

Castle Cinema

Merthyr.

General Manager: Mr. Frank Taylor



FRONT VIEW, CASTLE CINEMA,
MERTHYR.

Souvenir
Programme

M.E. Warlow *M.E. Bevan* *M.E. Pugh*

Merthyr's *New Cinema.*

ALL that remains of the once-famed "Castle Hotel," at Merthyr Tydfil, is now lodged at the Cyfarthfa Castle Museum in Merthyr in the shape of the fine fan-light which was fixed over the hotel's front door, on top of its well-known semi-circular steps. On the site of the hotel is now reared one of the finest Cinemas in the Principality.

It commands a fine position in the High Street, facing the Town Hall.

The Hall is lofty and spacious and, in keeping with its name, it is capped with castellated parapet walls.

The main walls are of cement and pressed brick, well set out in panels of different sizes, which give the building a very pleasing effect.

The Cinema was designed by Mr. O. P. Bevan, the Architect, and the building was erected by Mr. Warlow, of Merthyr.

It has a seating capacity of over 1,600, and it is one of the best and most comfortably fitted Cinemas in the provinces, and, apart from the fact that it enables its patrons to obtain a view of the Screen in comfort from every part of the house, it is adapted for Concert or Lecture purposes; a stage having been installed with this in view.

The main entrance is in Castle Street, the traffic of the High Street being thus avoided.

From the mezzanine floor the main Balcony is reached from four separate staircases.

The Balcony, beautifully seated and carpeted in a rich blue colour, has accommodation for about 600, all seated in absolute comfort.

Seating arrangements carried out entirely by Messrs. W. W. Turner & Co., of Birmingham.

From the ground floor to the mezzanine and balcony floors access can also be obtained by means of an electric lift, installed by Messrs. R. A. Evans & Co., Ltd., of Leicester.

The whole building is built of fire-resisting materials, and the exits are numerous and well-placed.

Merthyr has had a reputation for a long period of years of possessing a music-loving people, and these will now be specially catered for by

A MAGNIFICENT CHRISTIE UNIT ORGAN.

This has been built by Messrs. William Hill & Son and Norman and Beard, Ltd., a firm of organ builders with a reputation extending over a period of nearly 200 years ; who have installed organs in, among other places, The Queen's Hall, London ; Central Hall, Westminster ; Westminster Abbey ; The Chapel Royal, St. James', and many of London's most famous and palatial cinemas.

This organ is a wonderful instrument and its capabilities can only be believed by those who have heard it.

In its construction 100 miles of electric wire are used and many thousand silver contacts. It has 1,000 pipes and ten different kinds of wood go to its making.

The three-manual console is placed in the front of the screen, but so that it may in nowise detract from the pleasure of the audience it can be raised or lowered as required by means of an electrical lift, also the work of Messrs. Evans, of Leicester.

ORGAN BUILDERS



To H.M. THE KING.

CHRISTIE UNIT ORGAN



Console of the Christie Unit Organ
installed at this theatre.

BRITISH BUILT THROUGHOUT

BY

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AND

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SCEPTRE HOUSE, 169/173, REGENT STREET,
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Cineorgans, Piccy, London.

The outside lighting takes the form of large copper lanterns, suitably coloured, in complete keeping with one of the main outside features of the building, being in the form of castellated castle towers.

The Company will generate its own electric light by means of two vertical oil engines burning crude oil, erected by Messrs. Petter, of Yeovil, which has proved to be a highly satisfactory and economical method of generating electric current.

Entering through the main doorway—closed with three double mahogany doors, one enters a marble floored and wall-covered marble foyer, with two double doorways leading to the main hall on the ground floor, which seats about 1,000. The floor here is on a good rake towards the Screen for the greater part of its length, when it again rises towards the Screen, thus assuring the patrons a comfortable view of the Screen.

From the foyer lead two staircases to the mezzanine floor, where there is a small circle with between 40 and 50 seats.

On this floor also is a dance hall which has been laid with a spring maple floor; the only one of its kind, it is believed, in the district.

