

CHANSONETTE THEATRE PRESENTS

EASTON

THE DOWNTOWN MOVIES

CIRCA **1 9 3 5**

STATE • EMBASSY • BOYD • EASTON

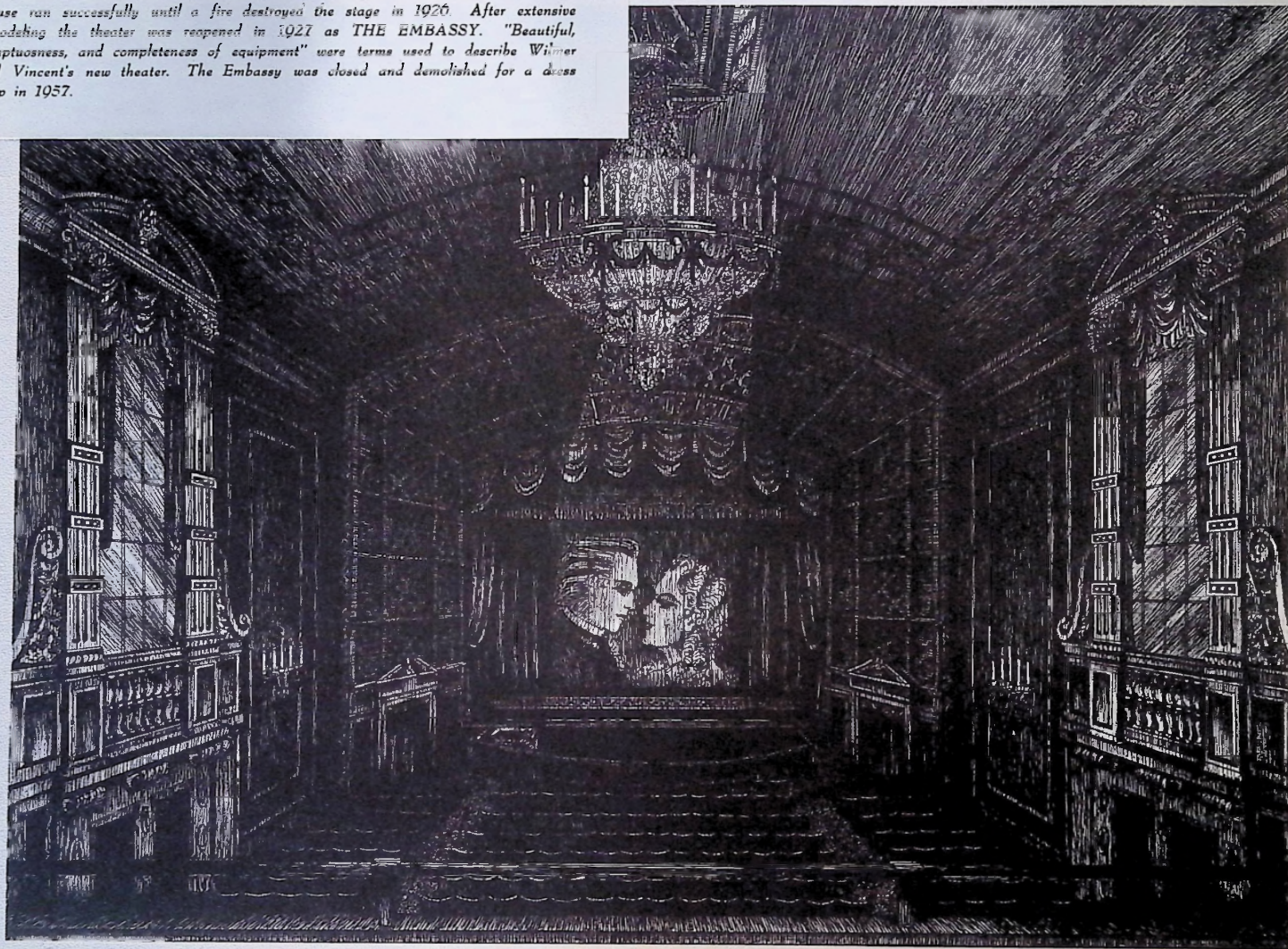
With Thanks to

J. Walter McCracken - Ken Mack - Tom Jones - Walter Boyd - Jack Day

————— *Drawn By RICHARD FOX* —————

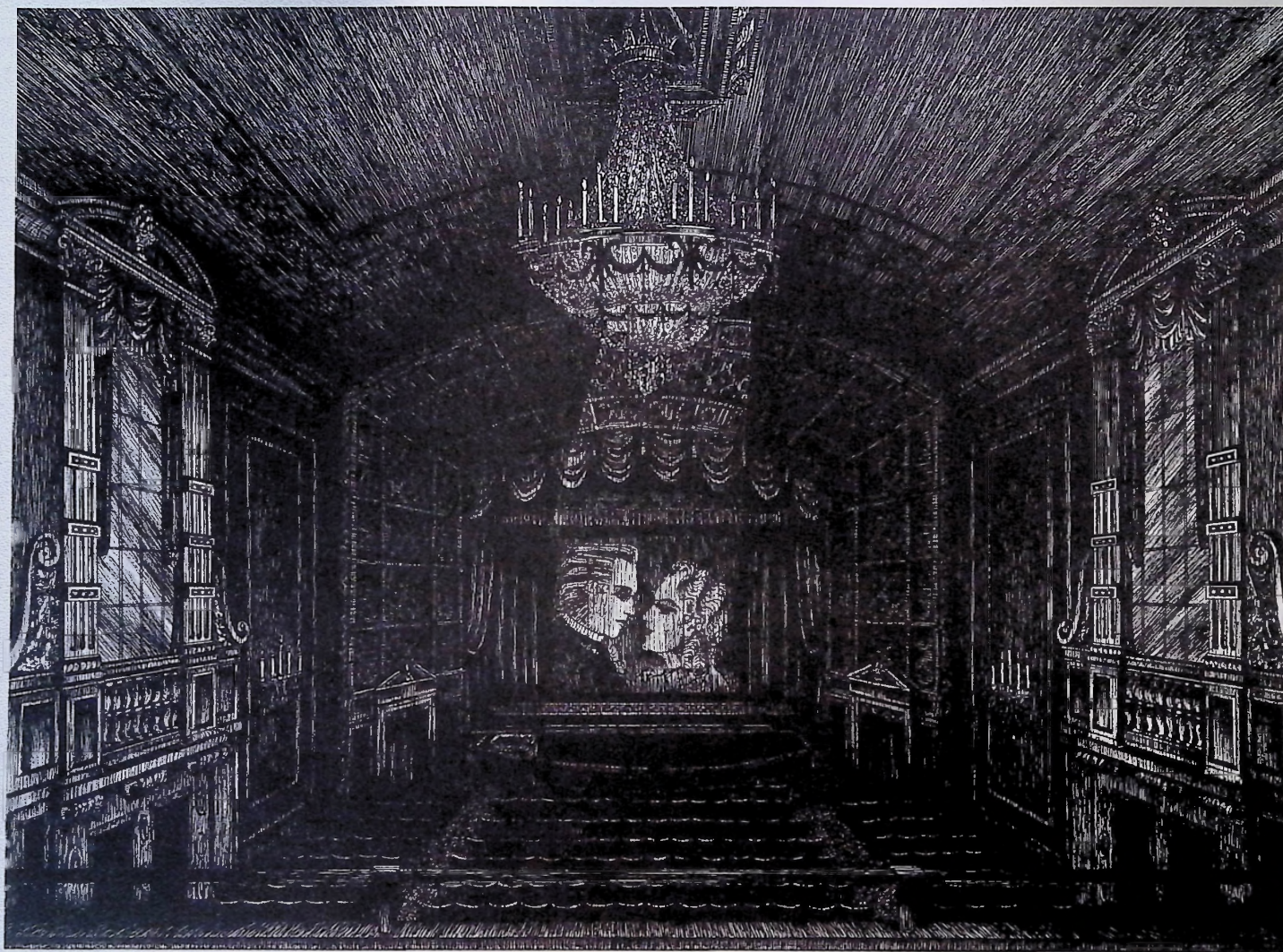
THE EMBASSY - 1400 Seats

In 1873 Easton got its first real theater - ABLE'S OPERA HOUSE. The Opera House ran successfully until a fire destroyed the stage in 1926. After extensive remodeling the theater was reopened in 1927 as THE EMBASSY. "Beautiful, sumptuousness, and completeness of equipment" were terms used to describe Wilmer and Vincent's new theater. The Embassy was closed and demolished for a dress shop in 1957.



