

The
Ambassador
SUPER
CINEMA

Souvenir Programme
December
1928



KENDALS

*Where all
the discerning
patrons of
the Ambassador
Super Cinema
come to purchase
their exclusive
evening wear*

KENDAL MILNE & CO

(DEAnsgate 3114)

MANCHESTER 3

Ambassador Super Cinema

PENDLETON



General Notes

THE Architect, Mr John Knight, F.R.I.B.A., is in the front rank in his profession, --he is a late Member of the Council of the Society of Architects--and responsible for the design of many cinemas of note in the North of England; but the Ambassador Super Cinema crowns his previous examples of Cinema architecture.

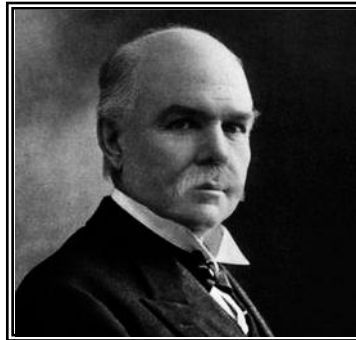
The site situated in the most desirable part of Salford's Suburbia, enables the Architect to deploy his building to the best advantage.

It will be interesting to know that the Cinema is directly built on a reinforced concrete raft, which is itself supported by no less than 120 huge columns of concrete which rest on the solid rock. The execution of this work was an engineering feat calling forth the admiration and approval of both practical man and the technician.

It is, however, the superstructure which really delights and pleases. "Imposing" is the appropriate word to use regarding the external aspect. The main façade, which



Mr. STANLEY H. BAKER
Director



Mr. W. H. WHILE
Director



Mr. ARTHUR L. WARD
Director

is Greek in character, disposing to the Modernist influence, has been carried out in light Terra Cotta, so that if dignified and beautiful by day, it is naturally adapted for when illuminated, presents a most arresting and inviting appearance by night. No less satisfying is the interior point, every effort has been made to ensure that every patron shall have full and uninterrupted view of the procession and orchestra. The General Decorations are unique in their simplicity and effectiveness. The ivory-tinted walls, with dadoes executed in glass tiles, form a pleasing background to the heraldic emblems which are hung from the frieze, whilst they contrast most fittingly with the elaborate brass grilles in the Italian style to the Organ Chambers. The proscenium frame is treated in a delightful and artistic manner, the Stage being of exceptional size, so that the Management may keep abreast of the times and be able to supply the public with what it demands in the way of kine-variety.



Mr. FRED READ
Chairman

From the architectural standpoint made to secure the ideal and from whichever seat occupied interrupted view of the procession and orchestra. The General Decorations are unique in their simplicity and effectiveness. The ivory-tinted walls, with dadoes executed in glass tiles, form a pleasing background to the heraldic emblems which are hung from the frieze, whilst they contrast most fittingly with the elaborate brass grilles in the Italian style to the Organ Chambers. The proscenium frame is treated in a delightful and artistic manner, the Stage being of exceptional size, so that the Management may keep abreast of the times and be able to supply the public with what it demands in the way of kine-variety.

Altogether the Directors contend that they have struck a new note in



Mr. ALFRED SNAPE
Director



Mr. ALBERT WRIGHT
Director



Mr. ERNEST COOMS
Secretary

presenting to the public a Suburban House replete with features which usually appertain only to the latest and leading London and American Super Cinemas. In the Ambassador Super Cinema patrons will be presented with lavish entertainment with its collateral music and stage settings and luxurious accommodation far in advance of anything available in the North of England.

Why the Ambassador exists

IN presenting the public of Pendleton and district with this new Cinema, we believe we are supplying a long-felt want for residents, even many miles from it. We do not admit that it will seriously affect the prosperity of any Cinema already existing, as this new theatre is of a different class and will appeal to the type of patrons who either go to the Super Cinemas of the City or are not cinema "fans" because up to now there has been no local facilities for them. A new cinema public will be created, to a large extent, and although we are not expecting to have "standing-room only" every night of the week at the onset, we believe that in eighteen months to two years' time we shall have built up a regular "twice-a-week" clientele that will assure us of success. As regards Saturdays and Mondays, it is well known that it is very difficult these nights all year round to get a seat in any cinema within three miles radius and we make no apology to anyone for providing the public with a better opportunity of obtaining entertainment on these evenings.



