

WARNER'S TO BUILD WORLD'S MOST BEAUTIFUL CINEMA. HOLLYWOOD TO LEAD ALL AMERICA.

Warner Brothers have announced that they have completed plans and are about to start building in Hollywood the finest first-run theatre in the world. Details of construction and equipment will be looked forward to with interest in the country.

The new house, to be known as Warner's Hollywood Theatre, will be erected at Hollywood Boulevard and Wilcox Street, at a cost of \$1,500,000, and is planned to be one of the show places of the West coast. Title to the property has been taken, and the plans are being completed by architect Landsburg, of Los Angeles.

In announcing the new theatre, Warner Brothers strike another blow for independence, and cast their hat into the first-run ring, as Harry M. Warner states that the Hollywood house is only the first of their theatres planned in big cities where they have been unable to obtain a show for their product. Before they are through, he stated, they intend to lease or build theatres in all big cities where first runs are now denied them.

Various reports emanating from points over the country, Mr. Warner said, should not be credited, as it was the company's intention to build only where they found it necessary, and when they were ready to build elsewhere they would see that their plans were made public.

The theatre in Hollywood will be 120 by 300 feet, on a site 196 by 300, in the heart of Hollywood, and only a stone's throw from Grauman's Egyptian Theatre. It will contain many features new in theatre construction.

The plans call for a structure built much in the shape of the New York Woolworth Building with a 150 feet steel tower rising from the roof. This tower will have at the top a revolving beacon light with a radius of seven miles, and also contain the largest chimes in the West, to be operated from the organ pit.

The theatre will contain a balcony, and seat, all told, about 3,000 persons. The architecture will be Gothic. The stage will contain a concealed tank on the order of the New York Hippodrome, which will be used for presentations. The entire theatre will be so built that it can be dressed anew whenever desired by a simple changing of lighting effects.

From the interior there will be a winding stairway to the roof and tower, which will be open to the public and give a fine panorama view of the surrounding country, from the Pacific Ocean to the high Sierras. The stairway will have three landings, and on each landing will be a motion-picture museum, containing many of the first cameras and other paraphernalia first used when motion pictures were a new amusement.

The second floor will consist of the largest ballroom in the West, and plans call for a mammoth ice-skating palace in the basement. There will be a sub-cellar, which will be used for free parking, space being provided for 400 cars, which will be taken charge of by attendants and delivered to the owner after the performance at the door.

In fact, the whole building is to be a mammoth temple of amusement. The Warner's broadcasting station, KFWB, now located at the studio, is to be moved to the new theatre, and two 200 ft. illuminated towers will be constructed on the space not occupied by the theatre. The broadcasting room is to be placed behind glass, and the public, while waiting for the show to start, or after it is over, will be able to stand outside and watch the artists before the microphone.

It is planned to have the theatre completed by January 1. H. M. Warner stated that, in addition to their own product, they would play the pictures of other companies, and put on the finest performance in Los Angeles.

"The new theatre," said Mr. Warner, "will be to the theatre world what the Warner studio is to the motion picture world."