

Movies at Memorial Hall

Movies were shown at Memorial Hall from its beginning. The second floor was an auditorium with a stage which could be used for community events and the showing of movies. Seats were not installed so they had to be put out and put away for each event.

TALKIES!!

Memorial Hall To Install Supertone

Device Accompanies Movies
With Vocal and Orchestral
Music.

The Memorial Hall in Pine Plains will install immediately a Supertone device for synchronizing music with moving pictures. By means of attachment music by famous orchestras and vocalists is blended with the running of the motion pictures to accompany them and carry out their full effect. This form of entertainment is now being successfully used in New York city theaters. This move on the part of the trustees of the Memorial Hall is a step forward in the progress of public amusements in Pine Plains and quite in advance of what is usually obtained in small town theaters. However the trustees feel that the people of Pine Plains are ready to welcome an attempt of this kind and will show their interest by added attendance. No extra admission will be charged and only increased attendance can make up for the added operating cost.

The Vitaphone installed in some of the larger theaters of the country usually costs as much as \$20,000. It will probably be a considerable period of time before Pine Plains can afford an apparatus of that kind but the Supertone furnishes the same effect with the sole exception of reproducing talking.

The device is expected to be installed and ready for use by Saturday evening, March 9th.

The U.S. was a leader in the move to successful sound production, but theatres were slow in making the transition to sound because of the expense of purchasing and installing the new equipment.

An early first step in the transition to talkies was the synchronization of moving pictures and music. In 1929, a **Supertone** device was installed in Memorial Hall for this purpose.

True talkies introduced synchronized sound dialogue.

The 1st talkie shown at Memorial Hall was a comedy, "Night Work", on July 19, 1930.

By this time, talkies had been around for a few years.

There were two competing technologies for showing talkies. Memorial Hall used a **Phototone** sound-on-film technology developed by RCA, although there were other companies that offered similar sound-on-film products.

This technology rivaled a sound-on-disc system developed by Western Electric called Vitatone, which used phonograph-style projectors. To accommodate both systems, the Hollywood studios would release two prints for most films. Eventually, however, the sound-on-film technology won out.

Because sound equipment was expensive to install, some theatres could not afford to make the transition, and so for some time many studios released both silent and sound versions of their films. But by 1932, the conversion to sound in Hollywood was complete.

In October of 1932, ground was broken on the new Pine Plains Central School, and until the new school was completed every available building in Pine Plains had to be used for classroom space, including Memorial Hall. For about a year, no movies were shown.

First Talkie Here Was Much Enjoyed

The first talking performance ever presented in Pine Plains was very successful indeed. "Night Work," a fast-moving and amusing story featuring Eddie Quillan, was shown last Saturday in the Memorial hall and was very much enjoyed by the audience which filled the local theatre. The new Phototone apparatus did full justice to the picture and the rearrangement of the booth on the interior of the hall improves its appearance a great deal.

This Saturday night the deservedly popular stars, Dorothy Revier and Matt Moore, will be seen in a thrilling drama of the great open spaces, "Call of the West." Another exceptionally fine presentation has been reserved for next Wednesday night, July 30, when William Boyd, an actor of genuine distinction, will appear in "His First Command." He is ably supported by Dorothy Sebastian in a story of life at a United States Cavalry post.

The windows and doors of the hall have all been screened and a new ventilating system installed. Work on the cement steps is progressing slowly but surely.



Talkies were all the rage in the early 1930s and the theatres were in competition to be the first to show every major Hollywood actor's (or stage star's) first talkie.

In 1935, the building was converted into a movie theatre called the Pine Plains Theatre. It became a testing site for 1st-run films before they were debuted in New York City. In 1940, it became one of the first theatres in the area to show "Gone with the Wind". Home movies were popular during this time.

However, the theatre struggled to stay open. Gimmicky devices like giving away one piece of a set of fancy dishware each week, or one volume of an encyclopedia, were used to try to bring people out to the movies.

Competition from television and with auditorium space at the local school, and issues with the building itself, gradually drove people away. It was seen as a status symbol to be able to afford to travel to neighboring towns to see movies. When Memorial Hall was turned into the Pine Mall in the 1970s, the theatre was removed.

Local Theatre To Give Encyclopedias To Its Patrons

Theatre-goers of this vicinity will be given the opportunity to become the owners of complete fifteen-volume encyclopedia sets as a good-will gift from the Pine Plains Theatre.

Anyone can start their set from April 3rd through April 7th thereafter. Encyclopedia Nite will be on Monday only. A copy is obtainable each Monday with the usual adult ticket plus an additional small cost to cover shipping and authors' royalties.

The modern concise encyclopedia which the local theatre is presenting to its patrons is up to date. The individual volumes are larger than library size, handsomely bound and stamped in red and gold. They are fully illustrated with over fifteen hundred maps, pictures and photographs gathered from every corner of the globe to thrill its readers. These books contain 22,000 articles on every subject under the Sun, written by outstanding authorities, easy to read and understand, bringing all the knowledge of the world right to the fingertips, information wherever it is needed.