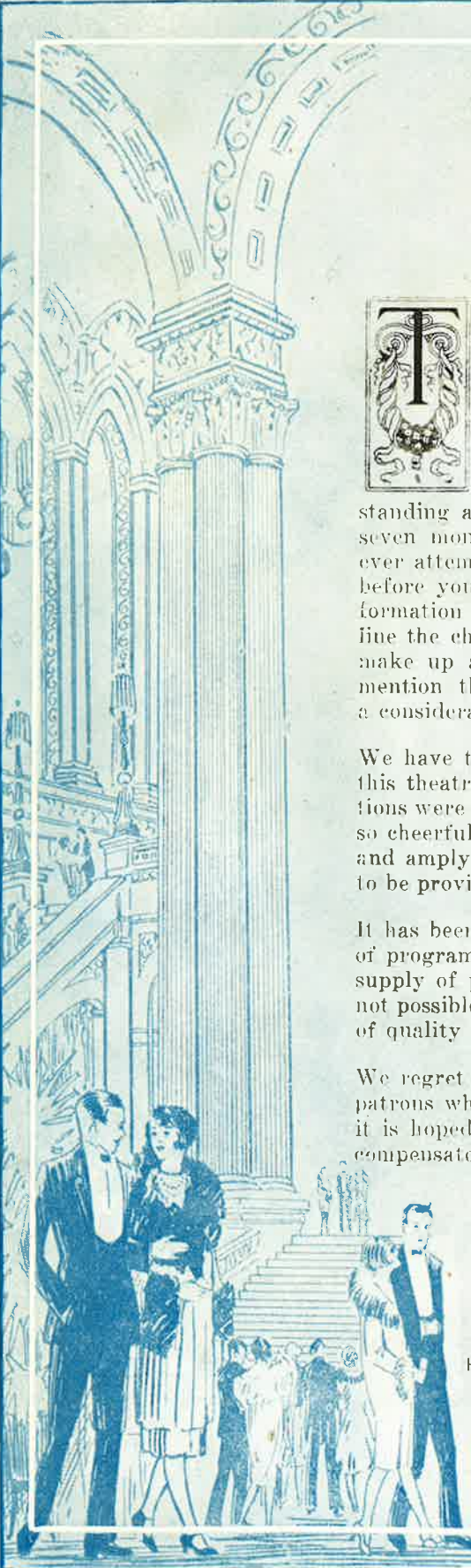


SOUVENIR

THE VICTORY



ST. KILDA



Achievement



THE VICTORY THEATRE was opened almost seven years ago and was then generally acclaimed as being the most modern picture theatre in Australia. During recent years, however, theatre construction has been revolutionized both in comfort for the patrons and the artistic surroundings. The Directors of the Victory felt that this favourite theatre must maintain its old standing amongst the most modern structures of to-day, and over seven months ago the most ambitious scheme of reconstruction ever attempted in a picture theatre was commenced. The result is before you to-night, and we feel just a little proud of the transformation which has been effected. The following pages will outline the chief points of interest in the different departments which make up a modern entertainment house, but it is of interest to mention that the alterations and furnishings cost over £40,000, a considerably larger amount than the original cost of the theatre.

We have to thank the public for the wonderful support accorded this theatre since its inception, and especially so since the alterations were commenced last August. We trust that the inconvenience so cheerfully borne by our patrons will be found to be worth while and amply repaid by the greater comfort and better entertainment to be provided in the future.

It has been found desirable to adopt the policy of weekly changes of programs instead of bi-weekly as heretofore. There is an ample supply of pictures, of a kind, but experience has proved that it is not possible to show four pictures weekly and maintain the standard of quality required in such a theatre as the Victory.

We regret any inconvenience which may be caused to those of our patrons who have been in the habit of attending twice weekly, but it is hoped that the quality of the pictures shown each week will compensate for the change of policy.

Victory Picture Theatres Pty. Ltd.

Directors :

F. L. NELSON (Chairman) F. W. THRING T. COPE G. F. GRIFFITH



Mary Astor

First National featured player. At the age of fourteen Mary Astor did her first screen work. She has since worked almost continuously, rapidly climbing the ladder to success, until she stands at the very top rung with a record of splendid achievement and a future full of promise of even greater things.

