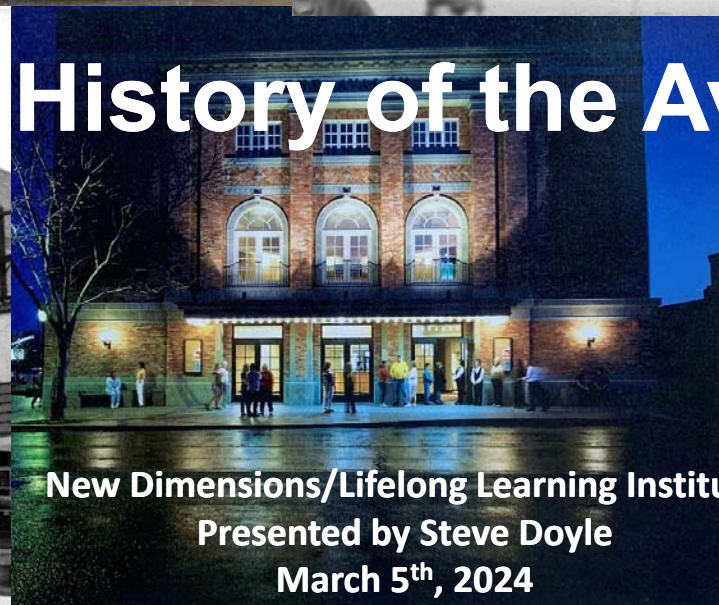


The History of the Avalon Theatre?

A History of the Avalon Theatre?



Steve's History of the Avalon Theatre!

New Dimensions/Lifelong Learning Institute
Presented by Steve Doyle
March 5th, 2024



The Public Speaker's Dilemma: a Fire hose or a Glass of Water?



HOW DID WE GET HERE?



THE AVALON THEATRE

- **1923**
The Avalon Theatre Opens.
- Who's Who of performing arts world: Lucy Gates, Al Jolson, John Philip Sousa, Ethel Barrymore.
- **1928**
The Avalon Theatre leased to various moving picture syndicates
- **1933 - 1946**
The Avalon Theatre leased to J. H. Cooper Company; sold to the Cooper Foundation in 1946



COOPER THEATER ERA

- **1947**
Remodeled, The Avalon re-opens as The Cooper Theater.
- **1970s**
Community discussions begin about building a Performing Arts Center.
- **1985 - 1993**
The Cooper falls on hard times, goes dark in 1989 and remains a vacant eyesore on Main Street.



A RESTORED AVALON

- **1991**
Avalon Theatre Foundation (ATF) established to support The Avalon.
- **1994**
City of GJ acquires the theatre with funding from the DDA and City funds for \$200,000. DDA manages operations.
- **1995 - 1999**
Additional Restoration - \$1.6 million, including grants and fundraising.
- **2003**
Two Rivers Convention Center takes over operations from DDA.



THE CORNERSTONE PROJECT

- **2009 - 2014**
DDA and GJSO fund a master plan (awarded to Westlake, Reed, & Leskosky) to transform The Avalon Theatre into a state-of-the-art Performing Arts Venue.

Avalon Theatre Foundation Board reorganized with representatives from GJSO, DDA and at-large citizens.

\$9.7 Mil project -- \$4.1 Mil from City of Grand Junction, \$3 Mil from DDA, \$1.6 Mil from Avalon Theatre Foundation, \$1 Mil from Department of Local Affairs.
- **2014**
Completion of Cornerstone Project



Trustedly Managed By



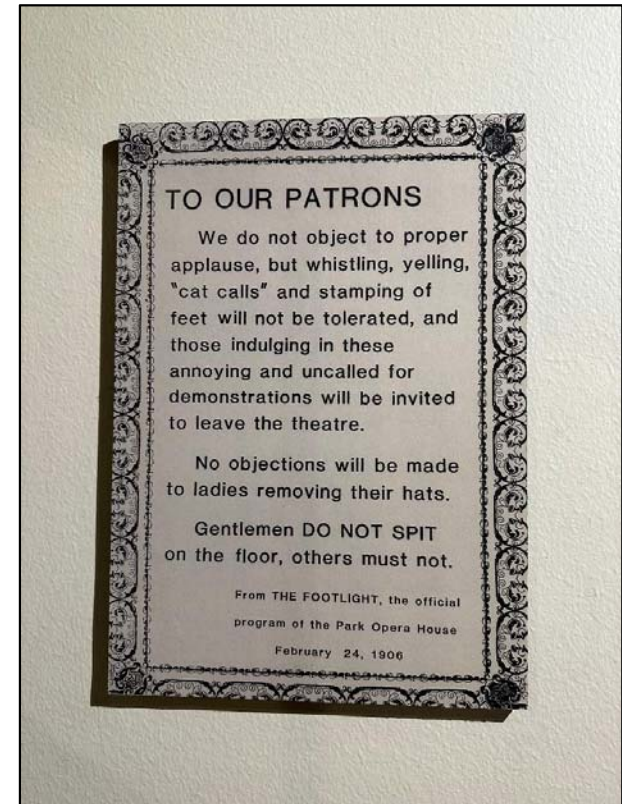
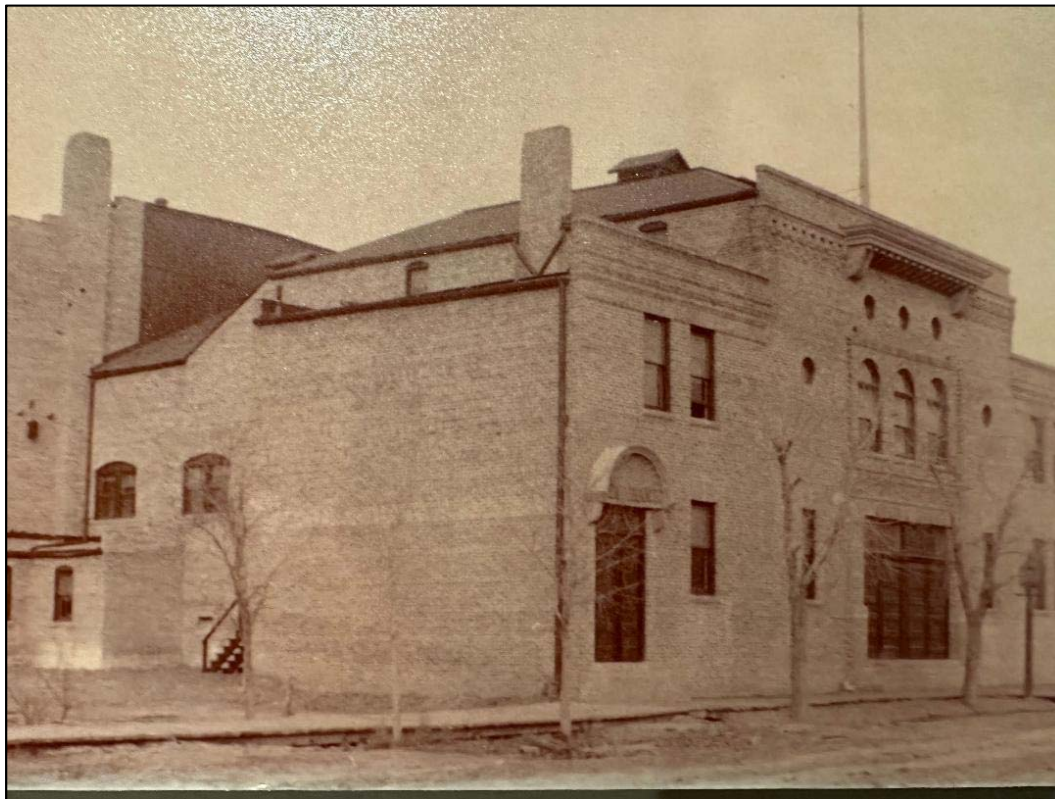
Before the Avalon Theatre: The Site of the Grand Junction Town Company Offices



A bronze plaque on what is now the Avalon Theatre marks the site where the original Grand Junction Town Company stood. The inscription:

“On this site formerly stood the adobe building which was the original home of the Grand Junction Town Company. Through its organizer and president, Governor George A. Crawford, this company filed on land left vacant by the removal of the Ute Reservation to Utah, September 1881, and thus founded the city of Grand Junction. This tablet was erected by Mount Garfield Chapter DAR, 1924.”

Before the Avalon Theatre/Park Opera House



Prior to the Avalon Theatre/The Lyceum

SPECIAL ATTRACTION
The Lyceum Theatre
 Today and Tomorrow--Afternoon and Evening
Hobart Henley
 Presents
MRS. SIDNEY DREW'S
 Adaptation of
THE GAY OLD DOG
 by
EDNA FERBER



HOLD UP THE MIRROR UP TO NATURE
 Reflecting an every-day human heart story which, by its absolute simplicity and fidelity to the imagination, holds the interest, makes the pulse beat just a little quicker at times and causes rure of merriment.

THIS "GAY OLD DOG" IS NO STRANGER TO YOU!
 He's the fellow who works next to you at the office, or the lonely chap who runs the tailor shop down the Road, or maybe he's the friend whom you stigmatized as "close" and "stingsy" because you didn't know!

COME AND RECOGNIZE HIM ON THE SCREEN—
HE'S AN OLD FAMILIAR FRIEND
 Come and make merry with him, grin with him, join his dinner and theatre parties, help him choose hats for his lady friends AND LOOK INSIDE THAT GREAT BIG HEART OF HIS, and perhaps you'll understand why they all call him "The Gay Old Dog." It isn't ALL gaily! Not ALL the time.

"THE GAY OLD DOG" IS A FINE HIT-OF APPETITE THAT WILL LIVE IN YOUR HEART AS A DISTINCTIVE PLAY.

—ALSO—
NELLIE'S NAUGHTY BOARDER—A SCREAM OF A TWO-REEL COMEDY.

Jan 21, 1920

The Lyceum Theatre
"WHERE YOU SEE THE BEST IN PHOTOPLAYS"
TOMORROW AND THURSDAY
 THE GREATEST PICTURE WILLIAM FARNUM EVER PRODUCED
 WILLIAM FOX PRESENTS
William Farnum
 in
"Wings of The Morning"
 FAMOUS NOVEL BY LOUIS TRACY A SCREEN CREATION FROM THE NOTE



Dear Mr. and Mrs. Public:
 I take great pleasure in announcing the appearance of William Farnum in his second photoplay, "Wings of the Morning," at my theatre on Wednesday and Thursday.

From a review of the picture I immediately state that, in "The Wings of the Morning," which is a pictorialization of the novel of the same name by the distinguished author, Louis Tracy, you will have an entertainment surpassing any you have had in some time.

William Farnum never has been seen in a greater heroic role than the one he enacts in this great love story.

From a technical and pictorial standpoint this picture, "Wings of the Morning," is a masterpiece of 2 Twentieth Century of the William Fox directing forces, you will see the unfolding on the screen of a photodrama that will live long in memory.

I could recount thrilling episodes, like the great shipwreck scene on a rocky coast, the battle with a hoard of ferocious Chinamen, the great cliff martial scene and the thrilling fight with a giant scorpion; but would rather you see them all yourself.

Do not miss the showing of "Wings of the Morning." If you do, you will have missed seeing an epic.

Sincerely yours,
 GEORGE JACK WATSON WILL MING THE BEAUTIFUL AND POPULAR SONG
"WINGS OF THE MORNING"

The words of this song were written by Jean Le Fèvre after witnessing the production of the play by this time in which William Farnum is starring at the Lyceum Theatre.

Jan 27, 1920

At Lyceum Theatre
"A Petal on the Current"
 —FEATURING—
Mary McLaren

Stella Schump was "in Children's Shoes" at the Criterion. The mere thought of talking to a man set her heart going pitty-pat, but no girl with the wonderful eyes and face that were the property of Stella Schump could go unmolested.

With mingled feelings of alarm and pleasure she tremblingly responded when one of the men clerks called to her. "Cutie, you've got some goo-gooes," were the words she heard from him and how Mother Schump laughed and shook her head as Stella repeated the occurrence at home.

Persuaded to meet other young folk, Stella went to a party. She "blew the foam off one glass of beer." Then with her pretty head reeling, she went into the street to get a breath of air.

This is one of the incidents in "A Petal on the Current," Mary McLaren's latest Universal master photoplay, written by Fannie Hurst as a magazine story. To deprive yourself of this picture when it is shown at the Lyceum Theatre is to lose one of the most forceful lessons of life, with its pathos and pleasure, ever shown.

The Joy Spillers
 Again today and tonight. Entire change of program.

Admission, Matinee 10c and 25c. Tax included.
 Night, 20c and 35c, tax included.

May 8, 1920

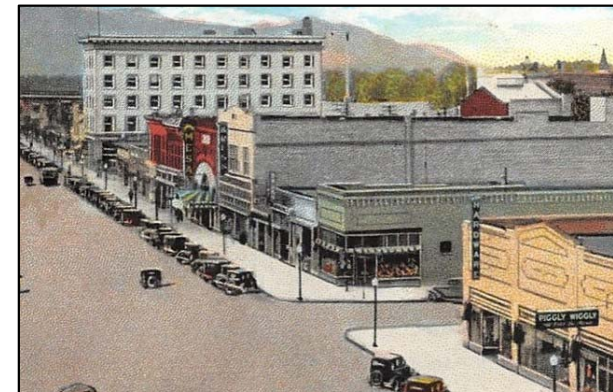
Prior to the Avalon Theatre/The Majestic (Mesa Theatre)



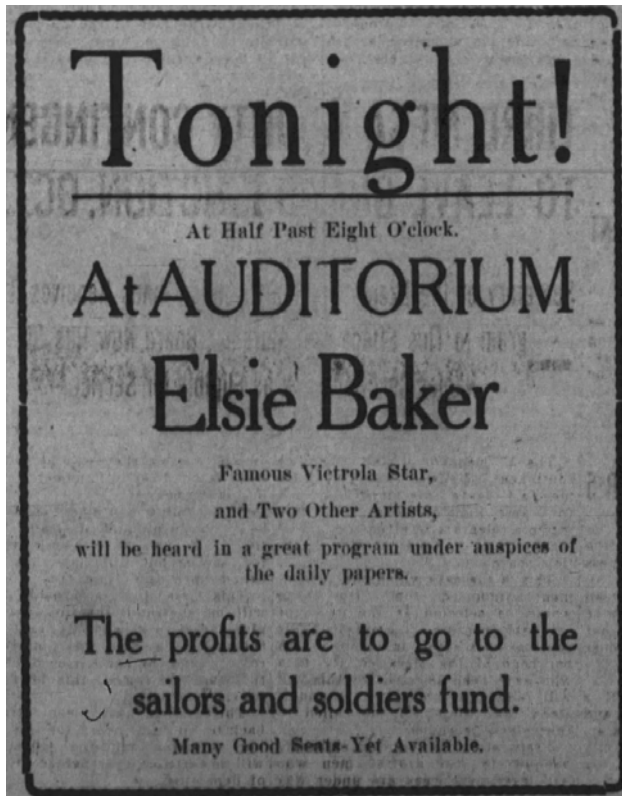
Majestic theater, Grand Junction, Col.



