

The Royal Theatre Story by Ernie Bies Revised March 6, 2021

"They Paved Paradise and put up a parking lot", echoing Joni Mitchell's song.



The picture above, captured from Google Street view, shows the municipal parking lot between the vacant Prince's Smoke Shop and Marybelle Mode Feminine, now located at 825 George Street in Hearst Ontario. Prince's was once the home of Shoppoff's Confectionary and Gift Shop and then, Eddie Won's Moonlight Grill. Marybelle's originally was the site of a one story building that housed McNamara Construction in the 1930s. The current two story building replaced it in the 1940s. Mark Bowie's Men's Wear occupied the first floor of 825 George, with professional offices, including those of Dr. Ladislav Antonik and dentist Dr. S. H. Jones, on the second. In the late 1950s, Hazel Chalykoff's Ladies Wear graced the first floor.

What secrets does the parking lot between Prince's Smoke Shop and Marybelle's hold?

In the 1970s George St. began to lose its status as the main business district as the western part of town began to be developed. Before long, McDonalds, Tim Hortons, Canadian Tire, new restaurants and the main grocery store were drawing people west. Businesses along George St, began to close up shop leaving vacant buildings along what was once the heart of the town. The town council decided to level two of these buildings to provide parking space which would encourage downtown shopping and support local businesses. A two story building adjacent to Prince's Smoke Shop was slated for demolition. Ida Barrette's Tea Room, Dot MacMillan's Style Shop, Irene Boucher's Fashions and the first home of Prince's Smoke Shop had occupied that building over the years.

The venerable Royal Theatre also sat for more than 50 years on the lot next door, outlasting her neighbours, but she too had to make way for progress.

Who doesn't remember sitting on the edge of the seat, a Pepsi in one hand and popcorn in the other, breathlessly watching Captain Video escape another catastrophic crisis? You had to move your feet now and then otherwise they would stick to the floor in the gooey residue of the countless Pepsis that were spilled and trickled down the sloped floor of the Royal Theatre over the years. When the hero was saved, you could lean back and put your feet up, ever vigilant for the guy with the flashlight telling you to take your feet off the seat in front of you.

Every small town had a Royal, Empire or a Princess Theatre where kids throughout the ages went to the show to escape the drudgery of their small-town life, to seek sanctuary from chores and from bullies and to search for hope for the future. Maybe even experience a first romance. A safe place to smoke a cigarette and be cool. It was a brief moment of paradise. We'd marvel at the southern mansions, the exotic locales, the beautiful people and, did I mention John Wayne? The Duke had all the answers and when he got killed by a sniper at the end of *The Sands of Iwo Jima*, we were ready to riot.

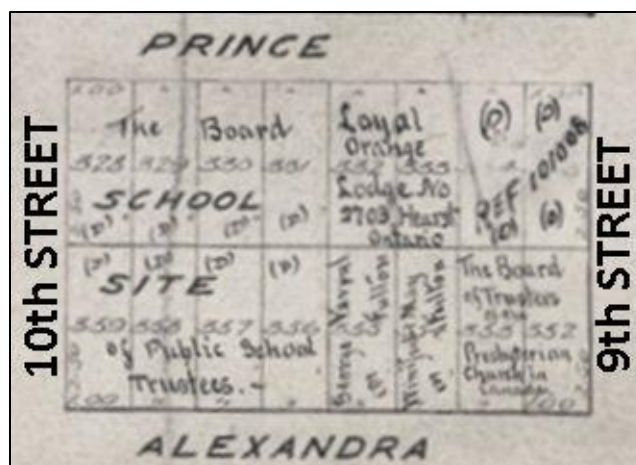
This story is a walk through the life of the Royal Theatre in Hearst, her colourful owners and neighbours, and her place in the history of the development of a new town.

Early references to theatres in Hearst, The Plaza Dome, The Imperial and The Royal, are scarce and conflicting. La Défriche, a publication from the mid-70s, stated that Hearst had two theatres in the early years. The Plaza Dome owned by Mr. St. Laurent and in 1919, the New Royal Theatre owned by Mr. L. Lambert. Heritage Hearst published a study and compilation of architectural and historic sites with a timeline indicating that the Plaza Dome opened its doors in 1914 and the New Royal in 1919, both operated by L. Lambert. Working papers of the Hearst Historical Album Committee suggest that St. Laurent built the Plaza Dome in 1914 and Leo Lambroff took it over in 1919, renamed it the Royal Theatre and moved it to a George St. building which was destroyed in a fire. Then he built the New Royal Theatre at its permanent site near Giroux's Pool Room.

Ted Wilson recalled that the first theatre in Hearst was the Plaza, located on Prince St on the Orange Lodge property. A 1923 school audit, carried out by Cosburn, Leith & Co., provides some indication of early property owners. It shows that lots 332 and 333 on Prince St., adjacent to the public-school site, were owned by the Loyal Orange Lodge 2703, Hearst Ontario. Lot 332 was transferred to J.D. St. Laurence (St. Laurent) in 1922. George Fulton owned the two lots south of the Orange Lodge properties. The Fulton story in *Clayton's Kids, Pioneer Families of Hearst Public School*, includes a

reference to Winnifred Fulton providing accompaniment at theatres: *"For several years she added her music to silent movies; whenever a movie came to Hearst, Winnie would play the piano in tunes suiting the particular scene and mood."*

This excerpt from an early town reference plan shows the location of these lots.



In her 1997 history of the Bulgarians in Hearst, Stella Drajanoff wrote about Leo Lambroff.

Leo Lambroff, an eligible, refined bachelor, owned and operated a movie house called "The Royal Theatre" in the early 1920's, after returning from active service in England during World War I. He opened a pool hall that was "super clean" and where behaviour rules were strict.

A billiard room on George St. was also attributed to George Lambert by Gertrude West in *Clayton's Kids*. It is possible that the names Lambroff and Lambert may have been switched on occasion. The only Lamberts listed in the 1921 census were Joseph, a 57-year-old farmer in Kendall Township and Father Zoël, the 30-year-old parish priest.

The 1921 census lists Leo Lambroff, single, age 30, who had immigrated from Macedonia in 1911, as head of house no. 32. His occupation was shown as "Pool Room" and three lodgers were listed at that address, a 17-year-old Macedonian clerk named Grozden Mahailoff, and two Bulgarian brothers, Thomas and George Valcheff, aged 24 and 25, who were working for the CNR as laborers. Lambroff also owned an ice



house and a cleaning and pressing business. The above-mentioned 1923 school audit provides guidance to the location of the Lambroff Billiards Room showing Leo Lambroff as the owner of lot 126 SW. The current civic address of this lot is 818 George St., which was the home of the Welcome Inn which burned down in 1964 and was replaced by the Bank of Nova Scotia. Clarin's Ladies Wear was located at 820 George in 1932.

Vivian Clarin described the original two story building as being across the street from the theatre and Shoppoffs. The Clarins added a third story in the late 1930s and took in roomers. Later it became the TransCanada Hotel with a restaurant on the ground floor when Jos. Leclerc bought it in the early 60s. The Leclerc family occupied the second floor and rented the rooms on the third floor. Joe's famous second hand store was on the ground floor. The building burned in 2007 and is now a vacant lot beside the Bank of Nova Scotia.



The sign for the Billiard room can be seen just over the heads of Mary and Stella Drajanoff who are standing on the north side of George St, just east of ninth in this picture from the early 1920s. (photos courtesy Stella Drajanoff).

A third theatre, The Imperial, owned by H. Nichols, is briefly mentioned in the early minutes of the Hearst town council meetings. The history of these first theatres is not clear so this story will focus on the Royal Theatre that we all grew up with, originally owned by Macedonian/Bulgarian businessman, Leo Lambroff.

Examining this pre-1920 photo of George St., looking east from 9th St., the Royal

Theatre had not yet been built on the vacant lot beside the laundry. One of the landmarks that can be seen in the picture is the J.L. O'Donnell building which was approximately in the location of Jos. Leclerc's Second Hand



store in the 60s. We also see George Lemaire's Union Hotel, the beginnings of Pellow Hardware beside it, Fernando Charpentier - General Merchant and the Chinese Laundry owned by Jian Lee. Charpentier would later build the Palace Hotel on 9th Street in 1930 which would play a role in the Royal Theatre story. The first boardwalk on the right is probably to Leo Giroux's Pool Room. The street was a muddy trail with rudimentary drainage and sidewalks. (Photo courtesy of Terry West).

1922 A Town is Born: The Municipal Corporation of the Town of Hearst was organized by order of incorporation on August 3rd, 1922. The first election was held on August 29, 1922 with the election of the following officers demonstrating a cross section of nationalities and occupations of the men tasked with the early development of the town of Hearst:

Mayor Augustine McManus, developer, prospector, agent, age 38, Irish

Councilors: Louis Boucher, jeweler, merchant, age 42, French

Dimitri Chalykoff, merchant, age 39, Bulgarian

Thomas Dickinson, mechanic, CNR, age 43, English,

Henri Perrault, proprietor, rooming house age 43, French (resigned in November and replaced by Slavko Drajanoff, merchant, age 39, Bulgarian)

Robert Cross Reid, farmer, contractor, age 51, Irish

Edmond Brushey, Barber, age 39, French

The council now set about drafting bylaws and specifying license fees governing tobacco, soft drinks, liveries, moving pictures, meat markets, general stores, pool rooms

and bowling alleys. A license fee of \$25 per year was approved for Moving Pictures but revised to \$15 per year or 10 cents a seat in January 1923. Fees for pool rooms were set at \$10 for the first table and \$5 for each additional table. The pool room bylaw was later amended restricting opening hours to 7 a.m. to midnight, Monday to Saturday. Council meetings were scheduled for the first and third Monday of each month.

A public meeting to discuss bylaws was held at the theatre on December 13th, 1922.