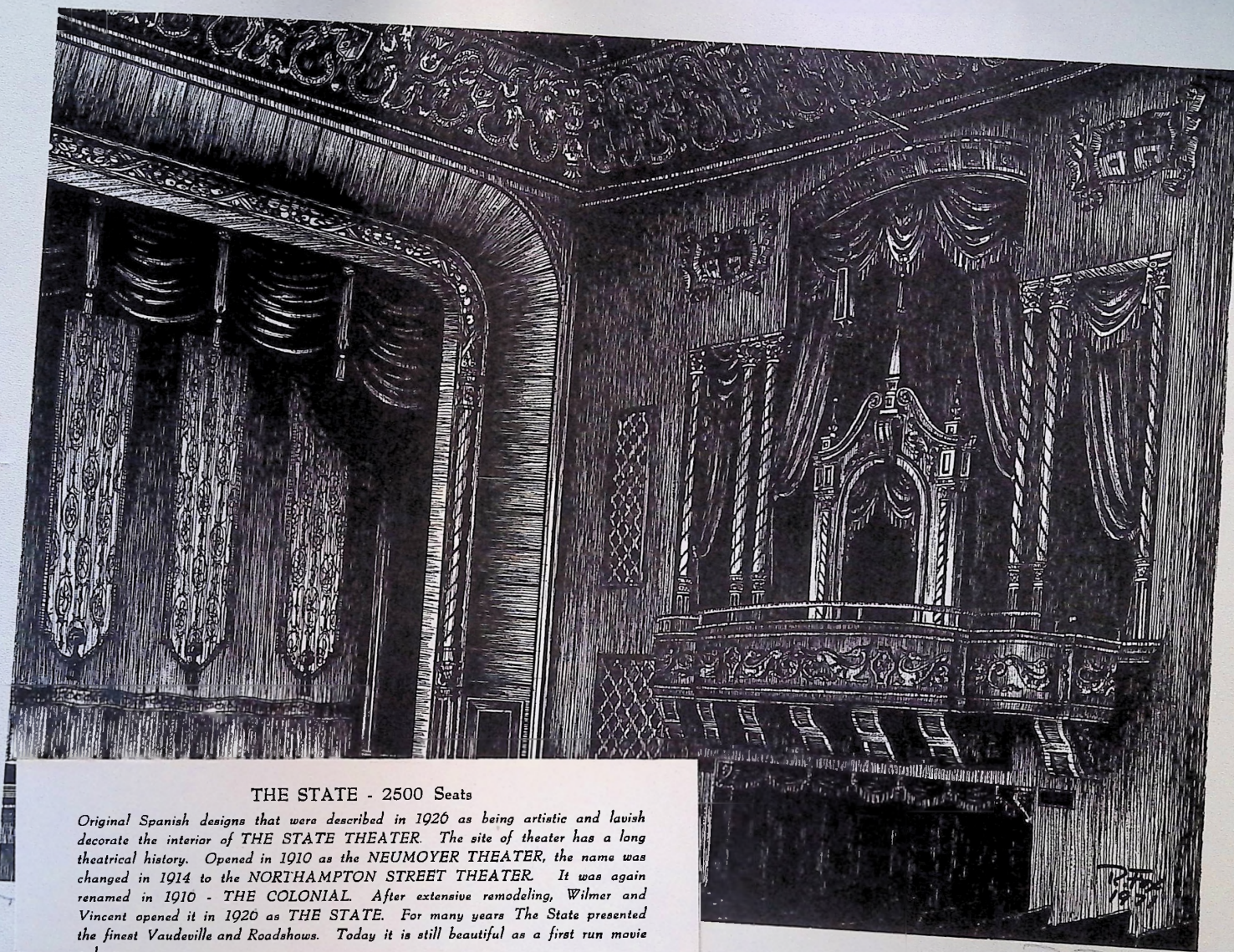
The Embassy Theatre, Easton, Pa.

R.F. 1971



The Embassy Theatre, Easton, Pa.

