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LONG BEACH PRESS-TELEGRAM, FRIDAY, JUNE 5, 1925.

Theater Opening Saturday Notable Event

PROLOGUES TO BE FEATURE OF FILMS

Fanchon and Marco Will Furnish Atmosphere for Production.

The one great lack in theatrical presentation in Long Beach has been atmospheric prologues to embellish the picture, productioned shows. This need will be supplied by the management of the new West Coast Theater, which opens tomorrow night, in presenting Fanchon & Marco's "Birth of Billy" prologue. "Their Idea of Billy" Fanchon & Marco are well known for their original stage presentations and that they have been engaged to put on the original features for the new West Coast

In presenting "Their Idea of Billy" Fanchon & Marco will complete a well-balanced program, consisting of nine units. There will be the ever-interesting News Weekly, organ solo, Cartoon Comedy, a cast of Billy people in the prologue headed by John Van Mendon Argoli and Peggy Clark, while thirty Rockett beauties will furnish delightful entertainment. "Their Idea of Billy" featured the usual stage, the huge screen being necessary to portray the theme of the presentation.

Carefully staged productions of this kind, furnish not the thrill needed to popularize the "better" picture theater, and the fact that the West Coast Theater has established the policy of presenting this type of entertainment with the best of picture production at popular prices, will delight those who heretofore have found it necessary to seek amusement in the larger theaters of Los Angeles.

HORN GIVES LIGHT

An auto horn that sounds and also turns on light when the car is run too fast, has been introduced into theatrical stardom in a new

Manager Sees Bright Future for Playhouse

FRANK L. BROWNE

Managing Director of Long Beach District for West Coast Theaters, Incorporated, Manager of Long Beach Unit.

Collection Made of Wild Flowers

Mrs. Lora E. Warner, head of the Warner company, Horizon, 21 American Avenue, prides herself in having one of the most wonderful collections of wild flowers in this part of the country, there being about 150 different kinds in her collection. Mrs. Warner spends much time on her own home garden in search of specimens.

PRODUCE SHALE

A Swedish convert in preparing to work 24,000 acres of shale area in Kentucky and hopes to produce 50,000 barrels motor tons of shale, yearly.

NEW PLAYHOUSE IS MODERN IN EVERY WAY

Lavish Decorations and Rich Furnishings Seen in West Coast.

PATRONS' SAFETY IS FIRST THOUGHT

Edifice Absolutely Fireproof Throughout; Has Latest Conveniences.

The West Coast Theater, Long Beach's palatial new modern playhouse de luxe, which opens tomorrow night, 8:30 sharp, at Broadway, Pine and Pacific avenue, according to officials of the West Coast Theaters, Inc., [illegible] Thomas Lee Lesser and Adolph Haboush, this wonderful organization of theater owners experts to hold every assurance in not only arranging for the brilliant opening and dedication, but the continued maintenance and operation of the West Coast.

Lavish in Decorations.

The West Coast Theater is lavish in decorations, rich and refined in furnishings and lids fair to rank with the best considerful edifices in America.

It seems but a short time ago when workmen began digging for the placing of the foundation, then came a mass of scaffolding and tons of concrete, steel and iron, plaster and the thousand and one things employed in building, but now this has given way to the finished product and the dream of this temple of entertainment are about to be thrown open to the expectant public.

Of paramount importance in the construction of a building for the sheltering and entertaining of large numbers of people is the matter of safety. The West Coast Theater is absolutely fireproof.

Modern Equipment.

Theaters in large cities through out the country cannot boast of more modern equipment than installed in the West Coast and in this respect the most remote and outlying residence has added privileges.

Upon entering the first or outer lobby one is startled by its beauty, but it is as nothing compared to that which confronts the observer when the inner foyer is reached and prepares one for the many other surprises that follow one after another. This inner lobby is of ample size to care for many people without interfering with the outgoing crowds who are entirely provided for by a number of exits so arranged as to allow the theater to be emptied of a capacity audience in [illegible] time.

From the lobby a staircase is reached that is certain to hold the spectator spellbound, for from this vantage point one can more readily appreciate the labor that was necessary to accomplish the wonders of the modern theater.

View Unobstructed.

Of the 2100 seats in the theater 1216 are located on the main floor and a clear and unobstructed view of the entire stage will be enjoyed from every seat in the house. Particular attention has been paid to the spacing of these seats, adding comfort to those witnessing the performances.