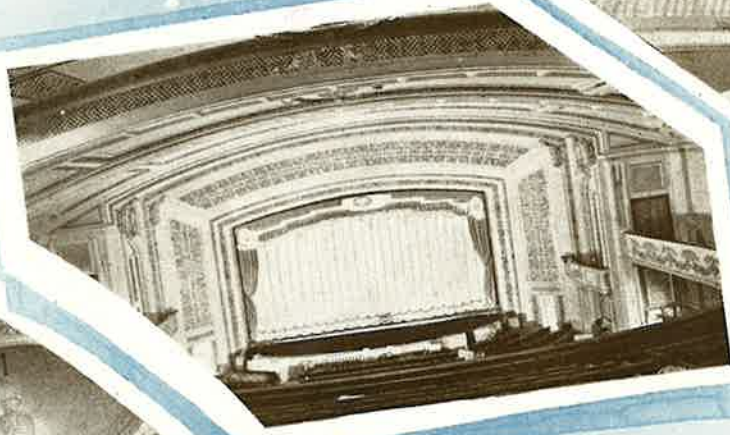
The Transformation

The Victory Theatre Management on deciding to modernise the Theatre very wisely determined to make the Victory one of the Grand Theatres of Melbourne.

How well they succeeded is immediately apparent on entering the wide Entrance Vestibule on the corner of Carlisle and Barkly Streets. The first impression is a large and open Foyer with views through the Mezzanine Foyer, of fine ceiling detail with the soft glow of subdued lighting. Here is certainly a transformation—gone is the old narrow crush Hall—this entrance Foyer is now 48 feet wide and the Stalls are entered on either side of the Stairway. The walls of this Foyer are treated in effective panels in texture finish framed with neutral-tinted tiles. There is a deep tiled skirting and a mosaic tiled floor.



The Proscenium and Stage Curtain.



Section of Theatre showing Side-Boxes



The Entrance Lobby showing the Marble Stairway.

The ticket and booking arrangements have been carefully thought out for the comfort of patrons. On the left side is the large open counter for reservations, with the Manager adjoining, and on the right side the Ladies' Cloak and Toilet Room. From the wide, easy stairway the Promenade is reached, extending the full width of the Theatre, some eighty feet, and with open ballustrading both to the Entrance Foyer and Stalls, forming a fine approach to the Balcony Stairways at either side. Overhead is a barrel ceiling aglow with concealed lighting.

The Balcony Lounge is over the Entrance Hall, and looks down over the Promenade and is approached by short stairways on either side. Here is a wide, open and resplendent rendezvous with ivory ceiling and cool walls of light-textured buff stone—a larger dome ceiling than textured buff stone with a larger dome ceiling than that of the entrance. It is lighted by a handsome chandelier. An innovation will be a plug Telephone Service, enabling patrons to make a call during the performance, should they require to do so.

The Transformation (Cont.)

AUDITORIUM

The Auditorium is one of the achievements of the alterations. The front of the Balcony has been carried a clear eighty feet span. Every person sitting in the Balcony will have a clear view of the orchestra, which has been provided with a clear and commodious well. Looking to the back of the Balcony the ceiling has been raised in a series of steps, which are utilised for the passage of fresh currents of air from the forced ventilation plant. Many features have been added to the Auditorium which have combined to produce a very fine effect—in this the New Proscenium should be noted, which makes a fitting frame to the Picture Screen.

Full consideration has been given to Ventilation and warming, and new plants have been installed which will give each person ample fresh air in summer and warmth in winter.



The Lounge.



Entrance Lobby showing Stairway with Foyer above.



The Promenade.

FURNISHINGS

Mr. L. C. Money was responsible for the artistic furnishings of the theatre. The Foyer is richly carpeted and furnished with settees, armchairs of Italian design and Built-in Seating. Curtains are of blue silk repp with elaborate pelmet to match.

The Proscenium curtain is of a gold festoon finished at the base with heavy gold tassels and cords, beneath which is a heavy silk fringe of blue and gold.

The Boxes are in harmony with the above, being gold in color with rich folds, swags and festoons trimmed with blue and gold cords, tassels and fringe.

