

Progressive Achievement! Modern "Mayfair"

THE PLASTERING

All the plastering on the outside and the fibrous plaster work in the inside of the Mayfair Theatre Building was done by Knight and Daly, Ltd., who are specialists in this type of work with a reputation for fine workmanship. For a perfect job, using the best materials and having due respect for your product, consult

KNIGHT & DALY Ltd.

LEMON STREET. FIBROUS PLASTERERS.
You can be sure of complete satisfaction.

Delicious COOKERY SPECIALS



High-Class Cookery

By using only the best ingredients obtainable and by taking particular care as to their freshness, we are able to sell you goods that for value and quality are equal to the best in New Zealand. Our kitchen has been designed along modern lines and modern machinery has been installed. A trial will convince you.

Quality THAT SPEAKS FOR ITSELF

THE CAKE CENTRE MAYFAIR BUILDINGS

IMPRESSIVE STRUCTURE NEW MAYFAIR BUILDING QUALITY OF WORKMANSHIP MODERN, ATTRACTIVE DESIGN

One of the largest undertakings in the central area of Devon Street, New Plymouth that has been carried out for several years, has now been completed. The building scheme, undertaken by Messrs. Boon Bros., involved a complete new frontage to Everybody's picture theatre, with shops on either side and a spacious billiard saloon on the first floor. Constructed for Tarknaki Amusements this imposing new building, representing the most modern of architectural designs, occupies the full frontage of 62 feet of the property, taking in three new shops and the entrance to the picture theatre as well as providing a main street entrance to the first floor. The facade, in keeping with the modern trend of design, strikes a comparatively new note in exterior decoration, made of Vitrolite, a composition of glass, the veneer on the shop frontages has the attractive appearance of jet-black granite. The supplies were Thayer Limited, Monel, a chromium-like metal, forms the window-frames. The concrete front of the building over the shops is clad in coloured cement and a new 200-gpm raising above the top of the building, directly above the theatre entrance adds to the colorful appearance of the structure. The bronze window sashes for the first floor and the bright metal aluminium were supplied by Crystal, of Auckland and Dunedin.

COOK'S "WONDER HEATER"

SEE IT FOR YOURSELF AT THE MAYFAIR BILLIARD PARLOURS.

The plant consists of a furnace for the purpose of heating the air and is coal fired. A large fan, driven by a small electric motor, feeds the heated air through pipes to wherever it is required.

FEATURES:
Air is constantly changing. Heat is evenly distributed. Air is fumigated. Burning costs do not exceed 12/- per week for 32,000 cubic feet.

THIS PLANT HAS PROVED ITSELF UNDER ALL SORTS OF CONDITIONS.

For further information write to Cook's "Wonder Heaters," HAMILTON.

Still another factor that combines to make this one of the town's most distinctive buildings is the arrangement of the electric light wires. To avoid the lines stretching across the front of the building they have been led down one of the poles and below the footpaths to a room at the rear of the picture theatre. From there they are distributed to all parts of the building.

The latest methods in earthquake resisting buildings have been incorporated, the concrete being heavily reinforced, while the foundations are 20 feet below the ground.

A feature of the building is that all water-pipes and fittings are the product of British workmanship. The architect was Mr. Thos. H. Bates, P.A.N.Z.I.A., New Plymouth.

THE MAYFAIR THEATRE The NEW CENTRE OF POPULARITY

2p.m.—Saturday Next—8p.m.



ROBERT TAYLOR "A YANK AT OXFORD"

VIVIAN LEIGH
MAUREEN O'SULLIVAN
LIONEL BARRYMORE
EDMUND GWENN

(Approved for Universal Exhibition)

ADVENTURE, ROMANCE, THRILLS AND BRILLIANT WIT
AUTHENTIC SETTINGS AT OXFORD AND RIVER THAMES.

MAYFAIR BOX PLANS AT COLLIERIES or Ring 365

"IN WITH THE NEW"

MAYFAIR THEATRE ENTRANCE

FACILITIES FOR PATRONS
IMPOSING NEW STRUCTURE

Times have changed since the general public sought entertainment through the medium of silent five-reel movie dramas and two-reel comedies and side by side with the advance in motion picture art have come new trends in the design of our theatres. A glimpse at the attractively changed appearance of the entrance and frontage of the familiar old Everybody's Theatre provides a striking illustration.

