

First sketch of \$500,000 theatre to seat 1,800 planned by Warners at Huntington Park, California. E. Marcus Priteca of Los Angeles is the architect

## Ultra-Modern Is How Warners Describe Plans for West Coast

*Wide Film, the Acme in Sound Reproduction Among Construction Problems These Theatres Will Encounter*

**N**EW theatres of the most modern design and involving joint expenditure of over \$1,000,000 are to be built by Warners in San Pedro and Huntington Park, California, at once. J. L. Warner states plans are nearing completion and bids will be asked for at an early date for these two enterprises.

The Huntington Park theatre will be an 1,800-seat house in Italo-Spanish design, with a main floor and balcony. The structure will occupy the entire lot on Pacific Boulevard between Zoe and Saturn Streets, with a frontage of 114 feet and depth of 150 feet. The building will house six stores in addition to the theatre and will cost when completed over \$500,000. It will be called Warner Bros. Huntington Park.

The San Pedro theatre will seat 2,000

and will be built on Sixth Street, just east of Pacific, occupying a frontage of 150 feet. There will also be six stores and twelve offices in the building, and the entire enterprise will cost \$600,000.

Both of these theatres, it is promised, will represent the most advanced types of architecture and construction and will be complete in every detail. The plans include air conditioning and refrigerating plants, pre-set remote control switchboards and other modern features found only in the big theatres of metropolitan cities. Both theatres will be built to accommodate the new large screens, identical with those which will shortly be in use in Warners' largest Eastern theatres. Plans for both have been drawn by E. Marcus Priteca of Los Angeles.

Warners' Beverly Hills theatre will be

the next addition to the rapidly expanding chain on the Coast. Warner Brothers Pacific Coast Theatres has acquired from the owner, Harley J. Hoyt, the property at the southwest corner of Wilshire Boulevard and Reeves Drive, opposite the Beverly Hills branch of the Bank of California, and will at once start construction on a 2,000-seat deluxe theatre covering the entire site.

This will be the third new theatre in the greater Los Angeles district to be put into construction by the Warners immediately, as only a few days ago they announced that work would start at once on deluxe theatres in Huntington Park and San Pedro.

The Beverly Hills theatre will house all Warner and First National pictures. The theatre, while not quite as commodi-

ous as the Warner Hollywood, will nevertheless be comparable in design, treatment, equipment and comfort to that structure.

It will be entirely modern in architectural treatment. Located in the heart of the Beverly-Wilshire district, the theatre will be accessible to residents of the surrounding communities. With Warners' Forum, opened recently, and Warner's Hollywood, Downtown and Whittier theatres in full operation, as well as Warners' Fresno, expansion plans of the company are rapidly developing.

The program, now reaching its stride in the nation-wide race for theatre domination with Publix, Fox and RKO significant factors in the field, gives the former organization its first opportunity to embody in proposed theatres actual application of its experience in sound reproduction.

Acoustical improvements, model projection booths with the manifold devices now on the market available for better sound, are to receive particular attention. Auditoriums are to be submitted to treatment in order to assure a maximum result in tonal quality and, in connection with this, it is entirely possible that changes in line and design may be brought into play to meet the vagaries of sound waves

### Pioneering Again

JUST as they took the lead in experimenting in and developing sound picture recording and reproducing, Warners again are planning pioneering ventures in the field of theatre construction, furnishings and equipment.

The company for some time has been quietly working on a number of new theatre features, THE SHOWMAN has been informed, some of them declared to be of a revolutionary nature. Acoustical treatment is one of the big features of this development program, it is stated.

rather than adapt the present type of auditorium to talking pictures.

The Warner organization has been at work for some time on a wide screen process of its own. While the experimental work has been kept quiet, THE SHOWMAN understands that progress under the guidance of Joe Hornstein has been substantial. The development entails entirely new problems in the booth