Jan 7, 1918



Prior to the Avalon Theatre/The Auditorium



Tonight!
At Half Past Eight O'clock.
At AUDITORIUM
Elsie Baker
Famous Victrola Star,
and Two Other Artists,
will be heard in a great program under auspices of
the daily papers.
**The profits are to go to the
sailors and soldiers fund.**
Many Good Seats Yet Available.

Sep 25, 1917



The Famous Gilbert & Sullivan Operatic Production
"THE MIKADO"
PRESENTED BY
"The Oxforads"
At Auditorium, Tuesday Night, March 6th, As Next Number on
The Daily Sentinel's Lyceum Course.
A Remarkable Evening of Music and Opera By Artists of The
Very Highest Class.
Limited Number of Reserved
Seats at \$1.00 Each
One of The Most Remarkable
Programs Ever Offered Here.

Feb 28, 1917

Before the Avalon Theatre/The Armory

Rusco & Hockwald
PRESENT
THE FAMOUS GEORGIA MINSTRELS
Armory Monday Night October 30th
40-People-40
Band and Orchestra

Gorgeous Street Parade
The only show of its kind in the world.
Thirty-third season on the road.
New artists and brand new program this year.
Fifteen vaudeville acts.

Sale of seats opens at The Sentinel office on Wednesday, October 25th, at 9:00 o'clock.
First fifteen rows at \$1.50, plus ten per cent federal tax.
Next fifteen rows at \$1.00, plus ten per cent federal tax.

Note—The Georgia Minstrels were booked for The Avalon Theatre but are transferred to the armory owing to the fact that The Avalon is not finished.






Oct 20, 1922

Double Event
BOXING and WRESTLING
Ten-Round Boxing Exhibition.
WHITEY HUTTON of Grand Junction
VS.
JACK DOWNS of Montrose.
August Sepp
Colorado Champion
VS.
Jack Hunnel
Arizona Light Heavy-weight
Finished Match
Best two out of three falls.

GOOD PRELIMINARIES
ARMORY, JULY 26th
Prices:
Ladies and Boys\$.50
General Admission 1.00
Reserve Seats 1.50
Ringside Seats 2.00
Seat Sale at the Interstate.
LADIES ESPECIALLY INVITED



Jul 26, 1922

Putting 1923 in Context

- US on the cutting edge of civilization: industrialization; electricity; moving pictures, phonograph records, vaudeville, planes; cars; more disposable income & free time
- 41 years after Grand Junction came into existence
- 8 years after D. W. Griffith's blockbuster film **Birth of a Nation** (12 film reels; 2 – 3 hours; musical scores; close-ups & fade-outs)
- 5 years after the 'war to end all wars'
- 2 years after the Grand River was renamed the Colorado River
- Same year as the founding of Time Magazine & Disney Corporation; the birth of Hank Williams; the invention of the self-winding watch; the television; frozen vegetables; the construction of the Daily Sentinel's headquarters across the street
- 4 Years before Charles Lindberg made his famous NY/Paris non-stop flight in 33 ½ hours
- 5 years before the arrival of sliced bread
- 8 years before Grand Junction would have its first radio station
- President Harding was in his second year in office (died Aug 2, 1923)
- Our country was coming to grips with eugenics, racial purity and the KKK
- Importance of newspapers

Walter Walker – Father of the Avalon

HISTORY

“A Word as to the Policy

WITH THE COMPLETION OF THE AVALON, GRAND JUNCTION HAS REALIZED a long cherished hope and a need long felt throughout this section of Colorado has been filled. This city can now list among its assets a large, standard, modern theatre equal in size, appointments and equipment to any theatre to be found in any of the smaller cities of America. The Avalon seats 1,466 people and its stage can accommodate the largest attractions that tour the country, handling a performance with the same ease and completeness that a production can be handled in Denver's largest theatres.

A high standard will be maintained for the house at all times. It will be conducted with the idea of making it a credit to the company, to the management and to the community, and an institution of which all the people will be proud.

A faith in the future of Grand Junction and a belief that Grand Junction and western Colorado will give the deserved support to such a theatre have made possible the financing of this large project. It will be conducted in a business-like manner at all times, and the management will be a definite line of policy concerning every feature of the enterprise.

The Avalon will be open every afternoon and every evening during the week. Theatrical performances, musical artists, high-class vaudeville, famous lecturers, and moving pictures of the very highest type will be the leading offerings at the new playhouse.

Every honorable effort to make The Avalon one of the best known, one of the best conducted, one of the most popular and one of the most successful theaters and auditoriums in the west will be our ambition.

We will greatly appreciate your friendly co-operation.

Walter Walker, ”
Manager
— January 5, 1923


Walter Walker's Vision

The idea of a new, state of the art community theater was the brainchild and passion of The Daily Sentinel publisher Walter Walker. As a child growing up in Marion, Kentucky, before the turn of the century, Walker took an interest in the entertainment business and began booking speakers and entertainers to perform in his hometown. He had a knack for business and brought that skill with him to Grand Junction in 1903.

A vigorous supporter of the arts, Walker pictured a grand performance and movie house for his new community that would be a source of entertainment and community pride. He also believed that newspapers had a civic obligation to help bring cultural offerings to their communities.

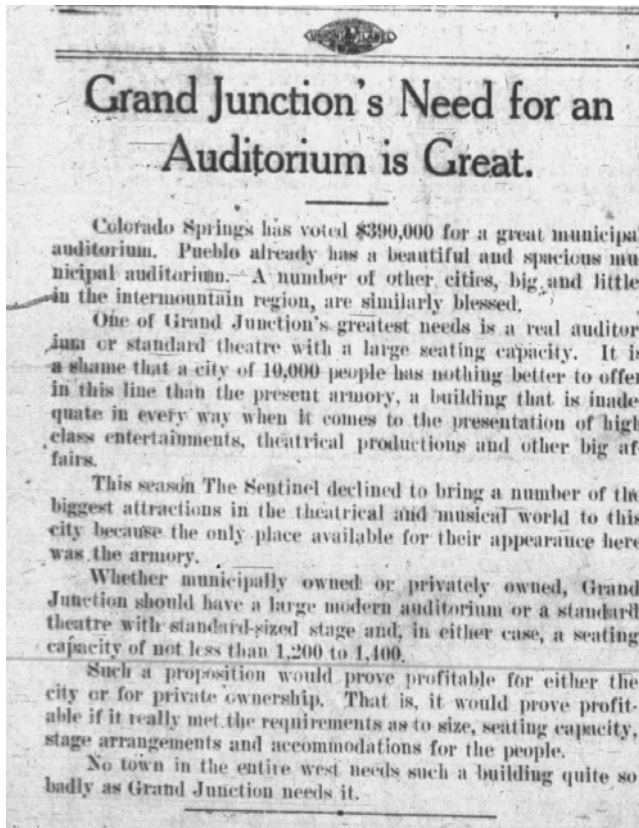
After years of bringing in speakers and entertainers to various playhouses in Grand Junction, Walker felt the time was ripe for a more professional entertainment venue. He used his newspaper to generate massive public support for the project and persuaded area business leaders to invest in a state-of-the-art theater. Walker and his investors collected \$100,000 and in 1922 constructed The Avalon Theatre, designed for both film screenings and live acts.

The Avalon Theatre Foundation was established more than 70 years later, but today we honor the late visionary with our brand — our logo is Walter Walker's actual handwriting.

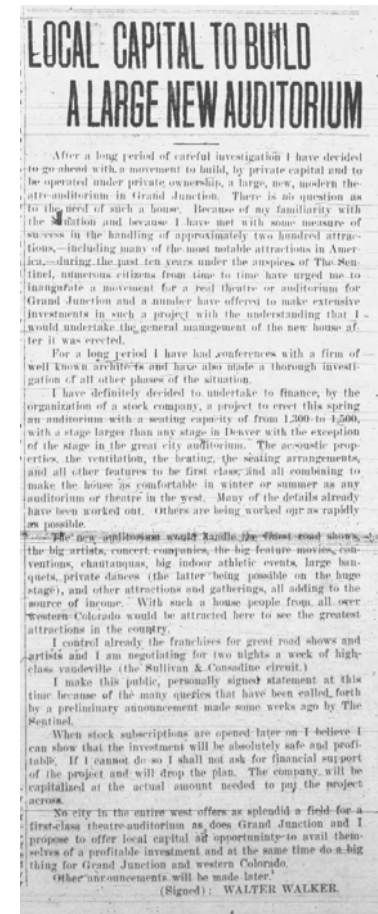


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AVALON THEATRE GRAND OPENING • The Daily Sentinel, Sunday, September 14, 2014

The Avalon Theatre: Planting the Seed ...



Nov 22, 1921



Jan 23, 1922

The Avalon Theatre: Investors Needed

GRAND JUNCTION, COLO., FRIDAY EVENING, FEBRUARY 10, 1922. No. 69.

STATEMENT FROM DIRECTORS OF NEW THEATRE-AUDITORIUM CO.

The Grand Junction Theatre Company is capitalized at \$100,000.00 and is incorporated under the laws of Colorado. There are 1,000 shares of \$100.00 par value each. All common stock, full paid, and non-assessable.

The incorporators are: William J. Moyer, James H. Rankin, Clyde H. Higgins, Walter Walker, and Sterling R. Lacy. These incorporators serve as the first board of directors. The officers are as follows: William J. Moyer, President; Walter Walker, vice-president and general manager; James H. Rankin, Secretary; Clyde H. Higgins, Treasurer.

The company authorized Sterling R. Lacy, whose offices are in the Grand Valley Bank Building, to act as fiscal agent for the company.

The movement to organize such a company was started by Walter Walker and is based upon his experience in handling attractions, his success with such attractions, and his opinion that the city of Grand Junction offers one of the finest openings in the entire West for a modern theatre-auditorium of large size.

The Grand Junction Theatre Company proposes to erect and operate such a house. The company not only will build the theatre but will own and operate it. The proposition will be financed in Grand Junction and Western Colorado.

The movement is the culmination of investigations and plans carried forward by Walter Walker over a period of several years. Every step in the matter has been taken with a careful deliberation.

Men prominent in the management circles of the great theatre stars, musical stars, and moving picture productions, have passed upon the feasibility of the project and have given their opinion to the effect that the opportunity is a splendid one and that there is every reason for the complete success of such a house in Grand Junction.

The new building will be ideally located in the business district of Grand Junction. The location is considered ideal from every standpoint for the new theatre auditorium. It is near the heart of the city's business district; is in the paved section and the "lighted way" section; it is on the street car and interurban lines; it is on the city's principal business thoroughfare, and is near the intersection of Main street with the most traveled highway in Mesa county—Seventh street.

The house will be absolutely without competition so far as size, modern equipment, and modern arrangements are concerned.

The building will occupy a space of 75x125 feet, will be one story in height, with openings on at least three sides, and with a tall, attractive and magnificently illuminated front.

The seating capacity will be approximately 1,400. The first floor will seat approximately 800. The balcony will seat approximately 600. All seats will be elevated. All seats will command excellent view of the stage. The seats will be of the best quality ever installed in a local building. There will be no posts or columns of any kind to obstruct the view.

The stage will be one of the largest in the West and will be as large as any theatre stage in Denver or any large city in the country, outside of New York City, and will equal in size all of the standard theatre stages in that city.

The stage will accommodate in every detail any theatrical or musical attraction. That will mean that a performance in this house will be as complete as a performance given in Denver or any other large city.

The stage will be so arranged that it can be quickly and easily converted into a ball room, with the advantage of a fine hardwood floor, and will accommodate at least 150 couples.

A complete kitchen outfit and catering headquarters will be installed so that it will be possible to easily convert the stage into a banquet hall that will accommodate 100 to 150 guests.

The second floor will be provided to cover the five permanent floor of the stage so as to make the stage available for basketball games, and all sorts of indoor athletic entertainments or for the holding on the stage of poultry shows and exhibitions of other sorts.

The stage will also be attractive for the use of afternoon social affairs, club meetings, etc.

The above arrangements concerning the stage naturally add to the income features of the house. There will be numerous times when the stage can be rented for one purpose and the main auditorium used at the same time for moving pictures.

On the stage, some 500 to 700 single chairs can be placed, thus increasing the total seating capacity of the house to approximately two thousand on the occasion of notable lectures, political meetings and concerts by musical artists.

Special care will be given to the arrangements for ventilation, for acoustic properties, for excellent heating during the winter season, and also the house will be so arranged that it will be perfectly comfortable during the hottest summer season.

The company will present theatrical attractions, famous musical artists, high class vaudeville, grand moving picture productions, and other entertainments characteristic of a high class theatre and auditorium.

Connections have long been established by Walter Walker which assure at many lookings as are desirable each season of attractions such as referred to above.

The building will be available on rental basis for conventions, banquets, mass meetings and gatherings of various kinds.

It is planned to have an excellent house orchestra on duty six evenings in the week, thus adding to the attractive nature of the daily programs.

Based on experience, of handling more than 200 attractions, including many of the most celebrated artists, and attractions touring the country, and based on the financial returns from these attractions, and from the income of moving pictures, and similar enterprises, in cities of this size, a possible financial receipt schedule has been outlined which gives every assurance of making the house a profitable enterprise for the investors from the very start. This house is absolutely certain to draw patronage from all of Western Colorado. The fact that there are now more than 7,000 automobiles in the few counties which comprise what is known as the Western Slope section, is just one indication of the great possibilities in the way of attendance. Grand Junction's geographical location and its location as to transportation lines make it ideal for such an enterprise.