MR. J. KNIGHT
Architect



MR. P. HAMER
Builder

Jottings

THE TERRA COTTA FRONT, with flood-lit Italian Towers and huge flood-lit recessed windows, make the building one of the most handsome pieces of architecture in the North of England. At night when the flood-lighting is on, the lit towers will be visible for miles around, and the front will always be a fascination to the hundreds that pass by tramcar, motorcar and bus.

ALL OVER THE CINEMA are special plugs fitted in the walls and floors, giving an electric supply to our Vacuum Cleaners. One of our watchwords is *Cleanliness*, and the Cinema must always be spotless to be worthy of your patronage.

OUR ATTENDANTS are dressed as Quaker Girls. We trust they will always remember this in their dealings with you, and will always be demure and respectful and eager to give you loyal and interested service.

THE FIBROUS PLASTER DECORATIONS are magnificent, and have been done to the general scheme of Mr. J. Lenegan of Manchester an Artist craftsman.

THE MAIN SCREEN is a patent one by Mr J. Marks, a Manchester inventor, whose screens are becoming world famous. We have also in addition a Drop Screen for special occasions.

FOR THE COMFORT of the Auditorium patrons we have provided a Draught Screen at the back made of wood and plate glass.

SOME OF THE FURNITURE used in the Alcoves are of the Empire and Chippendale types.

DON'T HAVE ANY DOUBTS about the quality of our Singers—only the best singers will be engaged, and those who have proved themselves to be successful in Cinemas already.

VERANDAHS in front and down the side will give protection against the weather to patrons, in addition to adding to the building's appearance.

OUR TELEPHONE NUMBER IS : PENDLETON 643

T. WELCH

Blackfriars No.
2537 Central



French Polisher,



SPECIALIST IN
BANK :: ::
:: FITTINGS
AND CINEMAS



ALL FRENCH
POLISHING IN
THIS CINEMA
BY THE ABOVE

"ESTIMATES FREE ON APPLICATION"

20, BLACKFRIARS STREET, SALFORD

The Seating

THE days when any kind of seating— even plain wooden forms— would do for Cinema patrons have long since passed away. Comfort must nowadays be combined with good programmes to ensure constant patronage. To sit in one seat for two hours *demands* that comfortable seating should be provided, and although space is valuable in a Cinema, the seats must be wide and “roomy,” and rows must not be placed too close to one another. Comfort in seating is not merely a “fad” : it is a factor that the Directors of this Cinema have proved by experience to be a real necessity, and as such it will be appreciated as we build up our clientele.

All our seats are upholstered in Quaker-grey corduroy, the chairs being semi-tub in the Circle and full-back wide seats in the Balcony and Ground Lounge. Even in the cheapest places every seat is upholstered and a tip-up.

Mainly of course, for “the-young-things-of-the-city,” we have installed some double seats. But these are not the objectionable kind that two strangers dislike when they have to occupy them together, as there is a separate back and separate seats to each. On all back rows and the wall seats this installation will be very popular.

Special attention has been given to the seating, some scores of types of chairs being inspected before a final decision was arrived at. **They spell Comfort, and you will be able to stretch your legs without damaging your knees.**

In providing **comfort** for you, we are providing something that will be appreciated by you and we shall not lose by doing so.

**“MY FAVOURITE CINEMA IS THE AMBASSADOR—
THE SEATS ARE SO COMFORTABLE.”**

THE ENTRANCE TO THE CHEAPER SEATS will be tasteful and smart. We do not believe that **anything will do** for the cheaper patrons. Some of the most respectable people are not always the most wealthy and not only so some of the more wealthy prefer not to be too far from the screen. On the other hand, of course, we shall not allow any rowdy element to interfere with the comfort and enjoyment of others. Patrons to our cheaper seats are sought and welcomed, but they must behave themselves. There is no whistling, shouting, stamping of feet, or disturbance of any kind, or the offenders will quickly find themselves in the street and be refused admission in future.



