

THE NEW PICTURE THEATRE.

—

OPENED BY THE MAYOR.

—

HIS WORSHIP'S GOOD WISHES FOR ITS SUCCESS.

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ADMIRABLY DESIGNED BUILDING.

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SEATING CAPACITY FOR NEARLY 900 PEOPLE.

THE latest addition to the list of local places of entertainment is now in actual operation. This is the Pictaredrome, which has been erected in Chapel-road, at the corner of Union-place, on the site of Stanmer Lodge, which served for so many years as the residence of Mr. Frank Parish whilst he was in practise here as a medical man. The Mayor and Mayoress exhibited their interest in the enterprise by taking a prominent part in the inaugural ceremony on Wednesday afternoon, and the formal opening was witnessed by a large and representative assembly of townspeople, many of whom attended at the special invitation of the Directors.

The Mayor's Congratulations.

In the later stages of the constructional process matters had to be considerably hastened to prepare the building for occupation on Wednesday, but the task was successfully accomplished, and, so far as the actual interior was concerned, everything wore an aspect of completeness at the appointed time. An air of festivity was imparted to the main entrance in Chapel-road by groups of plants on either side, with an effective design of flags overhead.

A considerable degree of public interest was manifested in the proceedings, for in addition to the audience that assembled within the building, a considerable crowd gathered outside, on the opposite side of the road, possibly anticipating that at least some portion of the afternoon's ceremony would be witnessed by

ation for eight hundred and sixty people; all the seats, in old rose corduroy, being of the tip-up variety. There is a very appreciable rake in the floor, so that the pictures may be viewed in comfort by the occupants of any part of the house. The walls are decorated with two shades of cream, relieved with Wedgwood blue; the dado being of an old rose shade, to match the curtains, the carpets, and the upholstery.

Proper attention has been paid to the ventilation of the Hall, a powerful electric fan having been installed above the top of the dome, whilst a supply of fresh air is secured by means of trunks and gratings. The auditorium is lighted by amber lights which surround the top of the main dome, supplemented by royal blue lights arranged around the top dome. The exits are numerous and adequate.

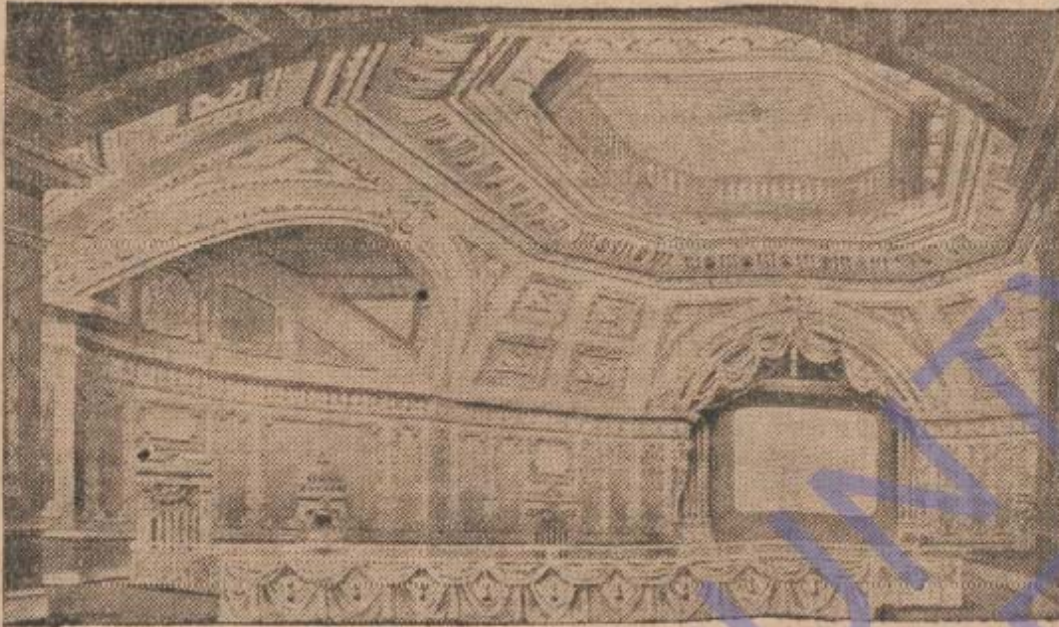
One feature of the constructional arrangements takes the form of a handsome little confectionery kiosk, artistically draped and lighted; and there is a Manager's office, as well as kitchen.

Rapid Construction.

The work of erection has been most satisfactorily and expeditiously performed by Messrs. Frank Sandell and Sons, for their workmen did not enter upon the demolition of Stanmer Lodge, to make way for the Pictaredrome, until February was well advanced.

The enterprise is directed by a Company known as the Pictaredrome (Worthing) Limited, the Directors consisting of Councillor W. G. Tree (Chairman), and Messrs. E. J. Baldwin,

A VIEW OF THE INTERIOR.



[Specially reproduced from an architectural drawing.]

them. In this, however, they were disappointed, for the whole of the brief ceremonial was enacted inside.

A Splendid Structure.

Addressing the company from a position near the Orchestra, the MAYOR (Alderman R. Piper, J.P.) declared that it was with a very great deal of pleasure that the Mayoress and he were present that afternoon to take part in the very interesting function of opening that splendid Picturedrome. When they looked round that magnificent Hall they would all feel that it was highly creditable to the Architect and builders, and to everyone connected with it; and he was sure of this, that if the pictures which would be shown there at all came up to the standard of the Hall, there would be nothing that they would have to find fault with (applause). In fact, he felt this, that if this Picture Palace was carried on as others were in the town, and they had interesting, instructive, and up-to-date pictures which they could all bring their wives and children to see—(hear, hear)—as he was sure would be the case, then he felt that there would be a great future before that Hall, and that it would be a great success, not only for the proprietors but from the point of view of the town of Worthing (applause).

