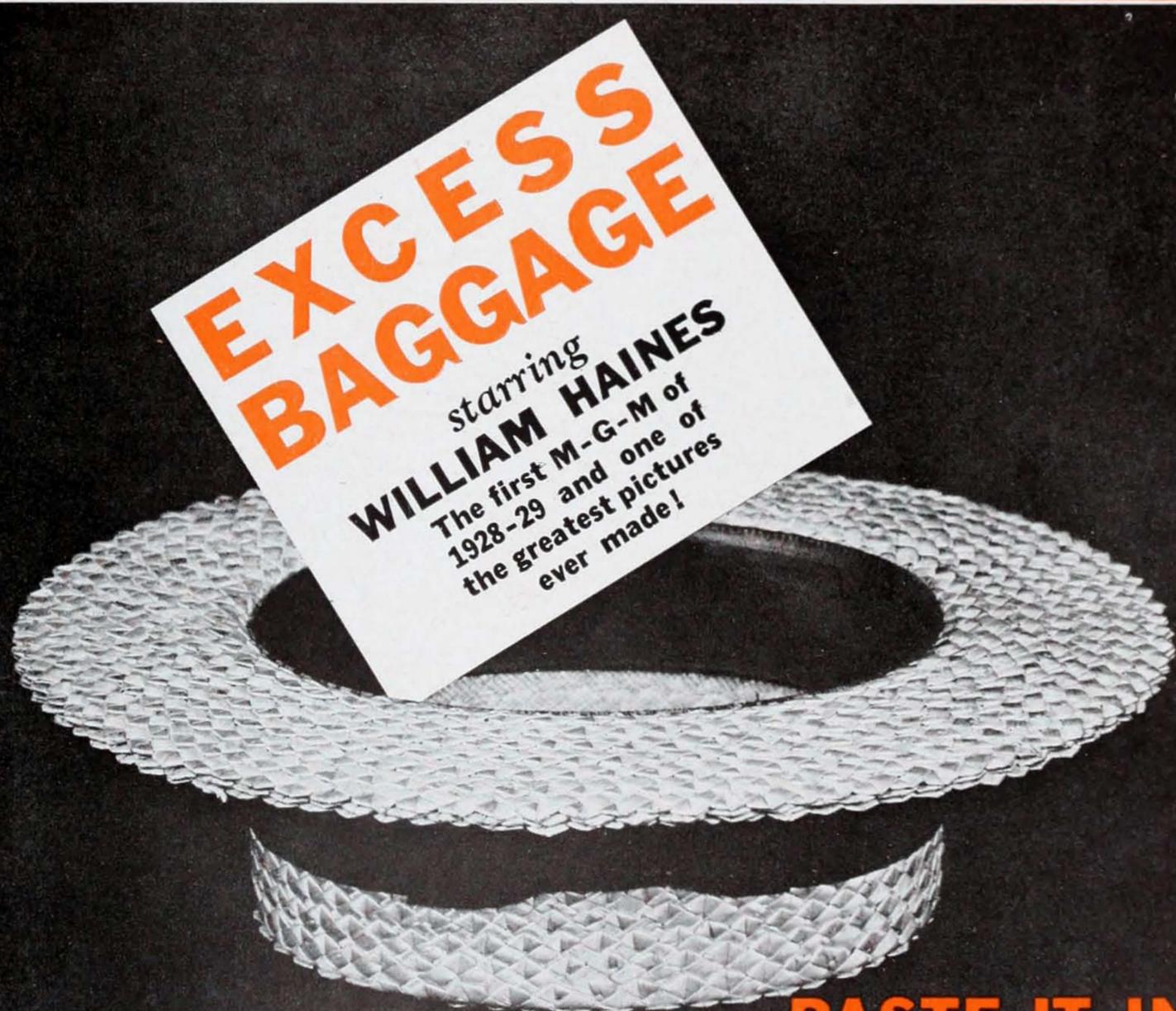


In This Issue: "The Showman"