MONDAY, 24th DECEMBER

Programme of

ARRANGED FOR THE STAGE
AT THE OPENING

AMBASSADOR

Super Cinema

*The proceeds from this evening's performance
upon the dependents of the late Mr.*

NATIONAL ANTHEM

GRAND OPENING CEREMONY

by

THE RIGHT WORSHIPFUL
THE LORD MAYOR OF SALFORD
ALDERMAN ALBERT H. COLLINS, J.P.

accompanied by
THE LADY MAYORESS

MUSICAL INTERLUDE

by

Madam EDNA MELLING

and

Mr JOHN HUGHES

accompanied by
THE AMBASSADOR SYMPHONY ORCHESTRA
Conducted by **MR ARTHUR L WARD**
Director of the Ambassador Cinema

A COLOUR LIGHTING DISPLAY

*Marvel at our "Holophane" Novelty Stage Lighting Effects.
The wonderful effects and results that can be obtained cannot be
adequately described, but they will leave you spellbound.*

VAUDEVILLE



Emil Jannings and Lya De Putti





MBER, 1928 at 7-0 p.m.

of Performance

SHAREHOLDERS AND FRIENDS
DINING OF THE NEW

SADOR Cinema

Performance shall be graciously bestowed
by John Gannon and Mr. John Gregg



FILM PRESENTATION

“VAUDEVILLE”

Emil Jannings and Lya De Putti

*A cautionary tale of jealousy, obsession and murder; set against
the backdrop of the circus.*

ORGAN DEMONSTRATION

by
Mr NORMAN COCKER
and
Mr REGINALD LIVERSIDGE

PATHÉ NEWS

and
PATHÉ PICTORIAL

“ENEMIES of SOCIETY”

Conway Tearle, Margaret Morris and Frankie Darro.

*A tale of familial duty and hardship To raise funds for his
crippled brother's surgery; Jim Barry reluctantly joins Warner,
the leader of a narcotics smuggling ring.*

ENEMIES of SOCIETY



Conway Tearle, Margaret Morris
and Frankie Darro.



Orchestra Well, Stage and Lighting and Effects

AMONGST the features of the modern Cinema are the Stage and provision that is made for the presentation of Prologues and Variety Turns. This Cinema is equipped with a splendid stage and six dressing rooms.

The first result of these arrangements is to give the **patrons in the cheaper seats** a special advantage over older Cinemas, in that the Screen being placed on the outer wall (by the intervention of the stage and orchestra well) something like 40 to 50 feet exists between the screen and even the first row of the cheapest seats. **At this Cinema therefore, even patrons on the very front row can see the pictures without distortion or discomfort.**

ORCHESTRA SETTING

The days of “trenches” for the Orchestra are passing. Music is now such a feature in the Cinema that the Orchestra has to be suitably presented. The Coloured Lighting here in the Orchestra balustrade that encloses the Orchestra is quite original, whilst the Garden Setting in which the Orchestra will perform is also a distinct change from the ordinary. Special music stands have been made to exclude as much light as possible from reflecting to the stage and screen.

STAGE

Behind the Proscenium Curtain—which is a rich old rose velour, with special decorative design in blue and gold—are the famous **Holophane Novelty Stage Lighting Effects** which will be one of the outstanding features of this new Hall; and by the inter-changing and blending of colours and by dimming certain lights and giving stronger power to others, hundreds of different colours and shades can be procured. By the aid of this special lighting system we shall be able to present you some of the most fascinating Prologues and Colour Acts that you have ever seen. The wonderful effects and results that can be obtained cannot be adequately described, but they will leave you spellbound. We will leave it to your actual viewing of this novelty to see the extent of it, as it is difficult to find words that can adequately describe it.

