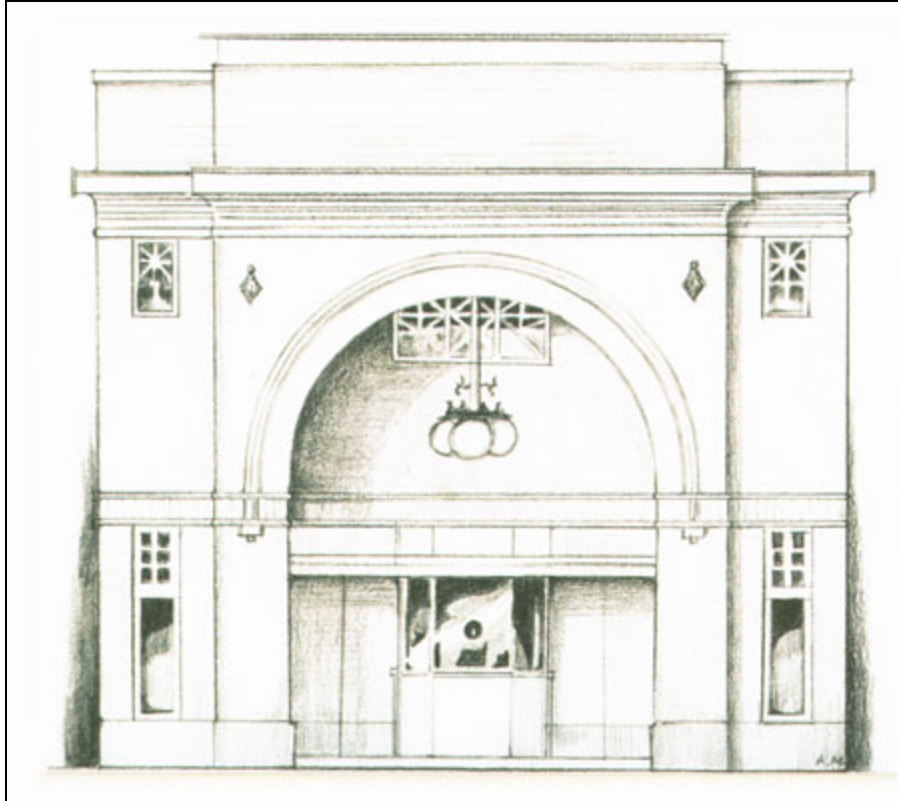


Avenue Theatre

Victoria's first cinema was located in Oak Bay

courtesy Oak Bay Archives



Avenue Theatre (circa 1913)

2013 Oak Bay Avenue

PHOTOGRAPHS • ARTIFACTS • RECOLLECTIONS • SUBMISSIONS

The *Avenue Theatre*, built in 1913, was the first theatre in Victoria built specifically for the viewing of motion pictures. It was a dedicated film theatre. Most theatres of the day were stage theatres that would put up a screen and bring in a projector if a film was to be shown.

*"...one of the best and most up-to-date
theatres of its kind in B.C."*

— 1913 newspaper ad

But despite recognizing and embracing the film industry in its infancy, the success of the Avenue Theatre was short-lived. For whatever reason, it closed its doors in 1921.

In 1922, the building was gutted to create a large open space — which served as an automotive garage for a succession of enterprises until 1943

In 1944, this historic building was converted to an apartment block — *Oak Bay Apartments* — and is still standing at 2013 Oak Bay Avenue.

PHOTOGRAPHS

Gary Wilcox photo



Avenue Theatre Building (c 2005)

*Do you have any photos of the Avenue Theatre?
If yes, please specify in the form below*



ARTIFACTS

**AVENUE
THEATRE**

Oak Bay Ave., at Foul Bay Road

**Special
Announcement:**

Starting on Monday, at 7 p.m.
Every ticket-purchaser will have an
opportunity to win a prize of a

GOLD WATCH

Contest Closes Saturday, October
18th, 1913
Drawing Monday, October 20th, at
9.30 p.m.

The Avenue is showing splendid
pictures and supplying good music.
It is one of the best and most up-to-
date theatres of its kind in B.C. Pro-
gramme changes Monday, Wednesday
and Friday. 3:30 to 5:30 and 7:00 to
11:00 p.m.

**EVERYBODY LIKES THE
AVENUE**

1913 Newspaper Ad
courtesy Ron Spence

*Do you have any Avenue Theatre artifacts?
PROGRAMS, ADS, ARTICLES, ETC
If yes, please specify in the form below*



RECOLLECTIONS

Recollections may be abridged for length and/or clarity

My wife's parents had a home built for them in 1913, in what is now Roslyn road, and took up residence in the same year. She recalls attending the theatre in 1913, and being carried home on her father's shoulders.

The theatre was exclusively a motion picture theatre at that time. They showed a feature film and a serial, which was

generally a thriller, and ended each showing at the most exciting part. "Continued next week" were the final words.

The bill of fare consisted of a good western, featuring such cowboy artists as William S Hart, Hoot Gibson and Tom Mix, who were the John Waynes of the Hollywood producers.

The serials generally consisted of such offerings as *The Iron Claw*, *The Perils of Pauline*, and *Fu Manchu* — all real heart stoppers. These shows ran for many years, certainly up to the mid twenties.

At times the theatre was hired by a light opera company for its live productions. In the mid twenties, I recall attending a light opera named *Ermine*, and being highly excited when I went backstage and mingled with members of the cast.

— **John Adams** (courtesy of The Oak Bay Star)

Do you have any recollections of the frog ponds?

If yes, please share them by using the form below

Where was the "Avenue Theatre" sign located?

Where were the movie posters located?



SUBMISSIONS

***Do you have any
photos, artifacts or recollections
of the Avenue Theatre?***

PLEASE CONTACT US

Your contribution may become part of Oak Bay history!

You can email us, with attachments if available

OR

You can use the *Online Submission Form*, below

Online Submission Form

Topic

AVENUE THEATRE

Photographs

- No, I don't have photo(s)
 Yes, I have photo(s), as noted below