The Imperial Theatre was the site of the first rate-payers meeting held a year later on December 15, 1923 with only Mayor McManus, Councilor Dickinson and two ratepayers, A. Purves and L. Lambroff attending. At the March 23, 1925 council meeting E. O. Allen was asked to interview H. Nichols regarding renting the Imperial Theatre for the twice monthly meetings and George Grasser was tasked to ask Leo Lambroff about the availability of the Royal Theatre. The Royal was chosen and, as the other theatres ceased to operate soon after, it became the focal point of the town. For the next 50 years it was the main venue for entertainment, hosting live performances, vaudeville shows, moving pictures, music concerts and festivals, and even providing a base of operations for a riot. In the 1950s it faced competition from the Cartier Theatre.

As George St. was becoming the main business area in Hearst, the town council placed a high priority on the much-needed upgrading of the drainage and the muddy roadway.

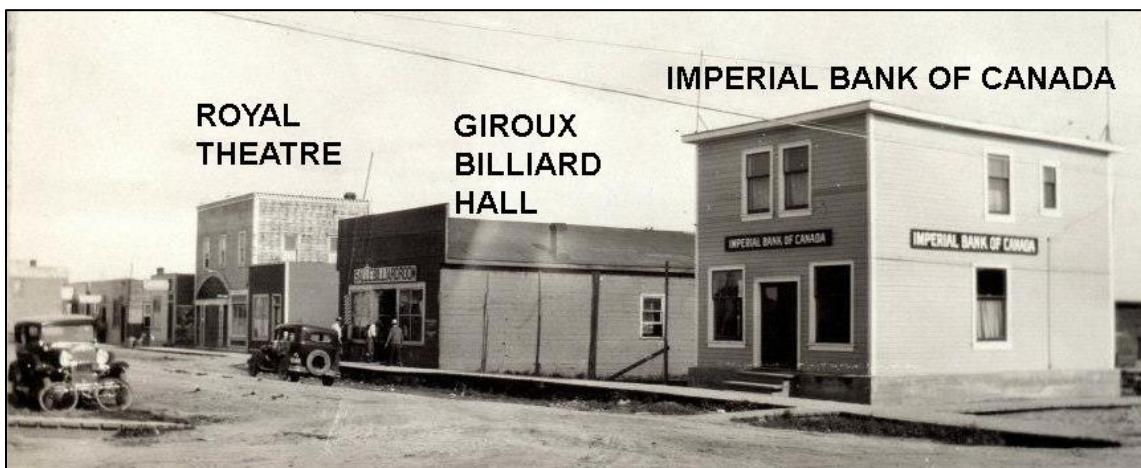
On March 26, 1923, Henri A. Chevrier was awarded a contract to supply 60 yards of gravel, plus or minus, at \$2.75 per yard, to be placed on George St, between 8th and 9th streets. Said gravel was to be of good coarse material and Mr. Chevrier was to put two teams of horses on the work immediately and keep them on until the work is completed, weather permitting. Newly appointed Chief Constable Robert Sharp was assigned the



duties of gravel checker. The final bill for the gravel contract was \$294.25.

The photo on the left, courtesy Vivienne Chevrier Richard, shows the graveled George St. in the mid-1920s, with the New Royal Theatre now in place west of the laundry.

Other photos from the mid-1920s show the original square false front on the Giroux Bowling and Billiard Parlor which was located on lot 163 of the original town survey of 1912. Photos courtesy Allan Jansson's Facebook site, *Old Hearst*. Note the single-story building to the right of the theatre before it was converted to two stories for Mark Bowie's Men's Wear in the late 1940s. The building on the left of the Royal was owned by Alice Brisson and sold to the Shoppoffs in 1934.



The Drajanoff store on the corner of 9th St and George shown in the picture below, circa 1925, features a large poster of Lon Chaney's silent feature "The Hunchback of Notre Dame" which was released in 1923. Note the gas pump on the sidewalk that was approved by council in 1924. Photo courtesy of Stella Drajanoff.

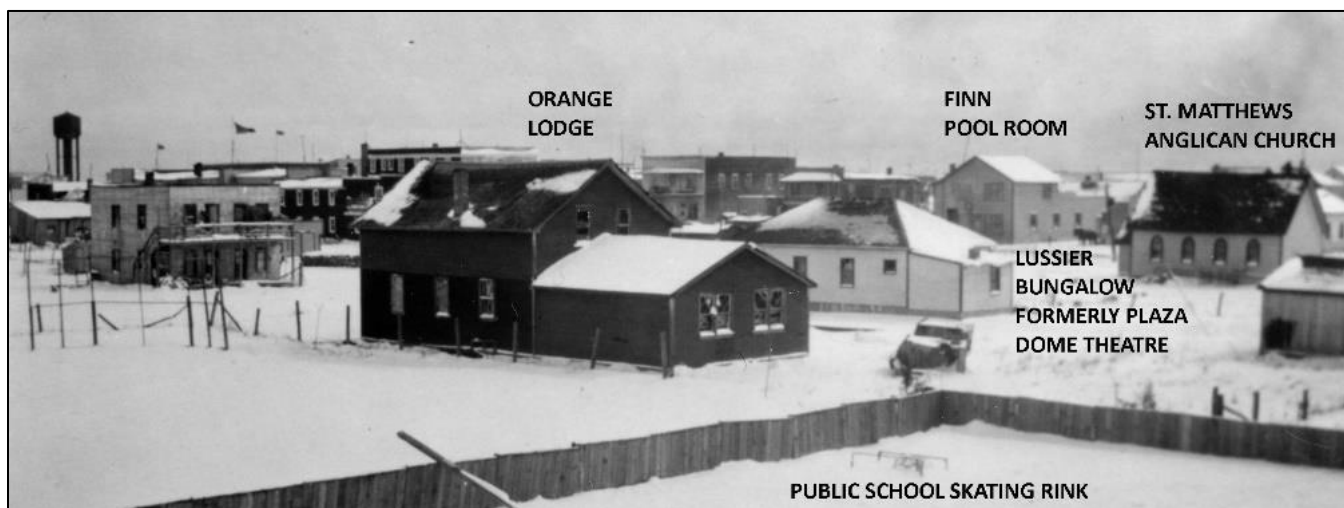


A reference to Lambroff's theatre can be found in the Bird family story in *Clayton's Kids* recounting memories of the Bird girls from the early 1920s: "They remember walking on planks down the main street by Drajanoff's grocery store and past

Lambroff's theatre, where silent movies were accompanied by Rose Tremblay [Sharp] and Hector."

In 1928, Joseph Lussier purchased the Plaza Dome Theatre building and converted it into a rooming house, which became known as Lussier Hall. He catered mainly to the Bell Canada construction crews who were extending telephone services to Hearst. Lussier Hall was located on the south side of Prince St. between the Orange Hall and the Anglican Church then located on the corner of Prince and 9th St. The Orange Hall was just east of the public-school grounds. In October 1928, Lussier applied for the job as Post Master, offering his centrally located building which he stated was 21x51 feet, but was not successful. Before the new public school was built in 1938, the capacity of the Union School was soon exceeded. Some classes were held in the Orange Hall and the intermediate class was moved to Lussier Hall in 1935. Young Paul Lussier is shown in the picture on the left, circa

1934, at the back steps of Lussier Hall. Note the original Union School in the background. The Orange Lodge is not in view. Paul would deliver water to the workers rooms and enjoyed their generous tips. Joseph Lussier demolished the rooming house in the mid-1940s and built a bungalow where his family lived until they moved to North Bay in the 1950s. Later, the bungalow was destroyed by fire. The photo of the Orange Lodge is courtesy of the *Clayton's Kids* DVD



and the Lussier photos are courtesy of Joseph's granddaughter Claire Fortin Mahon who lived in the bungalow while attending high school in the 1940s.

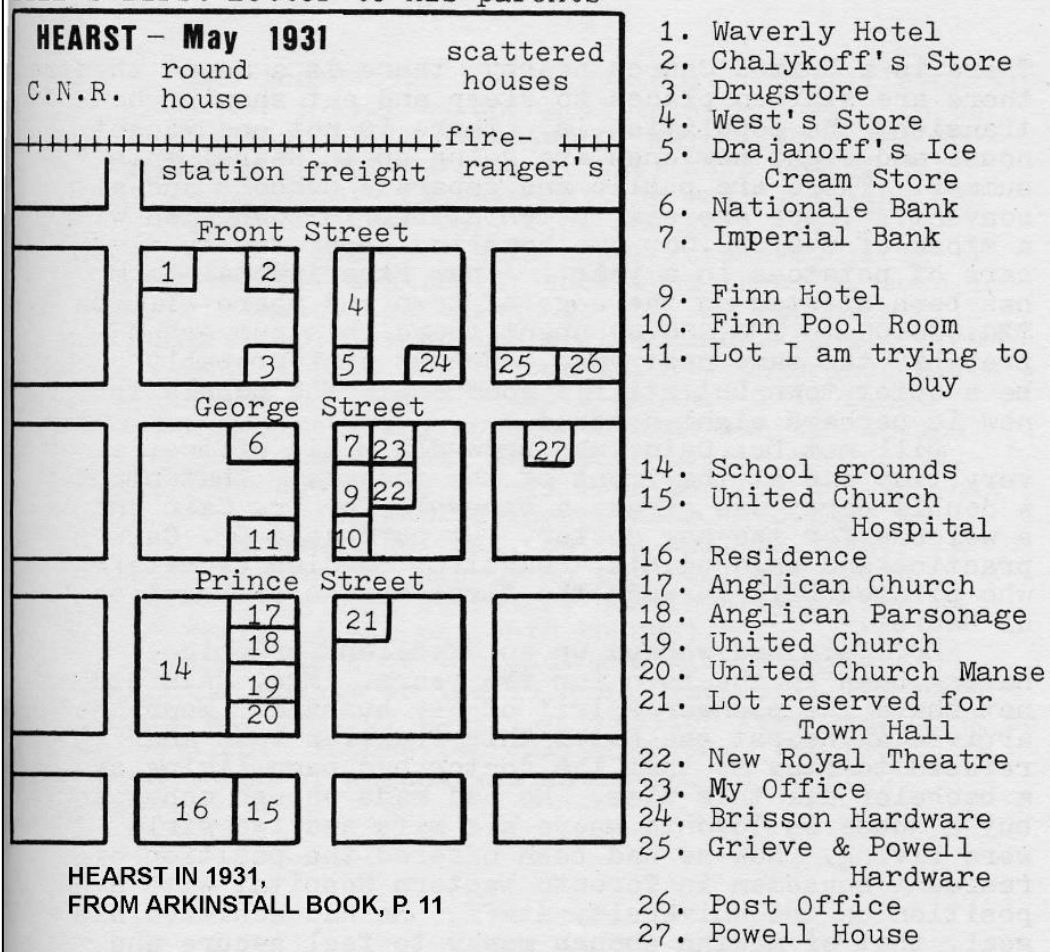
In 1928 live skits and presentations were offered by theatrical troops as shown in this photo courtesy of Marie Josée Boucher.



