

A Guide to the Dixie Theatre and Strand Theatre [Staunton, Virginia] Campaign Booklets, 1950-1954 SC 0305

Dixie Theatre and Strand Theatre [Staunton, Virginia] Campaign Booklets
1950-1954



Title Statement

A Guide to the Dixie Theatre and Strand Theatre [Staunton, Virginia] Campaign Booklets, 1950-1954 SC 0305

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Profile Description

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Descriptive Summary

Unit ID

SC 0305

Unit ID

/repositories/4/resources/640

Unit Date

1950-1954

Language

English

Abstract

The Dixie Theatre and Strand Theatre [Staunton, Virginia] Campaign Booklets, 1950-1954, comprise seven promotional booklets created by Frank K. Shaffer, manager of Staunton, Virginia's Dixie Theatre and Strand Theatre.

source

Tim Abbott Americana

Creator

Shaffer, Frank K. (Francis Kinsloe), 1901-1988

Extent

0.47 cubic feet 1 box

Repository

James Madison University Libraries Special Collections

Administrative Information

Access Restrictions

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Acquisition Information

Booklets were purchased from Tim Abbott Americana in July 2020.

Processing Information

Folder titles were applied based on the cover title written on each booklet and the theatre where each campaign took place.

Preferred Citation

[identification of item], [box #, folder #], Dixie Theatre and Strand Theatre [Staunton, Virginia] Campaign Booklets, 1950-1954, SC 0305, Special Collections, Carrier Library, James Madison University, Harrisonburg, VA.

Bio/Historical Note

The Dixie Theatre opened in 1913 as the New Theatre and was located at 125 E. Beverley Street on the corner of Market Street. It offered vaudeville shows and silent films. After a 1936 fire gutted the building, it reopened later that same year as a movie house. The theatre was updated in the early 1980s to accommodate multiple screens. The Dixie Theatre closed in July 2014 after more than 100 years in operation.

The Strand Theatre opened in 1930 and was located at 15 S. New Street, less than two blocks from the Dixie. It closed in the early 1960s and a parking garage is located where the theatre once stood.

Both theatres were operated by Warner Brothers during the early 1950s when the promotional booklets were made. Frank K. Shaffer (1901-1988) managed both theatres. Prior to managing the Dixie and Strand Theatres, Frank Shaffer was manager of Harrisonburg's Virginia Theatre.

Scope and Content

The Dixie Theatre and Strand Theatre [Staunton, Virginia] Campaign Booklets, 1950-1954, comprise seven promotional booklets created by Frank K. Shaffer, manager of Staunton, Virginia's Dixie and Strand Theatres. The purpose of the booklets was to document via printed ephemera, newspaper clippings, marketing materials, advertisements, and photographs a discrete film campaign that took place at the theatres. As such, each booklet documents a separate movie campaign or promotional event. Movie campaigns included midnight showings of *Mrs. O'Malley and Mr. Malone* (December 24, 1950); Saturday morning showings of *The Prince and the Pauper*, *The Yearling*, *The Adventures of Huckleberry Finn*, and *Rebecca of Sunnybrook Farm* (summer 1952); a double feature of the Marx Brothers' *Duck Soup* and *Animal Crackers* (November 1950); and *Bride of the Gorilla* (December 1951). Other promotions included a Lionel train giveaway and a double

feature program. One booklet titled "Public Relations" documented various "community 'good will' incidents" in which Frank Shaffer and/or his theatre was involved. Those events included a soap box derby, babysitter plan, collaboration with the Staunton-Augusta Jaycees, and a church twilight softball league.

Keywords

Promotional materials
Theater programs
Newspaper clippings
Photographs
Advertising
Printed Ephemera
Theater programs -- Virginia -- Staunton -- 20th century
Theater -- Virginia -- Staunton -- 20th century
Amusements -- Virginia -- Staunton -- 20th century
Staunton (Va.) -- History -- 20th century
Tim Abbott Americana

Bibliography

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"Strand Theatre." Cinema Treasures. Accessed October 14, 2020. <http://cinematreasures.org/theaters/39269>. Lauren Berg. The (Waynesboro) News Virginian. "Historic Dixie Theater in Staunton to Close." The Daily Progress, May 15, 2019. https://dailyprogress.com/news/local/historic-dixie-theater-in-staunton-to-close/article_fa03f574-0ed0-11e4-aae9-001a4bcf6878.html.

Arrangement

The booklets are arranged chronologically.

Description of Subordinate Components

The Marx Bros. Double Feature, Mon. Tue. Oct. 30-31 [Strand Theatre]

Unit ID /repositories/4/archival_objects/25309

Unit Date October 30-31, 1950

Mixed Materials [1000898424] OV 1 (box)

Container 1 (folder)

Four Holiday Midnight Shows, Christmas & New Years Eve, December 24 and 31, 1950 [Dixie Theatre and Strand Theatre]

Unit ID /repositories/4/archival_objects/25307

Unit Date December 24 and 31, 1950

Mixed Materials [1000898424] OV 1 (box)

Container 2 (folder)

Double Feature Programs, Nov.-Dec. 51 [Strand Theatre]

Unit ID /repositories/4/archival_objects/25304

Unit Date November 12-13, 1951

Mixed Materials [1000898424] OV 1 (box)

Container 3 (folder)

Lionel Train Give-away, Sat. Dec. 15 [Dixie Theatre]

Unit ID /repositories/4/archival_objects/25303

Unit Date December 15, 1951

Mixed Materials [1000898424] OV 1 (box)

Container 4 (folder)

Bride of the Gorilla, Dec. 26-27th [Strand Theatre]

Unit ID /repositories/4/archival_objects/25305

Unit Date December 26-27, 1951

Mixed Materials [1000898424] OV 1 (box)

Container 5 (folder)

Public Relations

Unit ID /repositories/4/archival_objects/25306

Unit Date 1952

Mixed Materials [1000898424] OV 1 (box)

Container 6 (folder)

Summer Children's Library Shows, 4 Saturdays July-Aug. [Dixie Theatre]

Unit ID /repositories/4/archival_objects/25308

Unit Date 1952, 1954

Mixed Materials [1000898424] OV 1 (box)

Container 7 (folder)