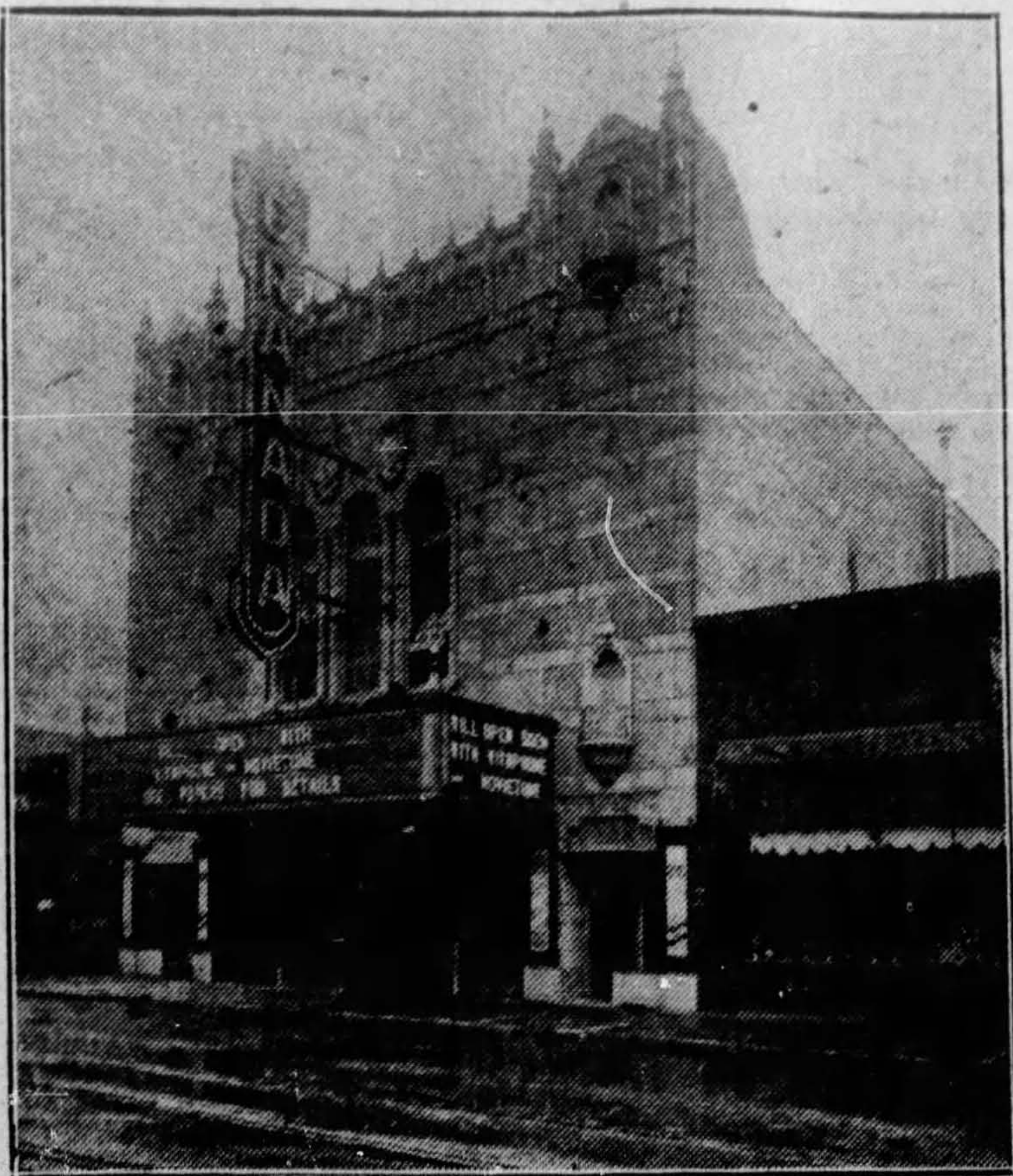


New Movie Playhouse



**NEW GRANADA THEATER AT LAKE STREET AND
HENNEPIN AVENUE**

New Theater Will Open in 10 Days

**Granada at Lake and Henne-
pin Erected at Cost
of \$250,000.**

The first atmospheric type of theater to be erected in Minneapolis, the New Granada theater at Lake street and Hennepin avenue, is expected to be opened to the public within 10 days, it was announced Saturday by the officials of the Northwest Theaters circuit, the firm which will operate the new theater. The Granada, built and furnished at a cost of \$250,000 is said to be the most elaborate theater ever constructed outside the loop district in Minneapolis.

In architecture, the theater is of Spanish mode, designed along the lines of the Chiriguesque period of Mediterranean architecture characteristic of southern Spain. The auditorium is of stadium type and it is the first instance of this type being used in a Northwest theater. The entire auditorium is designed to present the appearance of an outdoor amphitheater. It is conceived around a Spanish garden overlooking a wide expanse of scenery and giving a picturesque skyline of landscape and seascape. The seating arrangements, stadium-like on slope, are enclosed by garden walls, retaining walls of terraces and overhanging balconies of adjacent buildings.

In making the announcement of the opening, it also was made known by Northwest Theater Circuit officials that the Granada will be conducted as a first run theater outside of the downtown district. Equipped with both Vitaphone and Movietone, the big screen productions and talking movies will be shown immediately after they have finished their downtown first run showing.