

Final O. K. Placed on Plans for New Grauman Theatre at Hollywood

THE first definite authentic announcement concerning the much heralded new Grauman theatre in Hollywood was given out yesterday by Sid Grauman, following his placing the final okay on the plans for the \$5,000,000 edifice as designed, executed and engineered by Mendel Meyer of Meyer and Holler, working under ideas created by the California showman, who has raised the prologue from a vaudeville skit to an extravaganza, and developed film playhouses from the nickelodeon to the bizarre picture palace palatial.

The new temple to Thespis will be located on the North Side of Hollywood boulevard, between Orange Drive and Orchid Avenue, with a frontage of 140 feet on the boulevard and a depth of 250 feet. The seating capacity will be 2,000.

The motif of the theatrical palace is to be that of the classical Chinese dynasties, and inspiration has been drawn from those magnificent Celestial temples which bear the same relation to the architecture of the Orient as do the Greek Acropolis and the Roman Forum to the architecture of the Occident.

The approach to the Thespian palace will be through a great tropical garden, elliptical in form, and surrounded by a wall 45 feet high.

No expense will be spared in creating such surroundings that when the visitor enters the court he will be conscious of entering another world.

The auditorium will be absolutely unique in its plan, patrons passing through great colonnades or corridors on either side, formed by towering lacquered columns seven feet in diameter.

In developing the scheme for painted decoration, the marvelous colorings and designs developed to such a high degree in early days by the Chinese people have furnished the inspiration for the architect.

One of the largest and finest pipe organs in the country will be installed, with the music introduced into the auditorium through an elaborate grill in the ceiling. Provision will be made for a very large orchestra.

The proscenium arch at the asbestos curtain will be 65 feet wide. The stage from this line will be 40 feet in depth and 140 feet wide, designed to permit the staging on an elaborate scale of the most gigantic of stage productions.

The structure will be Class "A" construction throughout on a frame of steel. A highly developed system of ventilation will be incorporated, which will permit of the introduction of fresh air, cooled to the proper temperature in summer, in such a manner that the patrons will be unconscious of the mechanical circulation.

Ground will be broken for the theatre about November 1, and it is estimated that more than a year will be required to complete the structure.

Reports that Grauman is financially interested in other theatres to be constructed are vigorously denied, his only enterprises of this character being Grauman's Egyptian theatre and the new Grauman Chinese Theatre.

Effinger to Build 2,500 Seat House in Philadelphia

Plans are now being prepared for the erection of a 2,500-seat theatre at 67th avenue and Broad street, Philadelphia, for Herbert Effinger, who now operates the Strand, Leader, 69th Theatre and the Nixon at Glenside, all of which are booked through the Stanley Company. The lot is 125 x 200 feet and the specifications call for a structure, including stores, which will cost approximately half a million dollars. It will probably be ready for operation late next spring.

Atlanta, Georgia, to Have Another New Theatre

A new motion picture theatre is to be erected in the heart of the West End business district at 57 Gordon Street. There will be erected a motion picture theatre with stores and the cost of the new structure will be approximately \$60,000. The site on which the new building will be erected is 50 x 200. The owner of the new theatre is Adolph Samuels.