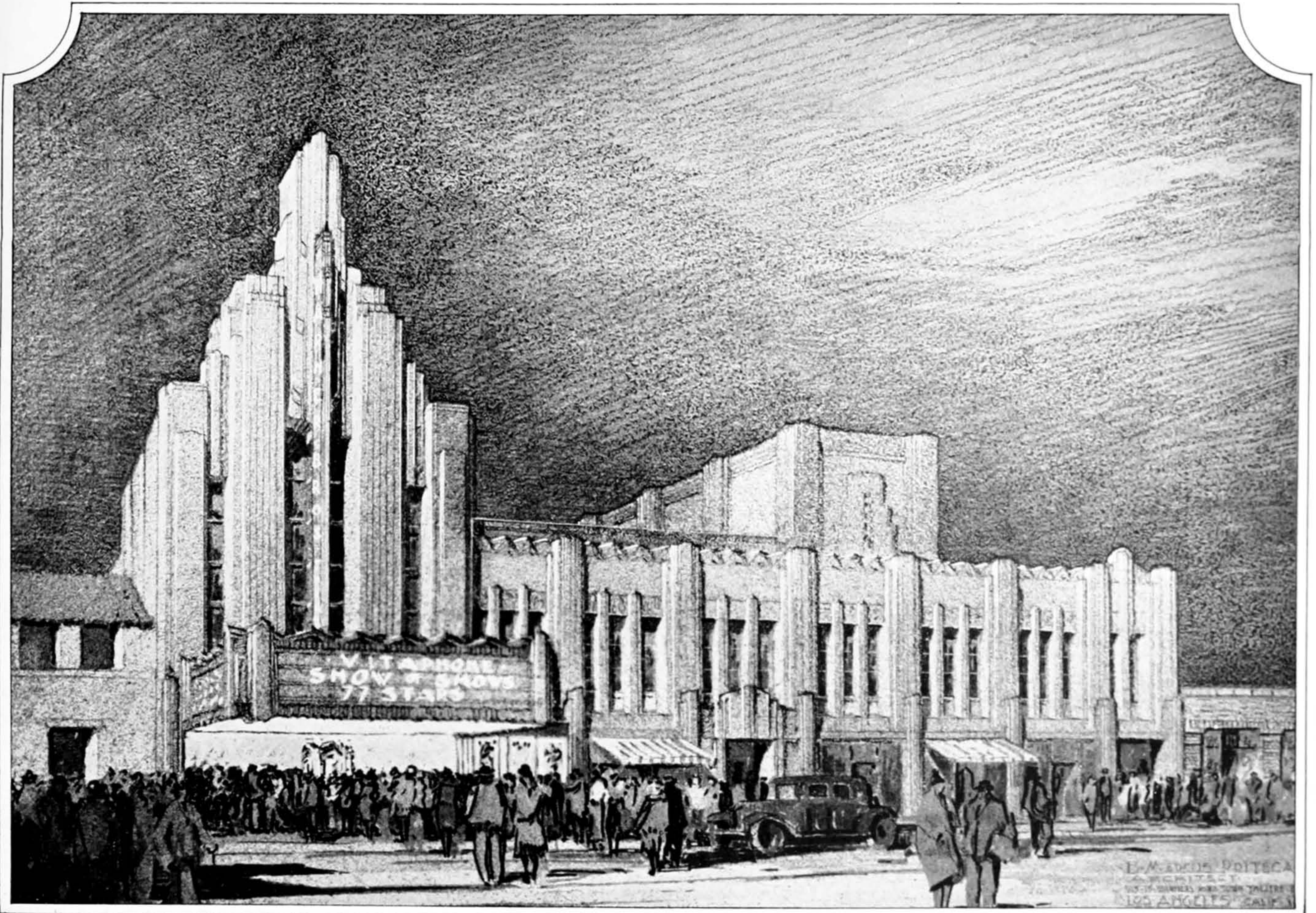
which architects and builders of new theatres realize they must take into consideration.

Power lines and floor area for the larger equipment are among the drastic changes necessary in the booth and, while wide film may prove to be slower in arriving than many industry leaders anticipate, plans for new theatres must be elastic enough to meet the change over if and when it comes.

Placing of seats is another problem which confronts new theatre building. Unless there is developed a process which eliminates distortion, difficulties are foreseen in the disposition of chairs flanking the new large-sized screen required with wide angle film.

Warners, it is said, have given both of these angles careful study, and developed a plan of seating arrangement which will assure maximum effectiveness for sound distribution throughout the theatre auditorium. New materials to help assure volume control also are said to be included in these tests.

A number of other problems of improved acoustics are said to have been solved by the Warners, who will introduce them in their new houses now under construction or planned.



San Pedro is one of the first towns on the Warner building program for the West Coast. This is how the architect envisions the \$600,000 house planned for that city