The organ settings and musicians pit are a real achievement. The Wurlitzer organ is the latest word in such instruments and was built especially for this theater. In its variety and beauty of tone, it has been pronounced a real musical triumph. Every known sound effect can instantly be reproduced.

More than 200 miles of electric wires have been used in giving the organist complete control of the instrument. The console, or keyboard, is of the three manual type, each manual having a register of 42 octaves and an independent pedal keyboard registering thirty-two notes. It is situated in the orchestra pit and is connected with the organ lofts by a cable 125 feet in length.

An orchestra of talented musicians is another item that will tend to further enhance the performances. Good music is a science and has been proven that the ability to possess same will be called into use at available moments.

Stage Well Equipped.

In the matter of stage the West Coast house ranks with the best, that of being one of the finest equipped of any theater in California.

Performers taking parts in the programs and presentations will never be subject to complaint about the lack of room and their material comfort as in dressing rooms and other accommodations have been amply provided for.

The entire auditorium is without a post or single obstruction and the promenade has been so built as to afford a person sitting in the remotest seat the opportunity of hearing and seeing as well as any one sitting in the first row of the orchestra.

The projection room is located at the rear of the balcony, from which point all films are projected to the latest improved screen in the theater.

Beautiful lighting effects will be produced by a special method of reflection, all controlled through a bank of dimmers controlled from the manager's switchboard located on the stage or by the ushers switchboard in the booth.

Three separate and distinct systems of illumination have been installed so that in case one portion should be thrown out of commission

ULTIMATE SEEN IN BEAUTY AND ART

FRONT VIEW OF NEW WEST COAST THEATER.

Photo of Theater, Shown Above, Is Typical of Lavish Hand Used Throughout to Provide Long Beach With Show House Which Equals in Beauty and Convenience Any Similar Place in the Whole Pacific Coast Section.

Theater Equipped to Handle Forty Different Stage Sets

The mysterious world that lies back of the curtain is always of absorbing interest to the theatregoer. Even the physical aspects impress him with a sense of romance.

Gigantic Wurlitzer Organ Used in New West Coast Theater

Months Spent in Slection of Instrument Having Orchestral Tones.

After months spent in surveying the many theater organs the market affords, the management of

The console, or keyboard, at which the organist sits is of the three manual or three keyboard type, each manual having a register of six octaves and an independent pedal keyboard registering thirty-two notes. It is situated in the orchestra pit of the theater and separated from the organ loft by a cable one hundred and twenty feet in length.

Of the many features of this organ is a full register of marimbaphones, a set of beautiful cathedral chimes, a set of orchestral bells and the vox humana which represents the human voice.

The touching of an electric button on the console starts the tuba blower (organist) which supplies the necessary air for the pipes.

The console is equipped with stops, also combination pistons, each manual arranged above the keyboard telling which one of the various instruments of the orchestra can be played, as for example, there is a stop for the violin, viola, clarinets, French horn, saxophone, tuba and so on, until every instrument of the orchestra is represented.

The smallest pipe, that of the Piccolo, has a speaking length of three-eighths of an inch and is smaller in diameter than a lead pencil, while the largest, which is known as the resultant, has a speaking length of thirty-two feet and is about eighteen inches [illegible]

Many Safety Devices.

The comfort of the patrons during the performances is guarded through an arrangement of interconnecting telephones, and safety devices placed throughout the theater and easy access to the many attendants.

The retiring rooms are commodious and well appointed and are easy approach, here, even more, the comfort of the patron having been appreciated in the minds of the architects and architects.

Gore Brothers, Messrs. Sol Lesser and Adolph Famish are entitled to the greatest commendation for their artistic and business genius in the building of the theater and as each week of grace must be given to Manuel Gore, President of the company, for the time and energy he gave in carrying out the promise made by the West Coast Theaters, Inc., to the public, thereby making the opening of the West Coast the latest Coast jewels to [illegible] in the theatrical galaxy of Long Beach.

Operator Controls Theater Curtains

One of the many features of the stage equipment of the new West Coast Theater on East Ocean Boulevard is increased depth of detail in the showing of motion pictures. Eliminating restraint and distortion, the effect of depth and [illegible] enhancement comes from the Armstrong-Power Studios, Inc., of Los Angeles, who virtually installed all this equipment in the new playhouse. The equipment includes the latest Argo counterweight system, all fireproof, steel construction, with every safety locking device and all weights held by steel cable. A heavy, wire-inserted, asbestos fireproof curtain lowers itself by the mere cutting or burning of the release cords. Various settings for the proper production of modern vaudeville entertainment are also provided. The drapery curtains in front of the screen are electrically controlled from the projection booth to give the operator absolute control over the working of the curtains.

