

# Grand Opening of State Theatre To-night

HANDSOME BUILDING  
LOCAL CRAFTSMEN'S WORK

A tribute to the work of local craftsmen, the new State Theatre, now one of the most handsome buildings in the town, was constructed by Boon Bros., Ltd. This firm obtained all the timber, most of which is clean heart of rimu, from its own mills at Waihi, in the King Country. Supreme care directed to the yards, and the joinery was done in the up-to-date joinery factory. Boon Bros. carried out the main constructional work of the theatre as well as drain-laying, plumbing, electrical work, painting (both on the exterior facade and the interior decorations), plastering and tiling. In all these trades local workers were engaged; also the pressed grills on the building front were made and reinforced on the firm's premises.

The fine leadlighting is a tribute to the work of the well-known firm, Messrs. R. and E. Tinney and Co. Ltd. The fibrous plaster was manufactured and set up by another local company, Messrs. Knight and Daly.

The faultless acoustic properties of the new theatre will be immediately apparent to its patrons, who must give credit principally to the excellence of the talkie plant and to the use on the walls of colors, the remarkable sound-absorbing material which is now being used almost universally for such work. The Cu-Tone plant is a New Zealand product which can challenge the best manufactured elsewhere. Even in an empty hall the clarity and precision of its recording are surprising.

## "ONE NIGHT OF LOVE"

Music, romance and laughter are deftly combined in the delightful musical comedy, "One Night of Love," which audiences will have their first opportunity of enjoying at the State Theatre to-day. An atmosphere of whimsical romance surrounds the film, which has already run for seven weeks at Auckland, and which has been described as reaching the heights of perfection for light yet thoroughly satisfying entertainment. It is so cleverly fashioned that the several excerpts from grand opera, including some from "Carmen" and "Madame Butterfly," are so skillfully interwoven and beautifully interpreted that they will win the plaudits of even those who are not music lovers. Grace Moore, the Metropolitan Opera House singer, who is one of the few players of the screen who combines a remarkably fine voice with a pleasing and attractive personality, rises to new heights in a role which plumbs the depths of her ability. Another excellent performance is that of Tullio Carminelli, who appears as her singing master, while the young Australian player, Mona Barrie, acts with a clearness of definition and a melodious charm of speech. The film introduces for the first time the wide range system which is a notable advance, and audiences will marvel at the life-like quality of the vocal notes. Briefly the story tells of the rise to fame of a singer who places her art before everything else.

**TO-NIGHT!** GRAND OPENING of NEW PLYMOUTH'S PALATIAL THEATRE—"STATE"—  
At 8 p.m., in the presence of His Worship the Mayor (Mr. E. R. C. Gilmour)



GRACE MOORE in "ONE NIGHT OF LOVE" Plus Specially Selected Shorts  
Perfect Entertainment—Matinee SATURDAY at 2 p.m. & DAILY!—Reserves at Theatre, Phone 843 & Colliers  
PRICES: STALLS 1/6, CENTRE STALLS 1/6, LOUNGE SEATS 2/3.

THE STATE THEATRE  
MODERN ARCHITECTURE  
COMFORT BEFORE ORNATENESS.

Designed by Mr. G. E. Toke, A.N.Z.I.A., Auckland, in accordance with the latest fashion to England, America and on the Continent, the new State Theatre is not a large and elaborate structure, but a compact, comfortable, one-door building with a seating capacity of 840.

The simple but effective facade finished in deep pink tiling is wide and low with no ornate figures nor designs to detract from its symmetry and classical architecture. The facade strikes the keynote of the plan, which is most strongly impressed when the visitor enters the broad foyer, with its rough-hewn walls variously coloured by patches of green, red, orange, gold and amber.

Here, too, is an absence of superfluous regalia, but necessities have been selected with meticulous care.

The auditorium itself carries out the red, green and amber colour scheme and the shaded lights are kind to the eyes. The breadth of the hall and the almost austere sweep of its lines give it an atmosphere of ease and freedom to which the warmth of the decoration and lighting lends calmness and intimacy.

The floor of the theatre slopes more steeply than is usual, giving better opportunities for clear vision, while the plush and leather-upholstered seats are particularly restful. Here as everywhere there is evidence that comfort has never been sacrificed to space or expense.

Much of the beauty of the new theatre depends upon the skilful use of colour and light. The glass proscenium, with the screen sheet inset behind it, glows with the light cast by amber-tinted globes. The grills at the side are illuminated by changing colours in the three predominant tones. In the vases across the ceiling are brilliant strips of red, orange, amber and green, the whole achieving the beautiful "ambience" effect, which is balanced by the amber lights in the fitting round the ceiling and the lead-lighted ventilators.

Excellent ventilation makes the State Theatre a cool and airy building that is, however, saved from the annoyance of draughts. It is warm without being stuffy, a feature that will be even more noticeable when the special ventilation plant is installed.

Taken in all the theatre with its up-to-date characteristics of simplicity in design and adaptation to hygienic principles is sure to prove a popular rendezvous for New Plymouth's picture-goers. A good bill of fare and excellent sound equipment will do nothing to detract from its appeal.

All the  
PLASTER WORK  
Carried out in the  
**STATE**  
was entrusted to our care.

New designs never before seen in Taranaki are included in the decorative scheme.

Work undertaken in any part of Taranaki, if you want really good Fibrous Plaster work, and something exclusive—

CONSULT  
**Knight & Daly**  
Fibrous Plaster  
Manufacturers,  
LEMON STREET, N.P.  
Phone 1014.

Phone 253.  
Reg. Office:  
Gover Street,  
New Plymouth.

**Boon Bros.,**  
Limited  
Contractors  
for  
**State Theatre**

Main Constructional work carried out by our Staff, and also—

Plumbing,  
Drainlaying  
Electrical,  
Painting and  
Internal  
Decorating,  
Joinery,  
Plastering.

Quotations given for  
Timber, Joinery and  
all above trades.

Timber supplied  
direct from our  
Sawmills, Waimiha.

THE TALKIE  
PLANT  
AT THE STATE  
IS THE LATEST

**Fray  
Cu-Tone**

Supplied and installed by

**Theatre  
Equipment  
Ltd.**

Ferguson Building,

QUEEN ST., AUCKLAND,

and includes Two 1984

Model

**CU-TONE  
PROJECTORS**

The Leadlights in the State Theatre were  
manufactured by

**TINGEY'S LTD.**

NEW PLYMOUTH,

who also manufactured those in Whites and Deane's new  
buildings.

SEE US ABOUT YOUR NEXT LEADLIGHT JOB.

## CELOTEX — The 100% Insulating and Acoustic Board!

CELOTEX has been adopted by Architects and Constructional Engineers in building the foremost theatres, conservatoriums of music, lecture halls, schools, churches, broadcasting stations throughout the world where perfect acoustics are absolutely essential.

CELOTEX was specified and used in its pleasing natural colours on the ceilings and walls of this well appointed STATE THEATRE.

CELOTEX is a full half-inch board, odourless, water and vermin proof, and has stood the test of time.

**C. & A. Odlin, Timber & Hardware Co., Ltd.**  
KING STREET : (Taranaki Distributors) : NEW PLYMOUTH

CELOTEX is ideal in home construction, making perfect sound proof interior walls—easily papered, distempred, or painted, and WARMER IN WINTER.

THE SUN NEVER SETS ON CELOTEX.