

NEWEST MARTIN THEATRE AN ULTRA MODERN



Day and night, the new Ritz Theatre, in Talledega, Ala., makes its presence known to passersby. A facade of striking design and colorful appeal, impressive in daylight, becomes a far-reaching unit of luminous display at night.

THE New Ritz Theatre, recently opened in Talledega, Ala., is declared to be the most modern in the chain of fifty-two Martin Theatres, throughout Alabama, Georgia and Florida.

Constructed and furnished throughout in strictly modern designs, the entire structure from the structural glass front to the rainbow colors over the circled exits on either side of the stage furnishes a gay setting for the enjoyment of entertainment at the new theatre.

The striking glass front, predominantly black, with the monogram letters "M.T." in jade, with decorations of red and ivory catches the eye of the passerby. The big neon electric sign in black and white adds to the appearance of the front elevation. French doors swing open from the sidewalk.

The foyer is a study in shades of green trimmed in black and chromium. The cornice and ceiling of the foyer is decorated in colors of orange, aluminum, gold, ivory and tan. Black chromium furniture, circular tinted mirrors and colorful carpets add much to the beauty of the interior.

The auditorium walls are of ivory, tan and gray Celotex, with red, green, gold, silver, black and chromium cornices.

The Ritz is equipped with the latest theatre equipment designed for the comfort of patrons. Rest rooms and cold water fountains for both white and colored patrons were installed.

Aisle lights are employed to enable persons to see their way through the aisles without obscuring the vision of the picture for the audience.

An important feature of the mechanical equipment is the air conditioning plant which effects a complete change of air every three minutes, at the same time cooling and cleaning the air drawn into the building from the exterior.

Still another modern feature is a hearing aid system, which was installed as an ac-

commodation to patrons who are hard of hearing. It is said to be one of the largest of such systems in the South. Forty seats are wired for earphones.

The very latest wide range sound equip-

ment was installed, with a screen 16x22 feet, considerably larger than the ordinary motion picture screen. The stage is sufficiently large to accommodate road shows. The motion picture screen can be raised or lowered at will. Dressing rooms allow ample space for members of stage show companies. The footlights and drop lights for stage productions can be augmented with a spotlight from the projection room.

The Ritz boasts one of the best equipped projection rooms in the country. With a concrete floor and ceiling and thick brick walls, the operator's room serves as a complete unit. Thick window glasses through which the images are flashed from the projector to the screen are equipped with automatic screens which shut off the projection room entirely from the remainder of the theatre.

The building is equipped throughout with an automatic sprinkler system.

John Mauk, of Columbus, service engineer for the Martin Theatres, had charge of the installation of all equipment, including the cushioned seats, sound equipment, cooling system, curtains, draperies, and other appurtenances.

HARDWICK & MAGEE CARPETS FOR THEATRES

For comfort, appearance and sound reproduction you need a good carpet—a Wilton carpet—the best in the beginning and the cheapest in the long run.

HARDWICK & MAGEE COMPANY
Manufacturers High Grade Carpets and Rugs
650 W. Lehigh Ave. Philadelphia

GOOD PROJECTION— YOUR THEATRE'S FIRST REQUIREMENT



Take advantage of the convenient time payment plan available to all purchasers of Brenkert equipment.

If your pictures are not projected in clear detail, your box office is handicapped. Don't risk losing patrons through faulty projection from worn or out-moded projection lamps when it's so easy to have the best. The superbly engineered Brenkert ENARC is the perfect solution to your projection problem, as users throughout the nation have found to their entire satisfaction.

Sold and serviced by Brenkert distributors across the Continent

BRENKERT LIGHT PROJECTION CO.
ENGINEERS and MANUFACTURERS
Detroit, Michigan, U.S.A.