

BRIXTON: ASTORIA

Introducing some of the Firms that have contributed to this beautiful building, and forthcoming Film Features to be shown first in this District at the Astoria, Brixton

The West End—Brought to Brixton—at Suburban Prices

Commencing Aug. 19

BRIXTON ASTORIA

WILL PRESENT

THE BEST OF ALL TALKIES

AL JOLSON
IN THE
**SINGING
—FOOL—**

A Warner Bros. Vitaphone Production
DAILY FOR 7 DAYS

TUESDAY TO SATURDAY—

GEORGE K. ARTHUR
and **KARL DANE** in
DETECTIVES

"A SILENT SCREAM"

AUGUST 19, FOR 6 DAYS—

ON THE STAGE
HELLO! EVERYBODY

A Song and Dance Show with
— 40 PERFORMERS —

The following will also appear at the
OPENING PERFORMANCE

WINNIE
MELVILLE
and
DEREK
OLDHAM

The Stars of "The Vagabond King"

HEDDLE NASH

The Celebrated Tenor
CHORUS OF 40
ORCHESTRA OF 40

LET'S TALK "TALKIES"

To get the atmosphere of the "talkie" studio, to become intimately acquainted with the stars of this new firmament, READ "THE PICTUREGOER," The Movie Magazine de Luxe. Price ONE SHILLING Monthly.

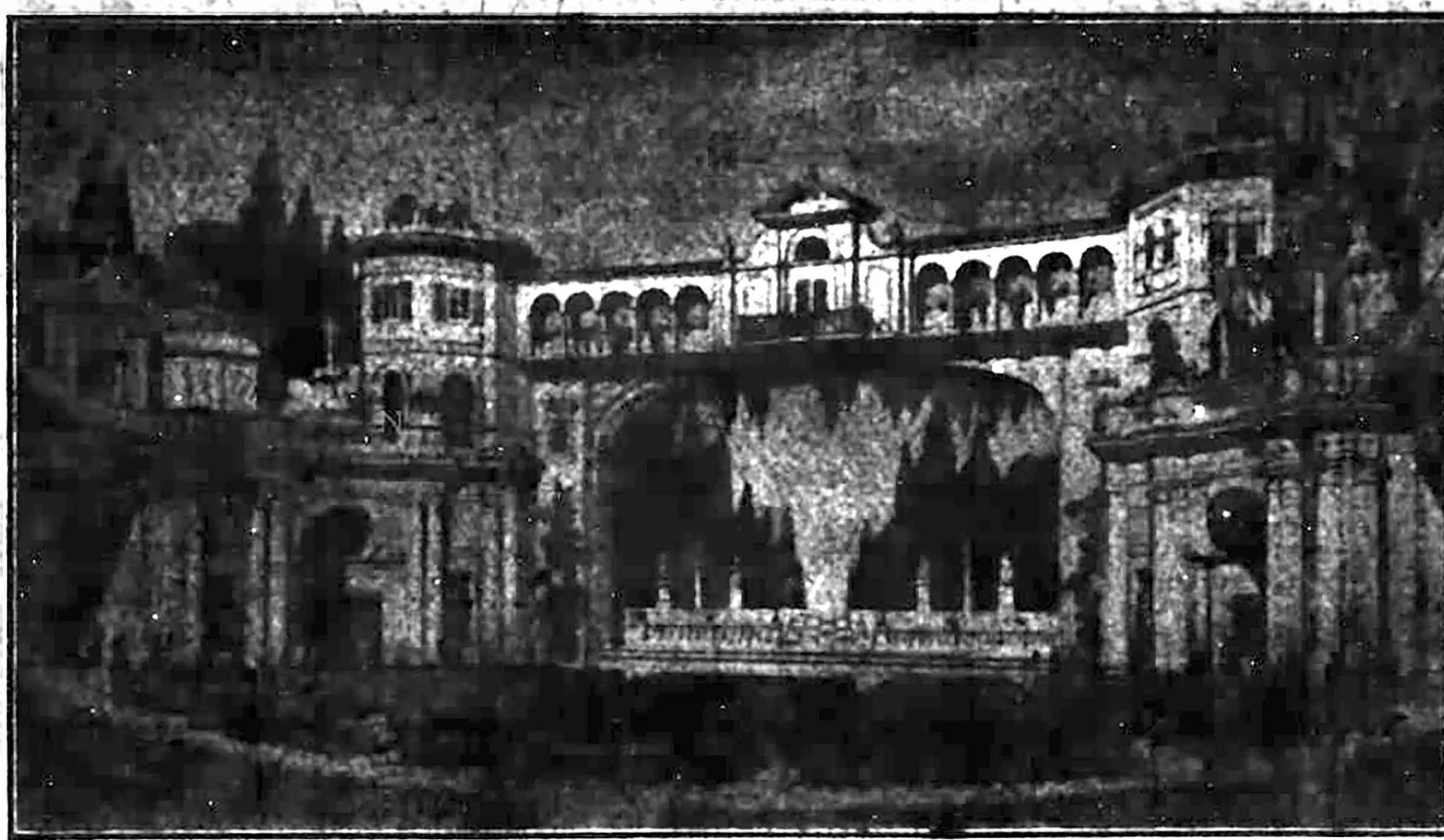
Streatham News for Streatham Folk!

