

*The Last Word In Theatre Progress In Princeton*

*... The ...*

# Mercer Theatre

TO BE OPENED

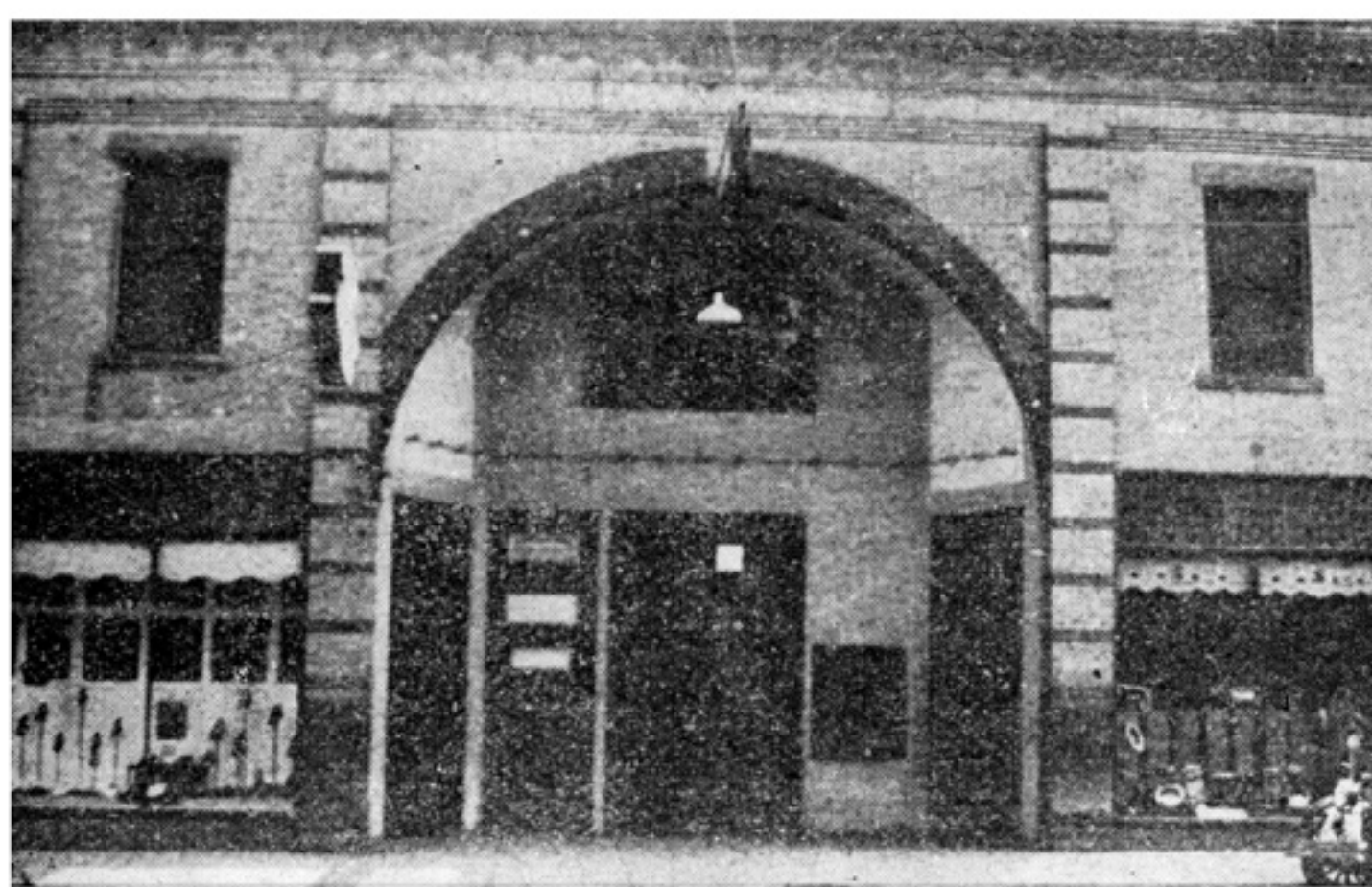
844 Mercer Street, Princeton

By October 15, 1937

## Theatre History . . .

The first Princeton theatre was opened nearly 30 years ago in a small building in lower Mercer street; seated 250; and was known as The Lyric. The Dixie started operations about 25 years ago in the building now occupied by the Wholesale Paint and Supply Company.

The Palace began business in 1924, in the Grand Hotel building and lasted about one year.



THE ROYAL built 20 years ago, kept the even tenor of its way and here is the way it looked in the year of 1930.

In 1931, F. F. Von Court took charge of this theatre and doubled its capacity from 450 seats to 900.



## The 10 Cents Show . . .

Took with the Princeton public and here are the crowds waiting to get in. This, amidst the depression, evoked a writeup from Collier's Weekly . . . and so . . . on with the show.



This indicates how boys and girls respond to a real live Saturday morning program—only 5 cents . . . and now . . .

## The Mercer Theatre . . .

**Pictures**—The cream of the nation.

**Comfort**—Most modern air conditioned.

**Seats**—Spring edged; your foot won't go to sleep

**Capacity**—450 seats.

**Prices**—15c matinee; 25c and 15c at night.

**Front**—Porcelain enamel; porcelain enamel marquise. Color scheme—ivory and green.

**Signs**—18-foot neon.

**FUTURE**—Ready for television.

We aspire to keep ahead of the tide in the fast moving theatre world.

**F. F. VON COURT**