

ALAMEDA THEATER PAGE.

DEDICATED TONIGHT

'Rebecca of Sunnybrook Farm' First Attraction

Kate Douglas Wiggin's famous story, "Rebecca of Sunnybrook Farm," will be the opening attraction at the new Alameda theater. It is the feature of a gala dedicatory program in which city officials, motion picture executives and the public will join. Marian Nixon and Ralph Bellamy are the featured players.

Other short films on the program are Laurel and Hardy in "The Chimp," a Betty Boop cartoon, the Four Mills Brothers in a remarkable orchestral imitation with only their voices as "instruments" and a Fox Movietone news. Mayor W. F. Murray, E. G. Ryder, president of the Alameda Chamber of Commerce; Ralph M. Bryant, city manager, and Councilmen Victor L. Schaefer, James M. Shanly, Otto Leydecker and Charles R. Morris will participate in the brief dedication.

R. J. Nasser, Eastbay division manager of Nasser Brothers The-

aters, will speak on behalf of the owners.

Members of the Alameda Business and Professional Women's club and the Park Street Merchants' Association will act on a reception committee.

Doors will open at 6:30 o'clock. There will be two complete shows. The opening program will be continued for four days.

Equipments in Electricity Perfect

The latest refinements developed by Western Electric are incorporated in the Alameda theater's sound system. Its equipment throughout has been designed for the exacting requirements of that modern miracle, the talking picture. The theater has been built with the acoustical requirements of modern sound picture presentation as the first consideration.

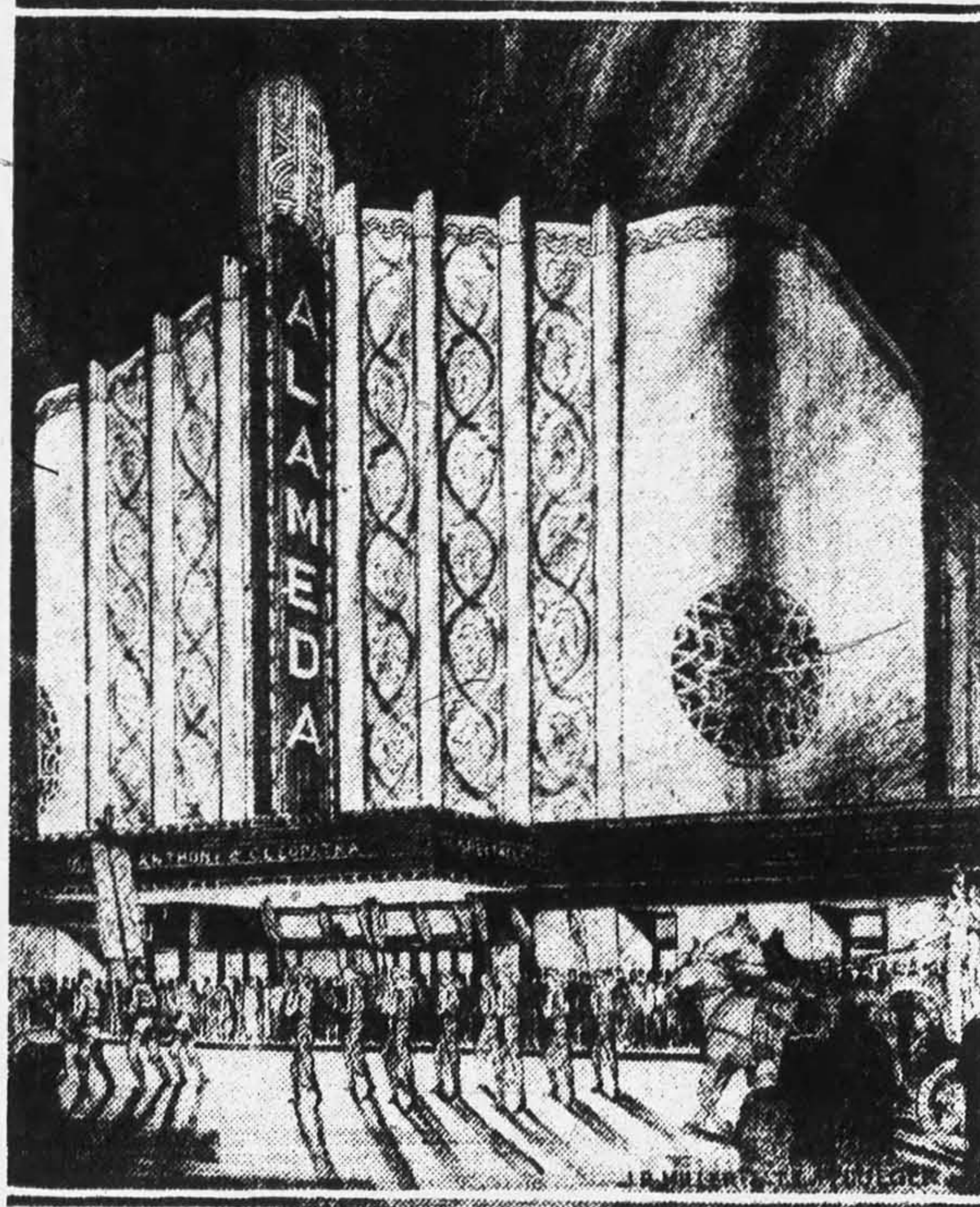
SUCCESS & BEST WISHES to NASSER BROS.