One great advantage in the new theatre-auditorium will be the possibility of grading the price of tickets for all attractions in such a way that there will be at least some prices of admission for all attractions within the reach of families of most limited means. Every effort will be made to scale the prices for all attractions as reasonably as possible.

The business will be conducted in a careful, conscientious and economical manner. It will be the ambition of the management to make the theatre-auditorium a credit to the city and to Western Colorado, a great advertisement for Grand Junction.

(Continued on page 2)

Feb 10, 1922

SPLENDID OPPORTUNITY FOR LOCAL INVESTMENT BY MESA COUNTY PEOPLE

Subscriptions for stock are now being received by The Grand Junction Theatre Company.

There are 1000 shares of a par value of \$100 per share. All common stock. No preferred stock. The stock is non-assessable. The officers of the company, and others who have investigated the proposition, believe that the project offers one of the best, one of the safest and one of the most promising investments ever formulated in Grand Junction.

It is not simply an investment open to Grand Junction residents but, people interested in an investment that will bring in substantial returns, no matter where they reside, are privileged to make application for the stock.

Subscriptions will be received for large or small amounts.

The officers of the company are as follows: William J. Moyer, president; Walter Walker, vice president and general manager; James H. Rankin, secretary; and Clyde H. Higgins, treasurer.

The Grand Junction Theatre Company has been capitalized under the laws of the state of Colorado. This company not only will BUILD and OWN but will OPERATE for the benefit of the stockholders, a large, modern theatre-auditorium on Main street, between Sixth and Seventh streets, in the city of Grand Junction. Every stockholder will participate in proportion to his or her holding, in the ENTIRE earnings of the owning and operating company. The house will NOT be leased or rented to some other company but will be operated by the original company itself. Business men of the most successful type freely express the opinion that this proposition offers one of the best investments, in the way of a safe and sound business undertaking, ever offered in Grand Junction, and that the stock in this company will, within a comparatively short time, be worth more than par.

No extravagant promises are made. No false statements are here set out. It is a bona fide project, backed by honest men and based upon the judgment of business men and men who have gone carefully into every phase of the proposition.

You are invited to confer with any of the officers of the company or with Sterling R. Lacy, whose offices are in the Grand Valley Bank building and who is acting as representative of the company in the matter of placing the stock, or address The Grand Junction Theatre Company, James H. Rankin, secretary, Grand Junction, Colorado.

Feb 24, 1922

GRAND JUNCTION THEATRE CO. ANNOUNCEMENT MADE

The following is the form of the application for stock, based in connection with the placing of stock in The Grand Junction Theatre Company and which permits settlement to be made on a four payment basis, distributed over a period of six months.

STOCK SUBSCRIPTION

I do hereby subscribe for _____ shares of the Capital Stock of The Grand Junction Theatre Company, a corporation of the state of Colorado. Dollars, per share, and agree to pay therefor the par value thereof, to-wit: \$_____ at the time and in manner following, to-wit: One-fourth in cash, the receipt of which is hereby acknowledged; one-fourth April 25, 1922; one-fourth June 2, 1922; one-fourth August 2, 1922. Certificates of stock to be delivered upon completion of within described payments.

This subscription is irrevocable and is made in consideration of other like subscriptions and acceptance hereof by said company.

Witness:

Each share has a par value of \$100. All the stock is common stock and non-assessable.

We are glad to report that over half of the capital of the new company has been subscribed and additional subscriptions are being made each day. The total capitalization is \$100,000.

Subscriptions will be received for any number of shares.

Any reader of The Sentinel may fill out the above blank and mail to any office of the company or may call upon any officer of the company for further information.

THE GRAND JUNCTION THEATRE COMPANY, Grand Junction, Colo.

W. J. Moyer, president; Walter Walker, vice president and general manager; Otto E. Hunsicker, second vice president; James H. Rankin, secretary; Clyde H. Higgins, treasurer; Sterling R. Lacy, fiscal agent.

Feb 17, 1922

FORMAL TRANSFER MADE OF THE NEW THEATRE SITE

This afternoon the formal transfer of the site on Main street, between Sixth and Seventh, for the new, modern theatre to be built by the Grand Junction Theatre Company, was consummated.

The company, through its board of directors, paid to James Nelson and A. C. Milne, the owners of the lots, the sum of \$11,000 for the property.

The property consists of the west 75 feet of lots numbered 11, 12, 13, 14 and 15 in block 116, with the 75 feet fronting on Main street.

The company is also closing a deal for an additional 10 feet paralleling the entire length of the site on the east, so as to provide for a paved court-way along the east side of the new building and thus giving the big house openings on both sides and both ends, making the arrangement ideal in this respect in every way.

Frank W. Frewen, Jr., of the well known firm of architects, Mountjoy & Frewen, of Denver, arrived in the city today for further conferences with the board of directors. All the plans and specifications for the new house are being completed in a very satisfactory manner, and within a short time the company will be ready to accept bids for the construction work.

It is planned to have work under way on the new building within the next few weeks.

Feb 28, 1922

The Avalon Theatre: Investors Needed ... Please!!

\$74,500 Stock is Taken in New Theatre

Up to Friday noon, March 24th, \$74,500 of the \$100,000 capital stock of the Grand Junction Theatre Company, organized a few weeks ago by well known local men, had been subscribed. Ninety per cent of this amount is represented by subscriptions running from \$500 to \$5,000. Many of the city's business and professional men and a number of citizens in other parts of the county are numbered among these stockholders.

The board of directors would like to place as much of the remaining stock as possible in small subscriptions ranging in amounts from \$100 to \$500. The man or woman who cannot carry a heavy investment in the company, but who can take a small subscription of \$100 or more, will find that such a subscription will be highly valued by the company. Small subscriptions as well as large subscriptions are welcome.

Subscriptions can be made on the four-payment plan—one-fourth down and one-fourth each thirty days until the entire amount is made.

The site of the new theatre-auditorium has been purchased and paid for. The work of clearing the site of the old buildings is almost complete. The excavation work will start shortly and the actual construction work will be under way within a few weeks. The big and modern theatre-auditorium will be ready for formal opening early in the fall.

The Grand Junction Theatre Company will construct, own and operate the house for the benefit of the stockholders. It will NOT be operated by any leasing company. Every stockholder will share in the entire profits of the enterprise. Any information desired by those contemplating investing in the new company may be secured from the board of directors or Sterling B. Lacy, whose offices are in the Grand Valley Bank building.

(Signed)

WILLIAM J. MOYER,
WALTER WALKER,
OLLIE E. BANNISTER,
CLYDE H. BIGGS,
JAMES H. RANKIN,
Directors.

Mar 24, 1922

To Investors!

The small investor as well as the large investor is welcomed by The Grand Junction Theatre Company. If you have only one hundred or two hundred dollars to put into a local investment you will find no investment that has more general, sincere, enthusiastic endorsement from the city's leading financial men, business men and professional men, than the stock in The Grand Junction Theatre Company.

This company will build, own and operate for the benefit of its stockholders a modern, large, ideally located and splendidly equipped theatre-auditorium. There is every reason to believe that the enterprise will prove highly profitable and at the same time give to this city, county and this part of Colorado something that it has needed for years,—a strictly standard theatre and auditorium, with a seating capacity of 1,500.

The company is capitalized at \$100,000. The stock is in units of \$100.00 each. Three-fourths of the capital stock have already been purchased.

Any member of the board of directors or Sterling B. Lacy, offices in the Grand Valley Bank Building, will be glad to give any further information desired.

GRAND JUNCTION THEATRE COMPANY

Mar 28, 1922

The Grand Junction Theatre Co.

William J. Moyer, President
Walter Walker, Vice President and General Manager
Ollie E. Bannister, Second Vice President
James H. Rankin, Secretary
Clyde H. Biggs, Treasurer

STERLING B. LACY, Agent

CAPITALIZED AT \$100,000 — One Thousand Units Valued at \$100 Each

A local organization of local men, formed for the purpose of building, owning and operating a large modern theatre - auditorium — something that Grand Junction and the Western Slope have needed for years and which will permit the presentation of the great theatrical productions, musical stars, feature movies, lyceum numbers, athletic events, chautauques, conventions, mass meetings, big social affairs, etc.

As an Investment Proposition This Project Has the Endorsement and the Support of This City's Most Successful Business Men

YOU ARE INVITED TO MAKE APPLICATION FOR STOCK IN BLOCKS OF \$100 OR AS MUCH MORE AS YOU CARE TO TAKE.— THE PROPOSITION IS THREE-FOURTHS FINANCED AT THIS TIME BUT IT IS DESIRED TO GIVE THE REMAINING STOCK AS WIDE DISTRIBUTION AS POSSIBLE. Four-payment plan available.

MAKE OUT YOUR APPLICATION TODAY!

Apr 3, 1922

1922: Name the Theatre and Win \$10!!! (+500 Entries)

NAMES SUGGESTED FOR NEW THEATRE

The Sentinel Prints in Full the Great Variety of Names Offered by Scores of People for the New Theatre-Auditorium to be Erected in This City; The Choice Will be Made by the Directors; The List is a Most Interesting One; Names of Those Making Suggestions Are Also Given.

What shall be the name of Grand Junction's new theatre-auditorium? Conclusive evidence as to the wide spread interest in the new project is furnished by the scores of suggestions as to names which have come to The Sentinel, not only from all over the county, but from many points outside of the county.

Following the brief announcement in The Sentinel a few days ago that a cash prize of \$10 would be awarded by this paper to the person who suggested, The Sentinel is printing selected by the board of directors of the Grand Junction Theatre Company has resulted in The Sentinel's mail being filled daily with suggestions.

The Sentinel wishes it were possible to print the letters accompanying many of these suggestions in explanation of the names offered. Too much space would be required. Believing that everybody will be interested in reading the list of names suggested, the Sentinel is printing the list today and also gives the names of the people making the suggestions. The list follows:

The Liberty—Rayard Rhone.
The Waldamor—Homer Jenkins.
The Columbine—Edward McNamara.
The Main Auditorium—J. W. Bricker-Palmside.
The Metropolitan—L. W. Hayles, Palmside.
The Grand—Mrs. Addie Bricker, Palmside.
Mesa Smiles—Wm. Elder.
The Bijou—Kane Skelly, Fruita.

The American—Ester Jens, Clinton.
Beyon Grand—Jas. R. Taylor.
The Empire—Mrs. Katie Canon.
The Grand—Mrs. E. D. Melson-Rifer.
The Amphitheatre—H. Peeney, Fruita.
The Cosmopolitan—Chas. C. Canon.
The Walker—Mrs. W. R. Warren, Fruita.
The Century—John Ottersen.
The University—Ellis R. Bricker, Palmside.
El Dorado—Cris B. Pond.
The Radium—C. Hansen.
The Palace—Mrs. Bertha Mallines.
The Grand—Mrs. C. M. Henderson.
The Byde & Whyte—Mrs. S. C. Geddings.
The Organie—Donald Graham.
The Metropole—Mrs. O. B. Trumbo.
The Wilson—Mrs. Albert Shubert.
The City Theatre—E. C. Bryan.
Idle Hour—Mr. Plimon.
The Grand—Ralph Petersen.
Western Slope Theatre—Mrs. Geo. R. Barton.
Grand American—Gladys Newman.
The Grand—Frank King.
La Grande—Grace Barton.
The Wilson—M. W. Hutton.
The Elberta—Mrs. W. H. Mulvaney, Cameo.
The Apollo—F. Bernard Wolverton.
(Continued on page 8)

Feb 13, 1922

NAMES SUGGESTED

(Continued from page 13)

The Liberty—Rayard Rhone.
The Waldamor—Homer Jenkins.
The Columbine—Edward McNamara.
The Main Auditorium—J. W. Bricker-Palmside.
The Metropolitan—L. W. Hayles, Palmside.
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The Apollo—F. Bernard Wolverton.
(Continued on page 8)

LYCEUM THEATRE

TODAY THE LAST TIME

William Fox's
Tom Mix

DOWN d-Up
Ed. Kane
Ed. Kane

Hammer Drug Co.
Second and Colorado

Dalton Trumbo's Mom: Metropole

FINAL LIST OF THEATRE NAMES IS ANNOUNCED

Third Big Group of Suggestions Made as to Name of Grand Junction's New Theatre-Auditorium is Given Publication Today.

Since the publishing of the second list of suggested names for the new theatre-auditorium many additional suggestions have been filed with the Sentinel. Publication is being given today to all the additional names sent in and after today.

Gland Tragedy

ma further lists will be published.

The selection of a name will be made by the board of directors, some time during the month of March. Nearly five hundred suggestions have been made, showing the widespread interest in the naming of the new theatre upon which work will start within a few weeks.