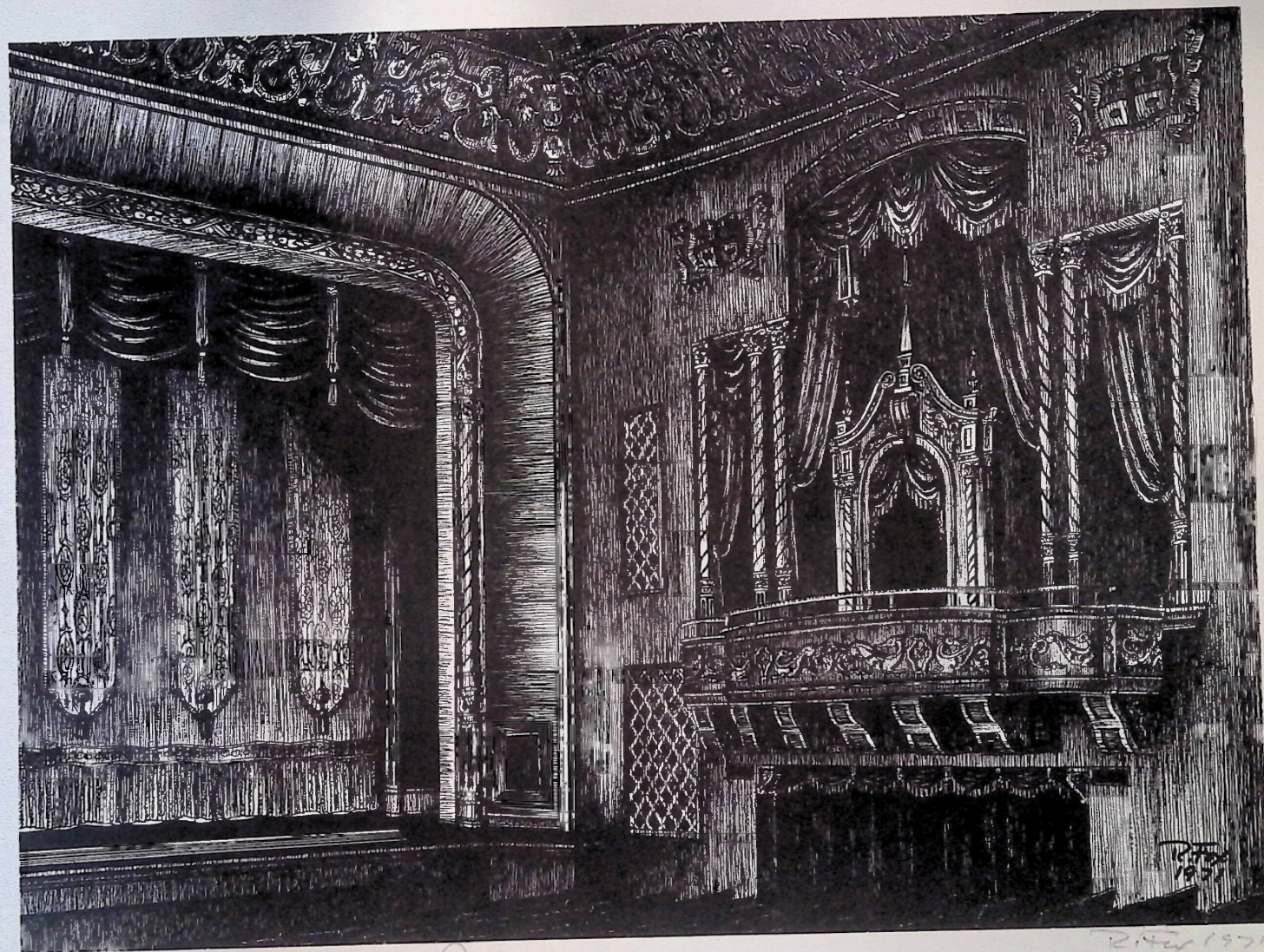
R. F. 1971



THE STATE - 2500 Seats

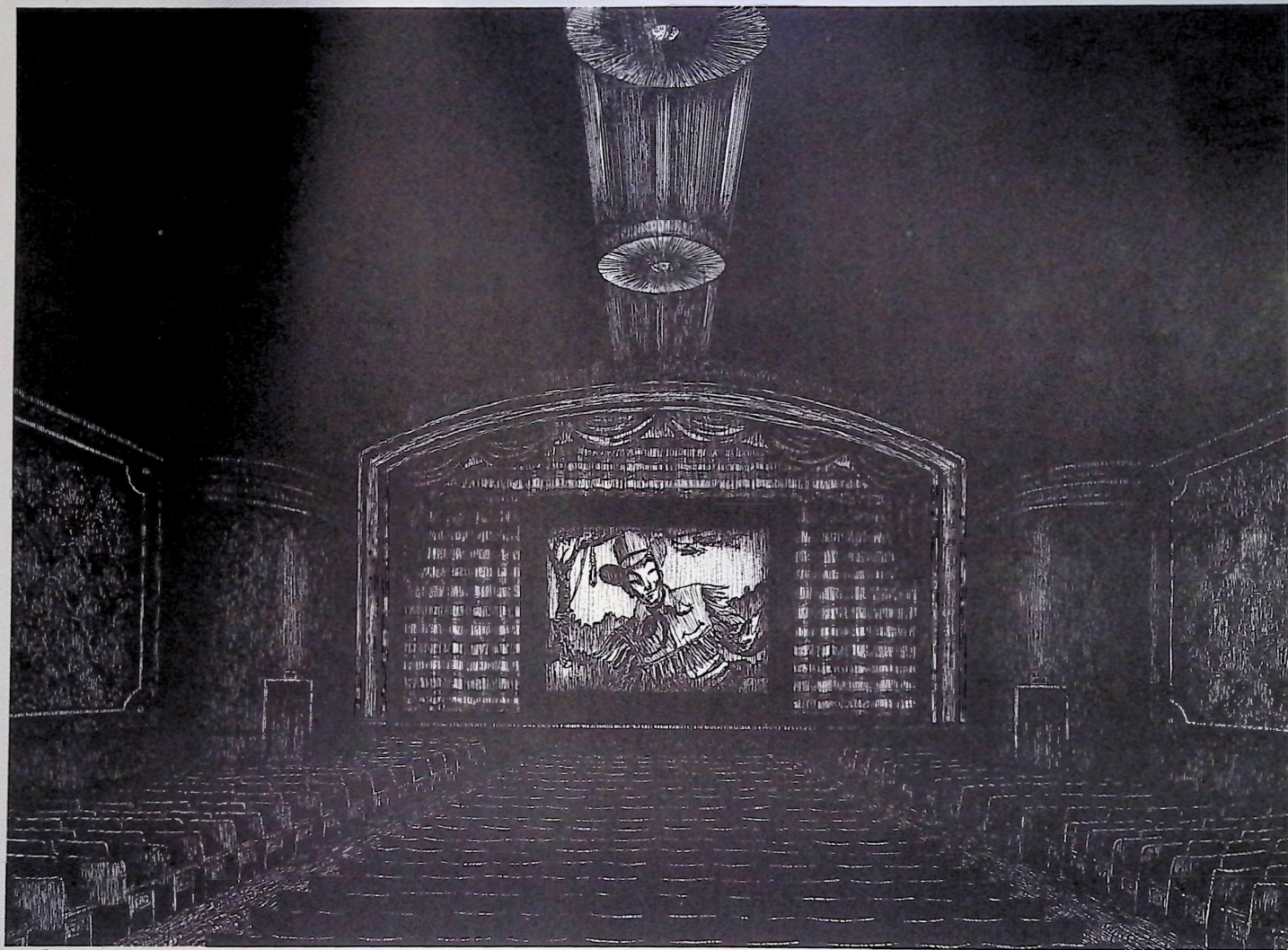
Original Spanish designs that were described in 1926 as being artistic and lavish decorate the interior of THE STATE THEATER. The site of theater has a long theatrical history. Opened in 1910 as the NEUMOYER THEATER, the name was changed in 1914 to the NORTHAMPTON STREET THEATER. It was again renamed in 1910 - THE COLONIAL. After extensive remodeling, Wilmer and Vincent opened it in 1920 as THE STATE. For many years The State presented the finest Vaudeville and Roadshows. Today it is still beautiful as a first run movie palace.

R. F. 1921



The State Theater, Easton, Pa.

