

# THE NEW VICTORIA.

## EDINBURGH'S LATEST SUPER-CINEMA.

### 3000 SEATS IN GRECIAN AMPHITHEATRE.

In many quarters it is thought that Edinburgh is already very well catered for as regards picture houses. Nevertheless, two or three of the various cinema groups which control the majority of the buildings in the city have made arrangements for the erection of additional cinemas.

There will probably be three new picture houses within the next couple of years. The past year has seen the opening of the Rutland super cinema, and next Monday afternoon is to be the occasion of the introduction of the New Victoria at South Clerk Street.

Under the Gaumont-British-P.C.T. combine, the new cinema will be an addition to the super picture houses in Edinburgh; a building which will seat almost 3000 and provide both talking and silent films, orchestral recitals, and variety acts.

Sir Samuel Chapman, M.P., will perform the opening ceremony, and the film selected for the first week is Ben Traver's "Rookery Nook," a film which has been greatly commended.

#### SEATING INCLUDES PRIVATE BOXES.

The seating accommodation has been divided into three sections—area, balcony, and 12 private boxes seating five each. The balcony will provide between 800 and 900 seats. From any portion of the seating a fine view of the screen and stage can be obtained, whilst, even in the cheapest portion, the seating is extremely comfortable. As in the other cinemas controlled by this group, popular prices will be charged, the most costly seats being those in the boxes at 2s 4d each.

The New Victoria will serve an extensive area in the South Side, where for some time past there has been a clamant need for a large cinema showing "first-run" films. The policy of the group as regards the new building will be to give premier presentations, and the list of talking and silent films booked till the end of the year appears a most attractive one.

#### OF GRECIAN DESIGN.

The interior of the building has been designed to represent a Grecian amphitheatre—the first time in Scotland that such a decorative scheme has been adopted. Even the "safety curtain" will maintain the illusion that one is seated in an open-air Grecian amphitheatre, for it represents the exterior of the famous Acropolis at Athens. In niches round the walls of the theatre are statues of the Acropolis gods and goddesses, the colouring of the statues being silver against a pale blue background. At each side of the stage are a series of pillars representative in style of Grecian architecture, in scarlet and silver. These designs (including the seating, which is in old rose colour) are set underneath a pale blue sky, which, when illuminated, will give the effect of late evening. There will, of course, be innumerable lights, both powerful and delicate in ever-changing colours.

#### THE LARGEST SCREEN.

The stage is probably the largest in the city at the present time. Measuring 88 feet by 32 feet, with a height of 53 feet four inches, ample space is allowed for stage presentations. The proscenium opening is 45 feet wide, whilst the screen will be the largest in Scotland, measuring 49 feet four inches by 28 feet. A feature of the new screen (which, of course, has the loud speakers attached at the rear) is that it can be lifted in entirety and suspended above the stage, thus giving ample space for any presentations apart from pictures. There are several drop curtains, and special scenery is to be utilised for the orchestral selections. At the rear of the stage an entire tenement has been adapted for the purpose of dressing-rooms for artistes. There are 30 of these, each equipped in the most modern style and with special access to the stage.

#### STANDING ROOM!

In the beautiful entrance hall from the main street there are nine decorated chandeliers with variegated colouring. The lounge will accommodate nearly 1000 persons. Here there will be a profusion of palms and evergreen plants, while the latest type of ventilation will ensure a constant supply of cool air in summer and warm air in winter. The interior of the building will be treated in a similar manner.

On the first floor a cafe has been constructed, with service kitchens containing electric and gas cooking apparatus. The colour scheme here will be scarlet and old gold, while a decorated balcony will contain tables in the summer months for "open-air" teas.

Another feature of the cinema will be the fact that "standing room" has been included! Specially constructed passageways on the area and balcony levels are within the law!

#### TO ENSURE SAFETY.

Attached to the lounge will be the usual cloakroom accommodation for both ladies and gentlemen. The exits from the building are numerous, and everything has been done to ensure safety. An important feature in this respect is the construction of the operating box, with its four projectors and all apparatus, which is separated from the rest of the building. The box has been constructed in oak and teak, and is absolutely of non-inflammable nature. Another important feature is that all the necessary apparatus for the projecting room will be contained on the same level. In some of the other super-cinemas the rooms are at some distance apart. Thus time and trouble will be saved. In addition, a special room has been set aside for the operators as a "rest room." The New Victoria bids fair to be Scotland's premier cinema.