Dr. Margaret Arkinstall notes in her book, *"Pioneer Partners at St. Paul's"*, that her husband, Dr. Bill, bought the practice and took over office of Dr. Molson Cain in 1931. This office was in the Royal Theatre building on the south side of George St., as shown in his sketch on the right.

He showed the "Finn" but not the "French" pool room. In 1932 the Arkinstalls built a large house on the corner of Prince St. and 7th, complete with an office and dispensary and vacated the theatre building. Dr. Bill Arkinstall was the fourth English medical doctor to practice in Hearst

Map of Hearst copied from Bill's first letter to his parents -

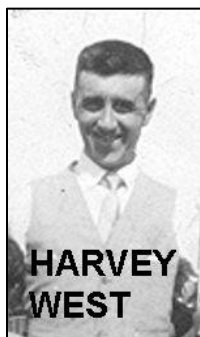


following Drs. Albert Kinsey, Quackenbush and Molson Cain. Dr. Louis Aubin had come

from Saskatchewan in 1927 and, being fluently bilingual, served the French population for years.

The West Riot: The theatre was also connected to the West Riot in 1932, during the depression, when unemployed protesters gathered in the Royal before descending on the West and Co. store demanding food.

Harvey West, who had purchased Drajanoff's store, was the Mayor of Hearst in 1931-32



and again in 1938. Unemployed men and their families gathered in Hearst and listened as organizers and agitators, some with communist leanings, encouraged them to demand relief from the town. They threatened violence if their demands were not met. According to Terry West, they had broken into the Theatre.

A special meeting of the town council was held on May 18th, 1932, to discuss the threatened Finn unemployment riot. Mayor Harvey West and councilors Casper Holler, James Robinson, Honorius Millette and Vital Brisson attended. They passed three motions: *"1. That Tom Hatch be appointed as temporary assistant to Police Chief E. E. DesGroseillier and that the Chief be authorized to add another if necessary. 2. That members of the fire brigade be sworn in as special constables if the threatened riot by Finns develops and also as many citizens as possible. 3. That the letter from unemployed Finns be referred to the Government and that we make an urgent request that an effort be made to provide some relief measures to the people."*

Gwen West provides details of the incident in the West story in *Clayton's Kids*, *"One night in 1932, some fifty of these desperate people marched on Harvey's store. A few carried axes and long sticks. They demanded food and relief. While the doctor, the bishop and Harvey took turns appealing to this crowd, they managed to dispatch a telegram to Toronto. Queen's Park responded with a cheque for \$600, which was distributed among the needy the next morning, making Hearst the first municipality in Ontario to receive direct aid."*



Starving men march for food

This is the only known photograph of the famous "West Riot" in Hearst of 1932, when a group of desperate men marched to the West General Store in the summer of 1932 demanding food from the owner, Harvey West, who was mayor of the town. The men are seen walking east on Front St. in front of the building now known as the Radio Hotel. Although the men did no serious

damage, it prompted the mayor to send a telegram to the provincial government, asking for emergency aid. It was granted, and the Hearst incident initiated a province-wide aid program to municipalities in need during the Great Depression. The photographer is unknown, and the photograph is now in the King Won collection.

United Church minister Robert Wilson was away in Toronto attending a Church conference, and his wife, Mabel, sent him an amusing anecdote in a letter. She described how their housekeeper, Mary Bland, would not be deterred from her duties and muscled her way through the protestors to get the family groceries. This was a few weeks after the first relief payment was made and the unemployed men, now joined by other transients and settlers, wanted more:

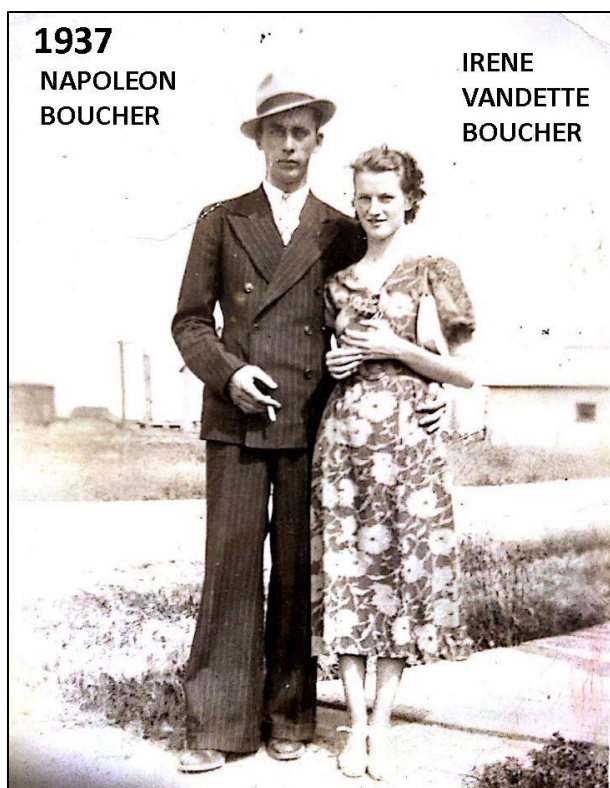
“June 10/32 Hearst Unemployed. The unemployed were not given any funds this week and they had quite a time in Toronto. We thought they’d make trouble. They held a meeting in town theatre and about 4:30 marched 4 deep in a body to West’s store. The lineup reached from West’s to the theatre. Stores were closed and Mary innocently went down to shop, jostled her way through lineup and West just let her slide in door and put her out the back door. Inside were 3 police and Finn’s leader talking to Mr. West who said he’d helped them all he could and kept him nip and tuck to make things go. I see they are all lined up in front of town office now, 8 p.m. so maybe the gov’t has wired more money. Mabel (Baycroft) Wilson.”



The Boucher Years - 30s, 40s, 50s:

Napoleon Boucher was born and raised in St. Georges de Beauce, Quebec. Later, while working in Thetford Mines in the early 1930s, he was sent to Hearst to install new projection equipment in the Royal Theatre. He stayed on as projectionist and then bought the business in 1936. He met and married Irene Vandette and they lived in an apartment in the theatre, before buying a house in town. Nap ran the projector and Irene, always perfectly coiffed, sold tickets. Picture of Nap and Irene courtesy of Jimmy Boucher (who is also in the picture).

The two pictures below, courtesy of John Flood, show the Royal in the 1930s with some of the townspeople waiting for the show. The curtained area on the right would have been Dr. Arkinstall’s office and then the original living quarters for the Bouchers and later, the site of their brother-in-law Lyle Hinds’ hardware store and propane business.





Barber Gerard Brochu arrived in Hearst in about 1934 and set up his shop in the Giroux Pool Room. In 1938 he married a Hollywood (Hallébourg) girl, Blanche Fortier, and they moved into an apartment at the Royal Theatre where their first baby was born.

The post card below, circa early 1940s (author's collection), shows the McNamara Construction Company office in the one-story building to the right of the theatre. This company was involved in the construction of the extension of Highway 11 to Geraldton which was completed in 1943.

The false front on the pool hall has been renovated with the stylized Tex-Mex design that was a landmark in Hearst for years to come. The building to the left of the theatre

was the home of Ida's Tea Room owned by Ida Barrette, not to be confused with Ida Shoppoff, from the confectionary store next door.



1941 Public School Concert: Ford Rupert was the principal and music teacher at Hearst Public School in 1940 and 41, before moving to Kapuskasing. He was an accomplished musician and one day, after playing the violin for the students, he asked them if they wanted to learn how to play. With an overwhelming response there was a rush on violin purchases from the Eaton's catalogue and an orchestra was born featuring 25 violinists, none over the age of 15. Normally it takes two years of practice but these eager students were ready to perform by the end of the first year and participated in a school concert held at the Royal Theatre on May 14, 1941. The year-end concert had become a much-anticipated annual event and played to a full house as reported in a newspaper article, probably the Timmins Press, on Friday May 16, 1941. Ford Rupert, assisted by teachers Lyla Graham and Kathleen MacKay, presented a full program, although limited by time and constraints of the makeshift stage. Performances by the school choir, orchestra and smaller vocal groups, Scottish dancing, readings and short plays were presented by more than 100 students. A Christmas concert was also held each year as described by Rose Palmquist and Julie-Ann Rouse Kirkpatrick in *Clayton's Kids*.

1941 Public School Orchestra Directed by Mr. Ford Rupert

photo courtesy Anita Reid and Sheila Wilson



Back Row: Lempi Hietala; Marvin Smith; Katy Terefenko; Grace Fulton; Vivian Clarin; Olavi "Oliver" Halme; Brian Grieve; Arnie Woods.

