, and enthusiastically to their work."

Mayor Smith then covered briefly the many things that were done previous to incorporation of this city, and continued:

"There soon came a realization that the many problems could best be met and best solved by a municipal government, and as a consequence, an election was called and the little new town incorporated into a sixth class city on March 22, 1911, named Daly City in honor of the late John D. Daly, an early resident and pioneer of this community, and a man very prominent politically, socially, and in a business way in San Mateo county, in San Francisco, and state wide."

Mayor Smith enumerated many accomplishments of the people of this city since incorporation, and then gave a detailed account of the plans for the erection of the new theatre, the progress of the work, etc., with "the owner and builder unknown, at least publicly." He then said:

"There we were, all sailing along nicely, but there were unseen rocks ahead in the nature of legal papers, leases, and so forth, that had to be recorded and which brought to light the sole owner and builder of this fine building. One of the earliest settlers of this district. One who had built one of the of the first homes on what is now Crocker avenue.

"A little check-up and research brought us the story that he was born in Prince Edward's Island, the son of an Early California miner who, having been reasonably successful in the early mining days in this state, returned to his home country to claim the young lady of his choice. Intending to return to California, this miner found himself instead persuaded by her to buy a farm and remain there. We find our young man, one of their many children, starting out in his early years to make his own way in the world, equipped, they tell us, with a good head, a strong back, a big,

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broad, kindly smile, and a pleasing personality. He not only made his own way and made a success for himself, but found himself also able and capable of helping the less fortunate, and getting great pleasure from so doing. He mixed with all classes, under all conditions, in all circumstances, and in all walks of life. With the building of the railroad through to the coast, we find him in the western part of Canada, and the story is the same. He is successful, and he is helping. The Klondike gold rush, in the late 90's, enticed him to Alaska. Even under a serious and heavy handicap, the story is the same—a man of courageous eagerness, exceptional energy, and inestimable kindness, successful, and helping others to success.

"A few years later, seeking to get back to civilization, we find him in San Francisco. Coming out to this district, aided by his education in life's great school, experience, and with his unfailing and miraculous natural foresight, bordering on prophesy, he immediately saw a district with a bright future, and he visualized the great city of today and the far greater one to come. He also saw a fine place to ply his favorite trade and to reap the benefits therefrom—his trade, being useful and helpful, helping others and helping them to help themselves—the benefits derived from it, his joy and happiness and pleasure in so doing.

Mayor Smith declared that this man had ever been engaged in working for the betterment of Daly City; that it was he who gave the land to the city which is now the city park; built the city library; started the first bank, and had played an important part in the building of this city. Continuing, Mayor Smith said:

"And now, at this time, expressing in behalf of the people of Daly City and vicinity their very best wishes that his pleasure and happiness in doing this great work may be commensurate with the joy and the happiness he has given the people of Daly City, and with the further wish that he may have many, many long years of continued good health, happiness and prosperity, and all the other good things that life has to offer, it is now my great pleasure to publicly make known to you Daly City's own matchless, unrivaled, imitable, incomparable, kind, unselfish, loyal and true, guide, helper and real friend—John William Marchbank."

City Attorney J. E. McCurdy was introduced by Mayor Smith, and in an eloquent address declared that the completion of Daly City's new theatre was an epoch in the advancement of a community composed of some of the best people on earth. His many years of association with the members of the city governing body and the residents of Daly City had been most happy and satisfying, and he felt honored to have a part in the opening ceremonies which marked the fulfillment of another desired improvement of Daly City had been most of this community.

He paid a splendid tribute to the builder of this community theatre, J. W. Marchbank, and Messrs. Baron and Nathan, the lessees, and predicted that the Daly City theatre would prove popular with the residents of this district and profitable to the manment which will benefit all the people

And now the Daly City Theatre settles down to its policy of presenting "selected photoplays and stage entertainment" on its regular, popular-priced policy. On the screen today (Friday) is Patsy Ruth Miller in "Beautiful But Dumb." Coming tomorrow (Saturday) is "The Wreck," with Shirley Mason and Malcolm McGregor. Ann Holmann's Clever Kiddies will be on the Daly City stage Saturday, both matinee and evening. The Sunday attraction will be Charles Ray in "The Count of Ten." Matinee and Evening, Circuit Vaudeville, clever stage entertainment.

Other attractions for the balance of the week are, Monday: "The River Woman" with Lionel Barrymore and Jacqueline Logan. Tuesday: Marguerite de la Motte with Donald Keith in "Broadway Madness." Wednesday: Claire Windsor in "Blondes by Choice." On the stage Wednesday evening are Nina Frelson's Juveniles in a clever stage presentation. Thursday: Margaret Livingston in "The Scarlet Dove."