THE ASTORIA BRIXTON

Is going to Show the
Sparkling Joy 'Talkie'

SYNCOPIATION

Welcome to Good Wishes
The Splendid New Cinema! From Ideal Films!



Brixton's Wonder Cinema

On the site where it is believed that Sir Walter Raleigh halted for refreshment when on his way to visit Queen Elizabeth, at Brixton-hill, when he gallantly spread his cloak in the mud, has arisen in a few months what is undoubtedly England's most wonderful cinema theatre.

Designed by Mr. E. A. Stone, F.S.I., the theatre will accommodate nearly 4,500 people. It has been specially designed for Talkies, and is England's first landscape cinema. The huge auditorium has been decorated to represent a wonderful Italian garden. Above, the dome represents the sky, from which stars shine and across which white clouds pass. When a film is not being exhibited, members of the audience look out on an Italian rose garden, flanked right and left with beautiful towers, and connected by an artistic bridge, whilst in one corner a fountain plays. To right and left is a cypress grove, interspersed with beautiful statues (copies from some of the most famous masterpieces), and at the rear of the circle is an arboreal from which trail long fronds of delicately shaded, wistaria blossoms. The carpet is grass green—and in the gangways one walks on a crazy paving, woven into the design of the carpet, and the seating is upholstered in old gold scattered with autumn leaves. Air, ice cooled and washed in summer, warmed and washed in winter, circulates regularly and thoroughly throughout the vast auditorium.

A full-sized orchestra, and the biggest organ ever installed in a cinema theatre, are outstanding features of this Talkie palace. Beautifully appointed tea rooms, a spacious vestibule where plays a fountain, and where, from little kiosks, one can make fascinating purchases, a quick luncheon-counter, lavishly equipped rest and toilet rooms, telephone booths, and an automatic lunch machine, are some of the many other wonders which this wonderful new theatre holds in store for Brixton residents.

Entertainment De Luxe.

The Directors of the Astoria, Brixton, whilst giving special attention to the artistic and decorative beauty of the house itself, have in no way overlooked the quality of the entertainment to be provided.

Despite the fact that the very newest and best Talkies will be seen and heard at this wonder theatre, a full orchestra (interludes from which are to be a permanent feature of the programme), and recitals by the famous organist, Pattman, will cater for music lovers.

In addition, Mr. Charles Penley (son of the famous W. S. Penley), under whose management the new theatre opens, is arranging to produce a number of unique and beautiful stage presentations. Ballets, excerpts from the operas, variety and musical items, will all find a place in the programmes, whilst the best of silent films have not been overlooked. It can safely be said, therefore, that the Astoria will cater to all tastes so far as the entertainment is concerned, and what is perhaps one of the greatest considerations of all, the prices of seats will be extremely reasonable.

The theatre will open with the presentation of the marvel Talkie, "The Singing Fool," of which Al Jolson, whose name is now a household word, is the star, whilst a tremendous number of laughs will be raised by the amusing adventures of our popular British actor, George K. Arthur, and Karl Dane, in a riotous film entitled, "Detectives."

The programme will be changed weekly, and will be two feature. Amongst some of the famous stars who will shortly be seen at the Astoria are Greta Garbo, William Haines, Ronald Colman, Marion Davies, Douglas Fairbanks, Mary Pickford, John Gilbert and Norma Shearer.

No words can adequately describe the beauties and attractions to be found in what is undoubtedly London's most marvellous cinema, and an early visit to the Astoria is strongly recommended.

ELABORATE ARRANGEMENTS

have been made for the reception of Patrons at the Opening Performance.

BUT

the observation of the following points will ensure greater comfort to all—

1. Queuing spaces will be clearly marked on the pavements outside the Theatre. Please stand inside the lines and face in the direction of the arrow.
2. Don't be disheartened if hundreds arrive before you. A queue four or five deep right round the building can be accommodated inside.
3. All seats are unreserved, and can only be purchased at the doors.
4. All prices are even money—no coppers are required. Please oblige the management by tendering the correct amount.
5. PLEASE DON'T PUSH.
6. ONCE inside the building, please pass straight through to your seats.
7. The doors will open at 6.30. The performance starts at 7.15.
8. If you arrive by private car please approach the Theatre from Stockwell. DON'T TURN in from Brixton Road or you will disorganise the ordinary traffic.
9. If you are amongst those who cannot be accommodated inside, you can hear a part of the performance by turning on your wireless set.