THE SEATING

The whole of this has been manufactured and installed by W. E. Ham, Pty. Ltd., of 76 High Street, St. Kilda. The Dress Circle seats are of a new design, every effort being made to give the patrons the maximum of comfort. The Lounge Chairs are set out in a semi-circle and are provided with loose cushions.



Joan Crawford

Metro-Goldwyn-Mayer star, who has rare beauty, a delightful personality, an extensive range of expression in one so young and possesses that elusive quality, charm. With only five or six to her credit, she acts with all the assurance of an old-timer with the added advantage of being young.



Esther Ralston

Beautiful Paramount star who has quickly risen to great favour among the movie fans. She was born in Bar Harbor, Maine, on September 17, 1902, and she is not related to Jobyna Ralston, which is the popular belief.

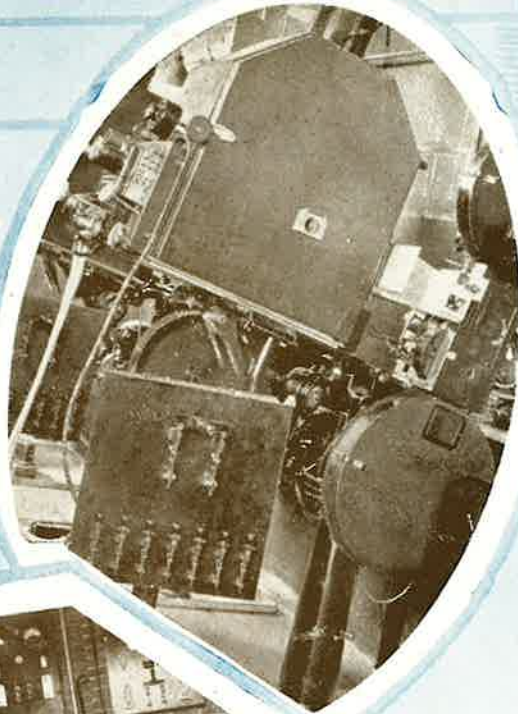
The Transformation (Cont.)

DECORATIVE TREATMENT

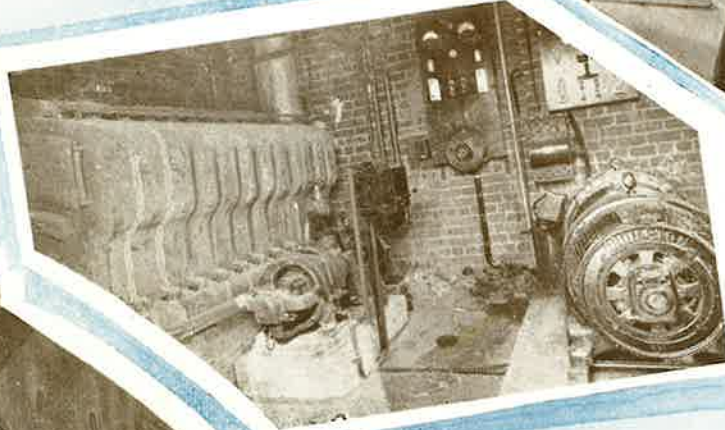
Rich and palatial, yet unobtrusive and dignified, is the decorative scheme throughout.

The ceilings are treated in delicate old ivory; solid, yet dainty and decorative. The promenade, foyer and communicating stairways are treated in a rough stone finish, a process of which the effect warrants the expense involved. Art plaster was used on many walls, a plaster substance in which can be modelled the boldest of design. An atmosphere of originality, strength and elegance thus pervades the whole theatre.