A Second Curtain, specially designed by Holophane, now is on view and is a delightful blue with sunrise decorations. The changing coloured lights of multifarious hues on this curtain will create a sensation in Manchester and district.

Then comes our Third Curtain, which forms a background to our stage settings, and behind that again comes our special “Gauze-Optical-Illusion-Curtain,” and then

Furnishings and Decorations

EVERYTHING at this Cinema is Super. Our Carpets are supplied by Kendal Milnes (Harrod's), our Proscenium Curtain and Exit Curtains are by Waring and Gillows, whilst all the Cinema Seating is by Goodalls. The Café Chairs are the famous **Lloyd Loom**, whilst the Café Tables "**Jaycol**." The Garden Scene in the Entrance Hall is designed by Captain **Helmore**. The **Rex-Gloria Organ** is by **Jardine**, the Cinema Organ experts. All the wonderful Electrical Fittings are the **General Electric Company**. The Electrical Intallation is by **Messrs. Furse & Co.**, of Manchester and Nottingham, while the Electric Lift elevating the console of the Organ is by Messrs R. A. Evans, of Leicester, specialists in all types of lifts for theatres, etc.

You will be charmed with the glass tiling in delicate shades of helio and blue, all round the Circle and Auditorium walls, and the Marble Staircase and Oak Panelling of the Entrance Hall and Staircase are most impressive. The Sun Ray effect on the main Café wall is another pleasing novelty, whilst the Rainbow effects on the panelling in the Auditorium are delightful. Ceiling panels with continuous soft subdued lightings give a constant warm setting, whilst the magnificent cornice lighting underneath and above the Circle gives the Cinema a tone that is exclusive. The centre Pay Box in the Foyer leading to the Auditorium on one side and the Marble staircase (for Circle, Balcony and Café) on the other side, enables us to deal with crowds with the minimum of confusion and discomfort.

Film Programmes

A GLANCE at our Film Bookings will set everyone's mind at rest with regard to the quality of the films that will be shown in this Cinema. We are convinced that no Cinema in Manchester will be able to offer its patrons more consistently good pictures than we can, and we shall be showing them quickly after the first Town run. Of course, in opening a new Cinema the actual opening date can seldom be correctly gauged and some of our early films may be a little old. That cannot be avoided, although we shall be showing all of them BEFORE ANY OTHER CINEMA in Pendleton, Seedley, Charlestown, Weaste or Irlams-o'-the-Height.

After a few weeks have elapsed we shall be showing all up-to-date films, and the best of them early.

The £3,000 Organ

THE "REX-GLORIA."

THERE is a great surprise here for you when our Organist starts to demonstrate this wonderful instrument, and we are not going to tell you anything about the surprise. You must get the thrill of the novelty from actually seeing it for yourself. But, of course, we can tell you about the Organ itself..



A large three-manual unit Electric Orchestral Organ by Jardine (specially constructed to the design of Mr. Jardine Smith, Mr. Arthur L. Ward, and Mr Norman Cocker) has been installed in two spacious and unusually well-planned chambers on the right of the Proscenium, with an elaborate console placed almost centrally in the Orchestra well.

The Instrument will contain ten fully extended ranks of pipes, consisting of two kinds of flute tone, three of string, one of diapason, and four of reed tone—800 pipes altogether—with five percussions (glockenspiel, tubular bells, fairy chimes, xylophone, and a forty-nine note harp, playable in two pitches), and no less than thirty traps and effects, eight of which will be available through a double-touch mechanism.



Mr. NORMAN COCKER

It has hundreds of notes and effects, and these include Piccolo, Clarinet, Westminster Chimes (eighteen notes), Flute, Viola, Saxophone, tambourine, Drums, Castanets, Trombone, Tom-tom, Chinese Block, Vox Humana, Cymbal, Snare drum, Surf Effect, Sleigh Bells, Triangles, Horses' Hoofs, Thunder, Motor Horn, Boat Syren, Crash Cymbal, Fire Gong, Aeroplane, Wind Howling, Telephone, Train Whistle, Birds, and scores of other delightful and surprising novelties.

