

# GRAND LAKE PLAY HOUSE OPENS TO PUBLIC TONIGHT

New Structure Will Seat 2800; Contains Many Novel Features.

Oakland's newest playhouse, the Grand Lake theater, opens its doors tonight to the public, at Grand and Walker avenues. Equipped with seating capacity of 2800 patrons, the Grand Lake theater is considered one of the finest and most costly playhouses in the west.

The management announces that the theater will feature first-run film productions and that arrangements have been made for the personal appearance of twenty movie stars.

Among the outstanding features in the new theater is a \$50,000 organ. Bradford and his band of 14 pieces will be a standing attraction, it is stated.

The Grand Lake theater is equipped with all modern facilities, including complete ventilation and heating, comfortable seats, a private nursery, etc.

The theater is operated by West Coast Theaters, Inc. The structure was designed by Reid Brothers, architects. The following is a description of the structure by M. J. Reid of this firm:

The building is situated at the junction of Grand, Lake Park and Walker avenues, with frontages on each of the three thoroughfares.

The total area of lot covered is about 22,000 square feet. The theater area is 10x175 feet, with extension at rear of about 30 feet on Walker avenue, which latter is occupied entirely with dressing rooms, separated from stage by corridor, and fireproof doors. The frontage on Grand avenue is devoted entirely to commercial purposes, there being eight large stores fronting on this street.

The design of both exterior and interior of theater is typical of the dignified simplicity of the renaissance, or revival of the classic order, first finding expression in Italy during the early part of the fourteenth century.

In material the soft, warm tones of the Cane stone on the interior is used to harmonize with the light sandstone effect of the exterior.

The entrance at the corner of Grand and Lake Park avenues is through a large elliptical vestibule nearly 40 feet high, with pilasters and balcony windows, opening from mezzanine floor, above which is cornice and cantabature, surmounted by a beautifully decorated and illuminated domed ceiling.

