

# ORIENTAL THEATRE AT MATTAPAN SQ OPENS

State and City Officers  
Guests in Evening

"Anybody's Woman" and "Queen  
High" Are Presented

The Oriental Theatre, seating 2200 persons, one of the finest and best-equipped theatres in the Publix chain, was opened yesterday at Mattapan sq. Despite the rain, crowds thronged outside the theatre during the afternoon and at night there was a gala opening with reserved seats, at which various State and city officials were honorary guests.

"Anybody's Woman" and "Queen High" were the pictures on the program, with special musical effects and a display of the lighting effects of the new theatre as an added attraction.

"Amazingly different" is the way the manager describes the new theatre, and certainly it is one of the most beautiful theatres of New England. Oriental in design, with emphasis on the Chinese influence, the lobby is a replica of a Chinese temple. Great pillars hold up the ceilings.

These pillars are made to resemble teakwood, cunningly carved with snakes, apples and other Chinese symbols. The pillars are the most striking decoration in the lobby, but there are occasional vases, filled with flowers, and a Chinese idol or two placed in cleverly lighted recesses in the background.

Off the lobby are the retiring rooms. The woman's room is especially attractive, with four Oriental dressing tables, in front of which are placed Chinese stools. The mirrors are unusual and the lighting gives the best possible chance for the women patrons to refresh their makeup.

A nursery is one of the novelties of the theatre. This nursery has some charming wall decorations, with babies and balloons in pastel colors as the chief figures.

Inside the theatre, which is built in the popular Stadium style, designed by Krokyn, Brown and Rosenstein, architects, the Chinese effect is even more noticeable. While the masses on each side of the theatre are in harmony, the two sides of the theatre are not symmetrical.

The wall decorations are bits of Chinese temples, statues of Chinese gods, Chinese dogs, and entrances to Chinese homes. Lanterns are placed where they emphasize the beauties of these decorations.

The ceiling is deep blue in color, and clouds and stars make it seem like an out-of-door theatre. The Oriental Theatre is one of the first to have the walls and ceilings made of a certain acoustic material which has been tested for talkie theatres. Indeed, even the carpets and floors have been placed with the idea of having the best possible sound effects.

The screen itself is 26 feet 2 inches tall, one of the largest used in any Publix theatre in the world. Incidentally, the Oriental Theatre is the first theatre of its kind in New England. There are Oriental theatres in the West and Chicago, but nothing to compare with it in the East.

Joe Goldberg, who has opened Publix theatres for the last 14 years, was on hand yesterday to open the Oriental. He was in charge of the film booth and he explained that the new Brenograph is one of the very few machines of its sort in this part of the country.

The policy of the theatre is to have two changes a week, and pictures that are first-run in the zone. All seats will be reserved except on Sunday, when the show will be continuous.

Charles Bassin is the resident manager and he is assisted by Philip DePietro. Frank Hookalle is district manager; G. Ralph Branton, division manager, and Martin Mullin, division director.