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# New Rio Theatre Will Open Sunday

6-10-69

The new Rio theatre, latest addition to the growing East Side business district, will open here Sunday afternoon at 2 o'clock, Michael A. Naify, president of the Golden State Theatre and Real Estate corporation announced today.

The 900-seat theater will be officially underway with the showing of "Song of India" and "Law of the Barbary Coast."

Featuring the opening day's show will be a special 15-minute broadcast, sponsored by the East Santa Cruz Businessmen, at 8:30 o'clock over station KSCO.

A member of the Golden State and T&D chain, the Rio is a sister theater to the Del Mar and New Santa Cruz theaters here. The company operates about 110 theaters in Northern California.

The Rio theater, which has been under construction for more than a year, contains the latest in motion picture projection equipment plus a new Cycloramic screen, considered the most modern in film production in equipment. A special "cry room" will allow mothers to take

their babies to the show.

According to C. V. Taylor, general manager, and Robert Naify, purchasing agent, of the company, the screen will make every seat in the house a perfect seat with no distortion from any angle.

Of the 900 seats in the house, 168 will be in the loge section.

The theater will employ eight persons under the direction of Vic Keedy, manager of the Rio. Keedy, formerly associated with the Del Mar theater, has 18 years of experience in the theatrical business in Seattle and Portland.

Barney Gurnette, Pasatiempo resident, is district manager for the Golden State company with headquarters in Santa Cruz.

The theater was welcomed to the East Side district by John Seidlinger, president of the East Santa Cruz Businessmen's association.

The theater will be open seven days a week with continuous shows on Saturdays, Sundays and holidays. Weekdays the box office will open at 6:45 o'clock with the first show starting at 7 o'clock.