All these together with an extensive array of couplers, tremulants, pistons and swell-pedals, will involve 143 controlling devices to be manipulated by the Organist. In fact, the whole instrument will be the nearest approach to a "one-man band" that human agency has yet devised. The organ will be known as the "**Rex-Gloria.**"

It has taken months to erect, at a cost of over £3,000.

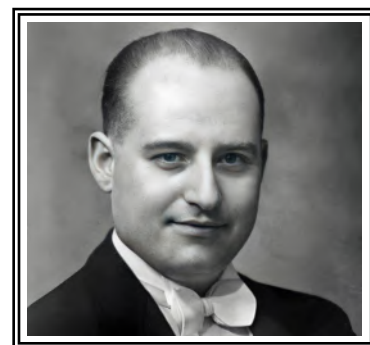
Don't imagine this is a church type of Organ, or that you are going to be "bored stiff" by having to listen to it for hours on end. It will be a lasting delight to all.

The two Joint-Organists appointed are **Mr. Norman Cocker** (Sub-Organist at the Manchester Cathedral), who is also one of the leading Cinema Organists in the country; and Mr Reginald Liversidge, a well known Cinema Organist from the **Astoria Super Cinema**, London and the **Savoy Super Cinema**, Bradford.

This is the first real Cinema Organ in the Manchester Area, and when you have heard a real performance on it you will be bringing your friends from other suburbs to hear it. It is impossible to fully describe what a great novelty this Organ is, but **IT WILL SPEAK FOR ITSELF.**

The Organ Grilles will be most striking, and in front will hang two Grille Lamps that will add dignity and impressiveness to this installation.

Appointments can be made with the Manager to inspect the Organ and the bewildering intricacies of the Organ Chamber by patrons wishing to do so (although this cannot be arranged, of course, for any time the Cinema is open for business).



Mr. REGINALD LIVERSIDGE

THE " REX GLORIA " is at the AMBASSADOR!

Orchestra

MUSIC in the Cinema is one of its biggest attractions. The flicker without the music is like food without any spice or seasoning. It is therefore essential that the music should sound first class. In view of the class of patron we hope to attract, we are seeing to it that it will be First Class, and our Orchestra will be comprised of none but specially chosen talented musicians. It is under the personal supervision of Mr. Arthur L. Ward, musical adviser to Messrs. Lewis's Ltd.'s Orchestra, and one of the leading musicians in the country. Mr Arthur L. Ward controls very many Orchestras in the North of England, and the AMBASSADOR Orchestra will not be the least in quality. It is not a jazz orchestra, although, if and when occasion demands, it will perform jazz equal to any. But we want all to realize that as far as Cinema music of all kinds is concerned, there will be no finer Orchestra of its size anywhere.

Information relating to the organ will be found elsewhere.

We have two Grand pianos, one for use in the Orchestra Garden and one for use on the Stage. The latter is an overstrung Brinsmead Grand Piano, and these are now made by the oldest firm of piano makers in England. The other Piano is a magnificent Concert Grand, in Dark Mahogany, with gilt iron frame, overstrung seven and a quarter octaves, with double-brushed ivory keys, and is a real Steinway, admittedly one of the very best makes ever produced.

Steinway spells Quality and Steinway Pianos have been played upon by all the greatest pianists that ever lived.

Whilst we may have occasionally a pianoforte solo, we shall avoid showing pictures to piano arrangement alone. A town house with two orchestras can avoid this much easier than a Suburban Cinema with an evening orchestra only, but here is where our Organ will fill the gap.

With Instruments and Instrumentalists, therefore, you will have to go a long way to equal **THE AMBASSADOR, PENDLETON.**

The Visitors Book

HERE is a novelty for our patrons which is unique, we think, in this country—or at any rate, it certainly is unique for the North. Although it originated in Hollywood, one of our Directors who has been to America has brought the idea over here.

