

Corpus Christi (TX) Times
Thursday, 25 September 1986
Page A-15, Columns 1-3

Bruce Collins Sr., 89, theater owner, dies

By Jeri Meyers

STAFF WRITER

Bruce Collins Sr., 89, for more than 50 years a leader in Corpus Christi's motion picture theater business and an avid city promoter, died yesterday in a local hospital.

Born on a family ranch near Alice in 1896, he moved with his parents to Corpus Christi in 1906. He was a 1915 graduate of Corpus Christi High School and served in the U.S. Navy during World War I.

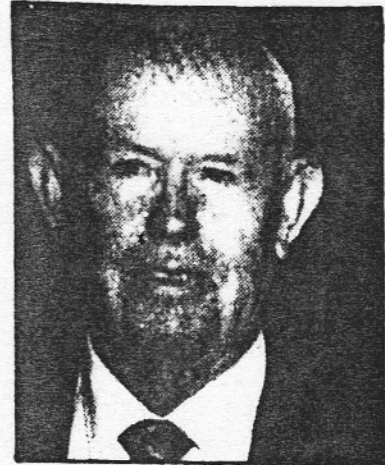
Returning to Corpus Christi after the war, he worked for Corpus Christi Hardware for several years before taking over and managing his family's interest in two of the original downtown movie houses, the Amusu and the Aldine. About the same time he acquired an interest in the North Beach Bathhouse and surrounding property.

Collins later teamed up with what is now United Artists Theatres, and over the years expanded the chain to include some 15 local movie theatres. The Palace was built in 1926, the Ritz in 1929, the Tower at Six Points in 1937, the Beach and Harlem in 1940 and the Centre in 1942.

In the 1920s, he and several members of his family developed a large recreation area on North Beach.

Collins was instrumental in changing the name of North Beach to Corpus Christi Beach in 1959. He organized and became president of Trans-Texas Properties Inc., which built and operated the Sandy Shores Hotel, now the Best Western Sandy Shores Resort.

He was an original member of the Area Development Committee, served as president of the Bucca-



Bruce Collins Sr.

neer Days Commission, the Corpus Christi Navy League and Downtown Lions Club. He was a four-term member of the board of directors of the Chamber of Commerce and YMCA, and served on the boards of the United Fund, Goodwill Industries and the Central Business District.

Surviving are his wife, Lucille; two sons, Marvin and Bruce Collins Jr., all of Corpus Christi; a daughter, Kay Arlberger of Houston; a sister, Mrs. Ralph Wood of Corpus Christi and five grandchildren.

Services will be Friday at 11 a.m. at the First United Methodist Church with burial in Seaside Memorial Park.

Cage-Mills Downtown Chapel in charge of arrangements.