



Pinehurst's New Theatre

ANOTHER great addition to Pinehurst's entertainment features this season is the new theatre building which is now in course of construction and which will be ready for occupancy early in January.

The new building occupies the site at the corner of Chinquapin Road and Village Green West, and when completed will be one of the nicest buildings of its kind in the State. It's need has long been felt by theatre-goers, for the old building has been able to care for only a comparatively few of those who desired to attend the performances. Manager Picquet is tireless in his efforts to secure the best pictures produced, and personally screens a great majority of the films before they are presented to the public. Thus he has built up a wide-spread reputation for his pictures, and in addition to the Hotel and Cottage colonies people come in large numbers from the surrounding country to attend the shows. As a consequence, the demand for seats has far exceeded the capacity of the old building. Some of the Cottage colony appreciated this condition and formed the Pinehurst Theatre Company, resulting in the new building.

The new theatre will seat 444 in the orchestra and 212 in the gallery. Through the center of the orchestra seven loges have been installed which will contain 46 chairs, while one in the gallery contains 8. This brings the total seating capacity to 710, or more than three times that of the old building. The loges are an innovation which should prove very popular, as it is the plan to rent them by the season so that a family will

always be sure of good seats. Seats in the gallery will not be reserved but will be sold at popular prices, thus enabling people to obtain seats who might otherwise be crowded out.

While the theatre was built primarily for the Silver Screen, it is the plan to eventually install a complete stage equipment, and provision and space for this has been made. Occasional theatricals, both amateur and professional, will be staged from time to time, and the company hopes this winter to entertain with a few concert stars. These will be great added attractions as there is no theatre nearer than Raleigh equipped to provide entertainment of this class.

Aymar Embury, II., is the architect, which is sufficient to warrant the handsome appearance of the building. Its design is quite unique. Mr. Embury tried as much as possible to avoid the popular appearance of theatres and his efforts have resulted in a perfect gem, the new building resembling more than anything else an old township meeting house. The main building is hexagonal in shape and is surmounted by a cupola. From two sides shops with low roofs project, and between two of these is the entrance. To balance this on a fourth side is a store which runs up two stories, giving space for a small apartment. The main walls are of brick with a green tile roof of Spanish design, and parts of the stores are finished in grey stucco. With the white woodwork this makes a very pleasing color combination. The interior is plain but dignified, decorations being confined to a few scrolls over the proscenium arch and a

decorated panel on the balcony front.

A Robert-Marton organ, a special organ built by this famous concern for theatre use, is to be installed to supply the music. The seating will be done by the American Seating Company, which concern installs a majority of all theatre seating. Two Powers 6-B projection machines will be used in the booth and a special Gardner velvet gold fibre screen is to be installed.

All of the stores have been rented and Pinehurst people will be interested in the line of goods to be carried in them. Mr. John P. Wright, of Bretton Woods, N. H., will open an ice cream, tobacco and confectionary shop in the store facing the road to the Club House. The Home Furnishing Company is to carry a full line of house furnishings in the store on the road to the station, and in the store next to the former residence of Mrs. Z. R. Bliss, Mr. F. R. Rajook, of Atlanta, will be installed with a choice line of laces, linens and waists and a few very fine oriental rugs. Mrs. J. M. Hagood, of Baltimore, has leased the upstairs shops and will make a specialty of ladies sport clothes and will also have hemstitching and button machines in operation.

Construction work on the building has been retarded by adverse shipping conditions, but it is expected to be completed by January 1, while the shops should be ready early in December.

Great success for the new company is anticipated, and the one regret is that this long needed attraction could not have been added to Pinehurst's charms years ago.