YOUR CO-OPERATION PLEASE

Stars to Attend Opening.

Every famous film star in London on Monday next will take a busman's holiday and be present at the opening of the beautiful Astoria Theatre.

Amongst the many who have already expressed their intention of being amongst the distinguished audience are Pola Negri, Jameson Thomas, John Stuart, Betty Balfour, Carl Brisson, Kenneth and Cyril McLaglen, brothers of the famous Victor McLaglen, Madeleine Carroll, William Freshman, Malcolm Tod, Mabel Poulton, Annette Benson, Marjorie Hume, Alma Taylor, and many others.

The famous men behind the scenes who are never seen on the screen, but whose directorial work means everything between a good and bad picture, will also be present. Alfred Hitchcock, the director of "Blackmail," Maurice Elvey, Edwin Greenwood, who has just completed the Talkie version of "To What Red Hell"; E. A. Dupont, the famous director of "Moulin Rouge" and "Piccadilly"; Herbert Wilcox, one of filmland's most energetic directors, who is now making tremendous plans for future British Talkies; Castleton Knight, once a cinema manager himself, now turned director; Manning Haynes, whose beautiful work has so often been praised by the Press; and Walter Forde, the comedian-film-actor-director, whose comedies have our screens—all have promised to be present to wish the Astoria every success in the future.

Personalities at the Astoria.

STARS ON THE SCREEN AND STAGE.

Apart from the many famous stars who will be seen and heard from time to time on the screen of the Astoria, apart from the well-known vocalists, musicians and dancers, who will be engaged to entertain the Astoria patrons in person, there will be three personalities behind the theatre who are already known throughout the English cinema world.

Pattman, the organist, who will perform on the unique organ which has been installed at the theatre, is well known, not only by reason of his broadcast recitals, but also on account of the magnificent renderings of classical and popular music he has given at the Capitol and Astoria Theatres in the West End. Pattman can make an organ speak—and with the beautiful instrument over which he will now preside, patrons of the theatre can look forward with pleasure to his performances.

Fred Kitchen, whose famous orchestra has given command performances before H.M. the King and H.R.H. the Prince of Wales on no less than four occasions, has been engaged as musical conductor, and in these days when some cinemas are relying entirely on "canned" music (which is undoubtedly not to everyone's taste), his "settings" to the silent pictures, and his interlude selections, will no doubt prove to be outstanding features of the programme. Kitchen, it will be remembered, was at one time conductor at the New Gallery Kinema, and more recently at the Astoria, Charing Cross-road.

The most genial and energetic of managers, who is tireless in his efforts to give his patrons the best in the entertainment world, is Mr. Charles Penley, who comes to the Astoria after many years' experience in both the theatrical and cinema worlds. His father was the famous W. S. Penley, of "Charley's Aunt" fame, so that Penley may rightly be described as being born in the entertainment world. He is enterprising and enthusiastic, has tremendous foresight and creative ability, and from the plans he has already made for film and stage programmes for the entertainment of Astoria patrons, there is no doubt that he will bring super West End programmes to Brixton. He has already engaged world-famous stars of stage and vaudeville to appear at the Astoria in settings which for sheer beauty and ingenuity will be unequalled in this country.

The Opening Night.

It is anticipated that there will be many desirous of being present at the opening ceremony of the theatre who will be unable to gain admission, and the management desire to draw special attention to the fact that the doors of the theatre will be opened at 6.30 p.m. Members of the public are asked to co-operate with the management and take their places in the queues as directed by the attendants and police.

To those who may be disappointed on the occasion of the opening performance, it is interesting to note that the last hour of the evening's programme will be broadcast by the B.B.C., the performance will include Winnie Melville and Derek Oldham, a choir of 40 voices, and a band of 60.

£10,000 ORGAN

The wonderful Compton organ, which is such an outstanding feature of the new Astoria at Brixton, is British made throughout. It cost £10,000, and contains over 500,000 parts. Nearly 100 miles of insulated wire have been used in its manufacture. There are two consoles, each of the three-manual type, each of which contains 180 stopkeys. The volume of sound can be regulated from a mighty fortissimo to a mere whisper.

The opening of the Astoria is certain to be a red-letter day in the history of Brixton, and it is still more certain that residents in and around the district will be more than delighted when they visit this latest and very beautiful theatre.

COMING SOON!

BLACK WATERS

All-Talking Mystery Thriller.