Not only structurally but also in name has this popular centre of entertainment undergone a change. In future it is to be known as the Mayfair. The replacing of the 22-year-old title with "Mayfair," spelt in Neon lights and shining metal letters, marks an interesting chapter in Australian entertainment history. Years ago the New Plymouth theatre was one of many in Australia and New Zealand bearing the title Everybody's, but year by year new names took their place until New Plymouth had the only theatre in Australia retaining the old title.

The theatre was opened on December 15, 1916, and the sound equipment was installed on September 7, 1929. Now the reconstruction of the entrance marks another phase in the progress of the company. The programme issued on opening night recalls the "silent" days of film entertainment. The performance opened with an overture by Everybody's Symphony Orchestra. Then followed a four-reel Pathe feature "Nedra," from the well-known novel. A cartoon, "Natty Coat on the Rampart," preceded the interval. After another overture by the orchestra, "Manslaughter"—the magnificent Jean Laaky drama in five reels—began the entertainment in an up-to-date theatre typifies the new Mayfair. Of modern Grecian design, to conform with the main part of the theatre, the lobby hall with paneled walls and distinctive ceiling design, not only provides a highly attractive entrance but also displays the high degree of craftsmanship in modern plastering carried out by Messrs. Knight and Daly.

The entrance is in the form of a large arch illuminated by Neon lighting. A welcome addition to the facilities for patrons is an extra ticket-box window. There the box plans will be on view, and a girl will be in attendance to take reservations.

The theatre is equipped with modern cloak-rooms, which are situated on the eastern side of the building and are reached by access from the stairs entrance.

MAYFAIR BILLIARD PARLOURS

It is highly improbable that any billiard saloon in New Zealand could equal in any way the new rooms on the first floor of the Mayfair building. With eight new tables generously spaced and the interior tastefully decorated with bright-colored curtains and hanging plants this saloon has set a standard which proprietors in other parts of the Dominion would find hard to equal. Every detail from the latest lining linoleum on the floor to the springing of the leather-covered seats proves the owner's desire to provide the newest and best facilities possible to his patrons. A special kitchenette has been constructed for serving biscuits and tea. A feature of the saloon is Cook's heating and air conditioning hot air system. Pipes carry hot air around the room in the winter and to summer the same pipes are used to draw cold air in. So well constructed are the two large skylights in the roof that it will be possible to play on any table on the quietest of days without requiring the table-light.

NEW "MAYFAIR" BILLIARD PARLOURS 8 TABLES



PLAY A BETTER GAME

We're fussy about our tables and the way our patrons treat them... but that's why they're always true, why the cloth is always perfect. You'll enjoy your billiards and pool more on our tables.

PLAY BILLIARDS UNDER PERFECT CONDITIONS

This beautiful parlour, which is the most up-to-date in New Zealand, is specially heated with the most modern central heating plant. Patrons are assured of billiards under the most perfect conditions. Drop in to-night. Service, Civility and Cleanliness is our motto.

"MAYFAIR" Billiard Parlours

TINGEY'S AGAIN!

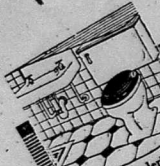
All the Leadlights, Glass Panels, Plate Glass and Black Vitrolite supplied and fixed by

TINGEY'S Ltd.

Currie Street.

When you see a Broken Window think of Tingeys.

43 YEARS of BUILDING in TARANAKI—and now THE MAYFAIR



Artistic ELECTRIC FIXTURES

BOON BROS., LTD. ELECTRICIANS

TIMBER JOINERY PLUMBING ELECTRICAL PAINTING

for The MAYFAIR

was executed by our various departments

GOOD PAINT COVERS AND PROTECTS MORE SURFACE

Let Us Supply Your Needs

in Paint, Varnish, etc.

BOON BROS., LTD. PAINTERS

SPECIAL PRICES FOR TRUCK LOTS.

Direct from our own Sawmills, Waitaha, King Country.

BOON BROS., LTD. SAWMILLERS

These Extra Jobs

such as fitting ash conduits, repainting windows on old buildings, etc. at reasonable prices on short notice.