The following is the third list:

The Mirage—Mrs. H. Y. Stockton.
The Marine—Bud Stockton.
The Golden Eagle Opera—Mrs. Dancy.
The Sunny Colorado—Miss Elaine May Thomas.
The Oasis—R. C. Johnson.
The Western Empire—Mrs. H. M. Mason.
The Great Western Star—Mrs. Cora Allen.
The Aradite—John R. Forrest.
The Community—Lois Kistley.
The Optimism—Mrs. Daisy Wals.
The Grand Central—Mrs. A. L. Goff.
The Odessa—T. W. Rowe.
The Peoples—Paul C. Kistley.
The Hollywood—Mrs. C. H. Sims.
The Enterprise—Mrs. T. W. Rowe.
The Commonwealth—Sister Kistley.
The Empress—Miss Irma Schmidt.
The Optimism—Mrs. Florence J. Chapman.
The Levee—Miss Lillian Schmidt.
The Plaza—Helen Robinson.
The Theatre Opera House—E. G. Morse.
The Richmond—Miss Mildred Schmidt.
The Williams—L. I. Hayes.
The Adams—Mrs. F. Cook.
The Grand—M. A. Campbell.
The Central Auditorium—Mrs. C. H. Dwyer.
The Apollo—Miss Ethel Schmidt.
The Palace—Grand—Gerald DeVos.
The Theatre—Mrs. Coyne.
The Hyfonia—Woodward Newton.
The Walker—C. R. DeVos.
The Woodland—Frank Whitaker Jr.
The Silver State—Eunice Newton.
Chapels Tupper—Sam Seavert.
The Tivoli—Mrs. Rex Haskins.
The Arrow—Carl Homan.
The Recreation—Edward Newton.
The Pioneer—James Price Rankin.
The Mesa Grande—M. M. Shores.
Long Beach, Calif.
The Mainsterium—Miss Jane Campbell, Lodi, Calif.
The M.W.B.—Donald Newman.
The Grand Junction Theatrum—W. P. Richard.
The Poplar—Ural Skage.
The Wintonium—Joseph Mulvihill.
The Magic—Alvida Cutting.
The Avalon—Miss Kathryn J. Forrest.
The Regent—Herbert Broadhead.
The Granada—Fred Simpson.
The Single Standard Theatre—Miss Myrtle Craig.
The Harmonic—Mrs. G. L. Dwyer.
The Roosevelt—Mrs. Chas. Chalmers.
The Rothwell—Miss Dels Chalmers.
The Monarch—W. H. Stutzman.
The Curran—Miss Marie Elliott.
The Columbia—E. P. D.
The Harding—Miss Vera Chalmers.
La Scala—Mrs. Flora H. Ingersoll.
The Bryant—Albert Chalmers.
The Pride of the West—Chas. Chalmers.

Feb 24, 1922

Naming Theatre

Considerable interest has been manifested in the call for suggestions as to a name for Grand Junction's new theatre-auditorium and already quite a number of names have been filed with The Sentinel.

The name will be selected soon by the board of directors of the Grand Junction Theatre Company. The party who suggests the name which is finally chosen will receive a prize of ten dollars cash.

Only one name can be suggested by each person.

Write out the name you suggest, attach your name and address and mail or leave at The Sentinel office.

Feb 07, 1922

Winner!!
Miss Kathryn Forest

The Avalon Theatre: Construction Frenzy

**TO CLEAR LOTS
FOR THE NEW
THEATRE SOON**

Work of Wrecking Buildings Now
on Site of Grand Junction's
New \$100,000 Theatre Will
be Started Within Few Days;
Construction Work Under
Way in April.

Mar 9, 1922

BIDS WANTED

BIDS FOR THE EXCAVATION WORK ON THE GRAND JUNCTION
THEATRE WILL BE RECEIVED AT THE OFFICE OF THE UNDER-
SIGNED, IN THE GRAND VALLEY NATIONAL BANK BUILDING, ON
OR BEFORE 10 A.M. APRIL 3, 1922. RIGHT IS RESERVED TO RE-
JECT ANY OR ALL BIDS. PLANS MAY BE SEEN AT THE ABOVE
OFFICE.
JAMES H. RANKIN, SECRETARY.
3-28-22
GRAND JUNCTION THEATRE COMPANY.

Mar 28, 1922

**CONTRACT LET
FOR EXCAVATION
OF NEW THEATRE**

Apr 7, 1922

**CAUSE TIEUP
ON BIG JOB
OF EXCAVATION**

Apr 17, 1922

BIDS WANTED

Bids will be received at the office of J. H. Rankin, Grand
Valley Bank Building, on March 15, 1922 at 10:00 a. m.
First: For the wrecking of the buildings now on the site
of the new Theatre building.
Second: For the sale of such buildings as they now stand.
Right is reserved to reject any or all bids.
Signed: J. H. Rankin, Secretary,
THE GRAND JUNCTION THEATRE CO.
3-9-22

Mar 10, 1922

**CONTRACT LET FOR THE
ERECTION OF THE AVALON**

Local Firm Secures Big Job for the Immediate Construction of
Grand Junction's \$100,000 Theatre; To be One of Handsom-
est Playhouses in Colorado; Structural Steel Already Order-
ed; Excavation Completed; House to be Opened in Early Fall.

May 9, 1922

**WORKERS ON
THE THEATRE
ON A STRIKE**

Laborers Demand 62½ Cents an
Hour; Contractors Say That
Agreement Has Been Violat-
ed by Men.

Jul 7, 1922

**A FULL CREW IS
AT WORK ON THE
NEW THEATRE**

Places of Men Who Walked Out
Yesterday Filled This Morn-
ing; Many Applied for Places.

Jul 8, 1922

**SEATS BOUGHT
FOR THEATRE;
LARGE ORDER**

Aug 10, 1922

**PUSHING WORK
ON THE AVALON**

The Contractors Have a Large
Force Employed and Walls of
the Big Playhouse Are Going
Up at a Rapid Rate; Fine Con-
struction Work.

Sep 16, 1922

**TERRA COTTA
IS HERE FOR
AVALON FRONT**

Materials for City's New Theatre
on Hands Now and Work Will
be Rushed; To Erect Front at
Once.

Oct 20, 1922

The Avalon Theatre: Running Out of Money??

**SIX BIG ATTRACTIONS
ANNOUNCED TODAY FOR
AVALON'S FIRST COURSE**

Sep 11, 1922

**FOR \$1.90 YOU
SEE ALL SIX!**

Dec 12, 1922

\$1.90

SIX EVENINGS OF WONDERFUL ENTERTAINMENT AND INSTRUCTION
SIX ATTRACTIONS OF THE FINEST CLASS AND QUALITY

\$1.90

Sep 15, 1922

**FAMOUS GORILLA HUNTER
COMES ON AVALON COURSE**

Sep 18, 1922

\$1.⁹⁰—A RESERVED SEAT FOR SIX WONDERFUL PERFORMANCES—\$1.⁹⁰

Sep 18, 1922

**HERE IS A LIST OF THE PEOPLE
WHO BOUGHT TICKETS ON FIRST
DAY OF THE AVALON'S SALE**

Nearly 500 Reservations Up to Monday Evening for Great Series of Attractions at Grand Junction's New Playhouse Establishes New High Water Mark for Such Sales Here; Many Reservations Made Again Today.

Oct 3, 1922

WARNING!

Your Friends Have Reserved Their Seats for The Avalon's Great Season Ticket Course; You Should Get Your Tickets Monday to Avoid Disappointment--the Seats You Wanted May be Reserved by Another!

Oct 7, 1922

The Avalon Theatre: Construction Frenzy (and Delays)

**NOTED STAR WAS
TO OPEN HOUSE**
The Avalon Management Has
Had to Cancel Two Magnifi-
cent Opening Attractions;
Bookings for Two Months
Had to be Called Off Owing
to Delay.

Oct 23, 1922

**BIG COMPANIES
HAD TO PASS UP
GRAND JUNCTION**
A Number of Cancellations Nec-
essary but Every Assurance
Given That The Avalon Will
be Ready for Opening Before
Christmas; All Equipment is
Now on Ground.

Dec 6, 1922

**THE AVALON TO
BE READY ON
DECEMBER 20**

Dec 13, 1922

**AVALON THEATRE BALCONY
REMAINED FIRM UNDER A
VERY SEVERE WEIGHT TEST**
97,900 Pounds of Sacked Gravel Placed in the Balcony Caused
No Deflection Whatever Under Main Supports With Only a
Slight Deflection on the Wings; More Than Twice the Weight
Balcony Will Ever be Called Upon to Carry; Test Made to
Show That Every Attention Has Been Given to Safety in the
Theatre's Construction; Practical Builders Comment on the
Success of Unusual Test.

Dec 21, 1922

The Avalon Theatre: Opening Night (Jan 5, 1923) A Very Big Deal!!!



The Opening of The Avalon

Friday Evening, January Fifth

Grand Junction and the whole of Western Colorado is to be congratulated on the possession of this magnificent theatre.

The public spirited citizens who have promoted and financed this enterprise are to be commended and they will no doubt have the support of the whole community in maintaining for Grand Junction the high standard of entertainment for which this beautiful playhouse was built.

Next Friday evening will be a notable occasion in the history of Grand Junction. Every person will want to look their best. Many women will want new dresses and they will find this a splendid time to buy them for our January Clearance offers over two hundred of the season's best styles at reductions that range up to half price.

Women's New Shoes

During the past three weeks we have received more than a dozen of the latest styles in Pumps and Oxfords, in kid, calfskin, suede, satin and combinations, in all colors. Priced at

\$4.95 to \$10.00

The Fair

THURSDAY EVENING, JANUARY 4, 1923 THE GRAND JUNCTION DAILY SENTINEL

WELCOME, LUCY GATES

"EXCLUSIVE COLUMBIA ARTIST"

Welcome to The New Avalon!
Welcome to Grand Junction!

Welcome from The Outing Shop and every owner of a Grafonola or talking machine who loves GOOD music. Here in Grand Junction we are proud of our new Avalon but we are more proud that our own "songbird of the West" is to set the first example of what The Avalon is to mean to us.

6011) Carry Me Back to Old Virginia	112 inch
(Masa's In the Cold, Cold Ground	1 81.40
6186) Bohemian Girl	112 inch
(The Last Rose of Summer	1 81.50
5971) Sing Me to Sleep	112 inch
(Angel's Serenade	1 81.50
1510) The Wren	110 inch
(The Swallow	1 81.00
5840) Solveig's Song	112 inch
(Swiss Echo Song	1 81.50

WINFIELD'S

OUTING SHOP
290-304 MAIN ST.

The finest record hearing rooms in Colorado.

THURSDAY EVENING, JANUARY 4, 1923 THE GRAND JUNCTION DAILY SENTINEL

The World Famous Singer and
Columbia Artist

LUCY GATES

Tomorrow Night The Avalon

SEAT PRICES ANNOUNCED FOR OPENING OF AVALON

Widespread Interest Caused by Announcement of Great Opening
Attraction for the New Playhouse; Mail Orders for Seats Are
Now Being Received; Record Breaking Audience is Assured.

VISITING MASONS DELIGHTED WITH AVALON THEATRE

Informal Open House Held Yesterday at Grand Junction's
New Playhouse; Surprised at
the City's Growth.

The Avalon Theatre: Opening Night (Jan 5, 1923) A Very Big Deal!!!

THE DAILY SENTINEL Pages 1 to 4
Second Section
VOL. XXX. 50c Per Month. GRAND JUNCTION, COLO. SATURDAY EVENING, DEC. 30, 1922. Established 1893. No. 84.

THE AVALON

Grand Junction's Magnificent New Theatre—Finest and Largest Playhouse between Colorado Springs and Salt Lake City,—Will Open to the Public on
FRIDAY NIGHT, JANUARY 5th

It is Planned to Make the Opening Night at The Avalon one of the Most Notable Occasions in Grand Junction's History

AN EVENT THAT WILL BE MEMORABLE IN THE ENTERTAINMENT, SOCIAL AND HISTORICAL ANNALS OF THE WESTERN SLOPE.

LUCY GATES: Beautiful and Brilliant young American Singer, recognized as one of the world's greatest coloratura sopranos, will be the first attraction at The Avalon in a program that will delight everybody.

Tickets will be \$2.20, \$1.65 and \$1.10—these prices including the war tax. Mail Orders will be filled in the order received. Seat Sale opens at The Sentinel Office Tuesday Morning, at Nine O'clock.



There are very few towns the size of Grand Junction that can produce an audience of as Well Dressed Women as you will see at The Avalon Tonight—and most of the Costumes came from—

—*The Fair*

For The
Avalon Theatre Opening

A fine and beautiful Baldwin Grand Piano is to be used by
LUCY GATES
at the Formal Opening of the Avalon Tonight.

The expression of Baldwin owners is summed up by the judges of the Paris Exposition, 1900, St. Louis Exposition, 1904, and the London exposition in 1914, when they said "beyond competition."



And for the Orchestra in the Pit is an Excellent Ellington Piano Which Will Suit Their Every Need.

Storg Music Co.
GRAND JUNCTION
MAIN AT SIXTH STREET

TONIGHT THE AVALON OPENS

You can still get tickets at The Avalon box office beginning at 7:30. Every seat a good one. Prices \$1.10, \$1.65 and \$2.20. You will always regret it if you are not present at this memorable opening of the city's magnificent new playhouse.

Avalon Theatre/Opening Night: Lucy Gates Jan 5, 1923

THE THEATRE WHICH OPENS ITS DOORS TO THE PEOPLE TONIGHT

A New World Will be Open to the People of This Section When the Velvet Curtains on the Great Stage Are Parted for the First Time This Evening; A Playhouse of Which Any City Many Times Larger Than Grand Junction Would be Very Proud.

(MERLE M. McCLINTOCK)

When the blue velvet curtains of The Avalon are parted for the first time tonight, they will open a new world to Grand Junction people. They will not reveal a stage that is complete in every detail, as yet, and they will not face an auditorium that is entirely completed. The traditions and memories that will be the important possessions of the house in years to come, are all to be formulated.

But the stage that is framed by the dull blue velvet of the curtains, enriched with the big gold A's applied thereto, will be the best one in all the intermountain country, and it will be the community's answer to those who ask as to entertainment possibilities in Grand Junction.

Until all the finishing touches are put in place, a detailed description of the building would be inadvisable. General characteristics of the stage and auditorium, which will be revealed to the audience tonight, are sufficient to give an idea of the character of the auditorium.

The dignity and stately simplicity of the interior has attracted much favorable comment from those who have visited the building in the last hurried days when forces of men have been transforming the four walls into a beautiful auditorium. The deep ivory of the walls and the woodwork, and the walnut and gold of the seats, with their brown leather upholstery, embody the principal colors in the decorative scheme. The carpet strips repeat the darker color note, leaving it to the old blue and gold of the curtains to furnish the richer note in the decorative scheme.

There has been universal admiration of the beautiful proscenium arch and of the lines arching over the auditorium itself. The architect chose to develop the building in noble and gracious lines, and it is this simple beauty of form, so forgotten the discomforts to which they were subjected, striving of their best to local audiences. The audi-

building. The exterior has grown familiar to those who have passed by since the walls were erected, and there has been much community pride that a building indicating such beauty, combined with stability and practicability, is to be a community asset. It will be a matter of equal pride that the interior is so much in keeping with the promise that is made at the entrance. The eye that would grow weary of elaborate and fretted decoration will grow to love more and more the fine lines of the new playhouse.

