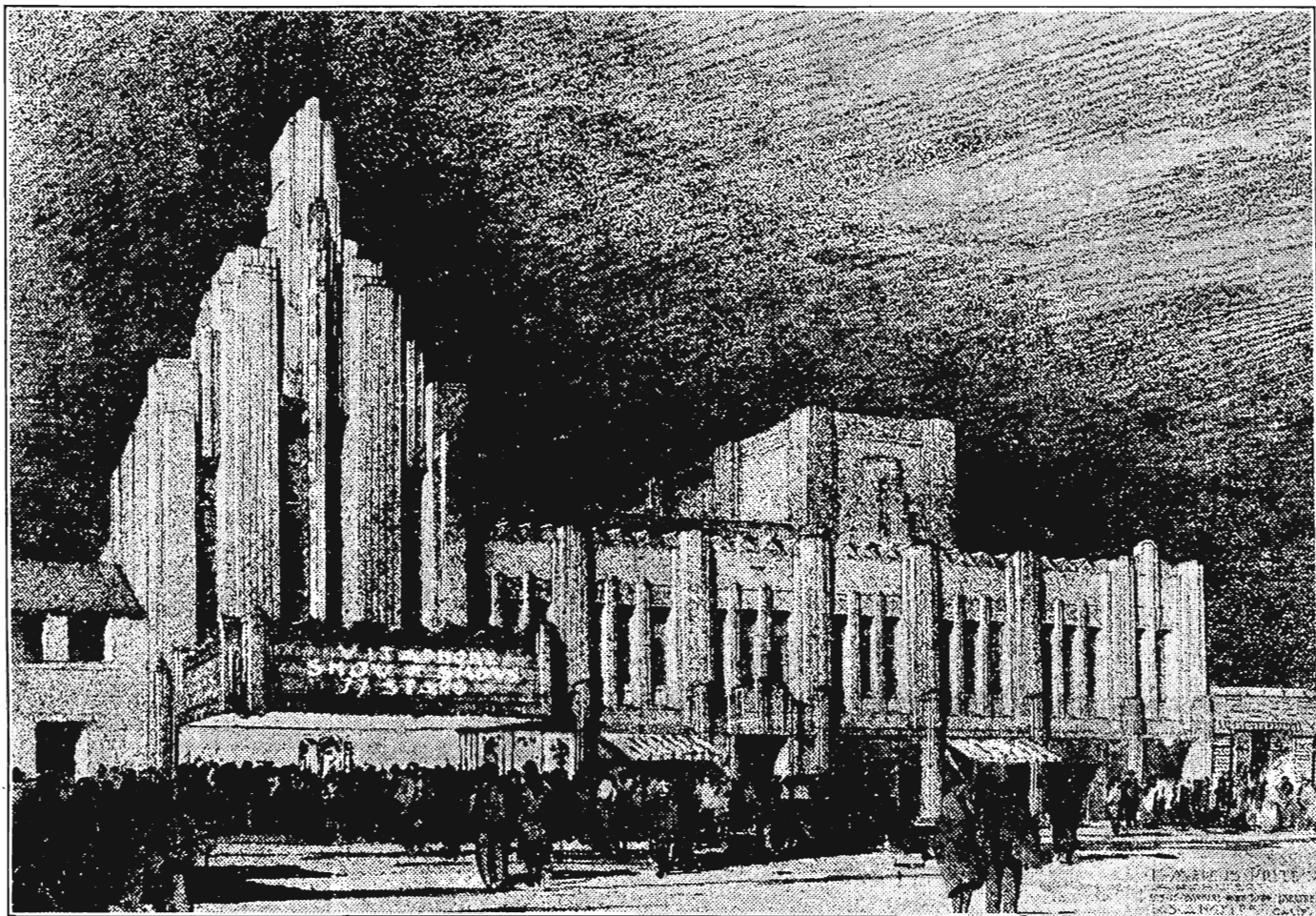


Work to Start at Once on New Warner Brothers Theatre; Building Cost Increased to \$600,000



New Movie Palace to be of Italo-Spanish Design

Exceeding the previously announced cost for the magnificent new Warner Brothers theatre building here by \$150,000, the plans for the San Pedro theatre call for an expenditure of \$600,000, according to the announcement today of J. L. Warner.

Erection of the big building is scheduled to take place at once. Plans are nearing completion and bids will be called for at an early date, Warner announced.

Site for the structure was purchased late last year when 150 feet of frontage on the north side of Sixth street just east of Pacific avenue secured from Dr. H. C. Werts of Los Angeles and Arthur Holzman of San Pedro for a consideration reported to be in excess of \$150,000.

The San Pedro theatre will be of Italo-Spanish design with main floor and balcony. It will seat 2000 and be of the most modern design. Included in the building will be six stores and twelve offices.

MODERN FEATURES

The structure will represent the most advanced type of architecture, while construction will be complete in every detail. The plans include air conditioning and refrigerating plants, pre-set remote control switch boards and other modern features found only in the big theatres of the metropolitan cities.

One of the most modern of the theatre's features will be the inclusion of provisions to accommodate the new large magnoscope screen, identical with those which will shortly be in use in Warner Brothers' largest eastern theatres.

From the standpoint of modern construction and beauty of architecture, the new theatre will be the most pretentious in the harbor district.

WILL CLEAR PROPERTY

B. Marcus Priteca of Los Angeles is the architect for the San Pedro theatre and a similar one at Huntington Park. These two houses will be the first to be placed under construction under the Warner Brothers expansion plan, recently announced. San Pedro's theatre, however, will be larger than that at Huntington Park. The two buildings involve an expenditure of over one million dollars.

Wrecking crews are expected to begin work at any time now to clear the property of the present one-story brick building. The majority of the nine affected tenants have secured new locations, leaving the store rooms vacant. Actual construction of the theatre is expected to be well under way by spring.