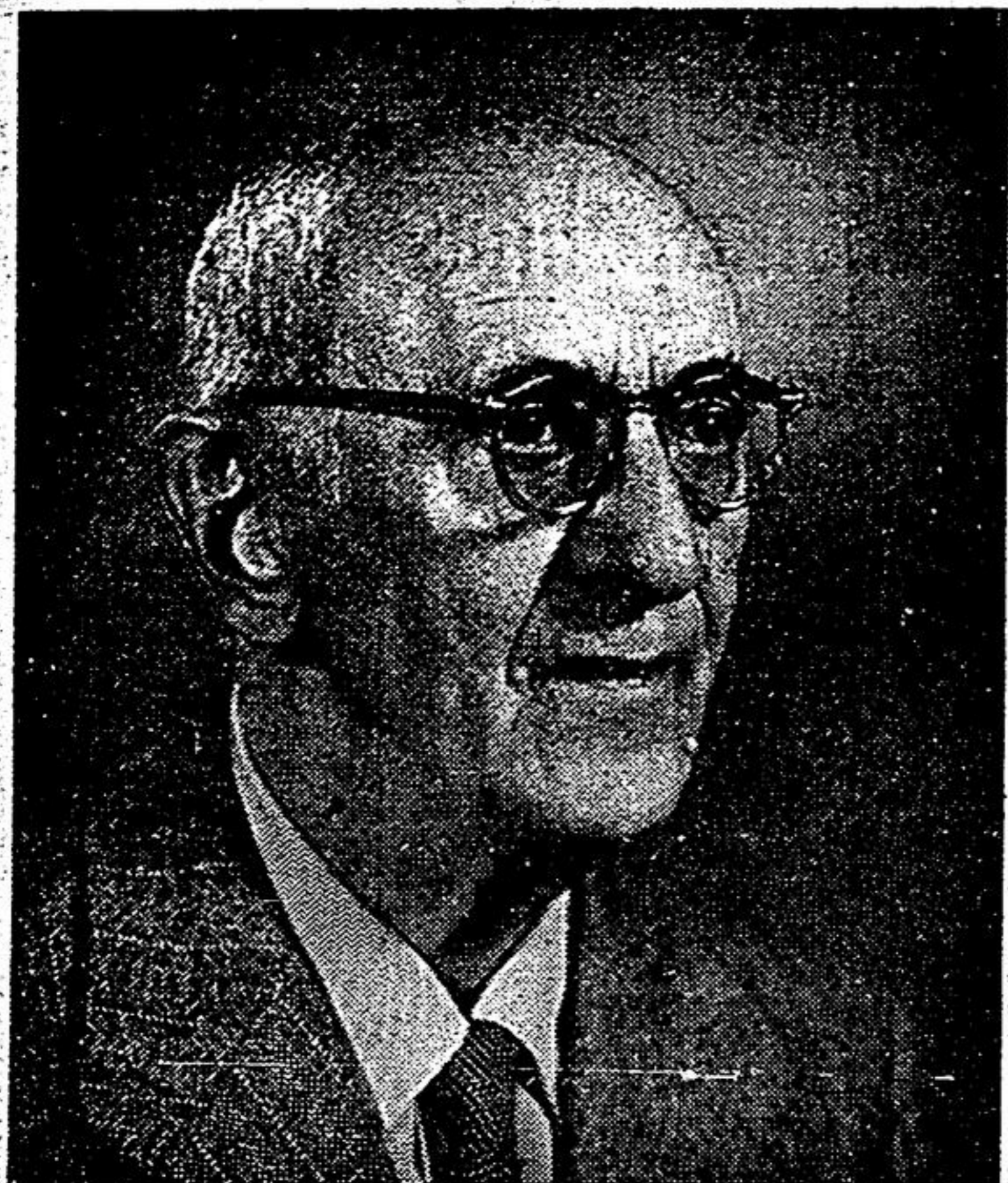


# 30TH ANNIVERSARY CELEBRATION

Father and Daughter Celebrate 30 Years of Motion Picture Presentation at the Stanley Theatre, Stouffville with a Program of outstanding attractions



