

West Coast to Have First Theatre Built Especially for Talkies

THE country's first theatre to be constructed solely for the exhibition of talking pictures is rapidly nearing completion in San Diego, Cal., by the West Coast Theatres and will be opened for the first time on January 18, 1929. The house is the North Park Theatre.

West Coast's engineers and architects have long been working on plans for a theatre, the acoustics of which will be most effective for theatre reproduction of sound devices. Their plans call for the use of a special plaster all throughout the building and on all wall surfaces as well as on the ceiling. One of the results of their experiments is a specially designed theatre seat, so constructed as to eliminate any possibility of non-absorption of sound.

Designed primarily for the talking film, the construction of the North Park necessitated many extra thousands, but the additional sum is justified, says Harold B. Franklin, president of West Coast, in the results obtained.