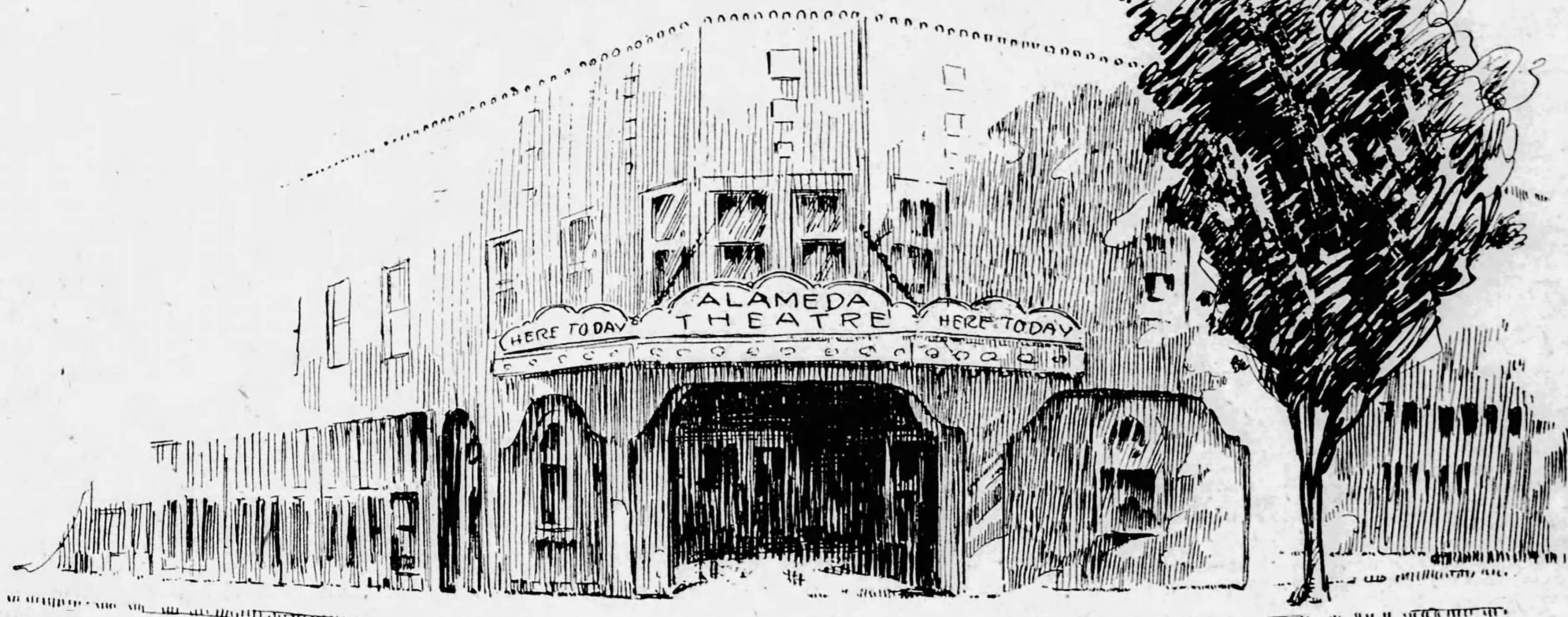


GRAND OPENING

OF THE



Alameda Theatre

EAST THIRTIETH and ALBERTA STS.

THURSDAY, MAY 6

THURSDAY, FRIDAY
MAY 6 AND 7



The Alameda Theater has been constructed with every thought of the comfort and enjoyment of our patrons. We believe that to enjoy a picture to the greatest extent you must be comfortable, that your surroundings must be harmonious. The Alameda Theater will be found to embody the most thoroughly proven scientific equipment for ventilation, heating, lighting and projection. The Gasco heating equipment supplies just the amount of heat necessary for your comfort, with a complete change of air at the rate of 25 cubic feet per minute per occupant. The subdued and artistic lighting effects eliminate the annoyance of total darkness with a soft glow that in no way detracts from cinema visualization.

The interior decoration is something entirely new on the Pacific Coast and tends to create that relaxation so necessary to complete enjoyment of this form of entertainment. The building itself, consisting of stores and offices in addition to the theater with a seating capacity of 750, embodies many new ideas for space utilization and is constructed, by craftsmen skilled in their occupation, of the finest grades of material.

The William Woods Unit Organ, a Portland-made product, is one of the finest to be found in Portland and gives voice and feeling to our silent drama presentation.

In accordance with our policy of "your comfort and entertainment," the greatest care will be taken in selecting feature pictures for showing at the Alameda, with a thought always of the feeling of satisfaction with which we wish you to leave this theater.

The B. P. O. E., No. 142
ROYAL PURPLE
10-Piece Orchestra
will play at the premiere
and dedication of
The Alameda Theater

SATURDAY,
MAY 8



Claire Windsor and
Conrad Nagel

The
Alameda Theater
is of course
HEATED by GAS

Construction of THE ALAMEDA THEATER was personally supervised by Mr. M. F. WHITE of the West Coast Construction Co., Portland.

*We wish to thank the following firms
for the excellence of their workman-
ship, the quality of their materials and
the co-operation we have experienced
in our dealings with them:*

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Portland

The Pipe Organ of the Alameda Theater was made entirely in Portland by experts, trained by years of experience in the Pipe Organ building. We employ only experts and specialists in their particular line. We build any size Organ from \$2000 up, for churches, chapels, lodges, theatres or residences. No job too large or too small. You will find by comparison our prices cannot be beat. Visit our factory and be convinced.

Factory and Office at 27th and Morgan Sts.

If driving, come via Union Avenue to Columbia Boulevard, thence East to 27th Street, turn right on 27th one block. If by street car take the Wood-lawn car to the end of the line, walk 2 blocks East.

For maintenance and service call TRinity 1813

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