

NEW PLAYHOUSE WHOLLY MODERN

Hollywood's Latest Theater
Ready for Opening

Architect Gives Acoustics
Practical Test

Three Thousand Patrons Can
Be Given Seats

Standing in the first row of a magnificent, brand-new cinema temple, the architect surveyed his handiwork and as a final test carefully dropped a pin on one of the floor ventilators. In chorus four men, stationed in the farthest corners of the house, said "I heard it." The work was finished, the acoustics were perfect and the hardest problem was settled.

The newest contribution to the local motion-picture public is the Pantages Theater on Hollywood Boulevard near Vine street. Built with patience and an eye to the modern trend of theater construction, the new house may be aptly called the Roxy of the West.

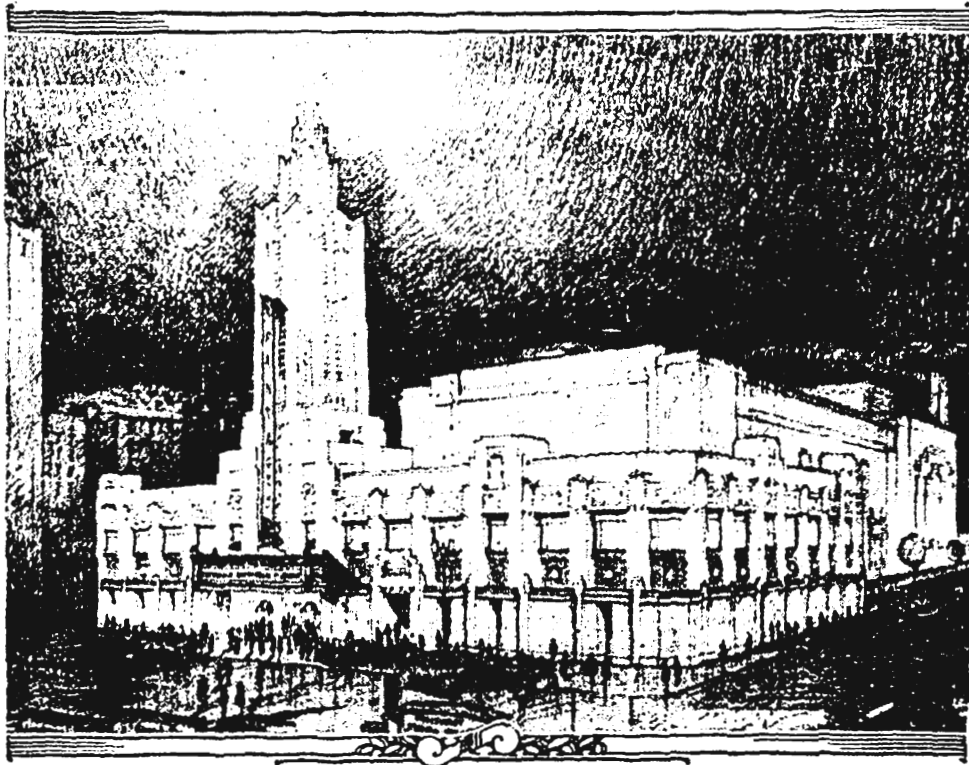
During the past week the casual passer-by saw only a building, seemingly covered with scaffolding and swarming workmen, and upon stepping into the concrete structure, wondered at first glance just how the huge enterprise could possibly be completed by Wednesday, the opening night. But much like a play in rehearsal, a theater is ready at the appointed time.

SEATS THREE THOUSAND

The lobby, first to strike the eye, is an amazing place. Despite the large space devoted to seating capacity, practically one-third of the building has been devoted to the comfort of its patrons. A metallic effect is used in the decoration, and a gold color predominates in the ceiling work, blended with shades of pleasing colors. Marble finds its place in the general scheme of the lobby.

In accordance with the modernistic treatment, two statues have been placed on the grand stairways leading to the mezzanine of the main foyer, depicting the progress of the motion-picture industry.

Roxy Theater of West to Open Doors This Week



New Pantages Structure in Hollywood From Architect's Sketch

The auditorium, together with the mezzanine, seats 3000 persons. There is practically no balcony, and each seat commands a full view of the stage. There are two ceilings, one depicting a sky, over which clouds shift continuously, the other carrying out the metallic treatment.

An interesting item of the new Pantages scheme calls for no white lights, amber, red, green and blue and shades of these colors being used.

Fully as interesting and modern is the immense stage in the new theater. For those who deal in cold figures, it is 70 feet deep, 140 feet in width and 70 feet from floor to gridirons, in all a gargantuan affair, capable of accommodating at least 200 persons. All equipment is of latest design arranged to make the stage hands' job a simple one. One man will be able to operate the switchboard which is 40 feet long.

OTHER FEATURES LISTED

The front drop is 60 feet wide and cost approximately \$6000. It is made of specially woven rayon and metal threads, metallic in effect, blending from heavy tones at the base to lighter ones at the top. It portrays the evolution of men in architecture.

Other features of the new theater are its dressing rooms, wood carved doors, automatic sprinkling system, refrigeration plant, buzzer and public address system, raising orchestra pit and last but not least the projection room.

The projection room is of especial interest. It is equipped for any future developments in the motion-picture industry, including television. It contains three projection machines, Vitaphone, Movietone and Photophone equipment, steel vaults for film storage, and Grandeur machines. In view of the advent of Grandeur, the theater architect

placed the first row of seats in the house approximately twenty-five feet from the screen, making it possible for those sitting down front to view the picture without looking straight upward.

The new Pantages Theater is a work of art and reflects credit upon B. Marcus Priteca, the architect; A. H. Heinsbergen, brought from Holland to decorate it, and others connected with the construction. The house will take its place in the film capital starting Wednesday night, when a gala opening is scheduled.

A studio with five stages, which will be the means of releasing foreign-made films in the tongues of the various countries for which they are intended, is Jesse Lasky's answer to the foreign talkie problem.

Seventy-two pictures in six languages will be the output of this studio during the coming year. Most of these will be made in the French plant.