Revealing the Screen.

Weller W. Sandell, F. A. Bourne (Eastbourne), Peter D. Stonham (Eastbourne), and H. H. Kent (Bognor). Mr. Arthur D. Stonham (of Eastbourne) is the Secretary to the Company, and the position of Manager of the Hall is entrusted to Mr. C. W. Woolgar.

Mr. Karl Seebold has been appointed Musical Director, and the Orchestra comprises, in addition to himself as violinist, a cellist, a pianist, and an organist. Mr. Walker is the cinematograph operator, two projectors having been placed under his control.

The young lady attendants are attired in old rose dresses, in keeping with the decorative scheme of the Hall; and to complete this reference to the personal element we may mention that the two Box Office attendants are Miss Davis (Chapel-road) and Mr. Curvin (Union-place); and the two attendants, Messrs. W. Goff and O. Searle, both habited in uniforms of chocolate and gold, are both former members of public Services, the former having been in the West Sussex Constabulary and the latter in the Royal Navy.

Charitable Donations.

In accordance with their intention, proclaimed in the published announcements, the Directors devoted the whole of the proceeds of the first day to the Hospital for the

would be a great future before that Hall, and that it would be a great success, not only for the proprietors but from the point of view of the town of Worthing (applause).

Revealing the Screen.

The Mayoress at this point cut a triangular arrangement of cords by which a green curtain was suspended, and when this draping fell, amid applause, the white screen stood revealed. The Band played the National Anthem, and a portrait of the King was exhibited.

The MAYOR: My wife declares this Hall to be open, and she hopes it will be a great success to everybody connected with it and to the town! (applause).

As Chairman of the Directors Councillor W. G. TRIM proposed a vote of thanks to the Mayor and the Mayoress for their presence and assistance that afternoon; adding that he thought he would be failing in his duty if he did not also, on behalf of the local charities to which that day's proceeds were to be devoted, thank his Worship and Mrs. Piper, for he thought it was greatly due to their attendance that so many townspeople had been induced to be present. The Directors were in a position to obtain the very

Best and Latest Possible Films,

and no pains would be spared to put forward a programme which would be worthy of the place. They would do their best to eliminate anything of a sordid or offensive nature, and the public could rest assured that the entertainments would be of the best. He thanked the Mayor for what he had said about the building. There was one pleasing fact, and that was that it was built by a local builder (applause). The Directors were very pleased, when the contracts were opened, to find that Messrs. Sandell and Sons were the lowest, and he was sure they were to be congratulated on their work (applause). A local firm were also successful in the electric lighting, and wherever possible they had dealt locally.

At this stage the Mayoress was presented with a very choice bouquet, which was handed to her by little Miss Stonham (the daughter of the Architect), and then the programme of pictures was proceeded with.

The Building and the Management.

The Building and the Management.

Designed for the special purpose to which it is now applied, the Picturedrome possesses an extremely handsome interior, and we can accept without qualification the claim that it is one of the finest buildings of its kind in the Kingdom. The plans were prepared by Mr. Peter D. Stonham, M.S.A., F.I.S.E., of Eastbourne, who has had considerable experience in this direction, for he has been responsible for the erection of various Cinemas in the South of England.

The plan is octagonal, and the main building is approached by a spacious and well appointed lobby, with a crush room immediately beyond the pay box. The roof consists of a large dome, with four vaults cutting into it; and the small dome which surmounts the structure is effectively illuminated with concealed lamps.

Extensive Seating Accommodation.

There are four boxes at the rear of the auditorium, and there is total seating accommo-

Charitable Donations.

In accordance with their intention, proclaimed in the published announcements, the Directors devoted the whole of the proceeds of the first day's display to the Hospital, the Children's Care Society, the Red Cross Society, and the District Nursing Society; and despite the fact that many of those who attended in the afternoon were the guests of the Directors, the highly acceptable sum of £38 2s. 9d. was made available for the purpose indicated.

There was a full house at night, when a good selection of pictures was presented.

The orchestral arrangements are likely to prove a pleasing and popular feature, and as an indication of what is attempted we may mention that the programme submitted by Mr. Seebold on the opening day comprised the following among other items: Symphonies No. 36 (Mozart), "Norwegian Scenes" (A. Math), "Indian Love Lyrics," "Humoresken" (Grieg), "Traums" (Wagner), and "African Dances."

DEATH OF LORD ZOUCHE.

The Owner of Parham Passes Away in London.

THE death of Lord Zouche of Haryngworth took place in London on Friday. Robert Nathaniel Cecil George Ourzon was the fifteenth Baron, the title having been created as far back as 1303. He was born on the 12th of July, 1851, and succeeded his father in 1873. Parham, his Sussex seat, situated a mile or so beyond Storrington, on the Palborough-road, is a place of considerable historic interest.

Lord Zouche, who was educated at Eton and at Christ Church, Oxford, was a Deputy Lieutenant and a Justice of the Peace for Sussex, and he was also a Justice of the Peace for Staffordshire. He was an Alderman of the West Sussex County Council. He was associated for many years with the Volunteer Force and subsequently with the Territorials,

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