

The Reel Players

By Ella H. McCormick

NEW KUNSKY-REDFORD HAS NOTABLE OPENING

Redford last night joined those Detroit suburbs which proudly boast of having new "super-deluxe" motion picture palaces—and so proud is Redford of the new Kunsky-Redford theater, Lahser road near Grand River, that the entire community turned out. Every one of the 2,000 or more

seats were filled at both evening performances and crowds were left on the gayly decorated streets unable to get in.

The theater opening last night came as the climax to Greater Redford week, a civic boosting celebration which started last Wednesday and was sponsored by merchants and other leading interests of Redford. Roy Burgess, of the Redford Exchange club, delivered the welcoming address on behalf of

Redford. He said that the business men believe that the opening of the new theater, with the activity it will create, will mark the beginning of a new era of prosperity and progress for Redford. H. M. Richey, of the Michigan Theater Owners association responded on behalf of the Kunsky organization.

The formal inaugural of the theater took place at 7 o'clock when Shirley Hathaway of the Keeler school and Clarence Schmidt of the Houghton school opened the theater to the public by cutting a ribbon across the entrance. The two proud youngsters had won the distinction by writing the best essays on "Why I Like To Live In Redford." The new theater is probably one of the most unique of Detroit's many beautiful movie houses. It is classified as an "atmospheric" theater. The architects and decorators have made the auditorium appear like a Japanese garden, with clouds over head, the walls picturesque with odd shaped roofs and spires of Japanese landscape, trees, etc.

Don Miller, Capitol organist, acted as guest soloist, initiating the huge new organ. Richard Dix in "The Gay Defender," was the opening picture.

The Kunsky-Redford is the second of three large suburban theaters planned by the Kunsky organization—one in Birmingham and another soon to be opened in Royal Oak. Faith in the bright prospects of growth in suburban Detroit is expressed by the Kunsky officials in explaining their residential neighborhood theater expansion program.

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