Middle Row: Jane MacEachern; Lois Sprickerhoff; Ruth Lapenskie; Ruth Jones; Jackie West; Leila Jouts; Stanley Butryn; Nick Olasevich

Front Row: Glenna Jones; Anita Reid; Rose Palmquist; Sheila Wilson; Martin Stolz (On Drums); Mervyn Larstone; Willis Rouse; Neda Chalykoff (On Piano); Mr. Ford Rupert

1943 Music Festival: The Royal Theatre was also the setting for Hearst's first music festival in 1943. Under the able chairmanship of Dr. Margaret Arkinstall, music classes from local and other public schools, the separate school and St. Joseph's Convent, participated in this day-long event. This was a special event adjudicated by Mr. G. Roy Fenwick, supervisor of music for the Department of Education of Ontario, judging students of all ages for their skill in singing, piano and harmonica. Thirteen rural schools had been invited to participate but declined with the exception of Ryland Public school who made a credible showing. The Ryland school board would not fund their travel but Harvey West donated the services of his truck and a driver to transport the children and Mrs. Molund donated her janitorial pay for treats for them. Their Grade 8 students wrote Departmental Exams in music and passed with honours. A grand concert was presented in the evening with speeches by Mrs. Russell Smiley, the supervisor of music in the public schools, Mr. Moreau, inspector of separate schools, Dr. Margaret Arkinstall and Mr. G. Roy Fenwick who presented a scholarship to Winnifred Wilson. This was an

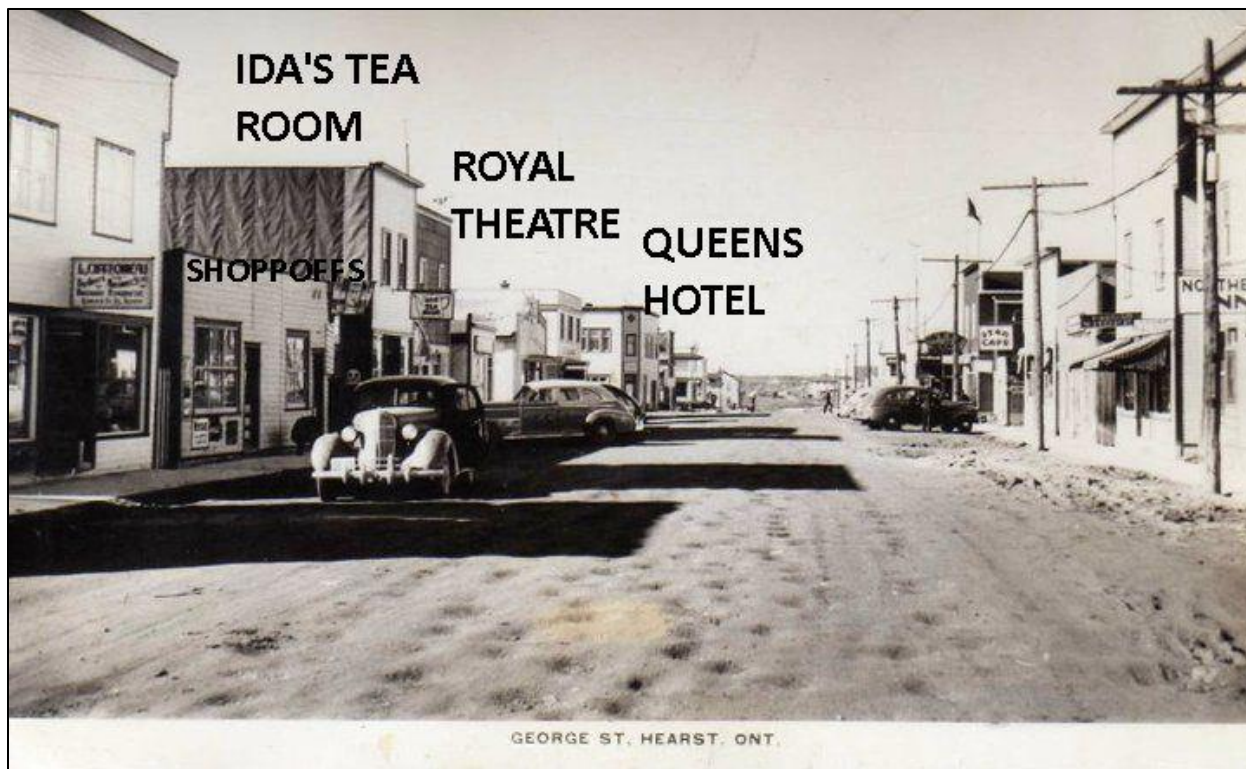
inaugural scholarship provided by the Woman's Institute. A list of all the students who participated represents of the Hearst families of 1943 very well:

Martha Aman, Margaret, Mary and Billie Arkinstall, Francoise, Marguerite and Suzanne Aubin, Shirley Bates, Georgette and Mona Begin, Adrienne Belair, Rita Berube, Maria and Therese Blais, Pauline Boisclair, Elia, Anne, Sam and Tony Bosnick, Jacqueline and Jeanne Bourdon, Claire and Gracie Cadieux, Cecile Campeau, Rose-Marie Carriere, Agnes and Carmel Castonguay, Neda Chalykoff, Gisele Charbonneau, Therese Charpentier, Gerald Charron, Jeanine and Leonard Chevrier, Marcelle Chicoine, Gisele Cloutier, Jacqueline Cote, Rose Derkus, Jeanne D'Arc de Champlain, Gaetan Doucet, Simone Dubois, Johnnie, Douglas, Rachel and Terrence Dwyer, Gordon Evans, Glen and Hazel Fex, Laurianne and Rene Fontaine, Gracieuse Faubert, Doreen and Janet Garnet, Aurelie Girard, Beatrice, Marjorie, Ronald and Sylvia Girard, Gaston and Therese Giroux, Roma Gratton, Myrna Griffin, Gisele Hebert, Hannes and Lempi Hietala, Aimé-Rose Huard, Veikko Jansson, Allan Johnson, Margaret Johnston, Dalton and Glenna Jones, Lauri Koski, Simone and Suzanne Labelle, Pierrette Lacroix, Allan Lahde, Delores and Ruth Lapenskie, Keith Laronde, Bertil and Elsie Larson, Darrel, Mervyn and Terry Larstone, Raymond Lessard, Toini Leppaho, Audry, Christine and Sylvia Loucks, Verdun Nichols, Daniel and Marcel Lupien, Roy Makinen, Helen Marshall, Edgar Martin, Viljo Martin, Jane McEachern, Connie McKay, Doris Mitchell, John Molund, Therese Morel, Billie Niemi, Alice Paradis, Magella and Renee Pepin, Shirley Priddle (Sheila Purdy?), Marlene Ranger, Francoise Roger, Lloyd and Margaret Rouse, Elmi Saarikoski, Pauline Seguin, Dora Smith, Beverly, Carol and Lois Sprickerhoff, Martin Stolz, Flora Tremblay, Burke and Lois Trowsse, Annette and Lucienne Trudel, Grace West, Winnifred Wilson.

The Arkinstalls were involved in the music festivals and concerts for years and would billet some of the farm children at their home to allow them to attend after school practices and ensure they did not miss the concerts. Dr. Margaret describes a touching letter she received from Elia Bosnick years later in 1978 on page 95 of her book *Pioneer Partners at St. Paul's*.

The theatre also hosted other festivities, as reported in the Porcupine Advance on June 1, 1944. Popular Police Chief Oscar Morel was honoured by a full house on his retirement after two years in Hearst. Praised by the Mayor, councilors and other prominent citizens, he was presented with two travelling bags and \$100 in cash. Chief Morel had taken a position with Russell, Shirley and Company in Cochrane.

A mid-1940s view of George Street below shows the Royal Theatre with Ida's Tea Room on the left. Owned by Ida Shoppoff, it stood between Shoppoffs Confectionary



Store and the Theatre. Ida Shoppoff, who took over her parent's store in 1956, confirmed this in a personal conversation with me in a 2008 interview. The Tea Room was a meeting spot for the youth in the early 1940s. US soldier Joe Spennato was smitten with his future bride, Catherine McNee, when he first saw her there. The invitation to The Diggers Coming-Out Dinner, courtesy of the Spennatos, shows a special event at Ida's Tea room in 1943 with Joe doing some of the entertaining. Joe later served as the town clerk. from 1946 to 1954.

<p>Your presence is requested at</p> <p>The Diggers Coming-Out Dinner</p> <p>to be held at Ida's Tea Room on</p> <p>Monday November Fifteenth Nineteen Hundred and Forty-Three Eight o'clock to Twelve midnite</p> <p>R.S.V.P.</p>	<p>MENU</p> <p>Tomato Juice</p> <p>Steak Corn Carrots</p> <p>Mashed Potatoes</p> <p>Olives Pickles</p> <p>Celery</p> <p>Pie à la mode</p> <p>Rolls Tea Coffee</p>	<p>PROGRAMME</p> <p>Toast to the Diggers Alice Riddell</p> <p>Response Logan Ellis</p> <p>Orchestral Selections Harry James</p> <p>Solo Frank Sinatra</p> <p>After-dinner Speech (2 mins) Earle Scott</p> <p>Vocal Trio Samuel Gault Roger Eberhart Joe Spinato</p> <p>Harlem Dance Joe Spinato Earle Scott</p> <p>Guitar Selections Logan Ellis</p> <p>Star-spangled Banner</p> <p>God Save The King</p>
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After the war, the single-story McNamara Building on the right of the theatre was rebuilt as a two-story structure housing Mark Bowie's Men's Shop at street level with insurance and medical/dental offices on the second floor. Nap Boucher's 1947 Packard Clipper is parked in front of the Theatre. (Photo courtesy Claude Brochu).



The picture on the right, circa 1949 and courtesy of George Bosnick, shows that Ida's Tea Room was now Dot's Style Shop, a lady's wear store owned by Dot MacMillan.