JOBBING WORK

BOON BROS., LTD.

SCHOOL

THEATRE

BOON BROS. Ltd. BUILDERS

NEW PLYMOUTH and STRATFORD

Unique New Building

PRESTIGE MILLINERY SALONS

SALE

DISPLAY

Outstanding Values in
Peach Bloom, Velours
and individually styled
Ready to Wears from
4/11

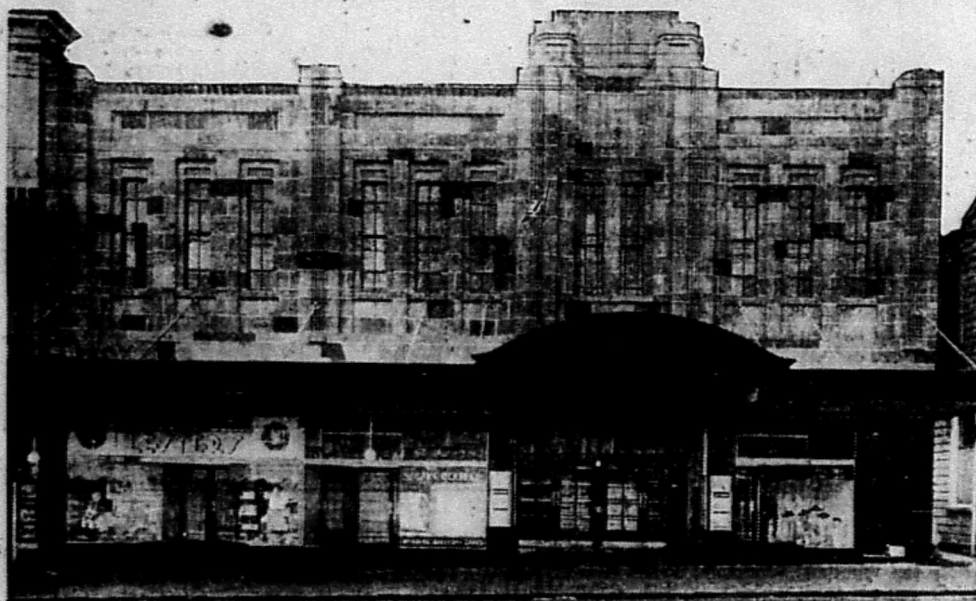
VISIT
THESE
MODERN
SALONS
AT

Also on view will be
Our First Opening
Display of
Spring and Summer
Millinery

NEW PLYMOUTH

STRATFORD

HAWERA



PRESTIGE MILLINERY

Forming another link in a chain of similar shops the Prestige Millinery Salon gives a striking example of the value of modern fittings in display work. The three Taranaki salons, in New Plymouth, Stratford and Hawera, are now displaying outstanding values in peach bloom, velours and individually styled ready-to-wears at 4/11, while also attractively displayed are spring and summer millinery.

LESTER'S

Often quoted by travellers as one of the leading milk bars of its type in the Dominion, Mr. H. Lester's new premises with its up-to-date equipment and attractively modern design has added to the reputation established by this business in the old Everybody's building.

A new way of serving coffee is provided by a thermostat control urn. By this means the coffee never reaches boiling point but is served to the public at the correct temperature. A glance at the attractive arrangement of the cafeteria with its convenient cubicles and up-to-date facilities for giving prompt service gives ample evidence of the progress that this business has made in the past few years.

THE ARCHITECT—

THOS. H. BATES

P.N.Z.I.A.

RGD. ARCHITECT AND STRUCTURAL ENGINEER,
EMPIRE BUILDINGS, KING ST., NEW PLYMOUTH,
AND STRATFORD.

**- ALL - BRONZE - WINDOWS -
- BRIGHT - METAL - SHOPFRONTS -
PIER - CASES - & - LETTERS**

SUPPLIED BY

CRITTALL

AUCKLAND • & • DUNEDIN

LESTER'S POPULAR CAFETERIA AND MILK BAR

We take this opportunity of expressing our thanks and sincere appreciation to all our patrons, old and new, to whom we are indebted for having placed this business in the front rank as New Plymouth's leading Refreshment Rooms.