Motion Picture News

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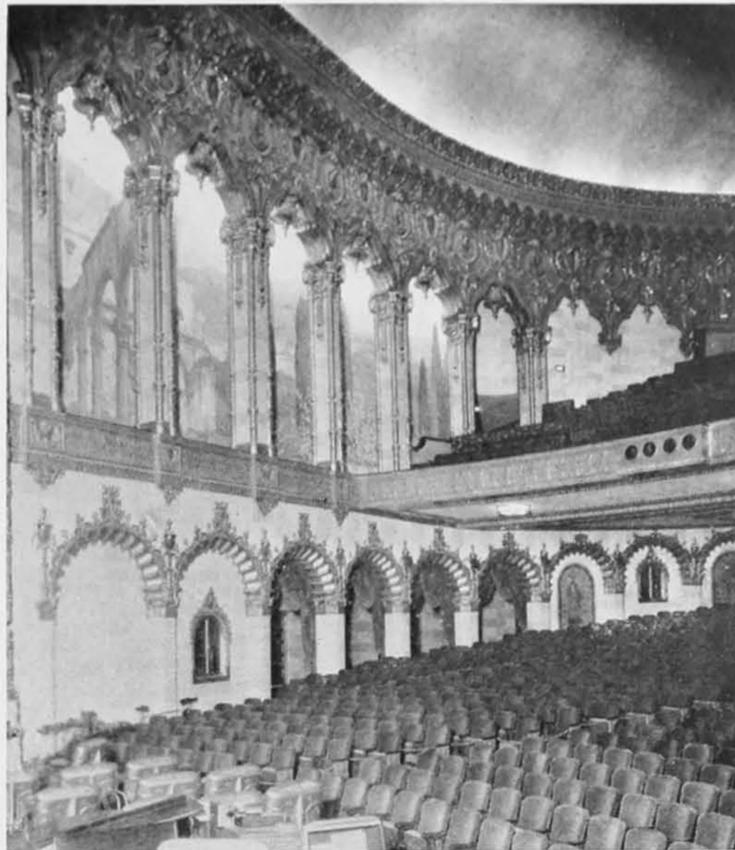
Spanish Atmospheric Style Featured in Design of New Warner Theatre in Hollywood

Has Seating Capacity of 3,000 and Includes Newest Conveniences

THE new Warner Brothers theatre in Hollywood, which was opened to the public on Thursday evening, April 26th, is the largest in that city, having a seating capacity of 3,000. The Spanish type of architecture is carried out in the exterior as well as the interior of this atmospheric style of house. The building is a four story structure which houses office rooms and stores as well as the theatre.

It is situated on Hollywood Boulevard and Wilcox Avenue. The architecture is the work of G. Albert Lansburgh, the designer of several notable theatres in this country, among them the Martin Beck theatre in New York City. In designing the Warner Brothers theatre, Mr. Lansburgh has had the collaboration of Alber Herter, internationally known mural artist, who is responsible for the entire decorative scheme of the theatre.

The auditorium represents a Spanish garden with the open air effect suggested by the blue domed ceiling, studded with stars. The sidewalls are surmounted by an arcade of pillars with a dis-



Section of the auditorium showing out-door effect of colonade and ceiling treatment.

tant landscape showing through the arches. The coloring used throughout is an intensified

