

THE REGENT CENTRE-CHRISTCHURCH

OPENING OF THE NEW CINEMA, WONDER BUILDING ERECTED IN
FIVE MONTHS.

The new REGENT CINEMA in the High Street Christchurch was officially declared open on Boxing Day by His Worship the Mayor Councillor J. W. Tucker. Admission was by ticket only and all the members of the Town Council were invited, as well as the Earl of Malmesbury (Chairman: Hampshire County Council)-Sir Stuart Frazer and Mr. F.E. Abbott, the Christchurch Borough and District members of the County council; Mr. J. Kemp Welch J.P., Chairman of the Christchurch Magistrates, and Major Campbell, Chairman of the Christchurch Rural District Council

The large audience expressed great pleasure at the extremely fine building which has been erected by Mr. T.J. Rowley, with its comfortable seats and pleasing exterior and interior designs, as well as with the up to date ventilating apparatus. They were particularly pleased too, with the wonderful musical colour effects of the HOLOPHANE, the cyclorama stage settings being the first installation of the kind in the whole of Hampshire.

The Mayor, who performed the opening ceremony from the splendid stage was accompanied by the Mayoress (Mrs. J.W. Tucker), Mr. R.J. Rowley and Mrs. Rowley, Messrs. Seal and Hardy the architects and Mrs. Hardy (Mayoress of Bournemouth).

Bouquets were presented to Mrs. Rowley and the Mayoress of Christchurch, who in returning thanks, said that the people of the town would be more than delighted with the beautiful and artistic building, and that there was no occasion in the future for them to go out of the town for amusement, and she wished the new cinema every success.

Mr. Rowley, in asking the Mayor to declare the cinema open, extended a warm welcome to His Worship and the other members of the council, stating that they were also honoured by the presence of the Mayoress of Bournemouth, who was the wife of one of the architects. "I will not say any more, but let the building speak for itself", he said.

The Mayor first expressed the hope that all had spent a pleasant and happy Christmas and that all would have a happy and prosperous New Year. He personally was looking forward to things bucking up before the year 1932 was out, with trade conditions improved, the back of the financial crisis broken and that they would all be able to say that they had had a more successful year than in 1931.

"WE are met today to inaugurate a new venture in the town, and we must all admire the pluck and enterprise which has been so successfully carried out. It is a matter for congratulation that we have such a magnificent and artistic building in our midst, and sincerely hope that it will be used by the people of Christchurch and neighbourhood. When you have an up to date cinema of this description there is no reason at all why the people should go out of the town for entertainment of this kind, continuing, he remarked that Mr. Rowley had used only British material in the construction of the cinema, as far as he possibly could. The Mayor congratulated the architects on their wonderful design and particularly on the facade, which, he remarked, was quite in keeping with the amenities of this ancient, town. He congratulated the builders also, remarking that it was amazing to see what they had accomplished in so short a time. The building reflected the greatest credit on all concerned, and he wished the promoters every success in their venture.

Mr. Hardy, one of the architects, said that it was sometimes remarked of Christchurch that it was an old-fashioned town, and that view was held in a certain neighbouring town (Laughter). That opinion would have to be altered in view of the new cinema which had been erected in so short a time, having been finished in about five months, including the installation of special equipment. On behalf of his firm, he took that opportunity of thanking the contractors, the sub-contractors and all who had co-operated. He congratulated Mr.

Rowley on having vision to incorporate so many novel and new contrivances, especially the wonderful colour lighting scheme. He added that he felt that the directors would do everything in their power to give patrons an excellent programme.

Mr. Seal said that his partner had had control of the building right from the commencement. The people of Christchurch ought to rally round those who had had such confidence in the town as to put up such a building for their amusement and entertainment. Mr. Rowley built the Carlton at Boscombe and the Victoria Cinema at Winton. Both of them were constructed by his foresight when everybody warned him that they were not the sites for cinemas, but at both places he had scored a distinct success. Everybody threw cold water on his Christchurch enterprise and right in the middle of it the financial crisis came, but Mr. Rowley took his courage in both hands and had carried the new cinema through successfully. "I think he had to pawn one or two things to do it he humorously added amid laughter, "but I know that he is pretty prosperous and he has a good bit left to run the place with". He appealed to the people of Christchurch to support their own cinema, and rally round those who had had the courage to go with it, to let the people of Bournemouth see that there was a bit of life in the old town yet and that they could run their own cinema. In thanking the Mayor and Mayoress of Christchurch and the Mayoress of Bournemouth for their presence, he remarked that he noticed one or two members of the Bournemouth Town Council present, adding amid laughter, that they were possibly there to "spy out the land".

REGENT SUPER CINEMA: OPENING DECEMBER 26th 1931

Mr T.J. Rowley, who has built the £25,000 new super cinema in the High Street, Christchurch, is also its managing director. Spare of stature, he is one of those quiet mannered men, possessing dynamic energy and a genius at "getting things done" as is evidenced by the manner in which THE REGENT has been completed in time to be opened on Boxing Day.

He also built THE CARLTON Boscombe, THE VICTORIA at Winton and has carried out a large number of other developments in Bournemouth and the district.

Before deciding to build THE REGENT at Christchurch, he realised that he was up against tremendous opposition in Bournemouth and that he could only meet it by erecting a building as good or better than those catering for cinemagoers in the adjoining town.

Amazing strides have been made in cinema construction in the past six months, and Mr. Rowley has marshalled the whole of the latest devices in this new Christchurch cinema which is the best equipped theatre of its size in Hampshire, and is certainly far more up-to-date and comfortable than many larger buildings.

THE REGENT SUPER CINEMA opening 26.12.1931

Mon-Wed: Jack Holt in "LAST PARADE" a thrilling gangster drama also MOVIE TONE NEWS and full supporting programme

Thurs-Sat: Jeanette Macdonald and all star cast in, "THE BRIDE" also Laurel & Hardy in "AERIAL ANTICS" Movietone News and full supporting programme

BOXING DAY: Opening Ceremony at 3 P.M. and Sunday at 6 P.M.

Mary Pickford and Douglas Fairbanks in: "TAMING OF THE SHREW"

Also Movietone News and full supporting programme

ON THE STAGE: SATURDAY EVENINGS ONLY: Musical Colour Interlude introducing "THE HOLOPHANE" Scenic sets in wonderful colour changes

Popular Prices

6d. 9d.

1/3 1/6 and 2/-