From the seating on this floor is obtained the best view of the mural decorations, paintings of singular beauty, with the ceilings done out in a sky effect, the work of a local artist (Mr. John Jones, in the employ of Messrs. W. R. Lewis & Co.).

The main lighting is from hidden lights from two domes in the ceiling.

The Bioscope Room is directly in front of the Screen on the mezzanine floor, and this enables a picture to be projected without distortion of any kind.

The latest types of projectors, slide lanterns and spot lights are installed.

G. WARLOW & CO.

(GEORGE WILLIAM WARLOW)

Warlow Street, Merthyr.

Contractors for
The Castle Cinema.

ESTIMATES GIVEN
for ALL CLASSES of
BUILDING WORK.

PETTER OIL ENGINES

Ideal for Generating Electricity and All Power Purposes.

THE CASTLE CINEMA, Merthyr, is provided with electricity by means of two Petter Oil engines, one of 35 B.H.P., with an output of 21 Kilowatts, and the second of 12 B.H.P., driving a Generator of 8 Kilowatts capacity. These plants provide the steady, flickerless light for projecting the films and all general lighting purposes.

Petter Oil Engines are particularly suitable for the work of generating electricity because of their smooth, regular motion, unrivalled by any other type. Owing to their extremely simple, strong construction and special design, they need little attention and can be left running for long hours with absolute reliability. Many thousands are in use in all parts of the country, and in fact all over the world, not only for electric power and lighting, but for pumping, driving factory and workshop machinery, in mines and quarries, and for every industrial power purpose. They work on cheap crude fuel oils with the utmost economy.

ELECTRIC LIGHTING PLANTS **PETTER-LIGHT** For Home, Farm and Garage, etc.

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Let us give you particulars of a suitable installation and figures for cost of running, etc., without obligation. Illustrated catalogue sent post free to any address.



Petter 24 K.W. Oil Engine Electric Generating Plant, as installed in the Castle Cinema

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COMMON PRACTICE TO
REGARD "GUNSONS"
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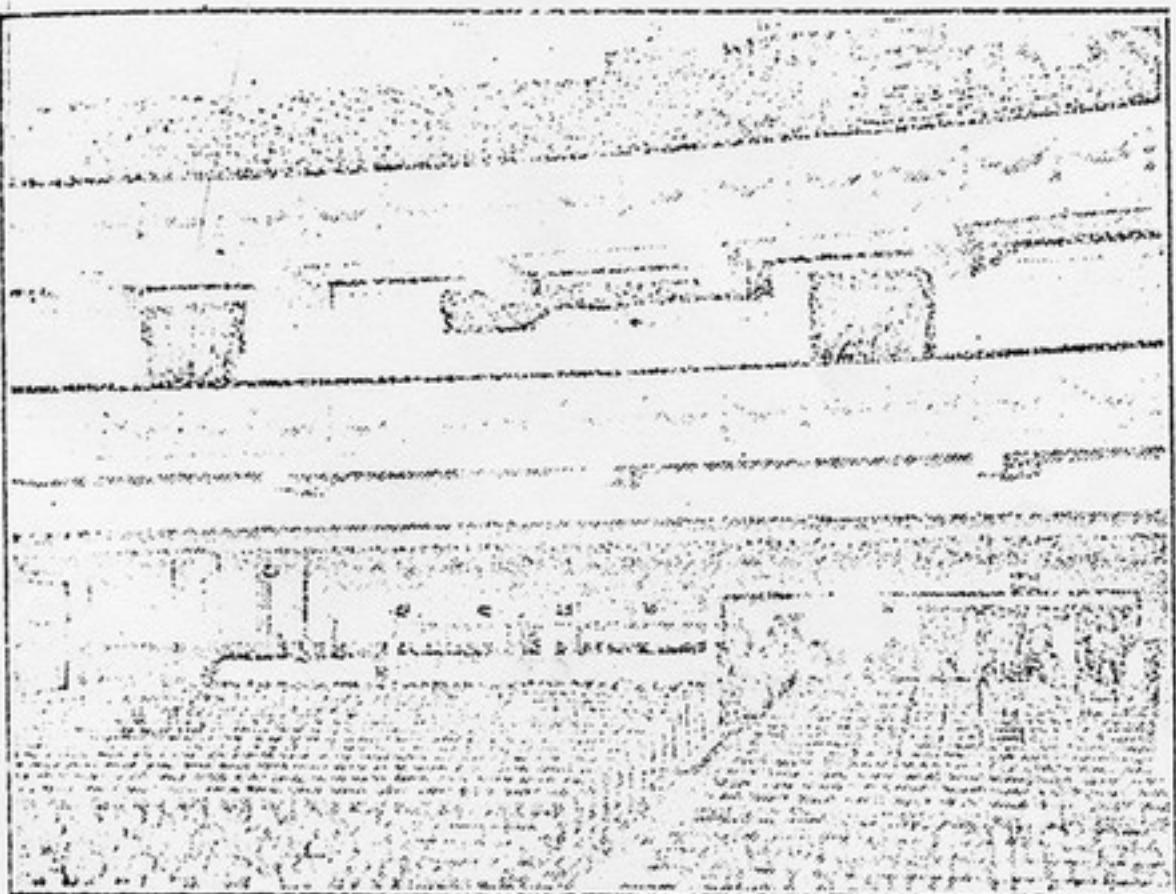


