

Theatre Modernization Highlights Building Here

REMODELING 2 PLAYHOUSES ON SCHEDULE

Among the major construction projects scheduled for early spring are the Pelican and Pine Tree theatre remodeling jobs, announced recently by Rose M. Poole. Work on the Pine Tree theatre has started and plans are nearing completion for the Pelican job which will start shortly.

Complete modernization plans include new marquees, complete new outer lobby arrangements, elaborate outside lighting effects in both neon and incandescent, as well as extensive architectural alterations. Two small store rooms in the Pine Tree building are to be taken over by the theatre and opened up for additional outside lobby space. The Pelican Theatre rotunda is also to be opened by the removal of all outside doors as well as two large concrete pillars, now separating doors on each side of the box office.

There will also be much done in the way of re-arrangement inside both houses, and re-decorating will be done in the foyers and mezzanines of each theatre. Partitions come out in the Pine Tree, enlarging lobby and mezzanine areas, and several large mirrors add to the modern treatment inside of these two theatres. All rest rooms will be new, completely modern tiled units.

Other important improvements to be made immediately are the re-seating plans which will include the installation of new high-back reclining rocker loge chairs in the Pelican. Present loge chairs together with a new purchase of similar chairs will be used to re-seat the rear orchestra section. Seats removed by this installation will be used to re-seat the Vox theatre, where alteration plans will be announced later.

Automatic ticket machines and mechanical change makers have already been installed in all houses, and full tonal quality type public address system has been placed in the Pelican Theatre where a regular weekly Vaudeville policy has been installed, and where the presentation of larger travelling show units is planned for the summer and fall seasons.

The Neon Display company of Portland, which recently completed the modern marquee treatment of the Rainbow theatre, and who more recently completed a modern installation on the Rickys Jewelry store front, has been assigned to the Pine Tree job. The Pelican contract has not as yet been let.

Theatre construction has made up a large part of the community's building program in the past few months. The Esquire theatre was built last year, the Tower theatre is now being completed on South Sixth street, the Rainbow underwent a remodeling job, and now the Pelican and Pine Tree remodeling programs are rounding out a big year in the revamping and building of local playhouses.

APPLYING LATH
Fiber insulating lath should be applied horizontally across framing members in a continuous line with all end joints staggered and centered on framing members. Fir-Tex home advisers point out.

Downtown Remodeling Project



Front of the Pine Tree theatre, showing preparations for remodeling the playhouse. Below, Betty Lou Andrus, pretty Pine Tree usherette, sits in one of the new chairs to be installed in the theatres.

BATHTUB HANGER BUILT INTO WALL

There's a bathtub hanger that makes your bathtub an integral and leakproof unit with the building, according to the plumbing and heating industries bureau.

This hanger is built into the wall behind the wall finish. Perforations in the hanger and base strip act as a key to build the hanger and tub securely into the wall. A leak-proof filler is then used in the groove of the hanger, and this acts as a permanent water seal against water seepage or leakage.

This leak-proof hanger so tightly seals the connection between wall and tub that the danger of water seeping down behind the tub and rotting woodwork or spotting ceilings below the bath is entirely eliminated.

Bathtubs frequently settle with shrinkage of the building. This causes cracks around the edges and at the base of the tub that lead to serious leaks. By preventing settling, the new bathtub hanger provides assurance that cracks and leaks will not occur.

The extinct pterodactyls, birds, bats and insects, were the four different types of creatures which learned to fly.

'BEACON' PLAN OFFERED AS WEEK'S MODEL

Regimented family housing is not a new idea but is as old as feudalism and human slavery, declares W. C. Bell, chairman of western homes foundation, in urging a public awakening to the vital importance of maintaining the traditional American way of home ownership. Now as never before, says the foundation head, one needs to realize what it means to the average American family to have its own home on its own plot of American earth, and also what it means to yield to tempting "easiest ways" for solution of the housing problem.

"Every dictatorship in Europe has used the bait of regimented mass housing in enlisting popular support," Bell pointed out. "Every such project, when completed and occupied, provided a large group of families that could be absolutely controlled. The same principle was applied centuries ago on feudal estates. It was used in this country in the 'slave quarters' on plantations of the south, and in the industrial 'company towns' of the north."