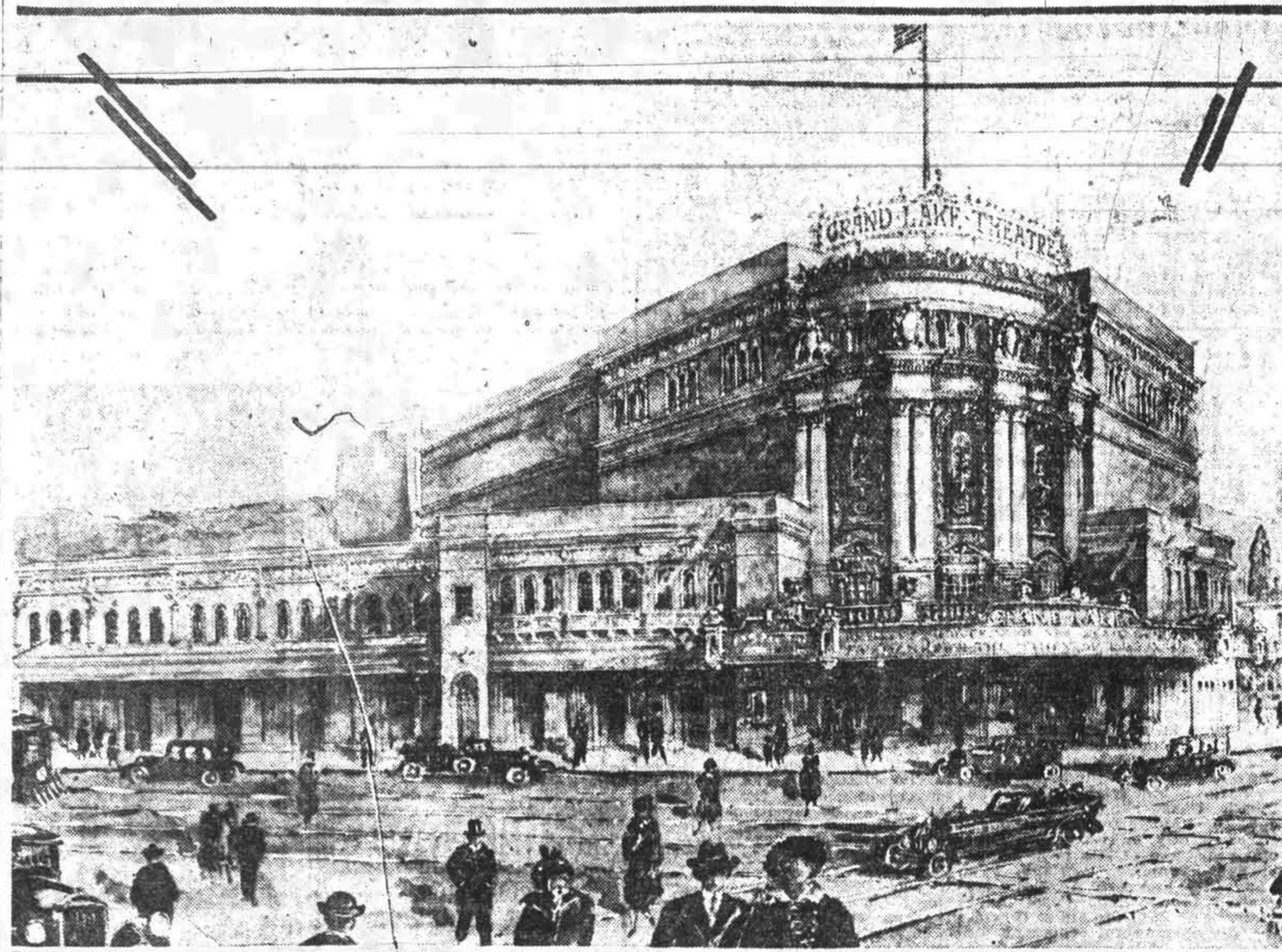
From this vestibule you enter the main foyer, extending entirely across the building, of varying widths, approximately 25 feet one side. The main auditorium is separated by a colonnaded and painted wall, set with mirrors, and on the opposite side is the grand staircase leading to mezzanine foyer and balcony. On the first landing of the staircase is a beautiful oil painting in arched recess, illuminated by flood lights, skillfully arranged.

The mezzanine foyer is practically the same size as first floor, from which easy inclines lead to balcony.

The main auditorium is flanked

## Grand Lake Theater Opens Here Tonight

Described as one of the finest and most costly neighborhood theaters in America, this new playhouse at Grand and Walker avenues, Oakland, will open its doors tonight. The West Coast Theaters Inc. operate the new theater. Reid Bros. were the architects.



on either side with large Corinthian columns, carrying entablatures and arches above. The panels thus formed being covered with canvas and landscape painting, giving the appearance of looking through the arches to outdoor scenery.

The troscium arch and sounding board, with organ chambers on either side, are treated with columns and arches, below which is set balconies, behind which the conventional grills are supported by light, rich-colored columns, giving the effect of large private boxes.

The dome is a feature of auditorium. This is 75 feet in diameter, rising to a height of about 60 feet. Here the most wonderful effects are shown in modern illumination.

The entire electrical equipment of the house is marvelous in its effects, both on stage and throughout the various parts of the house. The decoration is in harmony

with the architecture, treated in soft neutral tones, with gold and rich color effects in all relief work. The furnishings are a masterpiece of good taste and elegance, and the chairs large and luxuriously upholstered.

Heating and ventilation has been given special attention, by which the air is kept at a uniform, comfortable temperature, both in hot and cold weather, a supply of evenly tempered air being forced into all parts with powerful motor-driven fans, while the foul air is exhausted in the same manner.

There are 4,000,000 motor vehicles registered in the Chicago district and each travels an average of 3000 miles a year. The highways in the Chicago area carry a total traffic of 2,000,000,000 vehicle miles a year.