Not to be realized by tonight's audience—never perhaps to be fully appreciated by any on sitting in front of the footlights—is the fine scenery of the stage. Experts have designed the dressing rooms and stage setting facilities of The Avalon. There is literally nothing that is required for the putting on of a performance—even of an elaborate musical comedy—which cannot be arranged here; and nothing has been left undone that will add to the comfort of the artists themselves. In the past, gifted artists have come to this city, and have forgotten the discomforts to which they were subjected, striving of their best to local audiences. The audi-

OPENING NIGHT AT THE AVALON



A Never-to-be-Forgotten
Event on the Western
Slope.

LUCY GATES

One of America's Sweetest Singers
in a Wonderful Program.

Tickets Now on Sale Daily at The
Sentinel Office.

Mail Orders Filled Promptly.
Prices \$2.20, \$1.65 and \$1.10
Including War Tax.



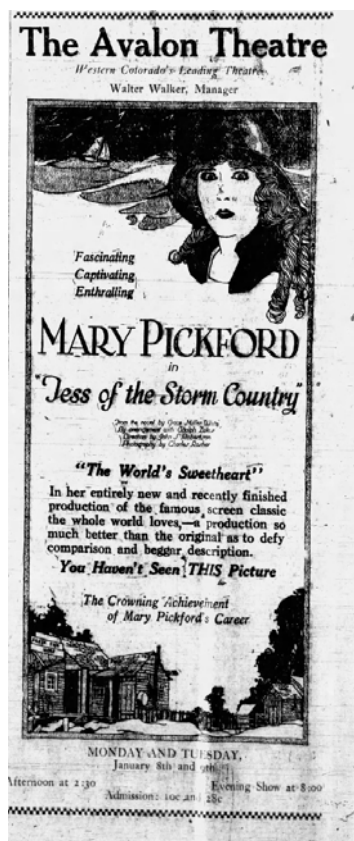
Every seat filled for a performance in Walter Walkers' brand new 1923 Avalon Theatre. - Sentinel Photo

Avalon Theatre/Mid 1920's??

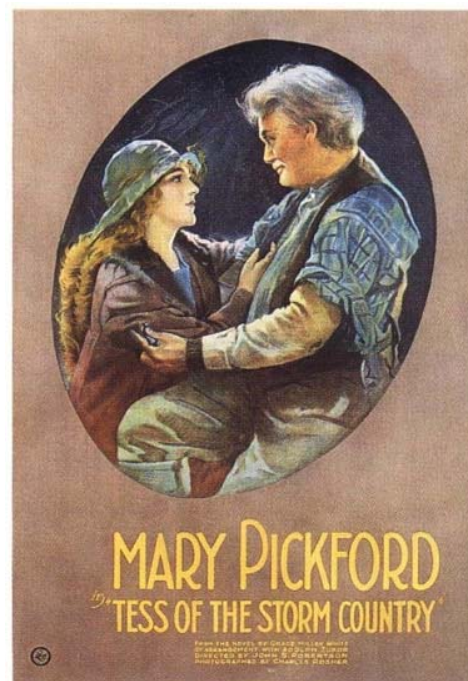


Date of Photo Unknown, but the electric streetcar closed in October 1928

The Avalon Theatre: the First Movie (Jan 8, 1923)



Jan 5, 1923



Jan 17, 1923



The Avalon Theatre: Glen Schrader & the Avalon Orchestra

at neighboring points in Louisiana.

THE MUSIC AT NEW THEATRE

There have been numerous inquiries as to the music which will be provided at the Avalon, Grand Junction's large and modern theatre-auditorium which will be ready for formal opening in the early fall.

It is planned to have a splendid orchestra of not less than five pieces for all of the performances at the Avalon where music is necessary or acceptable.

The orchestra will be known as the Avalon Orchestra and will be under the direct control and management of the theatre itself. It is planned to make it one of the most popular features of the new amusement enterprise. The organization will be of the highest type. Negotiations have been in progress for some time and will probably be completed very shortly and at which time the personnel of the Avalon Orchestra can be announced.

Apr 28, 1922

THE ORCHESTRA FOR THE AVALON

Contract Closed With Glen S. Schrader and Earl Blackstone for Musical Organization for the New Playhouse.

Yesterday an arrangement was perfected between the manager of The Avalon Theatre and Glen S. Schrader and Earl Blackstone whereby the popular Schrader-Blackstone orchestra will become the orchestra of the new theatre and after it takes up its new work on November 1, will be known as THE AVALON ORCHESTRA.

Messrs. Schrader and Blackstone are Grand Junction men and are musicians of splendid ability and there is no doubt that their organization will assist in making The Avalon popular from the very start. The orchestra will be entirely under the control of The Avalon and will play at all afternoon and evening performances. It is proposed to make the music one of the notable features of the new playhouse.

Prior to taking up their theatre work on November 1 the orchestra will fill numerous dance engagements and make several short tours over western Colorado. The organization returned home only a few days ago after a highly successful two months tour of the state.

Aug 22, 1922

AVALON MUSIC WILL BE FINE

Johnny Cameron and Fine Pianist Join Messrs. Schrader & Blackstone's Splendid Organization for the New Playhouse.

There is no doubt that The Avalon Orchestra will prove one of the most popular features connected with Grand Junction's beautiful new playhouse, which will open at a very early date.

Glen S. Schrader, leader of the orchestra, announces that John Cameron, recognized in orchestral circles as one of the finest drummers in the west and who for many years has been employed in orchestras in Orpheum theatres in Salt Lake City and Denver, will be a member of The Avalon orchestra. The fact that his mother resides here and that he is anxious to be with her makes it possible to secure Mr. Cameron's services.

It is also announced that a pianist of unusual ability and with long experience in theatres has been engaged as a member of the orchestra.

Earl Blackstone as cornetist and Glen Schrader as violinist of course need no introduction to the people of this section, as their ability has long been recognized; and through their popular orchestra they have built up an enviable and state wide reputation.

The Avalon Orchestra will be on duty every afternoon and evening at the theatre, at all performances.

The orchestra will be able to handle a very limited number of dance and concert engagements, where arrangements can be made so that the hours will not conflict with the theatre performances.

Dec 17, 1922



THE AVALON ORCHESTRA

No feature of the new theatre has proved to be more popular than the orchestra which plays every afternoon and evening. Playing for the motion pictures, they furnish the proper musical setting for the events that are pictured on the silver screen. Giving orchestral programs as the audience fills the house for dramatic or concert attractions, they fill in an interval that would otherwise be dull for early comers and provide the fitting atmosphere for the program of the evening.

Like the house itself, the orchestra is a community organization. Glen Schrader, violinist and director, Earl Blackstone, cornetist, and John Cameron, drummer, are all young men who were either born or brought up in Grand Junction, and all of them have had valuable experience in bands and orchestras elsewhere. Mrs. Herman, pianist, who has just joined the orchestra, is another local resident who adds to the pleasure of the music lovers in the audience.

Jan 13, 1923

The Avalon Theatre: the Avalon Orchestra's Legacy

Glen C. Schrader

Glen Calvin Schrader, 77, of 1455 Grand, the son of Grand Junction pioneers, died at 4 a.m. Sunday in Veterans Hospital.

Mr. Schrader retired in 1962 after completing 25 years as a conductor for the D&RG Railroad. In earlier years, he was a professional musician. A violinist, he worked in the Los Angeles area from 1921 until 1937, part of the time as a member of orchestras aboard cruise ships. In Grand Junction, he played with the orchestra at the Avalon, now the Cooper theater, and with the Mesa College Civic Symphony for 10 years.

He was a member of the Presbyterian Church, a life member of the Elks, a member of the Masonic Lodge, Knights Templar, Shrine and Musicians Union.

Mr. Schrader was born here Aug. 25, 1896, the son of the Charles Shraders. His father later served as Mesa County's Sheriff from 1907 until 1915. He served with the Army in France for two years during World War I.

He married Peggy L. Silka at Salt Lake City June 1, 1940. Mrs. Schrader survives.

Sweet strings...

... and sweet memories for donor of violin

By C. PETERSON CLEARY
The Daily Sentinel



The German-made violin's chest rest is worn bare, the strings have sagged out of tune, but its musical memory still rings in the nearly deaf ears of Peg Schrader.

The 89-year-old resident has fond memories of the instrument that resonated from the Hesperian Theatre in the early 1920s.

Those days — and Glen, her husband who played the instrument — are gone. Schrader has donated the violin to the Avalon Theatre in memory of her husband, who played violin in part of the pit orchestra when the place first opened in the mid 1920s.

"He played it like a war," Schrader said, leaving the violin or waiting for the rest of the story. "He was an actor."

Sher's demand to look with love, rage on her cheeks and lip stick. She sat properly on the couch, reaching for memories long since disappeared.

Schrader's long, bony fingers, which used to play piano, are bent now, subject of some arthritis. But her hands make in time and she looks with an easy grace.

Glen, who died in 1974, played "high-class" music, Schrader said. "Jazzman, and he really would play it."

Schrader believes her husband may played an evening night at the Avalon, back in 1922. Museum of Western Colorado records show that his name appeared on an Avalon Theatre program in 1924.

Glen, the son of former Mesa County Sheriff Frank Schrader, lived in the Grand Valley and in Hollywood, Calif., before returning and playing with the Grand Junction Symphony in the 1920s, Schrader said.

Avalon Theatre continues

member Pat Gormley said the Avalon committee plans to build a display case in the lobby for the violin and its case.

"When you look history in people, you make that important corner," Gormley said.

Schrader moved out of her house two months ago, so she donated the violin and a baby grand before Avalon.

Gormley said he intends to have the violin tuned up. "I think that would be real nice," Schrader said.

CHRISTOPHER TROBENKOPF/The Daily Sentinel

PEG SCHRADER clutches the German-made violin her husband, Glen, used when he played in the pit orchestra at the Avalon Theatre in the early 1920s.

Centenarian's death leaves legacy

Avalon Theater will receive \$250,000 donation for trust fund

By LORI CUMPTON
The Daily Sentinel

She may have died at the age of 101, but Peg Schrader's legacy will live on through the historic Avalon Theater.

Barbara Creasman, executive director of the Downtown Development Authority, announced Thursday that the Avalon Theater is the recipient of a \$250,000 trust fund left behind by Schrader when she died Aug. 15.

"We got a letter in the mail a couple of days ago," said Creasman. "I wasn't in the office and I got this phone call as I am driving in and I'm thinking, 'Why are they calling me because they know I am going to be

there.' It is sort of a shock. You just keep looking at it to see if you are reading it right."

"It's one of the larger bequests that has been given to a nonprofit in Mesa County," said Pat Gormley, vice president of the Avalon Theater Board.

Schrader donated her husband's 1909 German-made violin and baby grand piano three years ago to the Avalon after moving into a nursing home.

"Glen played the violin in vaudeville houses in California in the 1920s," said Gormley. "He was one of three members of the pit orchestra at the Avalon when it opened in 1923."

Glen, the son of former Mesa County Sheriff Frank Schrader, died in 1974.

The violin, with its worn chin rest and loose strings, was taken to a repair shop in Denver. The Avalon had planned to display it, but the repairman had other

ideas.

"His last comment was, 'Don't put it in a box. Violins have to be played.' We loaned it to the Mesa State College string music program and it's been there ever since," said Gormley.

The windfall hasn't yet been earmarked for a particular project, but is expected to go toward physical improvements, general operating expenses and matching funds for capital projects.

"It's an old building," said Creasman. "We like that, but it will always take work and there is always more to do."

Lori Cumpston can be reached via e-mail at lcumpston@gjds.com.

Jul 16, 1974

Jan 16, 1997

Jan 14, 2000

Avalon Theatre/Big Plans for Touring Vaudeville Shows

VAUDEVILLE A WEEKLY FEATURE AT AVALON

Grand Junction is Placed On a Well Known Circuit and Contract Is Completed for Vaudeville Performances Every Monday and Tuesday at the Beautiful New Playhouse; First Shows on February 26th and 27th; Exceedingly Reasonable Admission Prices to Prevail; Five High-Class Acts and Big Picture to Make Up Each Bill.

Grand Junction is to be on a well known vaudeville circuit according to an announcement submitted today by the manager of The Avalon theatre.

Beginning February 26 and 27, a vaudeville program will be presented at the beautiful new playhouse in this city, every Monday night and every Tuesday night and every Tuesday afternoon, and occasionally on Monday afternoon.

After negotiations extending over a period of many weeks a contract has just been signed with the Bert Levey Vaudeville circuit of San Francisco for a weekly program of five acts of vaudeville for The Avalon for Monday and Tuesday of each week and in addition to these five vaudeville acts each performance will include the presentation of a fine feature motion picture—making in all a two hour show of a most enjoyable and varied nature.

The final negotiations were completed this week when a representative of the Levey Circuit came to Grand Junction from San Francisco for a conference with Walter Walker, manager of The Avalon, following a long season of correspondence concerning the vaudeville service.

The artists will come to Grand Junction each week direct from a week's run in Salt Lake City. However, it has been stipulated that they must arrive on Sunday evening or early Monday morning each week and not on the evening of the performance—therefore there will be no chance for delays or disappointments.

Vaudeville was one of the features mentioned the patrons of The Avalon when the big theatre was first planned and thus is the management fulfilling another session. The inquiry as to when vaudeville would start and the extension of the desire for vaudeville performances have been heard every day since the house opened and there can be no doubt that the vaudeville program will prove immensely popular.

The scale of prices will sell at 50 cents plus 3 cents federal tax for the evening performance, and an even smaller price for the matinee performance.

The Bert Levey Vaudeville Circuit serves a great many cities in the west and along the Pacific coast. Mr. Levey, head of the big circuit, is one of the best known men in the vaudeville business and has built up a splendid reputation in the entertainment world. The circuit owns and operates vaudeville theatres in San Francisco, the Hippodrome theatre in Los Angeles, and in Spokane, the Baker theatre in Portland, the Wilbur in Salt Lake City and in fact supplies of control over one hundred theatres and is considered the largest vaudeville circuit in the west. Offices are maintained by Mr. Levey in New York, Detroit, Chicago, Seattle, San Francisco, Los Angeles and Denver. Grand Junction will secure the talent that plays throughout the Levey circuit.