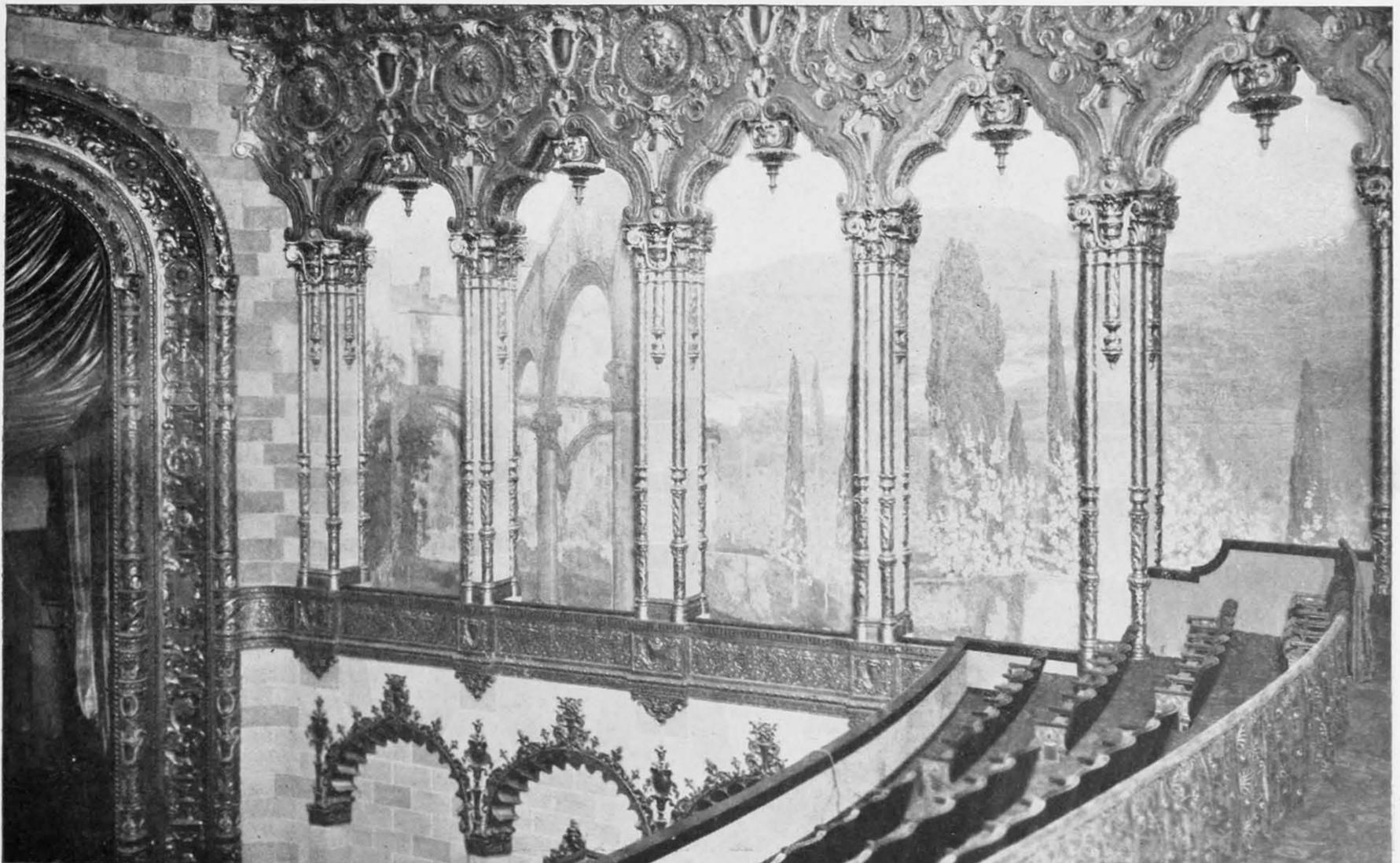
Below, view showing detail of sidewall and proscenium treatment.

tone of flamingo harmonizing with a turquoise blue and gold. This is first seen in the grand promenade, which sweeps in a great curve around three sides of the theatre so that both ends are never visible at once. Numerous doors lead from the promenade into the auditorium and also give access to lounges, rest-rooms and elevators to the balcony floors.

An effect of great height and width is created by the design of this promenade.

Service features include a nursery room for infants, where toys and a trained nurse enable parents to solve the question of caring for their offspring while enjoying the show. A large main lounge room downstairs and smaller lounge rooms on the balcony floor and rest-rooms on each floor, with maids in charge of women's rooms.

To facilitate the seating of patrons an electrical board charting each seat has been installed, with light contacts showing the number and position of seats as they are vacated. In this way the head usher has absolute knowledge of the seating situa-





Above, one of the several lounge rooms provided for patrons of the Warner Brothers Theatre.



tion at all times, the light contacts working mechanically as each seat is raised or lowered.

The stage is large enough for staging pretentious spectacles. The entire floor is removable, thus providing sufficient depth for illusions and high-diving acts. The dressing rooms are below stage, and are elaborately furnished with tile showers and baths, and facilities for performers preparing their meals if preferring not to go out between shows.

Frank Murphy, chief engineer at the Warner Studio designed the electrical installations for the new theatre. There are more than 25,000 electric light contacts, yet the entire control centers in one switchboard on the stage, occupying only 17 feet of space and weighing 14,000 pounds. This control, moreover, is effected without a single electric wire being brought on the stage, as the operation is connected with a contact board and transformers below the stage.

Ventilation is so arranged that fresh air is provided and changed on the ground floor and balcony separately.

Left, a section of the main foyer which runs around three sides of the auditorium. G. ALBERT LANSBURGH, ARCHI-