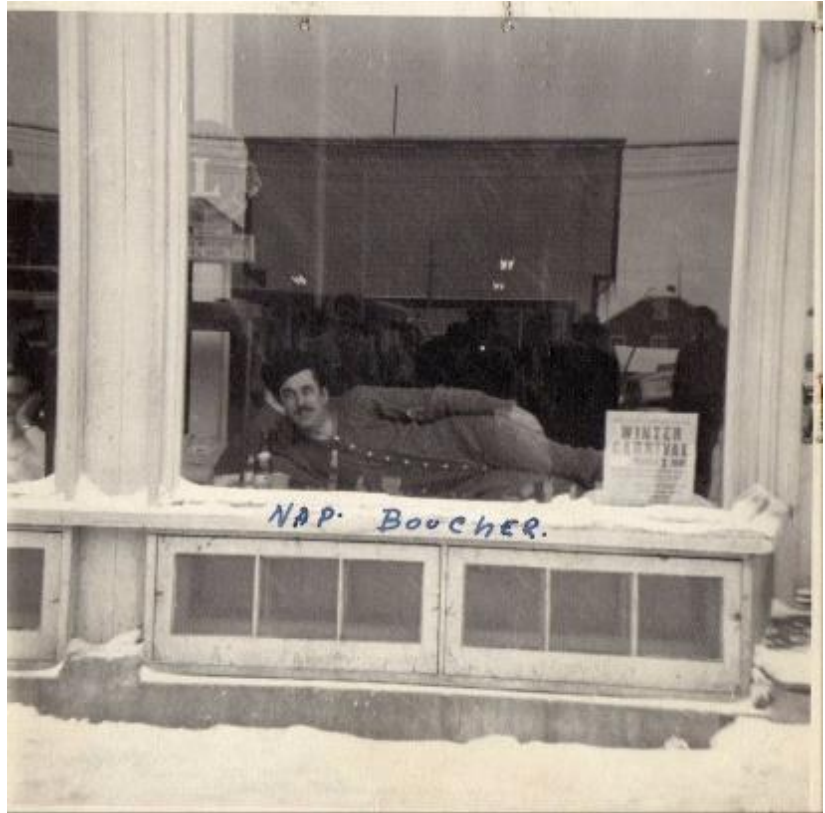


Irene Boucher bought Dot's Style Shop in the mid-1950s and changed the name to Irene's Fashions. She was a perfect promotor of her business as she was always dressed to perfection.

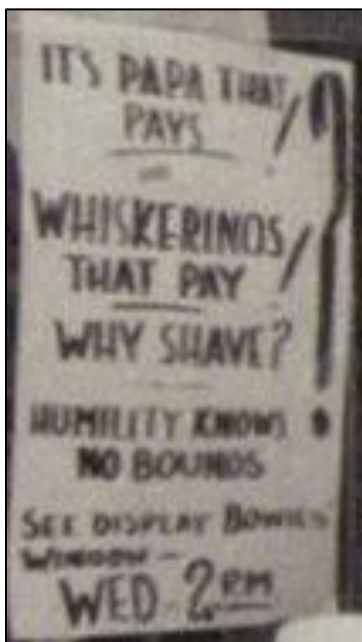


Nap Boucher was also an elegant dresser except when being penalized for shaving during the winter carnival in 1950. Nap is seen here taking a nap in Mark Bowie's Men's Shop window. The story behind this picture, as told by Jimmy Boucher:

"There were three people in Bowie's window, Nap Boucher, Lyle Hinds and Oliver (Porky) Larose. Porky managed the Waverly Hotel. The reason they were on display was the penalty for shaving off your beard during Whiskerino Week. My Dad, Uncle Lyle and Porky went on a little bender, Porky succumbed to the booze and went to sleep. My dad and Lyle shaved off half of Porky's beard.... subsequently dad and Lyle sobered up... realized what they had done, felt guilty so they shaved off their beards to keep Porky company."



In the picture below right, note the signs advertising the offices of the businesses on the second floor of the Bowie building, Lucien Tanguay Insurance and Dr. Ladislav Antonik. Dentist S.H. Jones had his practice in this location at 825A George in the 1950s.



Lyle Hinds, Boucher's brother in law, who had managed Pellow Hardware across the street, had a small appliance and propane store in the front of the theatre. The sign can be seen in this circa 1950 picture of George St. below.



Potholes in summer and snow in winter made cruising the main drag a drag but the theatre provided a welcoming place to socialize. Cruising the main drag meant starting at 10th and rolling slowly down George all the way to 8th St, a whole two blocks, then doing it again, and again, but it was a rite of passage.

Everyone has a Royal story. Terry West, who lived across the street, was forbidden to use the washroom in the theatre by his mother. Imagine what a mess 150 boys, who were anxious to get back to the movie, could make of a washroom. Terry had to dash the 300 feet to his home down the street, up the stairs, answer the call and then get back to the movie at full gallop, yelling “whad-I-miss?”. He also recalls a treat we all loved, putting salted peanuts in our Pepsis.

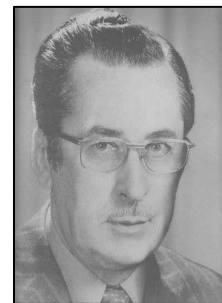
Aimé Chevrier recalls wandering down the George Street from his home at the Capital Hotel, a block away, when he was 4 or 5 years old. It was a warm summer night and, hearing music, he found the back-exit door to the theatre propped open and simply walked in to watch the movie, finding a seat at the front. Someone alerted Irene Boucher and she took him by the hand to the lobby where she called his mother to assure her that he was safe. As Terry West aptly put it in his book, the kids had “*the Run of The Town*”.

Terry also had a fond memory of the Royal. “*My earliest recollection is after supper one night wanting to go see an Amos and Andy film but mom and dad nixing the idea because the movie started too late (There was only one nightly showing then, which I believe began at 8 pm). I went down the front stairs onto George St. blubbering tears. It was a warm summer night and the usual cluster of men stood leaning against the wrought iron protecting the front window of the store. Of course, they knew me and questioned the tears. Next thing I knew one of them was pointing to a coin on the*

sidewalk. I picked it up. Another and another appeared. Finally, one of the men suggested there might be enough to go to the show. Which of course I did. Too young to count I held up a fist full of coins to a smiling Mrs. Boucher who plucked the right amount out of my fist. In the theatre I sat with a howling bunch of French kids terrified my parents might discover my crime. The solution was to leave, and fast, but the movie was so good I kept putting it off. Amos was too funny. He and Andy were trying to start a car and he kept saying, "she won't start, boss, she just keeps goin' ur-ur-ur-ur". I remember Jacques Lecours in hysterics. Of course, when the movie ended, I was still there. Mom was waiting outside the theatre. Mrs. Boucher had seen her combing the streets and ratted on me. I got dragged home and given a bath in the kitchen sink in front Ida Shoppoff. The embarrassment of it. The punishment couldn't have been worse"

Louis Tanguay has another story along that vein: "Gary Boucher was a friend and neighbour. He kept inviting me to midnight movies; Invitations I refused because my parents would not allow it. But one day, I decided to sneak out through my bedroom window that allowed me to get to the roof of the kitchen. I had placed a ladder on the side. I would leave at 11:45 and return after the movie. Irene would let me in for free. Gary and I would sit in the front and enjoy every second of the fantastic movies the Royal Theatre would present. Everything went well for a few weeks until one night the ladder was nowhere to be found. I had to knock on the door to get someone to let me in. My parents were standing there, sort of smiling. That ended my «escape to the midnight movies». I always suspected Irene. I had told her I had permission from my parents and she probably checked."

Nap served on the town council for years and was mayor from 1956 to 1959. In addition to operating the Royal Theatre he had a propane business, was a volunteer fireman and was heavily involved in community service.



In this 1954 photo, left to right, Nap Boucher, James Flood, Levi Albert, Mayor Albert Mongeon, Clerk Joe Spennato, Claude Clouthier and Allen Lahde. (Photo courtesy Hearst Eco-Museum.)



This December 1960 photo, from a volunteer fireman's Christmas party, features Joe Charles, Joe Sharp, Nap Boucher, Lionel Boulley, George Larstone.



The Medve Years-1950s, 60s, 70s. Who can forget Lad Medve or his mother "Granny" Elizabeth, who owned the Palace Hotel in Hearst in the late 1940s and 1950s? The Medve's were of Hungarian descent, coming from Nandraz, which became part of Czechoslovakia when the map of Europe was redrawn in 1918. After the Velvet Divorce in 1993, when the Czech Republic and Slovakia separated, Nandraz, located about 300 km east of Bratislava, became part of Slovakia.

Lad was born there on April 12, 1922 to Emmerich and Elizabeth Medve, joining sister Gilza. The



family moved to Timmins in the mid-1920s where baby Madeline (later known as Madge) was born. Emmerich worked in the gold mines but succumbed to silicosis at a young age. The children, shown in the family portrait on the right, excelled in school.



Lad enlisted in the Tank Corps during the second world war, suffering a serious head injury which left him with a plate in his head and a volatile temper. Photos courtesy Rita Laurin Medve.

Lad had a successful doughnut shop in Timmins after the war and had plans to move to Toronto but Granny decided to invest in the Palace Hotel. Although, she needed the family's help to run the business, the feisty Granny did not let her limited grasp of English slow her down. Lad, sister Madge and her husband, returned veteran Bert

Wesley Buck, helped operate the hotel. Granny kept track of every penny, doing the housekeeping herself to save money. My sister Anne told me that Lad and Bert would throw a handful of change along the upstairs hallways and Granny would think she had struck gold when finding it during her sweeping duties. (A few years later, as a student in High School, I was helping bar manager Roger Collin by sweeping the barroom floor and he'd salt the floor with a few coins for my benefit, seemingly a Palace Hotel tradition). My sister Olga was a good friend of Lad and his wife Freda and she passed on a couple of anecdotes. Traveling salesmen, enquiring for the owner, would be sent



upstairs by Lad. They'd come down and say they only found a charwoman and Lad would gleefully tell them that is the owner. On another occasion Granny was walking along the street, carrying a ladder under her arm when she came across a man who owed her money. She berated him in a mix of Hungarian and broken English, blocking his escape with the ladder. Each time he'd try to step around her she'd pivot and block him with the other end of the ladder. No one messed with Granny. Lad ran the Palace Grill before handing it over to Eddie Dénommée and Big Bud. The Palace Grill was the social center for the young people of the town in the 1950s. Lad and Eddie were social magnets who regaled everyone with hilarious stories and good food. Eddies spaghetti dinners were not to be missed.

HEARST FIREMEN SAVE EIGHT FROM SMOKY HOTEL ROOMS

Special to The Star

Hearst, Ont., April 5—Eight persons were trapped by smoke last night, when fire gutted beverage rooms of the Queen's hotel here. The eight guests were in their rooms on the second floor of the hotel. Their cries for help were not heard by firemen for 15 minutes.