### Linehart, Acquitted in One Case, Rejailed

SAN FRANCISCO, March 6.—(AP) Louis Linehart, acquitted last week in the liquor conspiracy trial in which Mayor J. Herbert Madden of San Jose and two others were convicted, was under arrest again today on a secret indictment turned by the federal grand jury Monday.

The new indictment charges Linehart with violation of the prohibition laws in landing cargoes of liquor in 1924 on the California coast. Unable to furnish \$5000 bail, he was sent to the county jail to join Madden, Joseph Parente, San Francisco tailor, and Ralph Owen San Francisco hotel owner, who were fined \$500 each and sentenced to two years in the penitentiary.

### Run-Proof Stockings Being Manufactured

LONDON, March 6.—(AP)—Run-proof stockings and frocks soon will be on the market. This was announced by Sir Nicholas Grattan Doyle, M. P., speaking at a luncheon of the textile industry here. Samples of the new knit-fabric were distributed among the guests to take home to their wives.

Sir Nicholas said the discovery would revolutionize the textile trade and greatly assist in relieving unemployment in Leicester and Nottingham, where forty looms have been installed for making this brand of women's wear.

The inventor of the run-proof textile is A. Serra, of Lyons, France.

## SOLDIER STEERS ROLLER OFF ROAD, SAVES AUTOISTS

Private Risks Life to Avert Injury to Woman and Four Children.

SAN FRANCISCO, March 6.—Although he will receive no decorations, Private Gustav A. Larson of the 30th Infantry has brought honor to his regiment by an act of valor "worthy of the battlefield."

Private Larson, an expert mechanic and chauffeur on the 30th Infantry's service company, risked his life yesterday by driving a ten-ton steam roller over a 40-foot embankment at the Presidio to avoid a collision with an automobile occupied by a woman and four children.

Larson was operating the road roller on one of the Presidio high ways near the Letterman General hospital when the gears jammed and the iron monster started rapidly down a sharp grade. To avoid running down the approaching automobile, Larson drove the roller off the road. Larson was blown clear as the roller stopped against the wall of a motor transport shop on the Marine.

Colonel Frank C. Rolles, commanding the 30th Infantry, commended Larson's heroism, and "re-acted that there is at present no way of officially recognizing it."

After a Good Show Enjoy the Finest FRENCH CUSTARD CREAM that's to be had in Oakland at the COLUMBINE Ice Cream and Candy 3264 Grand Ave. Glencourt 1254

Through courtesy on OPENING NIGHT we will serve SALADS, SANDWICHES ICE CREAM and CAKE until 12 P. M. A special dinner with strawberry shortcake from 5 to 7:30 BLUE BUBBLE TEAROOM 731 Grand Avenue Just North of Theater

## Tut Imlay to Preside At Fraternity Feast

SAN FRANCISCO, March 6.—Celebrating the seventeenth anniversary of the founding of the organization, members of Sigma Alpha Epsilon fraternity residing in the bay district will hold a banquet tonight at 7:30 o'clock in the Palace hotel. Talma Imlay, captain of the 1925 California football varsity, will preside. A special program of entertainment and features has been arranged.

## Carter Made Head of Rotary in Congress

Congressman Albert E. Carter, a member of the Rotary Club of Oakland, has received national recognition as a Rotarian, according to word received today from Washington, D. C. He was elected president of the Congressional Rotary Club, which was organized today. There are members from 13 states. The international association was asked for a special charter. Every Rotarian in the House of Representatives is a member of the club.