R. H. 1971

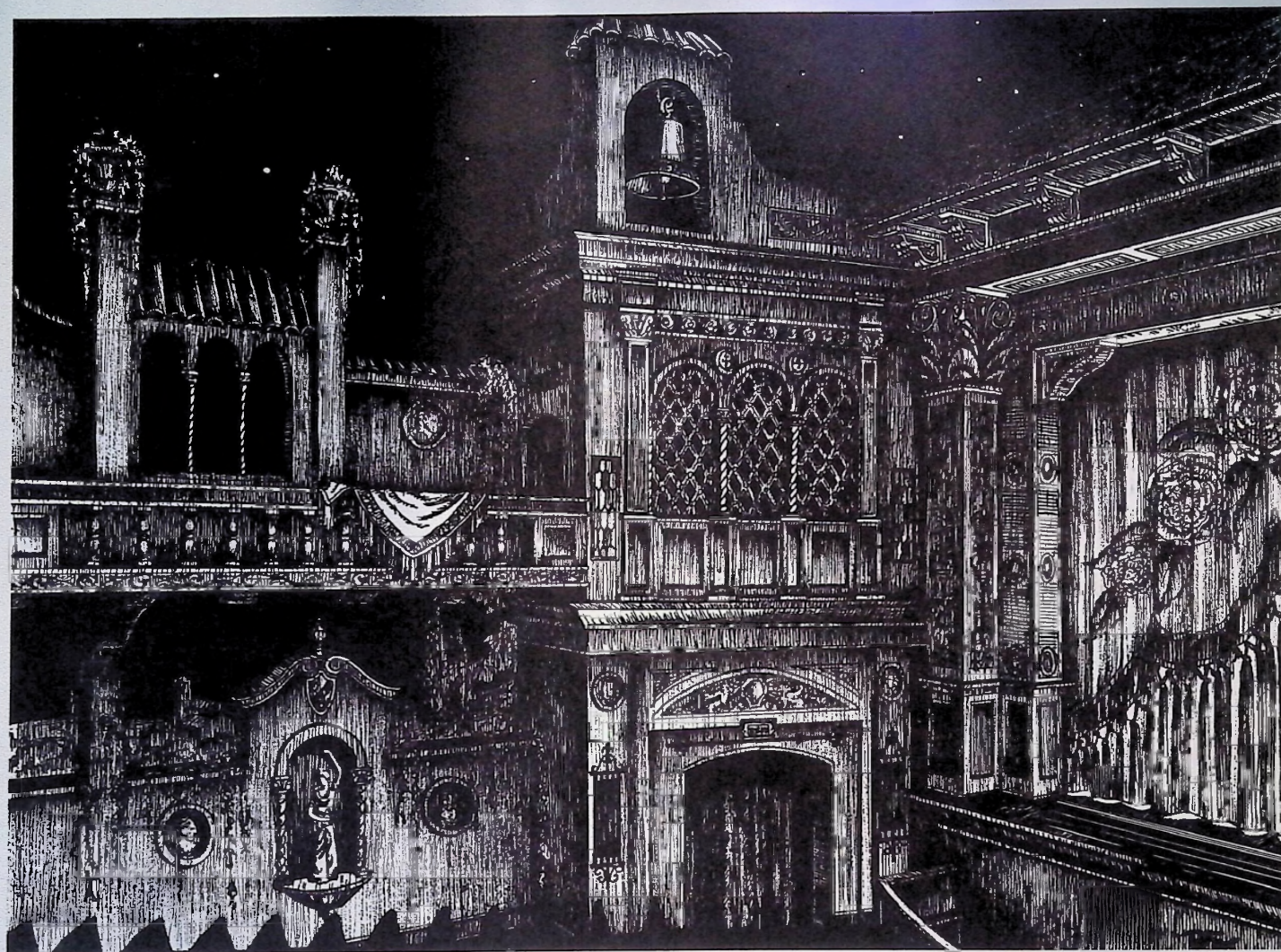


The Easton Theater, Easton, Pa.

RFX 1971

THE EASTON - 1200 Seats

Opened in 1913 as the **THIRD STREET THEATER**. This theater was one of the first and finest in the nation for the exclusive presentation of motion pictures. The large orchestra that accompanied the silent movies was very famous. Shortly after the introduction of sound, the theater's name was changed to **THE TRANSIT**. The theater was redecorated and renamed **THE EASTON** in 1935. This theater was also known as the **Ranch-House** because of the frequency of cowboy movies shown. This theater was converted to a parking lot in 1957.



The Boyd Theatre, Easton, Pa.

D. F. 1971

THE BOYD - 1800 Seats

Opened in 1929 as THE SEVILLE for the deluxe presentation of motion pictures and Vaudeville, this theater was one of the first atmospheric theaters in the eastern United States. "Brilliant and Haunting Magic" were terms used to describe this lovely theater at its opening. The name was changed in 1932 to THE BOYD. This showplace is still beautiful, dusty and going strong in 1971.