The blaze swept through the two empty beverage rooms and melted metal chairs and table legs. The fact the fire did not spread to the rest of the all-wooden hotel is credited by hotel staff to the prompt action of the local fire department.

The heavy smoke swirled through the lobby and filled the second floor of the hotel. Guests there were convinced the fire had spread to the second floor and several became panicky.

Bert Buck and Lad Medve, two volunteer firemen, were the first to sight the guests through the blinding smoke and made repeated climbs up and down the ladders carrying them to safety.

The eight persons trapped in the smoke were: Mr. and Mrs. Henry Selin, Mr. and Mrs. W. Atkinson, Gerrard Aube, Cyril Fulton, Jack McKenzie and Jack Robineau. Mrs. Atkinson escaped to the roof until the smoke cleared, when she made her way to the lobby of the hotel.

Early estimates placed damage at \$5,000 but it is believed water damage might increase the loss. Firemen said the fire burst from the furnace room in the basement. They are checking a report of defective wiring.

The hotel alarm came as the firemen were returning from a fire that destroyed the contents of a railway bunkhouse. Many of them still had soot staining their faces from the first blaze, when they were called to the hotel.

The railway bunkhouse was completely destroyed. At first it was

OLIVIA DEHAVILLAND CONDITION IS SERIOUS

Hollywood, April 5—(AP)—Screen Actress Olivia de Havilland's condition was of great concern today to her physician.

Dr. John McCausland said she may have to remain in bed until

Lad was also a volunteer fireman in Hearst in 1949 and served a term on the town council in 1951. His heroics were featured in the Toronto Star after he and his brother in law, Bert Buck, rescued several people during a fire at the Queen's Hotel, including the hotel owners Mr. and Mrs. Henry Selin.

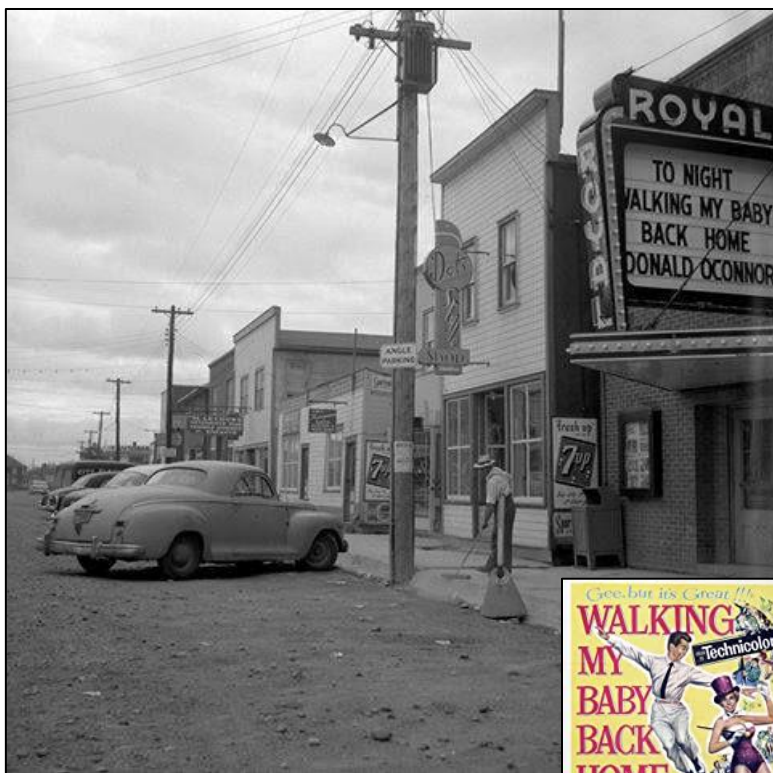


feared a train fireman had perished inside. The engineer who escaped the fire, fainted when he saw his mate safe outside.

When Madge and her husband bought a motel and moved to B.C. in 1964, Granny followed them. She passed away in 2,000 at the ripe old age of 103.

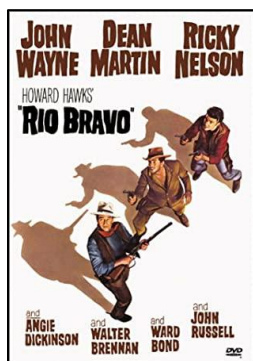
In the mid-1950s Lad bought the Royal Theatre from Nap Boucher. About that time, it was renovated with a modern front and a flashy marquee that extended over the sidewalk and announced the current feature.

The picture, on the right, was taken by Rosemary Gilliat, a photo journalist from Ottawa who crossed Canada in 1954 with three friends documenting their trip. They came to Hearst on August 2, 1954. She described her impressions in her journal. *Day three: Downtown, Hearst, Ont.* "Audrey drove a while till we came to the first little town and the last before taking off into the forests. It was like a little frontier town—fake fronts to houses and shops, gravel roads all very rough. One almost expected to see hitching posts and have cowboys gallop up and leap off and clatter into the saloon." (Rosemary Gilliat / Library and Archives Canada).



The feature of the day was the 1953 Donald O'Connor/Janet Leigh musical, *Walking my baby back Home*.

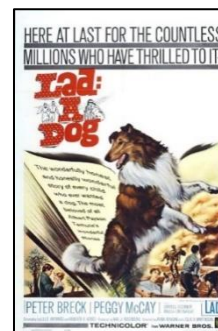
Lad worked the projection booth and his wife Freda sold tickets and ran the candy bar. Later Raoul Rondeau became the long-time projectionist. Over the years Olga and Martha Bies, Alice Lapointe and a few others did the ticket sales and candy bar. A long list of students performed the usher, lobby card and marquee maintenance, snow shoveling and floor sweeping duties – that was usually all one job. Among them were Bill and Ernie Bies, Ray and Serge Morrisette, Sim Callewaert, Kenny Cowie



I was not a very good usher as I was more interested in watching the movie than escorting people to their seats. I think I saw *Rio Bravo* 7 times as it had an extended run and I could recite most of the lines. Being afraid of heights I always looked, with trepidation, at changing the marquee to announce the next movie. The ladder barely reached the platform and I had to climb up with a handful of letters under one arm, praying that the foot of the ladder would not slip on the sidewalk. Even more tricky in winter, but I never heard of anyone falling. I was a movie buff since I saw my first one in the early 50s and devoured the 7 and 9 PM showings of the same

feature. There were no Sunday movies so the movies would run Mon-Tues, Wed-Thurs, and Fri-Sat. I was fascinated by the posters and lobby cards and wish I had kept some of them.

Lad was a great promotor and always tried to liven up the movie nights. When he exhibited the 1962 feature, "*Lad: A Dog*", he added his picture to the posters. Halloween was a special night as he'd book a scary movie like *Frankenstein* or *Dracula*. Then he'd dress up in a gothic costume, complete with a cape and run up and down the aisle with his trademark evil laugh, "BWAHAHAHA". Other times he'd ring a cowbell during a tense scene or use the microphone to shout warnings as the hero faced impending danger. His masterpiece was to run a clothesline from the projection booth over the heads of the audience and send a ghost fluttering overhead when the movie got tense. He'd also attach streamers and tissue paper to the support cables overhead and then pull strings from the booth to bring them fluttering down if there was a bat or vampire scene. Crumpled paper tossed down on the kids heads



during the rat invasion scenes in *Ben* or *Willard* brought screams of terror from the tense crowd below. Sometimes he'd have the staff dress for the occasion as when usher Serge Morrisette was asked to wear a German Army Uniform during the screening of *Mein Kampf*. Lad would dress up as Santa Claus at Christmas but sometimes the Halloween Lad would surface and scare the kids.

Another promotion was to stop the movie and announce lucky seat numbers for a prize giveaway. Usually just a pop or a bag of chips, these prizes still made lasting impressions on the kids to this day.

Then there were the midnight shows on Sunday night. In those days, businesses were not allowed to operate on Sundays. These were always sell-outs.

Both Nap and Lad knew that it was futile to compete against the Hearst Lumber Kings in the 50s. When there was a home game scheduled, they would forget about the 9 PM show, close the theatre and go to the arena with the rest of the town.

They would maximize the seating capacity, which was normally about 250, with planks on pop cases at the front for the Saturday afternoon matinees of Tarzan, the Lone Ranger, Dean Martin and Jerry Lewis or the Three Stooges. When you consider that even a full house of screaming kids at 15 cents each would only produce a box office

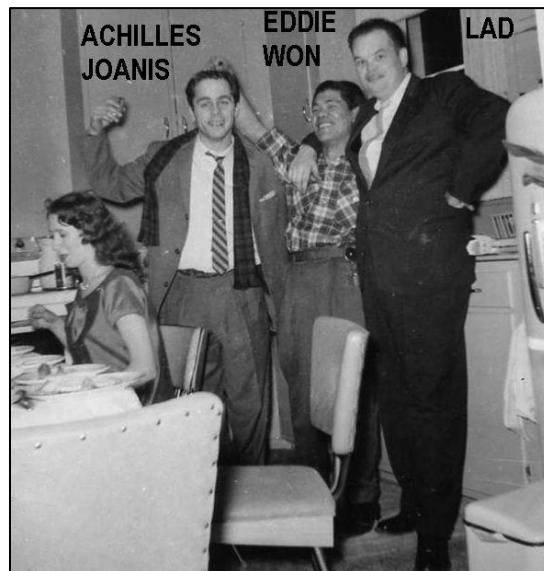


gate of \$30 or \$40, they had to use every trick to make a profit. The town cops would wander in and stand on pop cases at the back overlooking the wall behind the seating area to catch a few minutes of the movie as they made their rounds. Lad would present first-run movies but his real profits came from grade-B Westerns and crime dramas from the 40s. Randolph Scott, Tarzan and Davy Crocket always filled the house. It was a safe haven for the older kids to steal a smoke and at times it was hard to see the screen through the haze, as Elena Bosnick remembers.

Claude Brochu recalls being introduced to the Hula Hoop when the Rondeau family demonstrated their skills at the front before a movie.

Ray Giroux had a shoe-shine stand in front of his father's pool room and recalled that he needed 25 cents to get into the movie and another 25 cents for a pop and a chip in the 60s.