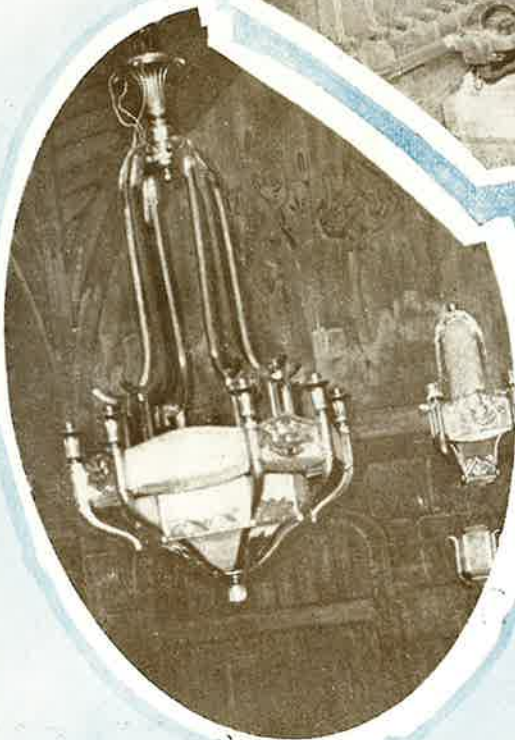
This work was carried out by Victory Publicity Pty. Ltd., 402 Swanston Street, who are experts in the art of theatre decoration. Mr. Geo. Needham, one of the firm's leading artists, was responsible for the execution of the work. A feature of the theatre will be three fine mural panels in the foyer.



Section of Engine Room at rear of Theatre.



One of the three new Simplex Projectors installed at the Victory.

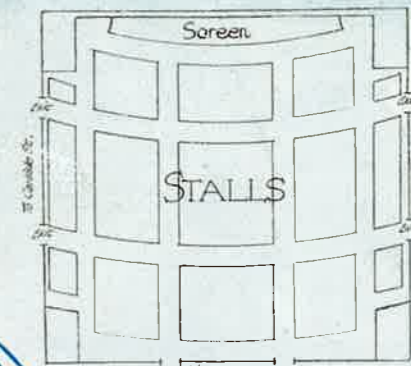
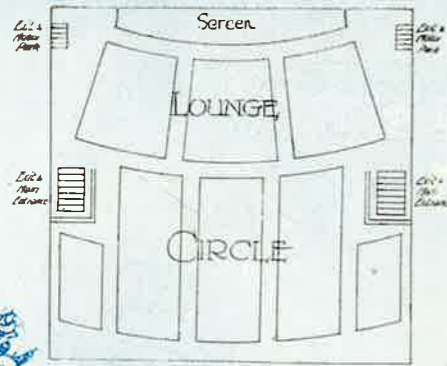


One of the many Chandeliers

LIGHTING AND PLANT

In all modern theatres the electric light and power installations are of vital importance. Realising this, no expense has been spared in giving the theatre an efficient and entirely new system of lighting throughout. This gigantic contract was carried out by Mr. D. Harris, under the expert supervision of Mr. W. Goodridge.

More than 37,000 feet of steel conduit and approximately 55 miles of cable, together with 4,000 lamps were required for this undertaking. One of the special features is the indirect lighting of the proscenium, where over 1,000 lamps are concealed in the coves and cornices surrounding the stage. With the installation of special dissolving and dimming apparatus the proscenium may be illuminated to a blazing mass of blending colors or within a second may fade to the softest and most pleasing of tones.



The Victory

Famous Concert Orchestra

of 20 Performers

Under the Baton of Mr. MARK BARRILE



Mr. Harold Walters—Solo Violinist
 Mr. William Morris—First Violinist
 Mr. John Steele—First Violinist
 Mr. Geo. Gilmore—Second Violinist
 Mr. Ernest Quintrel—Second Violinist
 Mr. Fred Hesse—Viola

Mr. Homer Lucas—Solo Flautist
 Mr. F. J. Stonely—First Clarionet
 Mr. Henry Larsen—Second Clarionet
 Mr. John Goode—Bassoon
 Mr. Stanley Haycroft—Celloist
 Mr. Victor Wood—Bass
 At the Piano—Mrs. West

Mr. Gus James—Saxophone
 Mr. Thos. Lyons—Saxophone
 Mr. Mervyn Hore—Solo Cornetist
 Mr. Robt. Dunne—Second Cornetist
 Mr. Alex. Neilson—Solo Trombone
 Mr. Henry Christensen—Drummer

The Victory's Famous Concert Orchestra is now one of the largest in Melbourne.