AND THEIR
NEW ALAMEDA THEATER

FROM
Matson-Seabrooke Co.

4115 BROADWAY OAKLAND, CAL.

Contractors for the
Complete Electrical Installation



Architect's drawing showing front elevation of new \$500,000 Alameda theater which will be opened tonight.

Half Million Dollar Theater To Be Dedicated Tonight

By W. HAROLD WILSON

Governor James Rolph Jr. and the city of Alameda tonight will dedicate to the modern art of the talking picture the palatial new Alameda theater, a \$500,000 structure on Central avenue near Park street, in which are embodied many beautiful and striking examples of modern architecture.

The theater is outstanding as a spectacular gesture of confidence in the Eastbay and a challenge on the part of daring theater men to "follow the leader" to new business achievement.

Nasser Brothers theaters, an organization composed of the seven sons of Abraham Nasser, who have succeeded him in a theater business founded at the dawn of the motion picture era, are the owners of the new theater. The Alameda is the climax of many years of theater experience during which the Nasser Brothers circuit has grown to include eight theaters, six of which are in the principal neighborhoods of San Francisco.

The Alameda is modern, yet different in structure. It was designed by Timothy L. Pflueger, architect for the Oakland Paramount and San Francisco's Telephone building, among other notable structures.

Located at Alameda's geographical and population center, the theater is a dominant structure, commanding attention and appreciation by its size and striking exterior. The front has been moulded in concrete forms in a most elaborate scheme of bas relief decoration. Eight towering half columns are separated by an all-over design of flowers and blossoms in a conventional pattern. Smoothly rounded corner columns of the front elevation are relieved by huge medallions of ornamentally gridded cement work. A Neon sign projects the name of the theater in letters extending to the full height of the building.

The marquee is studded with great numbers of lights revealing

in their brilliant glare the lobby display built-in frames, recessed in black structural glass.

is a composition of gay colors. Within the double rows of doors, the patron receives his first surprise. The foyer widens out into a spacious chamber extending the full width of the building and to an almost equal depth before the aisle doors to the orchestra section are reached. Each aisle entrance is surmounted by a sculptured feminine figure mounted on a fanciful sea horse.

Once more the effect of unexpected size is achieved as the auditorium is entered either from the main floor or from the mezzanine. More acres of space seem to be filled by the 2250 seats. Gold leaf, silver, terra cotta tones, olive greens and pated shades are used in profusion.

Salih Brothers were the general contractors, supervising a construction job that has given employment to hundreds of allied building craftsmen, furnishing trade and equipment manufacturers.

Congratulations

NASSER BROS.

On the opening of your beautiful new Alameda Theater

Alameda welcomes the magnificent new Theater. We are proud of this beautiful addition to our city and pledge our loyal support.

ANSEL'S ELECTRIC

1101 Park St.

SMITH'S CIGAR STORE

2325 Central

EGGER'S DINER

2311 Central

NEPTUNE BEACH

FRANCK'S MUSIC & ELECTRIC CO.

1319 Park St.

ALAMEDA CHAMBER OF COMMERCE