

# NEW THEATER TO OPEN

## ALAMEDA CINEMA HOUSE BOOKS "CLASSIFIED."

### Suburban Building Erected With View of Making It One of Most Modern.

The Alameda theater, the newest and one of the finest of Portland's suburban motion picture houses, will be formally opened to the public tonight with the presentation of Corinne Griffith in "Classified." The new structure was erected under the direction of M. F. White of the West Coast Construction company, and is located at East Thirtieth and Alberta streets. David Seltzer & Sons were the contracting firm.

The new theater embodies all the latest improvements and comfort facilities, gleaned from careful inspection and study of suburban theaters all along the Pacific coast, according to Mr. White. Its seating capacity compares favorably with any of the larger theaters in the outlying districts and it is a model of architectural beauty. The exterior is of Spanish design, beautifully tinted and the interior finish also coincides with the Spanish theme in decorative art.

Lighting effects used in the interior are an innovation in Portland, a subdued glow being cast on domed and polychromed ceiling, from flood lights carefully set in the double-constructed walls. The lobby and foyer are finished in polychromed stencil, with a handsomely carved fountain set off in colored lighting effects as the center motif of the foyer.

The interior setting is carried out in a novel effect to represent an exterior garden. The proscenium is fitted with a canopy dome and the walls of the interior are decorated with Venetian scenes. The interior decorating and fitting was under the direction of B. F. Shearer, Inc.

The theater will present second-run pictures on a regular program schedule, afternoon and night. A William B. Wood's pipe organ, a Portland-made instrument, has been installed to provide adequate musical presentation for the <????> feature presented.