Programme

Week commencing Monday, March 19

1. God Save the King.

2. The Victory Management have pleasure in presenting
The Victory Famous Concert Orchestra
of **Twenty Performers**

Under the baton of Mark Barrile
Overture "Semiramide"

3. **GRAND PROLOGUE**

"THE SPIRIT OF THE MOVIES"
produced by Joseph Cunningham and
headed by the Famous London Actress

ZILLAH BATEMAN

Characters:

Spirit of the Movies	Miss Zillah Bateman
Spirit of Comedy	Bobbie Pearce
Spirit of Tragedy	Miss Louise Moorehead
Spirit of Travel	Arthur Mayes
Trumpeters	Miss Marjory Hudson
	Miss Doris Thyer
Naval Officer	J. Alexander Brown
	C. Cryer, K. Hornimann,
Petty Officers	W. Groom, A. Stewart,
	D. McLaughlan and W. G. Gosbell.

4. The Arrival of Australia's Premier
Airman at Flemington
Capt. **BERT HINKLER**

5. William Fox presents
"LADIES MUST DRESS"

Starring

Virginia Valli and Lawrence Gray

6. Intermission

7. Entr'acte

"Fifty Million Frenchmen"
By **The Victory Famous Concert**
Orchestra,

Under the baton of Mark Barrile
Assisted by Bobby Pearce

8. United Artists (Aust.) presents

"THE MAGIC FLAME"

Starring

Ronald Colman and Vilma Banky



Marion Davies

Metro-Goldwyn star, was born in New York and educated at the Sacred Heart Convent at Hastings. After graduation she went on the stage and appeared with the famous Ziegfeld's Follies prior to taking up picture work. Miss Davies has beautiful golden hair and blue eyes, weighs 120 lbs., and is 5ft. 5in. in height.



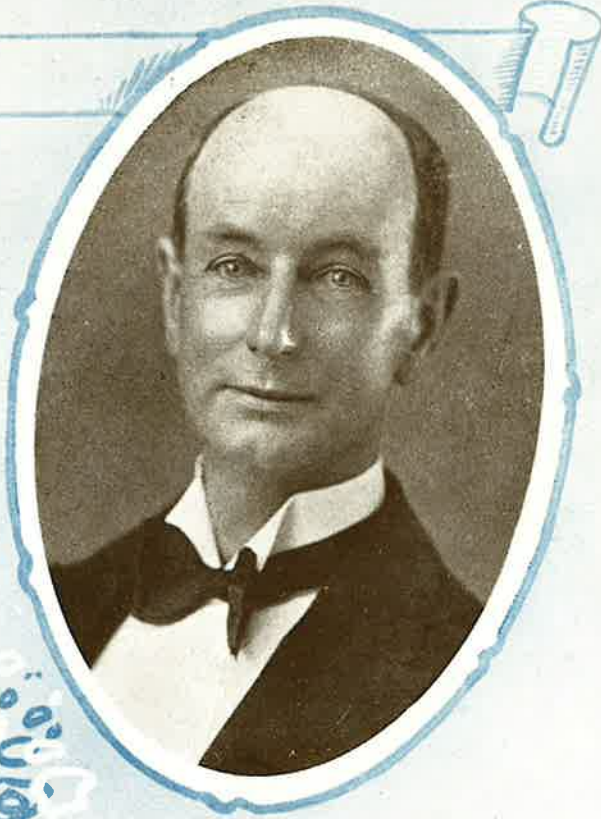
Greta Garbo

Greta Garbo, who was recently seen in "The Temptress," won fame in Sweden through "The Atonement of Goesta Berlin." She was brought to America to the Metro-Goldwyn Studios and made a sensational success in "Flaming Torrent." She is a native of Stockholm, Sweden. She graduated from the Royal Dramatic School and achieved stage fame before going on the screen.

Management

Mr. A. W. Ross, who was appointed Manager of the Victory Theatre in December, 1926, has had nearly five years' service in a managerial capacity with the Victory Company.

During the alterations to the Theatre many necessary changes were made and many difficulties had to be overcome, in order that patrons would be inconvenienced as little as possible, and, with the exception of the cancellation of the Wednesday matinees during the transition period, all programmes were carried out promptly and without a hitch of any kind. This is all the more praiseworthy when it is considered that the Theatre was in the hands of the Contractor and his men until 5 p.m. each day, and this left little time available for the Staff to prepare for the evening's performance. Mr. Ross is a strict disciplinarian and attentive to the smallest detail, a qualification he gained while on military service during the South African War and in the recent Great War, and this, added to his sympathetic treatment of the staff under his immediate control, has enabled him to command respect and obtain that efficiency which is so essential when it is borne in mind that the comfort of the patrons of the Victory Theatre is of the utmost importance.



