

Better Equipment

Conducted by E. T. KEYSER



The Indiana Theatre of Terre Haute Is Spanish in Architecture and Decoration

THE two thousand seat Indiana Theatre, of Terre Haute, Ind., which opened Saturday, January 28, was built by local capitalists headed by T. W. Barhydt, who, for fourteen years, managed the Grand of Terre Haute, and later built the Hippodrome.

The house was designed by John Eberson of Chicago, who also planned the Hippodrome.

The Indiana covers an area of one hundred by two hundred feet, has a pressed brick and terra cotta front. The main construction is of brick, steel and concrete, making the house fireproof.

The floors are of art marble, furnished by the Standard Mosaic Tile Company, and covered with carpets made by the American Rug & Carpet Company.

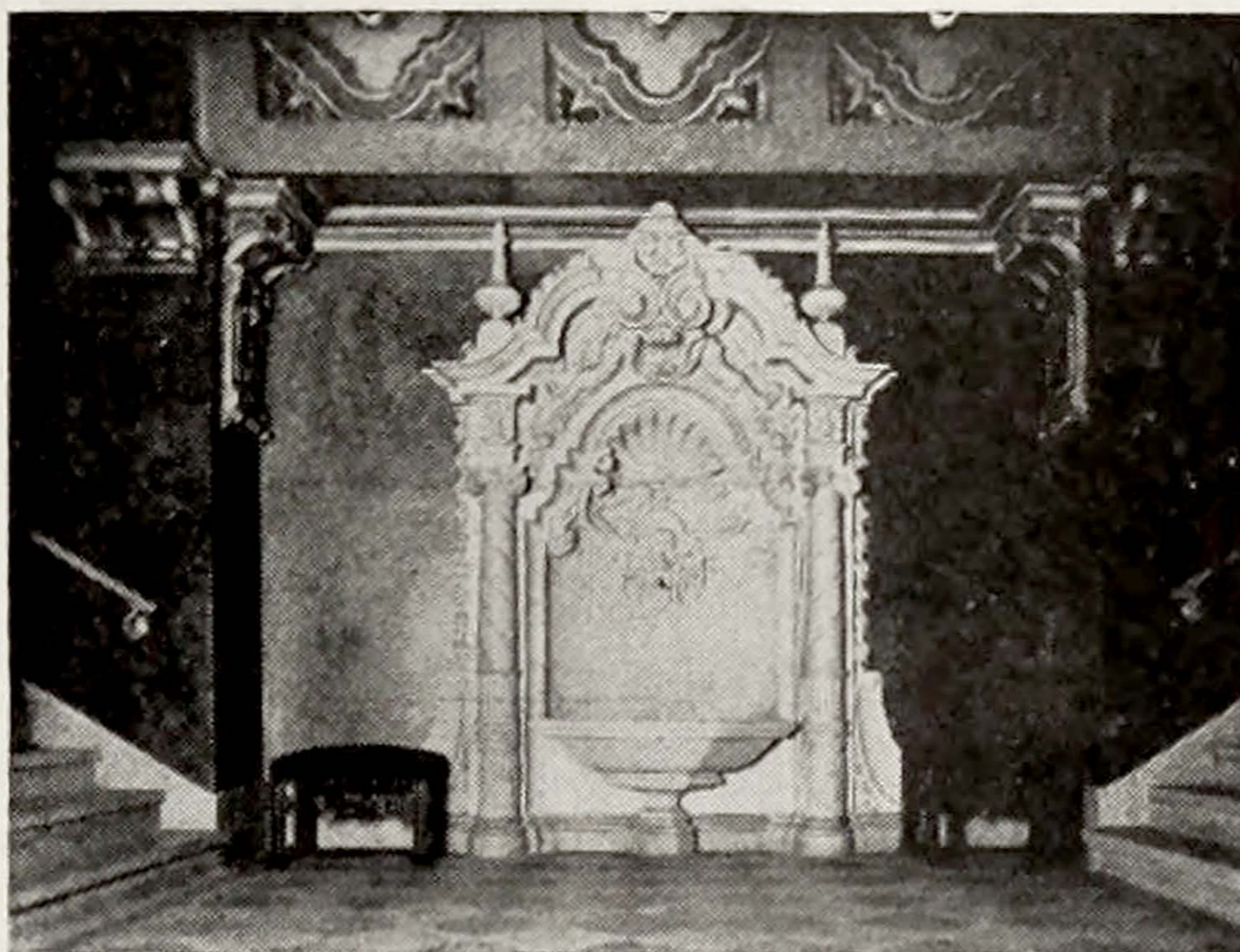
Spanish In Architecture

The general color and architectural scheme of the new theatre follow the old Spanish idea, and the interior is rich in Spanish color effects. A three-color lighting effect is carried throughout the house. The auditorium contains two thousand seats and a large and beautiful and most comfortable promenade gives entrance to the upper part of the house by means of a beautiful stairway.

The entire auditorium is built on the Yale Bowl plan, which permits the utilization of the space under the bowl for the promenade that will accommodate almost the entire capacity of the house.

The projection room is located in the center

of the house, thereby giving splendid projection results and measures sixteen feet long by nine feet wide and the adjoining room, which



AN INDIANA FEATURE

The drinking fountain, midway between the main stairways

houses a Martin rotary converter, measures six by nine feet. There is a straight projection throw to screen of seventy-seven feet.

The projection room contains two Simplex Type "S" projectors, a stereopticon, a spotlight and is equipped with hot and cold run-

ning water, house telephones and mechanical ventilation. Bert Steinhauser is the chief projectionist.

The panel board, governing the Martin rotary converter, is so arranged in the projection room that the projectionist may start and regulate the apparatus without leaving his stand by the projector.

The twenty-four by twenty-four plain white screen is mounted on a stretcher.

The ventilating system consists of twelve foot Typhoon fans, which supply tempered air, cooled in summer and warmed for winter use.

The lighting system, with the exception of the side wall brackets, is of three colors and is entirely controlled by dimmers. Unit reflectors, with natural colored lenses, are used for lighting the auditorium. No white lights are used in the house and the Spanish atmosphere is increased by the amber and orange colored lamps.

The policy of the Indiana will be controlled by the Famous Players-Lasky Corporation, which has chosen Sidney Smith as managing director. Mr. Smith comes to Terre Haute from Baltimore where he managed the Wizard Theatre; he also opened the Missouri in St. Louis, and the Majestic in Detroit. Previous to his motion picture career, he was connected with Klaw & Erlanger, Henry W. Savage and D. W. Griffith.

Mr. Smith's staff consists of Maurice A. Fox, who has been with the American and Orpheum and will have charge of the publicity for the three houses; Raymond B. Townsley, musical director; Remington Welch, organist, and Bert Steinhauser, projectionist.

In the entertainment at the Indiana Paramount pictures will hold the major part of the cinema program, which will be presented in an elaborate atmosphere, including overture by Indiana symphonic orchestra and organ together with scenic effects, stage novelties and elaborate prologues to the feature. The program will also include news features, scenic and comedies. The entire performance, lasting two hours, with three DeLuxe performances daily.



INDIANA THEATRE, TERRE HAUTE, IND.

The new two-thousand seat house that opened January 28