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Fresh Cream daily throughout
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AN INTERIOR SCENE SHOWING PORTION OF BALCONY AND GROUND FLOOR SEATING ACCOMMODATION.

COMING ATTRACTIONS

Carl Brisson in "The Ring." *1921*

Dolores Costello in "Glorious Betsy." *1926*

Al Jolson in "The Jazz Singer." *1927*

Matheson Lang in "The King's Highway." *1927*

"Maria Marten."

"The Tempest." (Allied Artists).

PROGRAMME.

WEEK OF FEBRUARY 18th, 1929.

Monday, Tuesday, Wednesday.

SORRELL & SON

Starring

H. B. Warner and
Carmel Myers.

And Full Supporting Programme.

Thursday, Friday, Saturday.

DOLORES DEL RIO in

“RAMONA.”

And Full Supporting Programme.

It's MUSICAL NIGHT on Friday at THE CASTLE.

PROGRAMME.

WEEK OF FEBRUARY 25th, 1929.

Monday, Tuesday, Wednesday

DOUGLAS FAIRBANKS in

“THE GAUCHO”

*A Geronius Tale of Love on
the Wide, Open Pampas.*

A dashing outlaw is the leader of a band of hard-riding nomads of the pampas of South America. A lovely, half-mystical girl—a jealous mountain girl—these are a few of the characters in this wonderful picture. Douglas Fairbanks surpasses himself in daring and cleverness.

IDEAL COMEDY.

Thursday, Friday, Saturday.

DOLORES COSTELLO in

“Glorious Betsy.”

JACK BUCHANAN in “TONI.”

IDEAL COMEDY and the Topical Budget with the Latest News from all parts.

Contractors to H.M. Office of Works, Post Office and Municipal Authorities.

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Anthracite Stoves. Baths and Sanitary Fittings on Show.*

Works and Showroom: 18, CITY ROAD, CARDIFF

The Wrought Iron Lamp Brackets Music Stands

and Incidental Ironwork in this Cinema

were made by

W. M. HUGHES & SONS

Ironwork Manufacturers & General Engineers

35 HIGH STREET, PENYDARREN.
MERTHYR TYDFIL.

Builders' Ironwork a Speciality.

PIONEERS OF THE CINEMA
IN SOUTH WALES.

The person chiefly responsible for this venture is Mr. Fred Price, a well-known Merthyr Trader, who has for many years taken a keen interest in "Pictures" and is the owner of, or has large financial interests in, a number of Cinemas in South Wales.

For 16 years there have been associated with him Mr. Frank Taylor, who will manage the new cinema, and Mr. James E. Taylor, who is the Secretary of the owning Company, and both of whom have been through the Chair of the South Wales Branch of the Cinematograph Exhibitors' Association.

The direction of the venture will be in the hands of a capable and experienced Board of Directors.