JAMES KIRKWOOD—MARY BRIAN—JOHN LOBER
ASTORIA CINEMA, BRIXTON
W. and F. Film Service, Ltd., 74/76 Old Compton Street, W.1

The Astoria Theatre, Brixton

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And is one of the most versatile instruments ever built. Its distinctive features include the unique power and grandeur of the full organ, an unequalled range and variety of orchestra tone colours, direct electric mechanism which gives an amazing rapidity of response, and incomparable efficiency and reliability. It gives a perfect diffusion of tones, which are of rare and distinctive breadth and refinement.

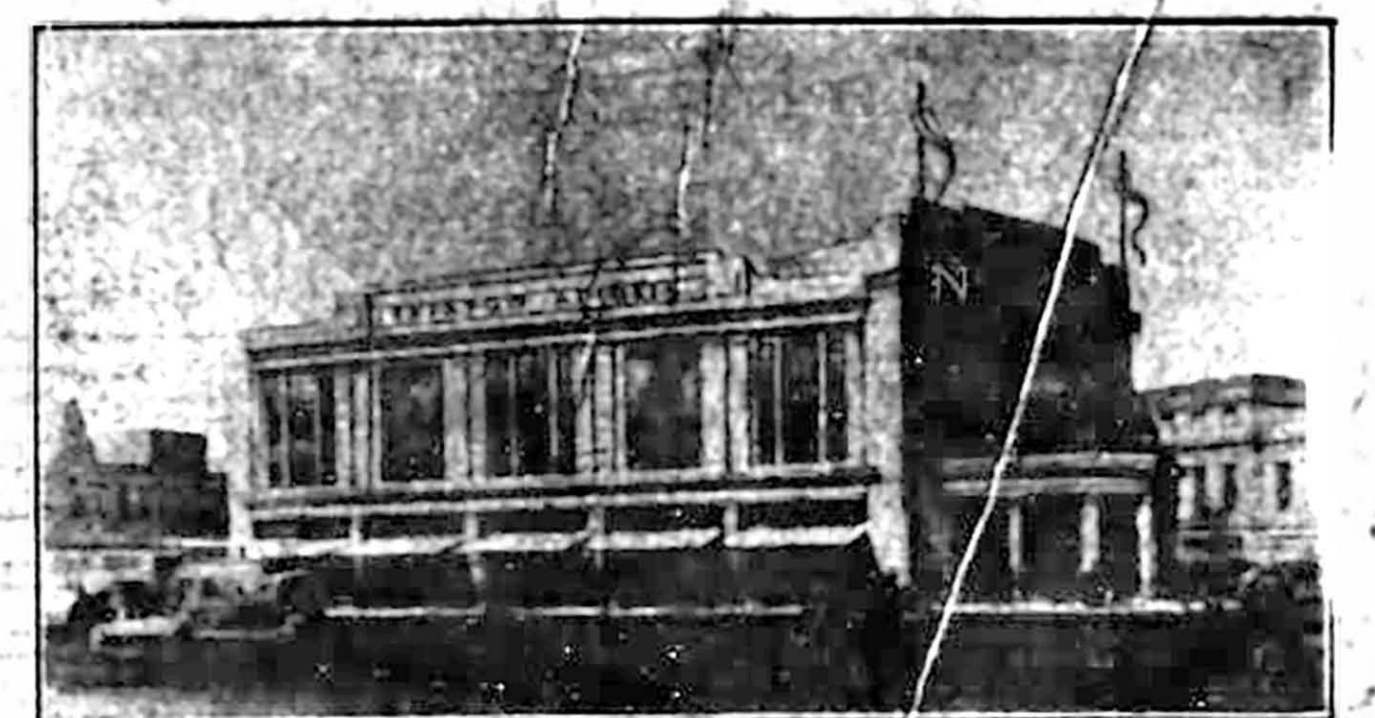
THIS COMPTON GRAND ORGAN IS THE ONLY INSTRUMENT IN GREAT BRITAIN TO BE FITTED WITH TWO CONSOLES, ENABLING TWO PERFORMERS TO PLAY AT THE SAME TIME

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The Beautiful ORNAMENTAL METAL WORK in the ASTORIA, BRIXTON

has been supplied by
J. STARKIE GARDNER, Ltd. MERTON ROAD
SOUTHFIELD



Architect: E. A. STONE, F.S.I.

THE ERECTION OF THE MAGNIFICENT CINEMA

THE ASTORIA, BRIXTON,
WAS ENTRUSTED TO
Messrs. GRIGGS AND SON,
WESTMINSTER.

This is one of the many large theatres in the Metropolis that Messrs. Griggs and Son are building, in the erection of which they have become pre-eminent, and are
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IN THE ASTORIA'S COMING FILMS

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LUCKY BOY

ON
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The Greatest Singing and Talking
Picture