Resident of Stouffville for more than forty years, Sid Schmidt and his daughter Mrs. Dawson Wagg, have completed a unique record in local theatre business. Mr. Schmidt has completed thirty years as operator and manager and Mrs. Wagg has completed more than twenty years of association with her father in the business. Exactly thirty years ago this month, the late Isaac Borinsky put forward the suggestion to Mr. Schmidt that a theatre business might prove a successful enterprise for Stouffville. The days of the silent films were in full swing. The suggestion was taken and the Auditorium Theatre was opened in the hall which was upstairs at that time in the present building. High costs of transporting an operator to and from the city brought Mr. Schmidt to learn the business himself. He operated the silent films for nine years while his daughter Margaret, then a girl of fourteen looked after the candy counter and later took over the cashier's duties as well. In 1933 Mr. Schmidt opened the era of sound films for Stouffville with the new Stanley Theatre which was renovated from the same building but was now fireproof and all on one floor.

Margaret Schmidt, now Mrs. Wagg and mother of two children, became manager of the present business in 1949 while her father continued to operate. This combination of father and daughter



is unique and is possibly the only similarly operated show business in the province. In 1949 Mrs. Wagg was the only woman manager in the Roxy chain which leased the business in June of 1949.

Mrs. Sid Schmidt has been at her husband's right hand through all these business years and was associated as business manager for much of the time. Today Mrs. Wagg's daughter Eleanor, a third generation, is beginning to assume some of the duties in the theatre as well.

The present Stanley Theatre building has had a varied existence serving at one time a half century ago as a market place with a hall above. This hall in 1923 became Stouffville's first motion picture theatre. A garage business was operated below and later a bowling alley and pool parlour. The place was owned at this time by the late Isaac Borinsky, but was purchased by Mr. Schmidt in 1930.

In 1933 sound films were making themselves more and more prevalent and stricter and stricter government regulations finally made it necessary to move the theatre downstairs. The building was completely remodelled inside, and on July 13th, 1933, the new Stanley Theatre opened with the film, "June 13th."

The old show house which had witnessed such silent greats as "Quincy Adam Sawyer," "Wings," "Phantom of the Opera," "Les Miserables," and "The Hunchback of Notre Dame," entered the era of the talking picture. For some years the theatre was leased to outside interests in the 1940's, Mr. Schmidt still operating. In June 1949, the National Theatre Services took over the business, retaining Mr. Schmidt as operator and Mrs. Wagg as manager. Mr. Sam Fingold, president of the Roxy Theatre chain to which the Stanley belongs, is a grandson of the late Isaac Borinsky in whose building this venture was born.

FRIDAY - SATURDAY - NOV. 20 - 21

it's **NEW** and **Hilarious!**  
**Francis**  
COVERS THE **BIG TOWN**  
Starring **DONALD O'CONNOR**  
- YVETTE DUGAY - GENE LOCKHART - NANCY GUILD  
and **FRANCIS** - the Talking Mule

MONDAY - TUESDAY - NOV. 23 - 24

ACADEMY AWARD WINNING STAR IN HER AWARD WINNING ROLE!

That girl in his house... she spelled trouble!  
**BURT LANCASTER**  
**SHIRLEY BOOTH**  
in Hal Wallis' PRODUCTION

**Come Back, Little Sheba**

(adult entertainment)

They're Big! Watch for Them!

- "FROM HERE TO ETERNITY"
- "SHANE"
- "HANS CHRISTIAN ANDERSON"
- "THE MOON IS BLUE"
- "LITTLE BOY LOST"
- "BACK TO GOD'S COUNTRY"
- "SO BIG" "PETER PAN"

## Riotous Anniversary Programme

4 LAUGH-PACKED DAYS! Wed. to Sat. - Nov. 25th to 28th

The Comedy Riot of The Year!



**THE LITTLE MINISTER**  
A regular Daniel in a perilous den of "Wolves", "Bears", "Cubs" and Eagle Scouts.



**THE LITTLE MONSTER**  
See the little monster and Mr. Scoutmaster fight it out to the last laugh.

SEE him come home to his ever-loving wife with a brand new family of forty!

*Clifton*  
**WEBB**

The way you love to laugh at him best...

A BARREL OF FUN... AT REGULAR PRICES!

**Mr. Scoutmaster**



co-starring **EDMUND GWENN** and **GEORGE "Foghorn" WINSLOW**