Feb 17, 1923

THE AVALON THEATRE

Tonight and Tomorrow
Afternoon and Night

Vaudeville

The Following Program Will Be Presented
Monday Night Beginning at 8 O'Clock,
Tuesday Afternoon Beginning at
2:30 and on Tuesday Night
Beginning at 8 O'Clock.

- 1.—Selections by The Avalon Orchestra.
- 2.—International News Weekly.
- 3.—"The Power of a Lie"—Feature Picture.
- 4.—The Middletons, "Theatre Fouscille" or "Topsy Malady."
- 5.—"Oh Doctor!" A laughing prescription in three doses, administered by Fay and Nod.
- 6.—Roy Sam Brothers, Gymnasts Supreme.
- 7.—Bessie Webb, Singing Comedian.
- 8.—Richardson Brothers and Chorus, in "The Old Home Town."

For the Feature Picture
Monday and Tuesday
CARL LAEMMLE Presents
"THE POWER OF
A LIE"
With An All-Star Cast

Night Performances Monday and Tuesday Start at 8:00 O'Clock.
Matinee Tuesday Starts at 2:30 p. m.
Night Prices—Reserved Seats, 55 cents; Unreserved Seats in Dress and Balcony, 25 cents.
Matinee Prices, 10c and 25c.

BIG BARGAIN MATINEE

COMPLETE IN EVERY WAY AS THE NIGHT PERFORMANCE.
ADMITTANCE FOR ONLY 25c AND 10c.

COMING
"OVER THE HILL," a picture that has made millions laugh and cry.

Feb 26, 1923

AVALON Tuesday Night April 22nd.

Messrs. Lee and J. J. Shubert Announce the
World's Foremost Entertainer



AL JOLSON

IN
"BOMBO"

A MUSICAL EXTRAVAGANZA OF THE DAYS OF 1912
GREATEST OF ALL JOLSON TRIUMPHS

A Musical Extravaganza of the Days of 1912—
14 Big Scenes—Company of 150 People
New York Winter Garden Orchestra.
A Rare Collection of American Beauties.

MAIL ORDERS NOW
Enclose check or postoffice money order, payable to Walter Walker, Manager, Avalon Theatre, together with a self-addressed, stamped envelope for the return of the tickets.

NO PHONE ORDERS ACKNOWLEDGED—NO SEATS SET ASIDE.
No Tickets Can Be Returned—Don't Forget War Tax!

Seats Now On Sale

At The Avalon business office, from 10 to 12 in forenoon and 2 to 5 in afternoons. The price scale follows:


LOWER FLOOR, first 23 rows (822 seats) ..	\$3.50
Last 5 rows (108 seats) ..	\$3.00
FIRST BALCONY, first 4 rows (148 seats) ..	\$3.00
Last 4 rows (148 seats) ..	\$2.50
SECOND BALCONY, first 5 rows (124 seats) ..	\$2.00
Last 3 rows (54 seats—all these sold out) ..	\$1.00

ADD 10% WAR TAX TO THE ABOVE PRICES

IMPORTANT—Curtain will rise at eight o'clock promptly. Be in your seats on time.

Apr 18, 1924

Toot, Toot, Tootsie (Goo' Bye)



Al Jolson's
BIG HIT
in
"BOMBO"

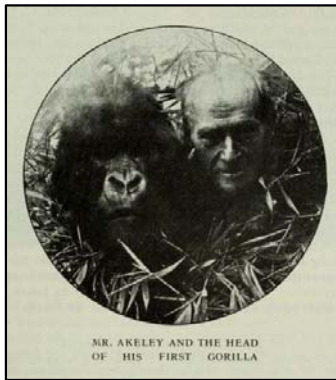
Words and Music by
Gus Kahn
Ernie Erdman
and
Dan Russo

LEO FEIST, NEW YORK

The Avalon Theatre: Early Year Celebrities ...



Lucy Gates



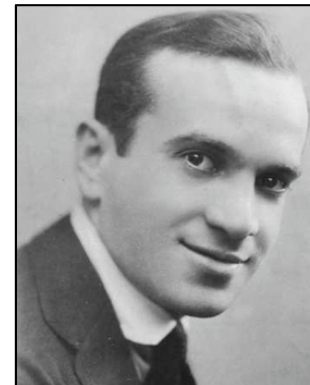
Carl Akeley



John Philip
Sousa



Arthur
Middleton



Al Jolson



Ethel Barrymore



Vilhjalmur Stefansson



General Wm.
Mitchell



Williams
Colored Singers



Billy Sunday



William
Jennings Bryan



Carl Sandburg

1924 World Series at the Avalon!!

To Baseball Fans!

The Daily Sentinel has arranged to furnish the greatest World Series Baseball with service in the history of Grand Junction. The Avalon Theatre has been rented for noon-day baseball matinees during the World Series. The theatre will be open each day a game is played at 11:30 in the forenoon. A special Western Union wire will be run to the stage and every detail of the game will be received and announced from the stage through a megaphone. At the same time a big score board and bulletin board will operated on the stage. It will be the most extensive service possible and will equal the service furnished in any city in America.

An admission charge of 25 cents will be made to these World Series Baseball matinees.

Daily Sentinel bulletins will be provided at no other place in the city on these games.

Every baseball fan in the county is thus given an opportunity to enjoy the game just as it is played by attending these special matinees. The doors of the theatre will be open at 11:30 and the preliminary reports will begin coming in shortly before 12.

Of course, every day during this series The Sentinel will carry in its columns a full and complete story of the game. The score by inning can be secured by calling The Sentinel office each day.

Remember the first of these great championship games takes place on Saturday and arrange to attend the big party at The Avalon.

Sep 26, 1924



Likely Giants pitcher Art Nehf sliding in safely at home during game one of the 1924 World Series.

Oct 4, 1924 (Game One Giants vs Senators)

Avalon Theatre: Soup Eaters Charity (1929 - 1939)

Annual Christmas Day Event (Similar to 'Toys for Tots')



Dec 26, 1929

Avalon Theatre: The Annual Cooking School 1930 - 1942

"THERE'S AN ELECTRIC COOKING SCHOOL NEXT WEEK"



AND hundreds of Mesa County's up-to-date housewives are going to the Avalon Theatre Tuesday, Wednesday and Thursday, October 28, 29 and 30 to hear Miss Ardell Crockett, one of the most famous cooks in the United States, demonstrate the fine art of making flaky pies, fluffy cakes and other wonderfully tempting dishes with a clean, safe Hotpoint Automatic Electric Range.

Miss Crockett will discuss menu selection, food values and the latest recipes and methods for serving delicious economical meals. She will demonstrate each day from 2 to 4 p. m.

On Monday—Free matinee, Ruth Chatterton in "Sarah and Her Son." On Monday Miss Crockett will cook a meal while watching the show. You are invited to attend our movie Monday at 2 p. m.

Tuesday, Wednesday and Thursday—No movie, but Miss Crockett will devote the entire time to a demonstration of electric cookery.

\$500 in Valuable Prizes will be given away. Watch Monday's paper for details.

 **Public Service Company of Colorado**
Third and Main Phone 576

Oct 26, 1930

EVERYBODY'S WELCOME!
Daily Sentinel 11th Annual
COOKING SCHOOL



NEXT WEEK—APRIL 23rd, 24th, 25th

FREE 11th Annual
DAILY SENTINEL
Homecrafter
Electric COOKING SCHOOL

Next Week . . . Mrs. Dorothy Ayres London, noted home economist, will conduct an informative and entertaining Cooking School. Such practical subjects as marinating, menu planning, health diets, table arrangement and guest entertaining will be discussed. You won't want to miss this big event. Come early.

THREE MORNING SESSIONS
TUESDAY—9:00 A. M.
WEDNESDAY—9:00 A. M.
THURSDAY—9:00 A. M.



AVALON THEATRE

DAILY PRIZES BY 15 Baskets of
GRAND JUNCTION MERCHANTS **GROCERIES**
Every Day

Bring Your Pencils **Bring Your Friends**

Apr 17, 1940

Cooper Buys the Avalon in 1943

NOTICE OF SPECIAL MEETING OF STOCKHOLDERS OF THE GRAND JUNCTION THEATRE COMPANY, A CORPORATION

Notice is hereby given to the stockholders of the above company that, pursuant to the demand of the owners of at least 10 per cent of the capital stock of the Grand Junction Theatre Company, a Colorado corporation, a special meeting of the stockholders of the said company will be held at the offices of the said company in the Avalon Theatre building, in Grand Junction, Colorado, on the 4th day of June, A. D. 1943, at the hour of 10:00 A. M. on said day; that said meeting is called for the purpose of considering the propriety of selling all of the real estate of the said company to the J. H. Cooper Enterprises, of Denver, Colorado, for the sum of \$40,000.00, plus the pro rata share of the 1943 taxes.

Dated at Grand Junction, Colorado, this 30th day of April, A. D. 1943.

Attest:

WALTER WALKER,
President of the Grand Junction Theatre Company.
MARION FLETCHER,
Secretary of the Grand Junction Theatre Company.

5-26-44

May 20, 1943

SALE OF AVALON THEATRE ANNOUNCED TODAY BY GRAND JUNCTION THEATRE COMPANY

J. H. Cooper Enterprises, Lessee of Property for Many Years, Now Becomes Owner; Extensive Re-modeling Program Formulated by New Owner

This week a formal transfer was made of the ownership of the Avalon Theatre in Grand Junction to the Grand Junction Theatre Company to the J. H. Cooper Enterprises. The negotiations for the sale of this large theatre property, consisting of real estate, building and equipment, located on Main street near Seventh have been underway for a number of months. The final details have been completed in the last few days and the formal transfer of the property to the new owners was on record in the office of the Mesa county clerk and recorder today.

The purchase of the Avalon theatre has had the property under lease from the local holding company for a good many years. The negotiations on behalf of the theatrical group were conducted by Pat McGee of Denver, one of the executives of the company as well as occupying the position of regional manager. Vore Austin is the local manager for the company of the Avalon theatre and also of the Mission theatre, a small second run house in Grand Junction owned by the Cooper interests.

The sale of the Avalon theatre represents not only an important theatrical transaction but an important real estate transaction as the property is one of the largest and one of the best known realty properties in the business section of the city.

The Avalon was constructed in 1922 and opened to the public on January 5, 1923 by a local corporation made up of more than one hundred stockholders. The theatre was constructed primarily to fill Grand Junction's need for a standard theatre for the presentation of road shows and other outstanding stage and platform attractions. Within a few years after the opening of the Avalon, a decided revolution took place in the show business owing to the perfection of the talking pictures and as a result the numerous fine stage attractions formerly available for Grand Junction and other western cities became few in number and along with hundreds of other standard theatres throughout the nation, the Avalon then became primarily a moving picture theatre and has continued. The local theatre has been considered

three years as one of the most attractive playhouses in the little mountain region.

During the first six or seven years of its history and before becoming primarily a moving picture house, the Avalon presented on its guided theatrical stars, touring artists, other road show attractions, touring the country and many notable platform speakers.

The property of the Grand Junction Theatre company has been under the control of a board of directors consisting of Walter Walker, as president; Clyde H. Rogers, as vice president; Ollie E. Banning, Howard H. McMillin and Miss Marion Fletcher as other members of the board. Messrs. Walker, Rogers and Banning have been members of the board since the organization of the company 22 years ago, while Mr. McMillin and Miss Fletcher succeeded the late James H. Ray.

The sale of the theatre property was authorized at a special meeting of the stockholders on June 4 without a dissenting vote. The details of the transfer of the ownership, the formal dissolution of the owning company, the distribution of the proceeds, and other formalities in the interests of the stockholders are being handled as rapidly as legal requirements permit.

The Cooper interests formerly as lessees and now as owners have continued and will continue to reconstruct a number of the very fine moving picture franchises.

Announcement is authorized by Mr. McGee, representing the Cooper Enterprises, to the effect that the Avalon will be extensively remodeled when governmental restrictions controlling all building operations permit this remodeling, redecorating and improvement program to be carried out. In the meantime, quite a number of desirable changes have been made or will be made contributing to the pleasure and comfort of the patrons of the popular theatre. It is the plan of the new owners to make the Avalon one of the most attractive theatres from every standpoint included in the large group of theatre groups over numerous states controlled by the J. H. Cooper Enterprises.

The large investment shows the faith of the new owner in the future of Grand Junction.

Jun 23, 1943

may have.

Dated this 23rd day of July, 1943.

LUCY E. HOGAN,
Clerk of the District Court
First publication July 30, 1943
Last publication August 27, 1943.

NOTICE OF DISSOLUTION OF THE GRAND JUNCTION THEATRE COMPANY, A COLORADO CORPORATION

We, Walter Walker and Marion Fletcher, respectively the President and Secretary of The Grand Junction Theatre Company, a corporation organized under the laws of the State of Colorado, and having its principal place of business in Grand Junction, Colorado, do hereby give notice of, and certify that, a special meeting of the stockholders of the said company was held at Grand Junction, Colorado, on the 28th day of July, A. D. 1943, at the hour of 10 a. m. of said day, for the purpose of voting upon a resolution to dissolve the said corporation and to wind up its affairs; that said meeting was held pursuant to the call of the President and Secretary of said company, and upon notice given to all of its stockholders in compliance with the laws of the State of Colorado; that the whole number of shares of the capital stock of said company authorized, issued and outstanding, is 1,000 shares; that there were represented, at said meeting, in person and by proxy, 812 1/2 shares of its said stock and that the owners of the shares of stock so represented voted the entire 812 1/2 shares for the adoption of the resolution dissolving the corporation and making provision for winding up its affairs; that said resolution, having received the votes of the owners of more than two-thirds of the total shares of the corporation issued and outstanding, was declared adopted.

In Witness Whereof I, Walter Walker, President, and I, Marion Fletcher, Secretary of The Grand Junction Theatre Company, of Grand Junction, Colorado, have signed this notice and have caused the corporate seal of said company to be hereto affixed on this, the 29th day of July, A. D. 1943.

(SEAL)

WALTER WALKER,
President.
MARION FLETCHER,
Secretary.
First publication July 30, 1943.
Last publication Sept. 10, 1943.

