

## General Opening of New Bloomfield Theatre Awaited by Public

### Many New Features Ready for Patrons

From clean-up man in the basement to the projectionist in the booth and the artist on his scaffold—all are enthusiastic about the new Bloomfield Theatre, which opens its doors tonight for the first showing for the general public.

Tuesday night was a special pre-show for the benefit of the Community House at 31 a head; but tonight, regular prices will prevail and a packed house is anticipated.

**No Expense Spared**

Everybody on the job is pleased about the new film house because it is one of those projects where every artist at his craft, even if it is a bricklayer, can take pride in his work. No expense has been spared in making the house as perfect as possible, and without doubt, the expenditure per seat is one of the highest on record. There are about 1,000 seats, making it slightly smaller than the Birmingham Theatre.

A description of the exterior of the theatre may be gleaned now, for most Birmingham people have already seen it, although a big canvas tarpaulin has covered the lower half. The color scheme is blue and cream, and it is in durable tile. The marquee overhead is not the old rectangular type, but rather a triangle with its apex extending out over the sidewalk. The sign for the theatre is not the old type depending up into the sky and

### This Is City's Newest Public Building



This is the imposing front elevation of the new Bloomfield Theatre which Birmingham people saw for the first time in the pre-opening show Tuesday night. Every seat was taken as the crowd paying \$1 and \$1.50 a head, paid high to benefit the Community House. At the left and right are two store fronts which will be leased, according to Elbridge G. Newhall, Jr., owner of the structure. The front of the structure is in tile, which can be easily cleaned and will remain bright for many years.

### Thomas Diloranzo, Noted Decorator, Paints at Theatre

Thomas Diloranzo, a native of Italy, and a specialist in architectural decoration, was engaged by the owner to decorate the Bloomfield Theatre. The tall, bushy-haired chap, Roman-looking with his piercing eyes, has added a colorful touch to the crew of 50 which has toiled to complete the building in time.

Assisting him were two men who have been on the staff since 1924: George Vasiloff and Paul Utley. Diloranzo has done such buildings as the Rackham Building in Ann Arbor, the First National Bank in Detroit, the Union Carbide, the Fisher Building, the First Presbyterian Church and the American Legion.

In the auditorium, the right-side mural depicts the use of communication, architecture, agriculture, medicine and industry. The left mural symbolizes industry, the theatre, the sciences and the triumph of the film industry. Each mural is 9 1/2 feet high by 7 feet wide.

### Amateur Camera Fans: Projection Machine Uses a Fast f2 Lens

Theatre fans who are also amateur movie makers themselves will be interested in the equipment at the Bloomfield Theatre.

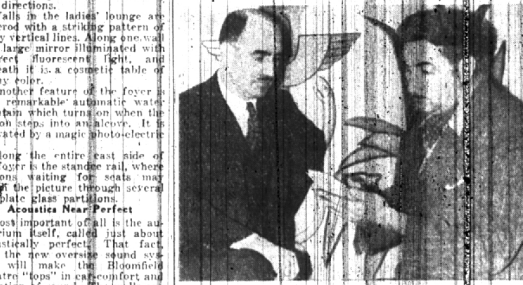
For projection of the pictures, there are two of the latest type Simplex machines, equipped with Sausch & Lomb f2 lens. These lenses are faster than formerly used and permit a much more brilliant image on the screen. The f2 lens is 135 millimeters wide, in comparison to the 8 mm. or 16 mm. film used by amateurs.

**Uses Carbon Arc**

Source of light is the old standard which has never been equalled for movie projection and sound marvelous gadgets, and amplified horizontally. The system is dual, so that if one fails, another can be used. Not only that, the amplifier is over-size, so that it is better necessary to use more than one-quarter to one third the carbon pencils, which means less expense. The operator adjusts the volume as he thinks best; however, a buzz from the theatre manager below tells him when to cut or boost the output.

The Chinese influence with the lacquer color is seen in frocks, shoes, and even in hats.

### Discuss Final Plans



ELBRIDGE G. NEWHALL, JR. (left), owner of the new Bloomfield Theatre discusses with the artist-decorator, THOMAS DILORANZO, some of the final details which were considered only a few hours before the pre-opening performance Tuesday night. (No. 10) The serpent near Newhall's right elbow is not a real one; it is merely part of the right-side mural in the auditorium. The two men are on the scaffold. (Eccentric Photo)

### Air Conditioned The Year Around

Winter or summer, you will always be comfortable at the new Bloomfield Theatre.

In winter, automatic oil is the fuel for the machine, a big 75-ton mechanical refrigeration system will cool the air.

The theatre has a 90-ton duct, but we put in a larger one to give us an extra margin, the owner says. Elbridge G. Newhall, Jr. remarked, "We could freeze every body stiff if we wanted to!"

The air is filtered and circulated by a great fan above the lobby. It enters the auditorium through "anaconda" or circular ducts in the ceiling. It is not a dry ventilation.

### Cinder Block Has Many Advantages

Cinder block is the new Bloomfield Theatre was furnished by Cinder Block Inc., of Detroit, because it is light in weight, a good insulator, has high mechanical quality, good sound absorption, decorates easily and is flexible in design.

According to H. J. Vincent, sales manager for the company, a well-known architect recently said: "I know of no other material that so well satisfies the demand for low-priced material well-facing with acoustic properties and good appearance." He was commenting on a new large auditorium.

### Theatre Attendants Birmingham People

Employees of the new theatre—the ushers and ticket takers—will all be Birmingham residents, according to Manager M. W. Rose. Five girls have been engaged, and one has already had a party and undergone a special training class.

**Mr. and Mrs. Smith.**

This is Alfred Hitchcock's first American-made film comedy about the complications of a husband and wife who learn, to their great surprise, that because of a technicality, they are not legally married. The story revolves around the efforts of the husband to win back the affection of his wife after he had neglected to immediately propose a new marriage.

Robert Montgomery and Garbo play the roles of the husband and wife. Gene Raymond, Philip Merivale and Lucille Watson give adequate support.

### Opening Star



**Cesar Romero** stars in all that and more in his portrayal of the Romeo of the picture in "Tall, Dark and Handsome." The Century-Fox thrill and love hit which has been chosen as the feature picture in tonight's opening.

Also on the program is the latest in the Blondie Dagwood series—**"Blondie Goes Latin."**

**PLASTIC ARM RESTS**

Arm rests on all the seats in the theatre are a light-colored plastic made of polyethylene, a favorite plastic with Henry Ford. Wooden arm rests sometimes become rough.

The LIGHTING FIXTURES in the new Bloomfield Theatre

Furnished and Installed by The Gayney Co. CADILLAC 5717 149 East Adams Detroit, Mich.

Best Wishes for Success to MR. E. J. HUDSON and the UNITED DETROIT THEATRES CORPORATION from ELBRIDGE G. NEWHALL, JR.

The BLOOMFIELD THEATRE

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In the New BLOOMFIELD THEATRE

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Penny Arthur Singleton Lake in "BLONDIE GOES LATIN"

Complete Change of Program Every Thur. and Sun.

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- Sound and Projection Equipment
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