

Strand Theatre Shelbyville, Inc.

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Strand Theatre Weekly Email: March 14, 2013

Written by David on March, 15 2013

Happy Birthday to the Strand Theatre. We opened March 14, 1916. Let's step back in time?

Shelbyville Democrat

March 14, 1916

STRAND DOORS OPEN; CROWDS VIEW THEATRE

WILLIAM C. MELOY, OWNER OF PLACE, RECEIVED SEVERAL GIFTS OF FLOWERS DURING DAY ? MUCH WIRE WAS USED.

The formal opening of the Strand theatre, owned by William C. Meloy, of this city, occurred this afternoon. The beautiful new theatre was filled with people throughout the afternoon, all anxious to view one of the most complete motion picture houses in the state. Mr. Meloy received compliments and wishes of success from many persons today. He also received a number of gifts of flowers. The merchants of the ?200? block in South Harrison street, presented Mr. Meloy with a great bunch of red roses.

The theatre, which as been in course of construction for several months, is one of the most complete and modern to be seen anywhere in Indiana. The seating capacity is eight hundred and fifty. Mr. Meloy has contracted for the best film service to be had. Music composed especially for the pictures was played during today?s program on the pipe organ purchased by Mr. Meloy for the theatre at a cost of \$5,000.

The heating and ventilating system of the theatre is the best that could be installed. It cost the owner \$3,000. The system is so complete that electric fans will be unnecessary during the summer months.

The electrical work about the building was done by Moris Drake and Carl Rokobrandt. Thirty thousand feet of wire were used and 1,500 feet of conduit. There are eleven motors in the theatre. Seven hundred lights are used in the electric signs on the front of the theatre building. Bert Bright, of this city, is the operator at the Strand.

Images on this post:

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