**"The Pioneer Drug Store on the Avenue"**

Welcomes the New  
**Grand Lake Theater**  
**Grand Avenue Pharmacy**  
Joseph Tobenkin, Prop.  
**3205-3209 Grand Ave.**  
Phones Glen. 1916-1917-1923

At the Portals of Grand Avenue  
The pioneer  
**GRAND AVE. GROCERY**  
welcomes the  
**New Grand Lake Theater**

For 12 years the leading grocer in the Grand-Lake District.  
*The Store of "Personal Service with a Smile"*  
**J. E. PARISH**  
Glencourt 3600

# TO-NIGHT'S THE NIGHT

## SPECTACULAR OPENING!

# GRAND LAKE THEATRE

Direction  
West Coast Theaters, Inc.

GRAND AVENUE  
Opposite Santa Clara  
North End of the Lake

Come Early  
Doors Open  
at 6:30

CARNIVAL SURPRISES  
THE FIRST YEAR  
MAX BRADFIELD BAND  
FELIX THE CAT  
IRMA FALVEY  
ROSE VALYDA  
INAUGURAL CEREMONY  
TWO COMPLETE SHOWS  
7 AND 9 O'CLOCK

# Grand Lake Theater

## Decorated Throughout

by the

# Robert E. Power Studios

Interior Designers and Decorators  
Theater Specialists

San Francisco      Seattle      Los Angeles

America's Leading Decorators

### Aiding Growth With Service

The Grand Avenue Branch of The American Bank offers every banking facility for the needs of this rapidly-growing district.

## The AMERICAN BANK

COMMERCIAL-TRUST-SAVINGS,  
Grand Avenue Branch  
Resources Over \$80,000,000  
Member of the Federal Reserve

Best wishes and success to the

## GRAND LAKE THEATER

### PRINGLE MEAT COMPANY

Fresh and Smoked Meats, Fresh Fish and Poultry Daily  
Fruits and Vegetables

716 Grand Avenue  
Phone: LAKESIDE 7510

We join in extending a welcome to the

## The Grand Lake Theater

### Grand Avenue Cleaners

Julius Sherman, Prop.  
Prompt Service Phone Glencourt 2218-2219  
Reliable—That's All  
709 Grand Ave.  
We Call and Deliver

### Immediate Free Delivery in Oakland or Piedmont

Phone Glencourt 1336

## STIER DRUG CO.

"The Ultra-Modern Prescription Pharmacy"

Grand Lake Theater Building  
3214 GRAND AVE.

GREETINGS AND BEST WISHES for the success and prosperity of

## The Grand Lake Theatre

GRAND AVENUE REALTY COMPANY  
Specializing in Grand Avenue, Lake District and Piedmont Properties

Sincere Best Wishes for Deserved Success from

## ARMSTRONG-POWER STUDIOS

Complete Stage Equipment  
Including Arpo Counterweight System

100 Golden Gate Avenue  
San Francisco

W. B. ARMSTRONG      ROBERT E. POWER

## ANOTHER THEATER

By

## G. B. PASQUALETTI

"The Theater Builder"

Sixteen Theaters in the Past Five Years



# NEW THEATER HAS MODEL STAGE CONTROL SYSTEM

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## Armstrong-Power Studios In- stall New System to Shift Scenery.

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The permanent curtain that will hang over the Grand-Lake stage, was produced by the Armstrong-Power Studios. This company also installed the Arpo Counterweight system, which was invented for centralized, complete and noiseless control for stage equipment. It is stated that within the last few years 95 per cent of the theaters on the western coast have installed this system and that the modern playhouses of the entire country are employing it. A description of the system reads:

"The system eliminates clumsy, old-fashioned devices operated by crews of "flymen." In lieu of sandbags and the human counterweights that formerly rode down fly lines to raise curtains and scene pieces, are steel weights, so arranged on ropes, pulleys and mechanical devices that the curtains are lifted and lowered under uniform tension, smoothly noiselessly, without jerking and at an even speed. The Arpo Counterweight is also used to operate heavy stage lighting and other fixtures. The invention has made stage operation swifter, safer, more economical, more efficient and scientific.

"The Arpo Counterweight System installed in the Grand-Lake theater will operate a maximum of 36 scenes or drops."

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