

BELSIZE FILM HOUSE OPENS FOR NORTH END

Fine New Picture Theatre Situated
at Mount Pleasant Ave. and Belsize Drive

The "Belsize" is the latest picture house to be added to the many shrines of the film in the city. It is one of the Famous Players chain and will cater to north enders at Mount Pleasant road and Belsize drive.

Last night's opening was most auspicious, the house being filled to capacity, and Mayor Foster, Controller Wemp and Ald. Beamish taking part in a pleasant ceremony of inauguration, arranged by George W. Hunt and Ronald McClelland.

The theatre is a handsome edifice, Murray Brown being the architect, and cost \$160,000. The seating capacity is 1,000. One of the features of the theatre is the fine arcade entrance, lined with Venetian mirrors. The winding stairway is beautifully balustraded. The mezzanine is richly furnished with hand-wrought electroliers. Two exquisite friezes of "Carmen" the Spanish dancer, adorn the walls on either side, these pictures costing \$1,200 each. Besides the usual seating, specially designed loges have been arranged for patrons. Clara Bow in "It," founded on one of Elinor Glyn's creations, is full of screaming situations. The scene is a departmental store and Clara Bow falls in love with the head of it. Human nature in all its shopping varieties is most amusingly delineated. The patrons of the Belsize are assured of the best pictures of the season.

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