Mr. A. W. ROSS
Manager

PUBLICITY AND ADVERTISING

It is not intended that the Victory will open with a fanfare of trumpets only to fade from the public eye and become known only to a small circle of local patrons like so many of its predecessors. It is the management's boast that the whole of the public of Melbourne and suburbs will be catered for, therefore the Victory attractions must reach many thousands of people weekly. The publicity and advertising, as in the past, will be directed by Mr. W. H. McKechnie, who, through the medium of the "Herald" and other press publications, together with attractive posters, will keep the public informed of the many attractions both in screen production and musical presentations. The Victory has always had the distinction of being the only Theatre in the Metropolis to issue a 16-page attractive House organ gratis, and as this policy is to be enlarged upon, patrons can look forward to something really attractive when Mr. McKechnie issues the first of the new Victory programmes next week.

Mr. McKechnie is also responsible for this handsome souvenir.



Mr. W. H. McKECHNIE
Publicity Manager

The Management (Cont.)

MUSIC

Mr. Barrile, who has been associated with the Victory Theatres for the past five years as leading violinist, has successfully proven himself a talented and ambitious musician. He is possibly the youngest and most worthy to attain the position of Musical Director.

Mr. Barrile has been successful in obtaining twenty of the finest musicians, each a star performer. With an orchestra of such excellent combination, and the highest quality music, both in Jazz Novelties as well as Classical numbers, we feel sure patrons will be catered for in every respect.

PROJECTION.

Very few patrons realise, when seated comfortably in the theatre, the tremendous amount of experience and equipment necessary to perfect projection. Our chief projectionist, Mr. Arthur M. Forecast, has had a life-long experience in the art of motion-picture projection, his last 12 years being largely spent in St. Kilda and surrounding district theatres, those readily brought to mind being the Palais Cinema (later known as the Barkly Theatre), Victory Theatre, Malvern, and Royal Pictures, Chapel Street.



Mr. M. BARRILE
Conductor, Victory Famous Concert Orchestra



Mr. A. M. FORECAST
Chief Projectionist

Some new and novel features have been introduced into the projection, most noticeable being the installation of three late model "Simplex" projectors. A dissolving lantern for still projection effects and a full battery of spot and flood lights for orchestral and stage lighting are also provided.

MOTOR PARK


The management regret that owing to the construction of new waterways at rear of theatre our usual motor park entrance has had to be temporarily dispensed with. Until such time as this work is completed, however, arrangements have been made to have a number of attendants for cars left in Barkly Street. As these attendants are paid servants of the management we ask that no gratuities be offered.

All employees of the Victory are paid servants — patrons are asked not to offer gratuities.



Olive Borden

Who is now definitely established as one of the most prominent members of Fox Films organisation. She is a Southern girl, born in Virginia, the State renowned for its beautiful girls. She first received notice opposite Tom Mix, and has since been in "Three Bad Men," "Malay Blood," "Fig Leaves" and "The Monkey Talks."



In Appreciation

The Directors of The Victory Theatre
take this opportunity of extending their
thanks to

CEDRIC H. BALLANTYNE, A.R.I.B.A., F.R.V.I.A.
and Associates
Architects

J. REID TAYLOR & SON
Builders

CLIVE S. STEELE
Structural Engineer

WALTER BASSETT
Ventilating Engineer

DAY & GAIRN
Ventilation Contractors

PICTON HOPKINS & SON
Fibrous Plaster Modellers

VICTORY PUBLICITY PTY. LTD.
Theatre Decorators

W. E. HAM, PTY. LTD.
Seating

L. C. MONEY
Furnishings

W. GOODRIDGE and Assistants
Electric Installation

CRAIG WILLIAMSON PTY. LTD.
Carpets

WILLIAM TRAIN
Marble Stairways

AUSTRALIAN TESSALATED TILE COY
Artistic Tiling

AUSTRALASIAN FILMS LTD.
Cinematograph Machines

And to those unnamed but not un-
recognised helpers who have contributed
individually and collectively to the
Victory's success.

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MELBOURNE