"Washington advanced the principle of individually-owned land and dwelling for every veteran of the Revolutionary war, and Lincoln extended it in the homestead act of 1861. Our present government, through the federal housing administration and related agencies, has made the home easy and safe to own for any family with a steady income above the wage level of work relief."

"The building industry, nationally, regionally, and most of all in its basic local units, has gone all the way down the line of cooperation with agencies of individual family-home ownership. We are working harder on this front than ever before, in the faith that the contract for a new home represents today's declaration of independence for the American family."

"We are working particularly in behalf of the low-cost small home, the detached dwelling. One phase of the drive is a series of design patterns for homes of this class. The 'Beacon' home pattern, offered this week by Western Homes Foundation, is an example. For every real American young couple of modest income, a home on this pattern visualizes a dwelling to call their own, on land to call their own, by virtue of small monthly payments."

"BEACON"



own, by virtue of small monthly payments."

Retail lumber dealers will provide conditional estimates on the "Beacon" design pattern and give service on adaptation of the pattern to individual needs and tastes. For free answer books on home building and other information, write Western Homes Foundation, 364 Stuart building, Seattle, Wash.

Strips Best Under Fiber Wall Board

Because of the inherent "wetness" of lumber that is not kiln dried, interior finish fiber boards should not be nailed directly to building members.

Although lumber used in building is called "dry," it actually is not dry in many cases unless it is kiln dried to an exact standard, home technicians say.

When framing lumber begins to dry, a shifting of the house members results—not harmful to the building as a whole, but often damaging to fiber walls fastened directly on them.

When furring strips or plywood are used as nailing bases, the shifting of wood members

goes on independently of the solidly-nailed wall panels and base. The wood members act as a separate unit, and the nailing base and wallboard as another.

BUCKLING BOARDS

When fiber building board is delivered to a job in advance of the time it is to be used, it should be left in the original heavy wrapping paper. If the paper is torn off the boards are likely to absorb moisture from the atmosphere and buckle out of shape, Fir-Tex technicians say.

PAINT BEFORE

Mouldings and battens used to cover cracks on interior finish fiber board walls and ceilings should be painted or stained before application. If painting is left until after, it will take much longer and probably result in a poorer job. Fir-Tex technicians say.



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SMALL JOBS MARK WEEK'S CONSTRUCTION

Small building permits continued to find their way into the book kept on the desk of City Building Inspector Harold Francy. Few large jobs have been okayed by the inspector for the month of March, but the continuous demand for remodeling jobs and small homes will make a neat total by April 1.

Permits issued during the following week by Inspector Francy included the following:

Frank Ferrari, lots 1 and 5, block 242, Second Darrow addition, warehouse and garage, \$300.

H. J. Roman, remodel residence, 1302 East Main street, \$1000.

Ted Sangster, residence, lot 22, block 302, Darrow addition, \$3000.

United Outdoor Advertising company, poster panel on lot 1, block 25, Original Town, \$50.

M. H. White, remodel apart-

ment to repair fire loss, 2430 Vine avenue, \$300.

F. H. Hickman, remodel residence, 2007 Modoc street, \$50.

Pelican theatre, re-roof, George C. Dickman, Portland contractor, \$800.

Grace Wells, remodel residence, 2301 Orchard avenue, \$50.

Earl LaBranch, residence, lot 3, block 303, Darrow addition, \$3000.

Fred Meeker, remodel residence, lot 2, block 6, Fairview addition, \$40.

John H. Pearce, garage, lot 14, block 311, Darrow addition, \$250.

Ella Childs, remodel cabins at 219-223 Broad street, \$1000.

Foster and Kleiser, poster panel, lots 1 and 2, block 66, Buena Vista addition, \$50.

Don Keryon, remodel residence, 1915 Harriman street, \$800.

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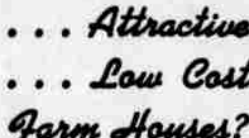
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