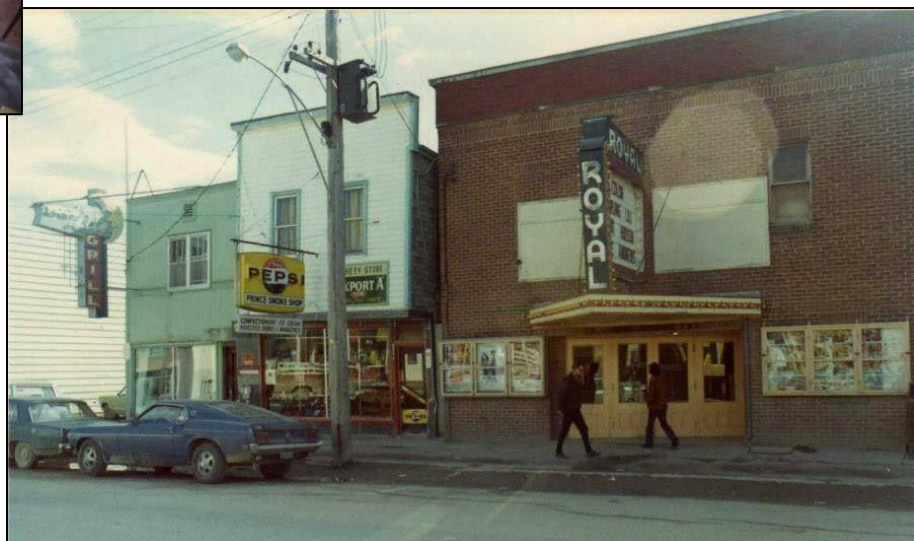
A man of many hats, Lad owned a bowling alley, snack bar and laundromat at George Street and 8th, which later became Stedman's and is now the library. He also built an apartment building between Prince and George streets, east of 8th, that had a small soft drink bottling works on the ground floor. Being a serious coin collector, he must have checked every quarter that came through his coin laundry. A real social animal, stories about his parties were legendary. In an email, Marcel Brochu recalls a special night when Lad presented a rock concert at the Royal with some visiting bands, *"it was really a rock and roll show like we used to see in movies from the 50s. After the concert Lad brought the entertainers to his apartment on top of his bottling works. I was there."*



After his first marriage to Freda broke up, he married a local girl, Rita Laurin and they had a son, Derek, in 1971.

The picture below, right, shows the ever-changing neighbors of the Royal. We see the first location of Prince's Smoke Shop in the Dot's Style Shop/Irene's Fashion building and

Eddie Won's Moonlight Grill has taken over Shoppoffs. Eddie was there from 1959 to 1965 before moving across the street. Prince's Smoke Shop later moved into the Moonlight Grill location.



Alice Lapointe Callewaert provides the following information from 1957 to the 1970s:

"Sim started at the theatre in 1957 as usher, then projectionist. I started in 1960 in the candy bar then ticket cashier and in charge when Lad was away,

THEATRE: There was no longer an apartment upstairs. There was the projection room, a rewind room and a storage room for the candy bar.

Movies were 7 days a week. 2 showings 7 and 9 pm. 2 matinees at 2pm on Saturday and Sunday. Then, for a few months, there was a Sunday midnight showing, alternating weeks with the Cartier. All this for \$9:00 a week.

Projectionists were: Lad, Raoul Rondeau, Simeon Callewaert and Frederic Callewaert and Germain Gosselin replaced now and then.

When Freda left, I took over as cashier and when Lad went on trips I was in charge of "downstairs" and Raoul Rondeau "upstairs."

Lad would order all the films one year ahead so that made it easier for him to travel.

In 1961 he built the 6-lane bowling alley, the restaurant and laundromat. He sent Sim to Mississauga for a course to operate the automated pinsetters. This business did not work out as this was 10 years ahead of its time. He closed it and sold the equipment. The Bowling lanes were sold to Kapuskasing.


Another venture of Lad's was when he and Larry Leblanc contacted Jerry Lewis when he started the Jerry Lewis Cinema Franchise. He and Larry became the Canadian franchise representatives. However, this did not work out as Mr. Lewis opted out of Canadian operations.

Lad owned the biggest coin collection in Canada. In 1965 He went on a Coin Show tour in Canada and the USA. I received post cards from Texas and Montreal.

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5. Set Canadian Nickels 1922-1966 no. 25 or 26 far 6 - VG/BU in folder	TRENDS 15.00	NOW	7.95
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BU Roll Pennies 1960-1961-1962-1963-1964-1965-1966 7 Rolls		ONLY	9.95

1922-1924-1927-1928-1929- 1930-1931-1932-1934-1936- 1937-1938-1939-1944-1945- 1946-1947-1947ML- 1949- 1951-1953-1954-1955-1956- 1958 Canadian Nickels Average circulated 15¢ Each - 9 for 1.00	1923 - 1933 5¢ - PR - 69¢✓ 1925 Nickel VG 16.49 1926 Near 6 VG 1.99 1926 Far 6 VG 33.29 1942-43 Tombac PR 99¢✓ 1948 - 51 COMM. PR 99¢✓ 1937-38-39 CDN 50¢ VG/F 3pc 5.95 1947L-1947R CDN 50¢ VG/F 2pc 2.29 1948 CDN 50¢ VG/F 20.95 1931-34-36 CDN 50¢ 3pc VG/F 21.95 1932 - CDN 50¢ VG 22.95 1947 - ML CDN 50¢ VG/F 16.95
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Please add 50¢ to orders under 25.00 to cover postage and insurance.

10% OFF WHEN PAYING IN US FUNDS.

FREE! 1926 NEAR 6 CANADIAN NICKEL VG/F WITH EVERY ORDER OVER 25.00

In 1966 he had a Coin store at 406 Queen Street in Toronto. ABC BARGAIN BARN.

Last time he was in Hearst was when the Theatre was torn down.

After another divorce he moved to Niagara Falls and opened a shop of movie posters etc.

Lad died on May 21, 1986 from a stroke or aneurism."

Lad finally got to Toronto in 1976 when he left Hearst and continued his wheeling and dealing with a series of Collectables stores called "Mad Lad's". He specialized in coins and movie memorabilia and had shops on Yonge, Queen and on Bloor streets. The clipping below, from the Toronto Star in 1980, shows Lad at his best hawking his wares at Toronto's largest garage sale in the Village by the Grange, near the Ontario Art Gallery. The ad below, also from the Toronto Star in 1980 shows Mad Lad's liquidation sale at Bloor and Bathurst featuring antiques, glass, mirrors, built-in ovens and furniture in addition to his coins, collectables and movie posters, probably from his Royal Theatre days.

Things new and old at super sale

What began as an opportunity for Village by the Grange residents to sell off their unwanted household items has evolved into a twice-monthly garage sale billed as Toronto's largest.

Yesterday's sale at Dundas and McCaul Sts., across from the Art Gallery of Ontario, featured items of every size and description, from jewelry and handicrafts, to old posters, magazines and antique furniture.

More than 125 exhibitors brought their wares to the sale and one of them, Taffi Rosen of Rush-ton Rd. explained she'd been collecting things for years and decided it was time to sell for a change. She sold a lamp and with the money proceeded to another stand where she bought a rug. The next sale is Aug. 3.