NOTICE OF FINAL SETTLEMENT ESTATE OF MERLE M. MCCLINTOCK, DECEASED.

No. 2852.

Notice is hereby given on the 6th day of August, A. D. 1943, the undersigned will present to the County Court of Mesa County, Colorado, his accounts for final settlement of administration of said estate, when and where all persons in interest may appear and object to them, if they so desire.

EUGENE H. MAST,
Administrator c.t.a.
First publication July 3, 1943
Last publication August 6, 1943

The Food That Provides ABUNDANT HEALTH

For appetites that are hearty—and those that need stimulation, only the best butter is good enough . . . Challenge Butter. You can be sure you are getting the most for your money and coupons when you buy Challenge Butter, which is made from the richest creams of Western Colorado.



At Your Grocers
Produced by Surfa

Jul 7, 1943

Merle M. McClintock of Daily Sentinel Staff Dies

By FRANK H. REEDS

Sorrow came to the many friends over Grand Junction and all of western Colorado Saturday afternoon, with the receipt of word from Denver of the death there earlier in the afternoon of Miss Merle M. McClintock as she was returning to her home in this city.

Those who knew Miss McClintock well had known for some time that her condition was quite serious and for some time it had been known by her intimate friends that her condition was critical, that she had been told at the Mayo clinic that she had only a few months to live and that she was hurrying home to satisfy her deep desire to pass her last few weeks in this city in which she had made her home since she was a child. This wish was not to be granted, death coming as she lay sleeping in the berth as the railroad train.

Turn to Page 19, Col. 2

MERLE M. MCCLINTOCK

Aug 30, 1942

The Avalon Theatre: the Final Movie (May 14, 1947)



May 13, 1947



The Cooper Theatre: Opening Night (Aug 27, 1947)

Another Very Big Deal!!!

**Beautiful New Cooper
Will Open Amid Great
Fanfare and Color!**
Record Making Construction Project Started May 15
For Grand Opening on Aug. 27

We Greet Our New Neighbor
THE NEW COOPER THEATRE
And Best Wishes to Vern Austin, City Manager, Cooper
Foundation Theatres!

FOR VALUES
IT'S
Walt's
FOR
STARS
IT'S THE
NEW
COOPER!

A Real Asset to Growing Grand Junction... Ultra-Modern and Beautiful in Design... and bringing you TRUE VALUE in Entertainment! You'll be passing our store in your frequent trips to the COOPER... Come in and see the TRUE VALUES we feature daily!

CONGRATULATIONS!
BEST WISHES!!
TO THE NEW AND BEAUTIFUL

Cooper
A COOPER FOUNDATION THEATRE

MORE STARS THAN THERE ARE IN HEAVEN
At the New COOPER!

CALL US FOR COMPLETE SATISFYING
Laundry & Dry Cleaning
Service
EXCELSIOR
LAUNDRY and ODORLESS
Dry Cleaners
605. 8000 AVE.
PHONE 71

**CONGRATULATIONS
TO THE
NEW
C
O
O
P
E
R
THEATRE**
FROM THE
Mesa Theatre
A WESTLAND THEATRE
B. V. WARREN, CITY MANAGER

**CONGRATULATIONS
TO THE
Cooper Theatre**

ICE CREAM
HAS NO SEASON!
**ICE
CREAM
TIME**
IS ALL
THE TIME!

**ARDEN
SUNFREZE
CREAMERIES,
INC.**

FRIDAY MORNING, AUGUST 24, 1947 THE DAILY SENTINEL, GRAND JUNCTION, COLORADO SECTION 5—PAGE ONE

**The New COOPER Theatre
GALA PREMIERE OPENING
Wednesday Evening, August 27th!**

The Finest and Most Modern Theatre in Western
Colorado... Designed for the Comfort and Enjoy-
ment of all Grand Junction and the Western Slope.

For the "Best Show in Town"
Go to the Cooper!
Always Top Entertainment!

COOPER
GRAND
OPENING
AUG.
27th

ALL OF GRAND JUNCTION WILL BE ON HAND TO WELCOME
THE OPENING OF THIS THRILLING SHOWPLACE!
C'MON JOIN the HAPPY THROG!
SEE FOR THE FIRST TIME COLORADO'S FINEST ULTRA-
MODERN THEATRE!

HOLLYWOOD
KLIEG
LIGHTS!

ADVANCE TICKET SALE!
JOY THEATRE ONLY SEATING CAPA- GET YOUR CITY OF THEATRE TICKETS TODAY! HOLD

RADIOCAST
FROM LOBBY
AT 7:30

**CONGRATULATIONS to the NEW
COOPER THEATRE**

HOLLYWOOD'S GREATEST
PRODUCTIONS AND
STUDIOS TOP FLIGHT
STARS AT THE NEW
COOPER!

**LANE
and
COMPANY**

Gorgeous Technicolor... Best Seller Adap-
tations... Filmdoms' Brainiest Directors
... Latest World News Events... Brilliant
Short Subjects... All Will Be Featured
at New COOPER!

We Are Honored to Have Assisted in the Construction
Of Colorado's Most Modern Theatre!

**GREAT WESTERN Extends Heartiest
CONGRATULATIONS
TO
COOPER FOUNDATION THEATRES'**
Grand Junction and Surrounding Territory on the
Opening of the New Cooper Theatre!

**OUR HAT'S OFF TO YOU ... CONGRATULATIONS
COOPER FOUNDATION!**

GRAND JUNCTION WILL SURGE FORWARD WITH THE NEW
COOPER THEATRE— "Showplace of the Scenic West!"

THE NEW
**COOPER
THEATRE**
IS PRAISED BY
THEATRE MEN AS
**FINEST
THEATRE**
BETWEEN DENVER
AND SALT LAKE CITY!

WE FURNISHED THE MATERIALS
FOR THE BEAUTIFUL NEW
COOPER!
LET US FURNISH YOURS!
**INDEPENDENT
LUMBER COMPANY**

**TRADE
TERRITORY**
IS GREATLY INCREASED
BY THE NEW
**COOPER
THEATRE**
GLITTER OF NEW
THEATRE WILL
ATTRACT MANY NEW
PERSONS TO CITY!

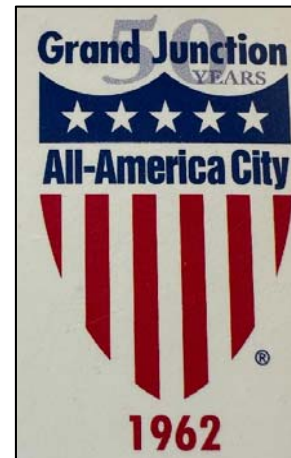
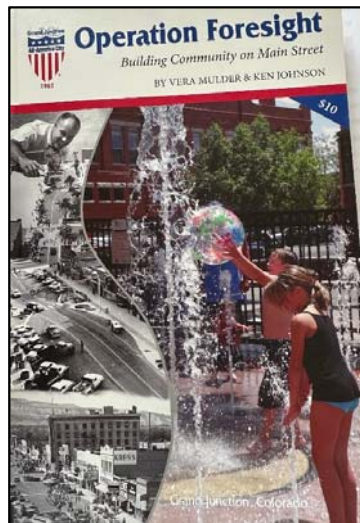
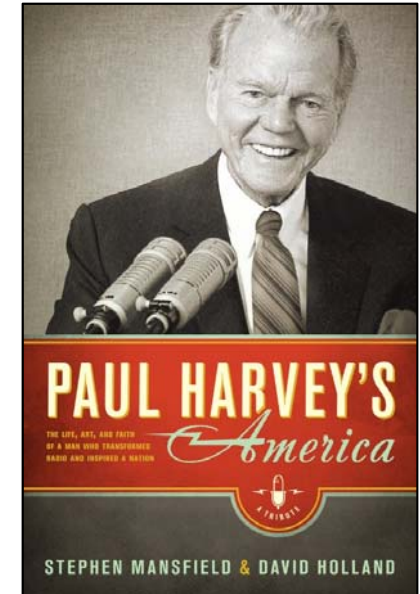
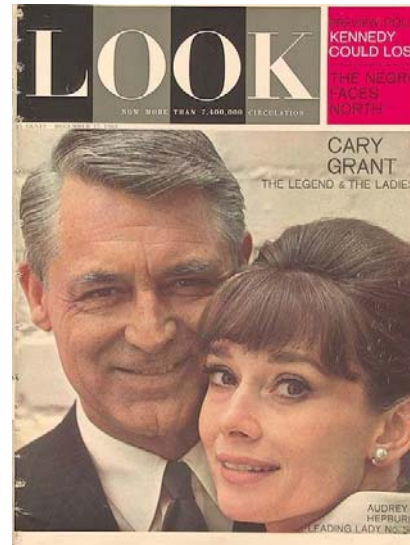
The Cooper Theatre: the First Movie (Aug 27, 1947)



Aug 27, 1947

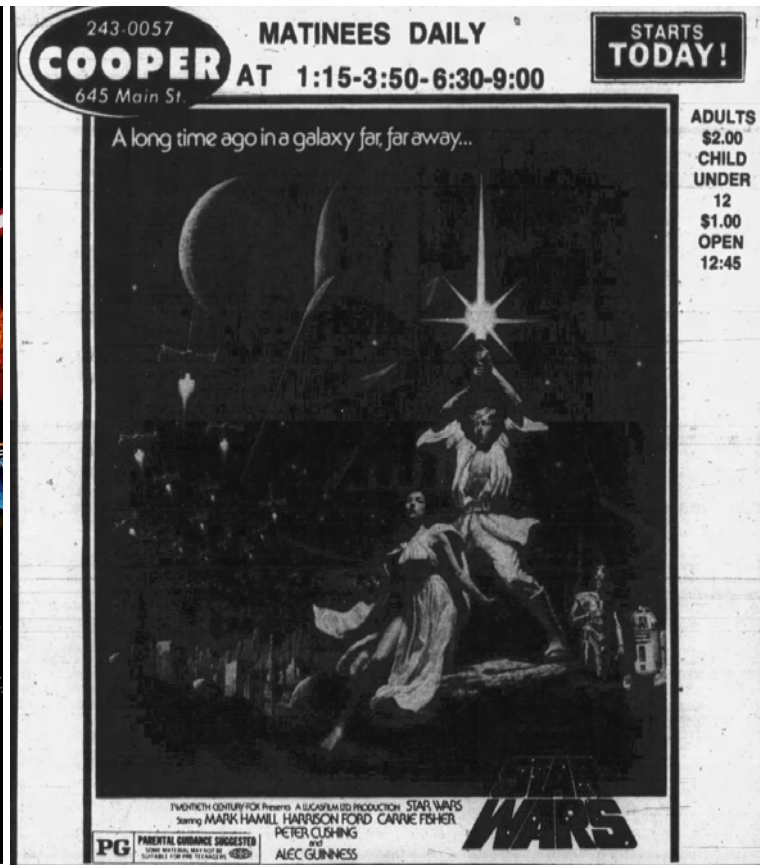


Operation Foresight 1962-63: Saved Downtown Grand Junction



“You never saw a shabbier downtown than downtown Grand Junction 5 years ago ... Now Main Street weaves back and forth ... an oasis in the desert – sheer loveliness.”
- Paul Harvey Mar 5, 1965

The Cooper Theatre: the Most Important Movie (Jul 1, 1977)



**+42,000 tickets
sold during its
multi-month run
at the Cooper;
pumped much
needed money
into the theatre!**

Jul 1, 1977

The Cooper Theatre: the Final Movie (Sep 4, 1989)

UNITED ARTISTS
Theatres

SR. CITIZENS 53 ANYTIME

COLORADO WEST FOUR
Mesa Mall 243-5009

BATMAN (PG-13)
EVE 7:10-9:20 SAT. SUN. MON. 2:00-4:20

YOUNG EINSTEIN (PG)
EVE 7:25-9:25 SAT. SUN. MON. 2:25-4:25

WIRED (R)
EVE 7:15-9:15 SAT. SUN. MON. 2:15-4:15

THE ABYSS (PG-13)
EVE 7:00-9:30 SAT. SUN. MON. 1:45-4:30

TELLER ARMS TWIN
28th & Belford 242-1004

PARENTHOOD (PG-13)
EVE 7:00-9:20 SAT. SUN. MON. 2:00-4:30

EDDIE AND THE CRUISERS II (PG-13)
EVE 7:15-9:15 SAT. SUN. MON. 2:15-4:15

CHIEF DRIVE-IN THEATRE
2868 North Ave 243-1340

Open 8:15 Show 8:45 **STAR TREK V** (PG-13)
INDIANA JONES AND LAST CRUSADE -

\$1 All Seats All Shows
at the theatres listed below

MESA ENCORE
538 Main Str 242-2805

LICENCE TO KILL (PG-13)
EVE 7:00-9:20 SAT. SUN. MON. 2:00-4:30

COOPER ENCORE
645 Main Str 243-0057

3 FUGITIVES (PG-13)
EVE 7:15-9:15 SAT. SUN. MON. 2:15-4:15

SHOWTIMES FOR TODAY ONLY



'Huge' Newspaper Ad!!

Sep 4, 1989

The Cooper Theatre Goes Dark (Sep 5, 1989)



No articles in the Sentinel about the Cooper's closure, but a few weeks later, Pat Gormley and the 'Avalon Committee' was already in action

Group asks city to buy GJ theater

Ginger Rice
Daily Sentinel

If a handful of visionaries has its way, stage lights eventually will sparkle in downtown Grand Junction's Cooper Theater.

The theater went dark for the last time on Labor Day, when United Artists closed it down.

But on Tuesday, members of the Avalon Committee — named for the vintage vaudeville house that eventually became the Cooper — asked the Grand Junction City Council's capital expenditures committee to recommend approval of \$200,000 to buy the theater at 645 Main St.

"It looks pretty encouraging," said Chairman Leland Schmidt after the meeting. "Maybe they will put it in the budget next year and buy the thing."

The theater purchase is on a list with many other projects, including burying utilities in the south Main Street alley. That project is also dear to the hearts of some downtown property owners.

Members of the Avalon Committee — who helped push Operation Foresight to completion 25 years ago — made the case that their project is urgent now because the owner, Larry Starsmore of Colorado Springs, has offered to sell the Cooper for \$200,000, including \$80,000 worth of nearly new seats.

