

Dreamland Theatre 321 - 6 Ave. S.E.	606 - 4th Ave.	Lot 1/3	Block 23	Plan 1491	1910
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June 6, 1910.	Permit #69 Lot 1/3, Block 23, 4th Ave-theatre 34x75, Est. value \$14,000 W.T. Williams, architect, M. Sackrider, builder	Owner: Wm. Cousins
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MH News Apr 14, 1910

(weekly) "CS Pingle and DG White have sold their lot corner of Toronto St and Fourth Ave. to William Cousins who proposed to erect vaudeville theatre 40'x75', two storeys high, with 8' basement. W.T. Williams drawing up plans."

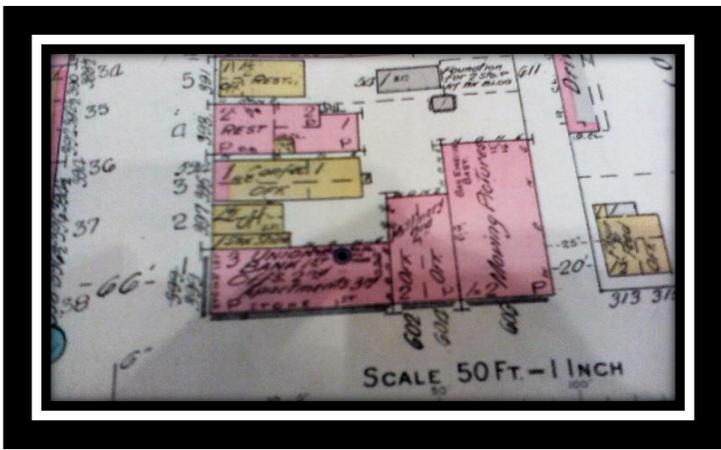
MH News Oct 13, 1910

"Work on the theatre building on Fourth Ave. was completed today. Theatre opens Oct. 17."

MH News Oct 20, 1910

"Dreamland - Fourth Ave. Building one of the largest of its kind in any western city of this size. Owners Messers. Lotz and McRae. Accomodates 250 people...built of solid brick, metallic ceiling, asbestos and sheet iron operator's booth,...absolutely fire proof. Entrance-Substantial mission oak and plate glass...two arc lamps and the name "Dreamland" in incandescent lights. Excellent ventilation, artistic furnishings, first class equipment and comfortable seats. Ceilings-20' high...mahogany opera chairs-floor sloped...curtain set back on stage in a 6 ft. frame of mission oak. ...first chair 20' from stage. Sand finished plaster, crimson burlap and mission oak wainscoting applied to walls. Brushed brass electric light fixtures with ground and coloured glass. Lobby-furnished mission oak and full length British plate mirrors surrounded by lights...3 exits provided...Theatre heated by gas furnace...electricity manufactured by firm's own plant in another building. Basement-heating plant and large dressing rooms."

Occupancy:
Henderson Directories:
1910-1927 Dreamland Block/Theatre
1929 #317 Dreamland Block/Theatre, Joe Freedman
1932-34 #317 Dreamland Block/Theatre, Joe Freedman, Ben Lesk
1937 #317 Roxy Theatre, Lawrence Sammon
1948-52 #317 Roxy Theatre, Fred Edwards, Isadore Ternes
1958 #319 Roxy Theatre
1960 #319 Roxy Theatre
1962 #319 Toschach's Appliances, 319A Mildred's Beauty
1964-1990 #319 Toshach's
1991-1993 #319 Greeb's Amusement, The Kloset
1994 #319 Vacant, The Kloset
1994-2000 #319 The Kloset, the Costume Shoppe
2016 #321 nurture pregnancy centre



1913 Map
"Moving pictures" is the Dreamland

Prepared by Sally Sehn
Heritage Resources Committee
Nov. 26, 2016
Sources: Esplanade Archives
Asst. Archivist: Kim Unrau



Movie features:
 The Squaw's Revenge
 The Prize Employer
 Etta of the Footlights

Dreamland 1913 #30350-0064



Dreamland c 1932 0064-0012
 Market Grocery (R Dunn) to the right
 Lesk's Furniture Exchange to the left



1918 Advertisement Alexandra High Yearbook
 Joe Leonard was the manager and band leader. His father Mike Leonard, the first baker in Medicine Hat, formed the "Citizens Band" in 1893. Joe was also part of this band.



Dreamland Bldg. 2016

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