Marquise of Theater Made by Emil Brown

When a man has done something worth while he is worthy of unstinted praise. Reference is made to Emil Brown of Los Angeles of Emil Brown & Co., who has put real art in copper in the marquise and [illegible] in front of the new Long Beach West Coast Theater. The real beauty is secured in the copper architecture which [illegible] its charming people in the [illegible] that project upward from the east and west corners, while the center supports a [illegible] design surmounted by a large copper ball. In church spires copper Emil Brown artisans have worked out many wonderful designs, of which a number are to be seen traveling skyward from the St. Vincent's Catholic Church in Los Angeles and the Port Hueneme Church. In Pasadena, Mr. Brown is of the prominent [illegible] type of men and has the small but perfect organization necessary for the [illegible] of [illegible] structure that is to bear that of [illegible]

RIDING LEARN TUNES.

Canary birds that sing "Yankee Doodle" and other songs are being reared and sold by a Wichita woman.

Congratulations and Success
TO THE OWNERS AND MANAGEMENT OF THE
WEST COAST THEATER
On the Opening of Their New Play House.
RUDIN'S
"OF COURSE"
O. L. LEDERER, MGR.
417-421 AMERICAN AVE.
Living Room Suites.
Those who cannot attend above opening are invited to spend the evening at our showroom and see
THE BIGGEST SHOW OF LIVING ROOM SUITES ON THE WEST COAST

Congratulations
Long Beach and
West Coast Theatres, Inc.

CONGRATULATIONS to Long Beach upon receiving so fine a playhouse as the new West Coast Theatres, Inc., under the efficient management of Mr. Frank L. Browne. With the opening of this newest "West Coast" Theatre, Long Beach's facilities for clean, wholesome entertainment are greatly increased.

CONGRATULATIONS to West Coast Theatres, Inc., upon the completion of your splendid theatre. We wish you the best of success. We welcome you to Long Beach.

MARINE TRUST AND SAVINGS BANK
Complete Banking Service by Long Beach Bank
Main Office — Pine at Broadway
LONG BEACH

Sincerest Congratulations
To the Owners and Management of the
West Coast Theatre
On the Opening of this Beautiful New Place of Amusement
D. Zelinsky & Sons, Inc.
Painting Contractors
Los Angeles Long Beach San Francisco
WE EXECUTED THE PAINTING CONTRACT ON THE NEW WEST COAST THEATER

Quality Plus Service
For Parties and Gatherings
—We are catering to a number of the dinner clubs that enjoy floral service. Our flowers last longer, are more artistic in design, our technique is pleasing, our quality is always the best, our prices are reasonable, and furthermore, the service that accompanies the execution of every order is bound to prove most pleasing and satisfactory. This further explains why
PHONE 646-385
Our Business Is Growing
WARNER COMPANY
MANAGED BY A WOMAN
LORA E. WARNER
21 American Avenue, Long Beach
Around the Corner from the New West Coast Theater

Congratulations
to the
Wurster Construction Company
General Contractors
We wish to also congratulate the Owners and Management of the West Coast Theater on the opening of this beautiful new playhouse tomorrow night.
Prompt delivery and service have featured our interest in the construction of this new amusement house, brick, lime and plastering materials for the big structure being furnished by us.

E. O. G. M. LA SHELL Inc.
Builders' Supplies
Phone 622-48
Office and Warehouse
645 West Anaheim St.

Signs That Spell Something
—This Big Electric Sign on the Roof of the New West Coast Theatre was Designed and Manufactured in the Plant of the General Sign Company and in the Future Will Cover Many Fields of Advertising.
IT WILL ADVERTISE—
the New West Coast Theatre in a most effective manner to the many thousands who live in or visit Long Beach.
IT WILL ADVERTISE—
the City of Long Beach as having one of the Most Beautiful Show Houses West of the Rockies.
IT WILL ADVERTISE—
Long Beach as an Electrical City and One of the Very Important Uses to Which Electricity Is Put.
And These Things Are Accomplished by Signs That Spell Something
Our Felicitations
—We wish to join the thousands of others who will compliment to no small degree the owners and management on the opening of this most beautiful and ultra-modern playhouse.
General Sign Company
Plant 672-674 and 676 Utah Street, Los Angeles, Calif.
Main Office: E236-38 South Broadway Phone TRinity 9826 and 9827

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