Any person residing more than five miles distant is invited to sign our Visitor's Book, and in course of time it will be found that we shall have visitors from all over the world. The next time you have friends staying from Yorkshire or the South; from Scotland or Birmingham ; from Wales or Newcastle—don't fail to bring them along and get them to record their visit by signing the Visitor's Book.

A Word by the Manager

THE attention given to details have been one of the characteristics of the building of the "AMBASSADOR," and now that we are open and invite the public to visit us, that same attention will not be neglected. Everything we do is considered chiefly from one angle—will the public like it? Of course, it is a difficult thing to know exactly what the public does like, but we do know that the aim behind our policy is to provide first-class entertainment combined with courtesy, comfort and cleanliness in addition to entertainment.



J. HOWARD
Manager

With the co-operation of our staff, we shall be able to keep the Cinema spotlessly clean, whilst no one will have cause for complaint in their reception to our premises. No matter where your seat may be you are entitled to the "Ambassador Service," and you will find our representatives anxious to make you feel at home and at ease.

I am personally studying the films booked and striving to put such a programme on that you will never need worry as to whether or not you are going to see a good picture. All you will feel is "It's at the Ambassador, so it's certain to be good."

Tell me your tastes, and I will endeavour to satisfy them.

I want you to feel that this is *your* Cinema, and by being a regular patron it belongs to you just like your church or football club.

My personal aim is to please and satisfy you. I am at your service at all times—and at all hours—to help you to enjoyment, and I am hoping by hard work and a sincere desire to serve you, I shall earn your respect, goodwill, and what is more important, —**your support.**

Yours respectfully,

JOHN HOWARD,

House Manager,

Ambassador Super Cinema.

Motor Park—Free Parking

IF you take your car to town, you've got to put it in a garage and then walk back to the Cinema, stand in a queue, and afterwards walk back to the garage.

Now why have this inconvenience when we have a Cinema here better than any town cinema as regards being up-to-date, where the prices of admission are less and

WE PARK MOTORS FREE.

From Eccles, Worsley, Swinton, Monton, Leigh, Atherton and South-East Lancashire, and from all suburbs of Manchester, will come motorists to our Parking Ground, and we can accommodate 200 cars. Please tell all your motoring friends for miles around. **Motors Parked Free.**

Serving all your household needs

Since



1860

The transparency of
PEARS
SOAP
is the measure of
its purity



A TRANSPARENT Soap is so attractive to the eye that one wonders why the majority of toilet soaps are opaque. The deep red-amber colour of Pears', its refreshing, clean smell and its transparency make it by far the most attractive of all soaps in appearance. But, although appearance is a big consideration, Pears' Soap is transparent for another and a better reason.

Its transparency is the measure of its purity.

The slightest impurity or inferiority in the ingredients; the slightest error in mixing them; the slightest carelessness in any part of the manufacture, and the soap would be muddy and streaky; utterly unattractive in appearance. Ordinary soap, however, is naturally less sensitive to any small accident that may befall it on its way from the vats to your

bathroom. It is easy to make ordinary soap that looks pretty; it is very difficult to make a good transparent soap. That is why Messrs. Pears stand almost alone as makers of transparent soap on a large scale. Few other manufacturers have succeeded in making transparent soap without incurring a serious loss through the considerable proportion of their output turning out muddy and streaky.

When you buy Pears' Transparent Soap, whether scented or unscented, you know that what you are getting is soap and nothing but pure soap. The appearance of each tablet is that tablet's certificate of purity. Your own eye is as good as an analytical chemist.



Pears'
Transparent
SOAP
Matchless for
the complexion

Above is an actual photograph of a tablet of 'Pears' Transparent Soap taken against the light.

Historical note ~ *The two adverts and the centre pages have been added to aid printing. The adverts are from the 1920's & the 'Programme of Performance' is based on the original documentation and the language of the time from the Plaza Super Cinema opening programme.*