The lighting curtains and lighting effects have all been carried out by Attractum Limited, a Merthyr firm, and the general opinion will be that they could not be bettered.

The decorations have been carried out by Messrs. W. R. Lewis & Son, also of Merthyr; heating by Messrs. Hampton & Son, of Cardiff. Ironwork, etc., by Messrs. W. M. Hughes & Sons, Merthyr. Crude Oils supplied by the British Petroleum Co., Ltd.

"BP"

The Petrol that
Pulls with a Punch

ANGLO-PERSIAN OIL CO. LTD.

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BRITISH PETROLEUM CO. LTD.

S. Wales Branch Office: CYMRIC BUILDINGS, WEST BUTE STREET, CARDIFF

T. N. 7840

Where is B. Harris-Jones
Ladies' & Children's Wear Specialist?

At 16, Castle Street

(same street as The New Castle Cinema)

Also at

92, High Street, Pontmoriais, Merthyr.
Tel. 58.

The BECHSTEIN Baby Grand Pianoforte

used for this Programme has
been purchased from

VICTOR FREED
(OF PIANOFORTE FAME)

ABERDARE.

Accredited Agent in S. Wales for the above; also
COLLARD & COLLARD, GEORGE ROGERS,
BLUTHNER, CRAMER, Etc., Etc.

Cinemas and Music Halls specially catered for.
SERVICE AND TERMS -- THE BEST.

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*Complete Electrical Installations.
Coloured Lighting :: Fancy Fittings..*

Switchboards and Signs at this Theatre by the above.

ENQUIRIES INVITED.

The Standard Publishing Co., Ltd
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Cardiff.

Tel. 401.

Tel. 401.

Publishers of this Programme.

Printed by FORD & BRANCH, LTD., GLOUCESTER

The Organist appointed is Mr. Gwilym Jones, L.R.A.M., who has given recitals at the Royal Academy of Music and the Albert Hall, London, and is now able to achieve what he has desired—settle in his home town in company with a worthy instrument.

Mr. Ronald Jones, a violinist from the London Symphony Orchestra, will lead the orchestra.

Both these instrumentalists are triple medallists of the Royal Academy of Music, and Mr. Gwilym Jones also holds the high honour of the Academy—the Certificate of Merit

Gwilym R. Jones

L.R.A.M.
(ORGAN)

Musical Director, New Castle Cinema.

GRADUATE, CERTIFICATED TEACHER
(the highest award of the Academy)
AND MEDALLIST (Piano and Organ)
Royal Academy of Music.

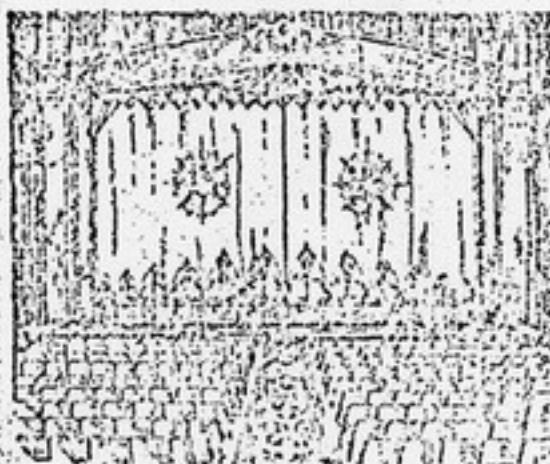
Lessons Given in
Harmony, Counterpoint, Rudiments
of Music. Organ and Piano Playing.
(MATTHAY METHOD).

The Castle Cinema's Organ.

The Christie Unit Organ, an instrument British throughout, is the work of Messrs Wm. Hill & Son and Norman & Beard, Ltd., the oldest firm of organ builders in this country, with a reputation of nearly 200 years. During this long period this firm have to their credit probably a majority of the principal organs in the United Kingdom and the Colonies, including some of the most celebrated instruments, e.g., Town Hall, Sydney ; Queen's Hall, London ; Central Hall, Westminster ; Westminster Abbey, and, more recently, the organ for the Chapel Royal, St. James'. Among their cinema installations may be mentioned The Capitol, Haymarket ; The Kensington, Kensington ; The King's Cross Cinema, King's Cross ; The Regent, Brighton ; The New Palace Theatre, Bristol, etc.