That's a bargain, said Schmidt,

Please see Theater, page 8D

Theater_____

From page 7D

especially because the building was appraised for \$381,000 in 1985.

If the city buys the building, Schmidt said the committee, which currently has no funds, would raise about \$1 million to install balcony seating and build a new lobby and entrance on the east side of the building.

"It will be a wonderful thing for the downtown area," said Schmidt.

Under such circumstances, said committee member Pat Gormley, it's appropriate for the city to invest in property and hold it for future development.

Deiter Sutherland, city manager for United Artists, which leases the building, said his company quit showing movies because the \$1 ticket price was competing with another \$1 house downtown and neither was making money.

It was an economy move, he said. Leases on both the Cooper and the Mesa theaters expire at year-end and Sutherland predicted that both will be closed then.

"These single screen houses are becoming a thing of the past," he said. "You say it's progress but it's sad."

Sep 17, 1989

The 1989 - 1996 'Miracle': Restoration of the Avalon's Facade



1989



1996

The 1989 - 1996 Miracle Restoration of the Avalon's Facade

DDA wins recognition for facade restoration work on Avalon Theatre

By PAUL LLOYD-DAVIES
The Daily Sentinel

The Colorado Historical Society will present the Downtown Development Authority and Avalon Theatre Inc. with the Steven H. Hart Award for outstanding contribution to historic preservation for reconstruction of the Avalon facade to its original 1926 appearance.

Authority Executive Director Barbara Crossman said representatives from the two organizations' boards will accept the award Dec. 12 in Denver.

Earlier this year, the Avalon facade restoration received an award from the nonprofit Colorado Preservations Inc., an advocacy-education group for restoration and preservation of historical resources.

So far, \$800,000 has been poured into the theater restoration, Crossman said Monday, including a

\$100,000 grant from the society to renovate the original 1923 facade. Matching funds of \$100,000 were raised from several sources, including state and local foundations and the "Buy-A-Seat" and "Friends of the Avalon" campaigns.

"We are raising money for the next phase of the theater project," Crossman said. The groups have another grant to remodel the lobby — work is expected to start in January and take about 90 days, she said.

Before 300 seats were added in the balcony, 600 of the 670 seats on the main floor already were sold, Crossman said.

Each seat sale will get the donor's name on a plaque attached to the seat, she said.

The friends campaign included not only sales of inscribed bricks for



RECONSTRUCTION OF THE AVALON THEATRE by the Downtown Development Authority won the Colorado Historical Society's Steven H. Hart Award for historic preservation.

the walkway in front of the theater but also other donations to the theater, Crossman said.

All the bricks are sold, but a waiting list is being compiled, in case additional bricks become available,

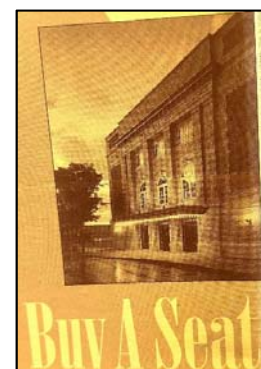
Crossman said. The final bricks are expected to be laid in the next week or two, she said.



Steven H. Hart Award from the Colorado Historical Society Oct 22, 1996

The 1989 – 2005: Money, Money, Money

- **1989:** Initial grassroots campaign to restore the Avalon
- **1991:** Avalon Project, Inc. incorporated by Pat Gormley (eventually morphs into the Avalon Theatre Foundation)
- **1993/1994:** City of GJ purchases the Cooper
- **1993 – 2005:** Numerous buy-a-brick and buy-a-seat campaigns; financial support from the City of GJ, the Downtown Development Authority; several grants; lots of personal donations
- **Showing its Age:** Despite the restoration of the façade, new seats and a few amenities, the Avalon was really showing its age ...



A RESTORED AVALON

- **1991**
Avalon Theatre Foundation (ATF) established to support The Avalon.
- **1994**
City of GJ acquires the theatre with funding from the DDA and City funds for \$200,000. DDA manages operations.
- **1995 - 1999**
Additional Restoration - \$1.6 million, including grants and fundraising.
- **2003**
Two Rivers Convention Center takes over operations from DDA.

Avalon Theatre 2001: Still in need of Renovation



Avalon Theatre 1994 – 2001: Notable Performances

- **1994:** Toby Keith; Blackhawk; Riders in the Sky; Big Chill
- **1995:** Dead Cowboys; Doug Oldham;
- **1996:** Bryan White; John Mahall; Tab Benoit; Government Mule; .38 Special; Electric Light Orchestra II; Neal McCoy;
- **1997:** Mollie O'Brien; Leo Kotke; Blue Oyster Cult; Janis Ian; Leon Russell; John McEuen; Emmy Lou Harris; Arlo Guthrie; REO Speedwagon; Clarence 'Gatemouth' Brown;
- **1998:** Firefall; John McEuen; David Crosby; Amazing Rhythm Aces; War; Merle Haggard; Los Lobos;
- **1999:** John Mayall; Grand Junction Symphony; America; Loverboy; Kansas; John Prine; The Drifters; Alan Parsons Project;
- **2000:** Johnny Winter; Glenn Miller Orchestra; Firefall; Gordon Lightfoot; Ricky Skaggs; Little Feat; Greg Brown; Steve Forbert; Too Short; Lynn Anderson; The Platters;
- **2001:** Pure Prairie League; George Winston; The Kingston Trio; Cherish the Ladies; The Lettermen; Gordon Lightfoot; Edgar Winter Band; Michael Martin Murphy; John Hyatt; Jim Blevins; Lyle Lovett;

Avalon Theatre: Cinema at the Avalon



Cinema at the Avalon brought many independent films to the restored Avalon until it disbanded in October 2008; after the Cornerstone Project, the DDA sponsored the popular weekly **Dinner, Shopping & a Movie**

The Cornerstone Project 2006 - 2014: a Long & Heavy Lift!!



Groundbreaking Ceremony Jul 25, 2013



THE CORNERSTONE PROJECT

- **2009 - 2014**
DDA and GJSO fund a master plan (awarded to Westlake, Reed, & Leskosky) to transform The Avalon Theatre into a state-of-the-art Performing Arts Venue.

Avalon Theatre Foundation Board reorganized with representatives from GJSO, DDA and at-large citizens.

\$9.7 Mil project -- \$4.1 Mil from City of Grand Junction, \$3 Mil from DDA, \$1.6 Mil from Avalon Theatre Foundation, \$1 Mil from Department of Local Affairs.

- **2014**
Completion of Cornerstone Project



Grand Re-Opening Sep 17, 2014

The Cornerstone Project 2006 - 2014: A Few of the Heroes



**Pat Gormley &
Herb Bacon**



**Bennett
Boeschstein**



**Debbie
Kovalik**



**Diann
Admire**



**Avalon Theatre
Foundation Board**

SEPTEMBER 14, 2014



**GRAND
OPENING
EVENT**

SEPTEMBER 17-28
2014





Avalon

THEATRE



1923



1947



1994



2014

Look inside for history, vision, grand opening event schedules and a look inside the newly remodeled Avalon Theatre



**THE DAILY
SENTINEL**
GRAND JUNCTION, COLORADO

Grand Re-Opening September 17, 2014



THE CORNERSTONE PROJECT

- ✓ EXPANDED STAGE (2X THE SIZE)
- ✓ NEW AND EXPANDED SEATING
- ✓ STATE-OF-THE-ART SOUND
- ✓ ORCHESTRA PIT
- ✓ ORCHESTRA SHELL
- ✓ AUDIENCE ELEVATOR
- ✓ EXPANDED LOBBY
- ✓ CATERING KITCHEN FACILITIES
- ✓ MORE / EXPANDED CONCESSIONS
- ✓ MORE BATHROOMS
- ✓ AMERICANS WITH DISABILITIES ACT COMPLIANCE
- ✓ DIGITAL PROJECTION
- ✓ ENCORE HALL EQUIPPED FOR CINEMA
- ✓ EXPANDED LOADING AREA
- ✓ INSTRUMENT AND EQUIPMENT STORAGE
- ✓ ROOFTOP TERRACE WITH CANOPY
- ✓ PERFORMER / CHORUS DRESSING ROOMS
- ✓ PERFORMER GREEN ROOM
- ✓ DIGITAL MARQUEE AND PROMOTIONAL SIGNAGE

\$15MIL
(PROPOSED)

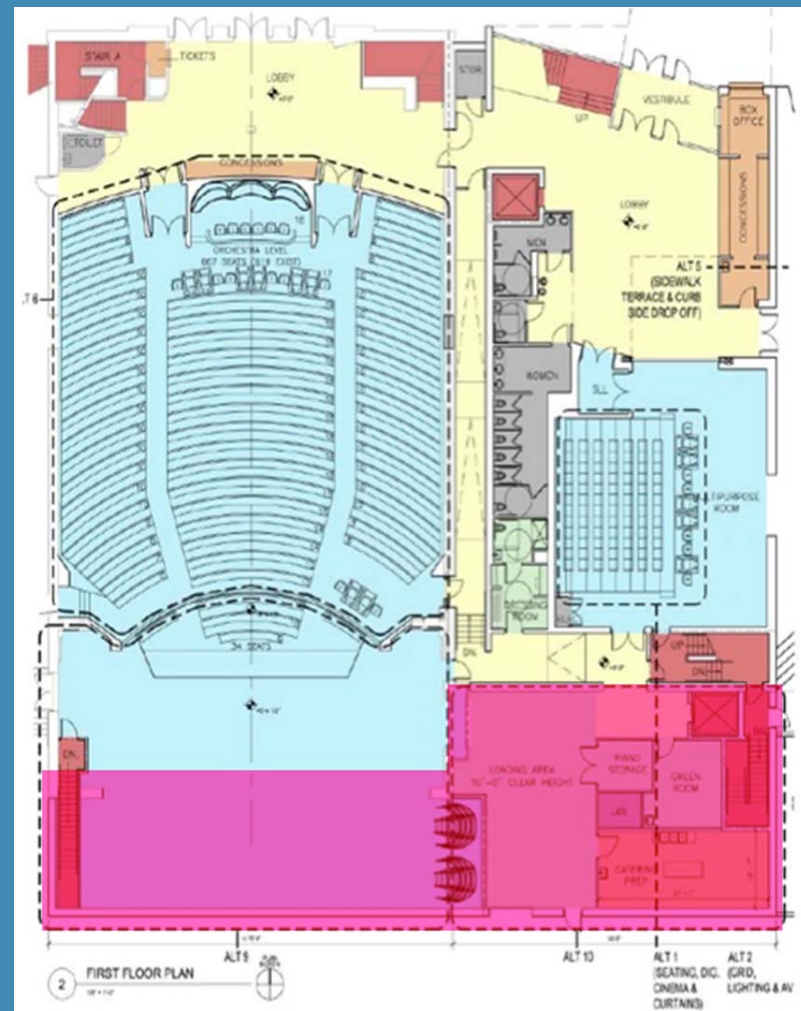
THE CORNERSTONE COMPROMISE

- ~~✓ EXPANDED STAGE (2X THE SIZE)~~
- ✓ NEW AND EXPANDED SEATING
- ~~✓ STATE-OF-THE-ART SOUND~~
- ~~✓ ORCHESTRA PIT~~
- ~~✓ ORCHESTRA SHELL~~
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- ~~✓ PERFORMER GREEN ROOM~~
- ~~✓ DIGITAL MARQUEE AND PROMOTIONAL SIGNAGE~~

\$9.7MIL
(COMPROMISE)

THE COST OF COMPROMISE

- ✗ LIMITED STAGE SPACE / NO ORCHESTRA PIT
- ✗ INSUFFICIENT FACILITIES FOR PERFORMERS
- ✗ NO CATERING KITCHEN FACILITIES
- ✗ INSUFFICIENT BACKSTAGE STORAGE
- ✗ NO ELEVATOR FOR THEATRE OPERATIONS
- ✗ NO MARQUEE / OUTDATED POSTER DISPLAYS
- ✗ NO SHADING FOR THE ROOFTOP TERRACE



A Brilliantly Successful Partnership!!

2016 – 2022:

\$500,000

\$250,000 City of Grand Junction

\$250,000 Avalon Foundation



- Encore Hall Completion
- Donor Wall
- State-of-the art Sound System
- Digital Marquee
- Lighting Console
- Portable Spotlights
- Digital Poster Boxes
- Digital Concession Menu Boards
- Clearcomm System
- Stage Line Set Reconfiguration
- Canopy Sails for the Rooftop Terrace
- Window Coverings for Mezzanine

Completed the Encore Hall



Donor Wall: Recognizing the Friends of The Avalon



Purchased & Installed a State-of-the-Art Sound System



The Highest Definition Marquee in Colorado!!



Purchased Spotlights, Lighting Monitors & Sound Boards



... and Badly Needed Window Coverings for the Mezzanine!



Finally: Shading Sails on the Rooftop Terrace!



WHO IS THE AVALON FOR TODAY?



it's your
Avalon

The Avalon Theatre Celebrated its Centennial in 2023!!!!



**Nunsense ... Artrageous ... GJ Symphony/John Williams Scores
... Hank Williams Tribute ... Ten Monthly Film & Lectures ...
Ramblebine's Avalon Prohibition Lager ... Five Short Films ...
Plein Air Exhibition ... Eclipse the Musical**

The Avalon Theatre: The Final Act is Yet to Come!

The fundraising does not end here, however. This week's grand re-opening is a celebration and presentation of the upgrades to date, but there is much more work to be done to complete the improvements to the theater and to work toward future expansion of the stage and additions to the back of the house. Contributions can

**Grand Junction Mayor Phyllis Norris
(September 17, 2014)**

Sources

- Daily Sentinel (newspapers.com)
- Walter Walkers 'Event Diary' (1912 - 1949) as compiled by Marion Fletcher
- The Publishers (2022 Ken Johnson/Carol Sullivan)
- Operation Foresight (2012 Vera Mulder/Ken Johnson)
- Diann Admire's Oral History/Mesa County Library (Sep 15, 2016)
- Museums of the West
- The Grand Heritage (2003 David Fishell)

Thank You!!