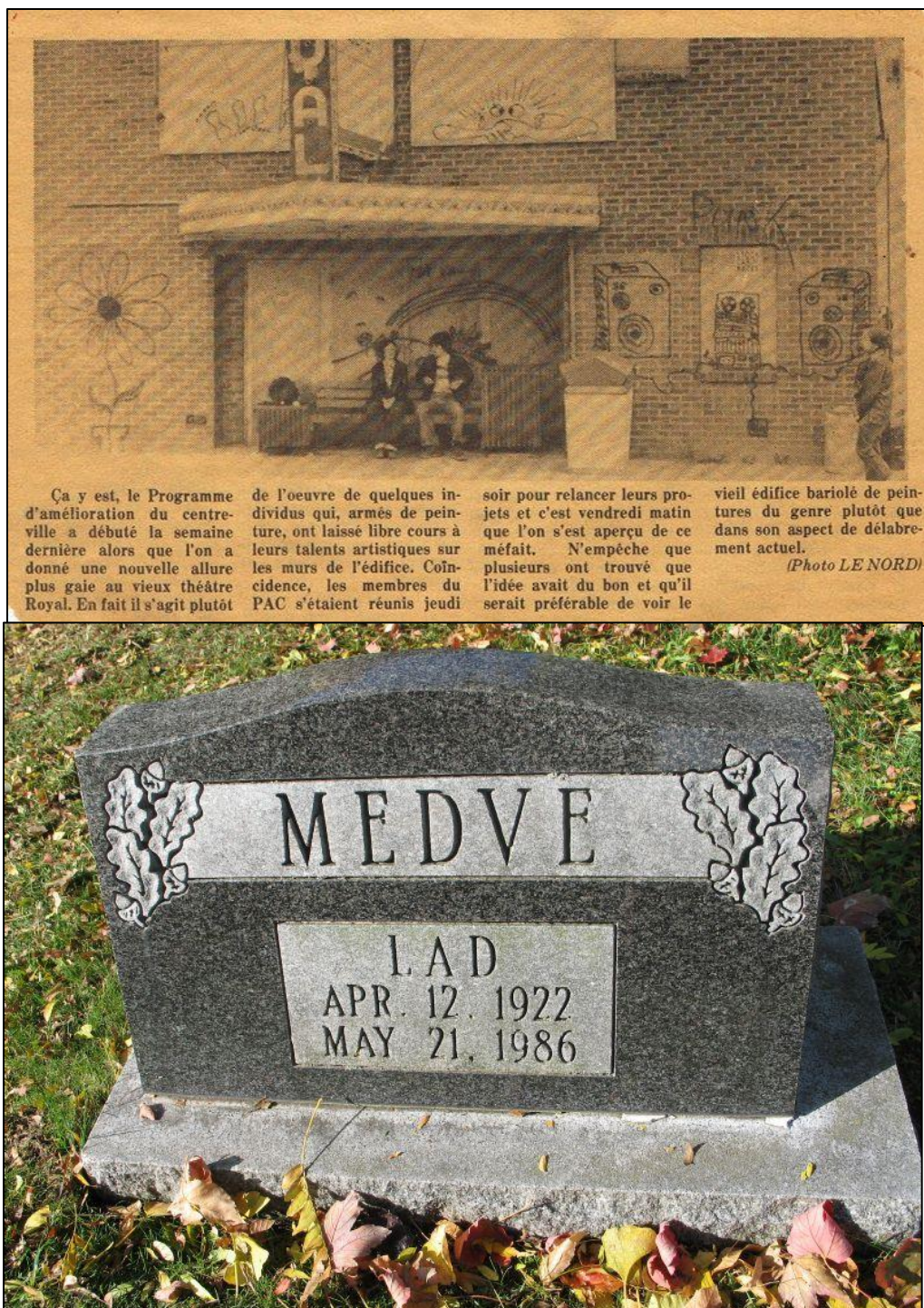


Marika Hackman, II, was Queen for a day at Mad Lad's stand

128
Public Auctions

AUCTION
MAD LAD'S
604 Bloor W./at Bathurst.
532-3493
SAT. JUNE 21 AT 1 P.M.
PREVIEW FROM 10 A.M.
LIQUIDATING
CONTENTS OF STORE
BOOKS, Prints, Oil paintings, Adding machines, Lamps, Chandeliers, Silver coins & Mint sets, Ceramic & Glass, Movie posters, Mirrors & Frames, Casco di Monte, Plaques, Silver plate, Records, Built-in ovens, Furniture & many other items.
Terms: Cash. Small deposit required for bidders. No reserves.
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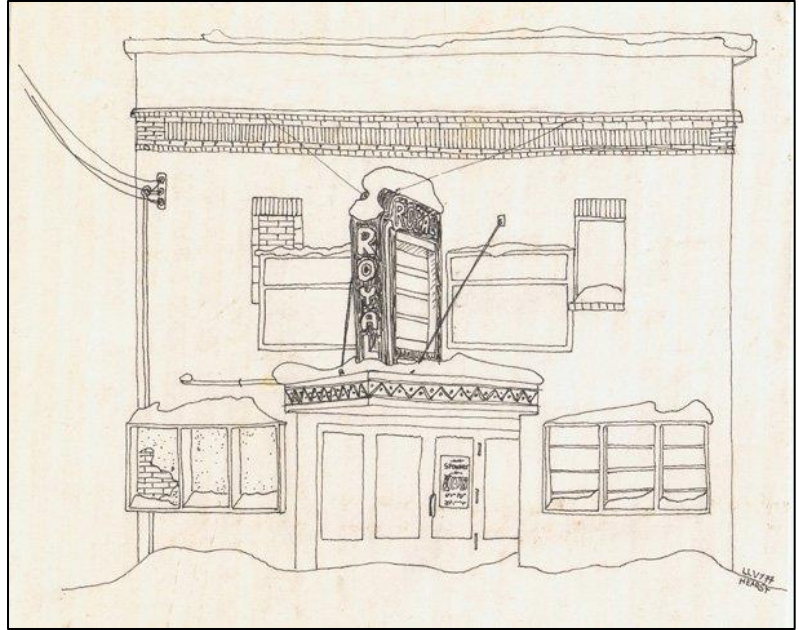
With Lad gone from Hearst, the Royal Theatre ceased to operate and was soon subjected to vandalism and graffiti artists. The town council decided to demolish the theatre and the building beside it, the former Ida's Tea Room and create a municipal parking lot. Lad made one last trip to Hearst to view the demolition. Now living in Niagara Falls he continued with his passion for movies with a store specializing in movie posters. He also owned some rental properties and, always the hands-on guy, was moving furniture when he suffered a stroke. He called for an ambulance himself but passed away in the hospital on May 21, 1986. He is buried at Niagara Falls Ontario.



Laurent Vaillancourt sketched the abandoned Royal Theatre from a window booth at the Star Café.

Boucher family photos and history courtesy Jimmy Boucher.

Medve family photos and history courtesy of Derek Medve and Rita Laurin Medve
with thanks.



Other Theatres in Hearst:

The Royal had been the only theatre in Hearst for years. In the mid-50s Ernest and Paul Veilleux, who owned the Welcome Inn across the street, opened the Cartier Theatre adjacent to their hotel. The Cartier specialized in French-language movies, many had originally been produced in English and then dubbed into French. My buddy Marcel Brochu worked at the Cartier and we were known to switch positions on occasion so we could see a different movie. Both of us were movie buffs and never saw a movie we didn't like. On Sundays we'd go to a church across the tracks in Ste. Pie X where they showed movies dubbed in French. This was interesting as they had to put the lights on between reels as they rewound one and set up another, providing a fast smoke or bathroom break. I improved my French because I usually had seen the movie in English and could follow along.



We eagerly awaited the monthly movie calendars announcing the coming movies, like this one from March 1960, courtesy of the Ontario Archives.

<p>MARS 22-23 — MER. JEU.</p> <p>Gina LOLLOBRIGIDA DANIEL GELU LA BELLE ROMAINE</p>	<p>MARCH 24-27-28 — SUN. MON. TUES.</p> <p>COSMIC MONSTERS BLOOD ON the SWORD</p>	<p>CARTIER THEATRE HEARST, ONT.</p> <p>MARS - MARCH STELLAR PUBLICATIONS INC. 640 RUE ST-JEAN, QUEBEC</p>
<p>MARCH 24-25 — FRI. SAT.</p> <p>THE PLUNDERERS JEFF CHANDLER - JOHN SAXON DOLORES HART</p>	<p>MARS 29-30 — MER. JEU.</p> <p>LE CALVAIRE D'UNE MERE REMY JARNESI</p>	<p>VICTORIA HOTEL M. BLANCHARD, PROP. BOX 335 D.H. 366 818 FRONT ST. HEARST, ONT.</p>
<p>WINDSOR CAFE LEONARD MERCEP PROP. MODERN ROOMS • EXCELLENT MEALS CHAMBRES MODERNES • EXCELLENTE CUISINE OPEN 24 HRS. INSURED TAXI SERVICE 918 FRONT ST. HEARST, ONT. TEL: 141</p>	<p>M. LECOURS LADIES' - MEN'S AND CHILDREN'S WEAR VETEMENTS POUR FEMMES - HOMMES ET ENFANTS TEL: 51 CASIER POSTAL POST OFFICE BOX 169 HEARST, ONT.</p>	

<p>MARS 1-2 — MER. JEU.</p> <p>NATHALIE AGENT SECRET CAROL</p>	<p>MARS 8-9 — MER. JEU.</p> <p>REGLEMENTS DE COMPTE A O.K. CORAL LANCASTER DOUGLAS</p>	<p>MARS 15-16 — MER. JEU.</p> <p>CHARLES TRENET FRANCOIS CASI-CANI DU MOULIN ROUGE</p>
<p>MARCH 3-4 — FRI. SAT.</p> <p>THE SHAGGY DOG-GONE ADVENTURE SHAGGY DOG</p>	<p>MARCH 10-11 — FRI. SAT.</p> <p>YUL BRYNNER WALLACH McQUEEN THE MAGNIFICENT SEVEN</p>	<p>MARCH 17-18 — FRI. SAT.</p> <p>THE LEECH WOMAN COLIN GRAY GARY WILLIAMS GLORIA TALBOT</p>
<p>MARCH 5-7 — MON. TUES.</p> <p>MACUMBA LOVE</p>	<p>MARCH 12-13-14 — SUN. MON. TUES.</p> <p>THE LAST WOMAN ON EARTH THE LITTLE SHOP OF HORRORS</p>	<p>MARCH 20-21 — MON. TUES.</p> <p>ELMER GANTTRY WANTS YOU! BURT LANCASTER JEAN SIMMONS ELMER GANTTRY</p>
<p>MARYAM 5-10-15-100 VOUS TROUVEREZ TOUT CE QUI VOUS INTERESSE 818 GEORGE ST. HEARST, ONT.</p>	<p>TED WILSON MEN'S AND BOY'S WEAR VETEMENTS POUR HOMMES ET GARCONS TEL: 99 828 GEORGE ST. HEARST</p>	<p>BLAIS SUPER MARKET EPICERIES, VIANDES FRUITS, LEGUMES TEL: 93 4 - 9ième AVENUE HEARST</p>

In January 1964, the Welcome Inn burned down but the firemen managed to save The Cartier. Photo courtesy Isobel Charles.



The Bank of Nova Scotia was built on the Welcome Inn site. The Cartier closed for a time and then became a video shop for a short time.

In 2013 new owner Killy-Ann Brunet brought movie nights back to Hearst when she acquired the Cartier Theatre and reopened it as the Hearst Theatre. The Cartier thus surpassed the Royal in years of service.



A whole new generation is once again enjoying movies on the big screen and the promotional genius of Killy-Ann and her candy bar.

Deep fried Mars bars anyone?

Acknowledgements and References:

This started out as a short memory piece about my ushering days at the Royal about 60 years ago but grew as others shared their memories. It seems to have become a living document as people are still sending me pictures and stories. I don't have all the facts and dates but this is a good start for anyone who wants to research further. Ernie

Stories, memories and photos thanks to: Jimmy Boucher, Derek Medve, Rita Laurin Medve, Ray Alary, Olga, Anne, Bill and Sandy Bies, Donald Blouin, George and Elena Bosnick, Yolande, Claude and Marcel Brochu, Killy-Ann Brunet, Alice Lapointe and Sim Callewaert, Cathy Spennato Cassidy, Aimé Chevrier, Charles Dobie, Peggy Wade Dodds, Daniel Fauchon, John Flood, Christine Gagné, Ray Giroux, Alan Jansson, Barney Larose, Yolande Leclerc, Claudine Locqueville, Claire Fortin Mahon, Serge and Ray Morrisette, Doug and Laura Rosevear, Ida Shoppoff (interview 2008), Louis Tanguay, Terry West, Mary Wilson Urquhart (letter 2008), Laurent Vaillancourt.

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