The Christie Unit Organ represents the latest development in Cinema Organ construction, and combines the musical features of the finest Cathedral Pipe Organ with the manifold voices of the Symphony Orchestra. A full range of percussion and screen effects, so necessary to adequate film accompaniment, is provided, including Drums, Chimes, Harp, Chysoglot, Glockenspiel, Castanets, Tambourine, Triangle, Tom-Tom, Sleigh Bells, Bird, Boat, Train and Police Whistles, Syren, Telephone Bell, Klaxon Horn, Pistol Shot, Surf, and Crowd Cheering, etc. It is interesting to note that some 100 miles of electric wire is used in the construction of this remarkable mechanism, 20,000 contacts (all of sterling silver) and soldered joints, are contained in the console and action machines. It contains 1,000 pipes ranging from $\frac{1}{2}$ inch to 16 feet in length. Ten different species of timber (teak, pine, birch, rosewood, mahogany, maple, idaho, sequoia, oak and beech) are used in its construction. The three-manual Console, which is detached and placed in the Orchestra, is provided with some 150 Stop Keys which control Solo, Pedal, Accompaniment, Great Organs and Screen Effects.

This particular type of Cinema Organ is completely adequate to musically illustrate every type of picture, or render any solo performance which may be required. The special electro-pneumatic action is instantaneous in attack and is capable of far faster repetition than is possible with the human hand. Special mention should be made of the Vox Humana, which produces a remarkable simulation of the human vocal chords. This "singing" voice, with its tonal qualities, is so close to Nature that it is no overstatement to describe it as an achievement. As far as ingenuity may contrive, this Organ actually sings.

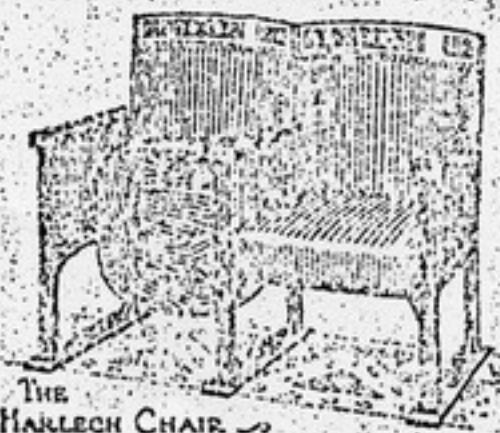


• CHAIRS • CARPETS & PROSCENIUM DRAPERIES

WHEREVER the comfort of the public has been carefully studied—wherever beauty and good taste have been aimed at, there you will surely find Turner Equipment.

In the Castle Cinema, for instance, Turners supplied 1656 comfortable "Harlech" chairs.

To be Turner Furnished means a Theatre Furnished with Dignity, Taste and Magnificent Comfort.



W.W.TURNER & CO LTD.
30. YORK ROAD, KING'S HEATH.
BIRMINGHAM.

MANY thousands of pounds have been spent in erecting the Castle Cinema, and local tradesmen are showing keen interest in its opening, which, it is anticipated and hoped, will bring additional business to the town.

Where possible everything used in the construction of this house has been obtained locally, and it is interesting and gratifying to note how willingly the tradespeople of Merthyr have come forward to support this Souvenir Brochure.

Mention must not be forgotten of the Bechstein Baby Grand Pianoforte, supplied by Mr. Victor Freed, of Aberdare, whose advertisement is on the opposite page.

On page 7 will be found the announcement of Messrs. G. M. & R. Gunson, the old-established firm of Grocers and Provision Merchants. The outside back cover contains particulars of Mr. H. M. Lloyd's Dispensing Service which is instructive reading.

On the opposite page again we have Mr. B. Harris-Jones, whose premises are fortunately situated adjacent to this Cinema.

Mention of other advertisers in this Brochure has been made elsewhere.

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