

# Elegant Theatre On East Side To Open

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**T**HE Alameda theatre, located at 30th and Alberta streets, built by David Seltzer & Sons under the supervision of M. F. White of the West Coast Construction company, is the newest neighborhood theatre to be thrown open to the public. It will open its doors for the first time Thursday evening with Corinne Griffith in "Classified" as the featured attraction.

This theatre embodies all of the improvements which have been gleaned by experience in the construction of the neighborhood houses.

A novel construction of the interior of the theatre creates the effect that the audience is seated in an open patio. The double constructed wall lends to the exterior the aspect of the Spanish type, behind which subdued lighting effects are arranged. Flood lights from behind the double constructed wall throw a variable glow on the domed, polychromed ceiling. An innovation on the mezzanine floor is a plate glass cryroon for babies.

The lobby is done in polychromed stencil with a colored, lighted fountain display and beautiful hangings. Every thought has been given to the comfort of the patrons in the construction and equipment.

A William B. Wood organ has been installed. This organ is a Portland-made product and is becoming very popular in local theatres.