

● **SOUVENIR  
PROGRAMME**

# Embassy

**TENTERDEN**

**February 11th, 1937**

# Embassy

TENTERDEN

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● Souvenir Programme

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THURSDAY, FEB. 11th, 1937

# Foreword

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**T**HIS Brochure is presented to you with the compliments of Messrs Shipman & King, in the hope that it may serve as an introduction to, and in commemoration of, the official opening of the EMBASSY THEATRE.

In placing before your notice some of the outstanding points in the construction of the Embassy, Tenterden, the Proprietors sincerely hope that this beautiful building will afford you very many happy hours of entertainment, and further that you will consider their efforts to completely satisfy the most fastidious and discriminating cinema goer have not been in vain.

In regard to the general construction and equipment of the Embassy it is no exaggeration to state that every device that modern science has evolved to increase the comfort, and safeguard the health of the cinema goer has been adopted.

The Embassy is yet another addition to the very rapidly growing chain of Shipman & King Theatres, and is the result of experience in the erection of other theatres, and an extensive study and adoption of all the principal improvements in modern cinema construction and equipment.

The auditorium is so shaped, designed and acoustically treated, so as to ensure perfect sound reproduction, and a perfect view from every seat.

One of the outstanding features, is the introduction of the most modern scientific system of heating and ventilating, which ensures a constant and steady supply of fresh air maintained at an even temperature and introduced to the Auditorium in such a manner as to avoid all possibility of draught.

The system of projection installed is of the very latest type, and is designed to give a brightly defined picture eliminating all risk of eye-strain, whilst the installation of the Western Electric Company's very latest Wide Range sound system should be a guarantee of perfect sound re-production.

The seating is of the luxury type, and equals the best in comfort and accommodation, by reason of the fact that the floor of the auditorium is saucer shaped, and no seat is directly behind any other. The steppings of the balcony have also received very careful thought and attention, so as to bring about the same results, giving at the same time, ample leg room.

A sufficiency of fire extinguishing apparatus is installed, whilst a large bank of batteries maintain the lights in all public parts of the building to enable the theatre to be evacuated without panic, in the event of a break-down in the electricity supply.

A very spacious and well laid out car park has been provided at the rear of the theatre for the free use of patrons. Accommodation for Cycles under cover at a nominal charge has also been provided.

In regard to the entertainment to be offered, a clearly defined policy has been formulated for the presentation, week by week, of only the very best films, and in the same way as no expense or trouble has been spared to ensure perfect projection and audibility in comfortable and luxurious surroundings, so no obstacles will be allowed to interfere with the provision of first class entertainment.


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IEM

OPENING

THURSDAY



NATIONAL ANTHEM

Opening Ceremony by

THE RIGHT WORSHIPFUL

THE MAYOR OF TENTERDEN

(Alderman J. MACRAE DIGGLE, J.P.)

NEWS & TOPICS OF THE DAY


BORDER FLIGHT

starring FRANCES FARMER & JOHN HOWARD

MICKEY'S CIRCUS

A Mickey Mouse Cartoon in Colour

FORTHCOMING ATTRACTIONS



SSY

PERFORMANCE

At 8 p.m.

CANNIBALS  
are after him now!



WILL HAY *as*

WINDBAG THE SAILOR®

DIRECTED BY  
WILLIAM BEAUDINE

A GAUMONT-BRITISH DISTRIBUTION

## the Sound System

**P**ATRONS of the Embassy will be pleased to know that the new Wide Range reproducing system has been installed in this Theatre.

Wide Range is the latest improvement, developed by the Western Electric Engineers. It will be remembered that Western Electric were the pioneers of talking pictures, and owing to their vast research organisations, they have been responsible for the great improvements in sound from the early days, and Wide Range is their latest scientific achievement.

The enormous advantages to be gained with Wide Range, are, that it not only creates a greater intimacy between the audience and the screen artist, but all the sound variations of speech and music are faithfully and naturally reproduced as if the artist were giving a living performance.

Orchestral music, when reproduced on this system, shows a remarkable improvement. The individual instruments are heard in their true perspective and with all their original brilliance.

It is therefore with great pride and pleasure that the Embassy has the honour to present talking pictures under conditions which will equal the finest in America and Europe. It is universally recognised that Western Electric sets the standard; and with Wide Range it will be seen that they have more than enhanced their reputation for recording and reproducing sound pictures at their best.



## n Appreciation

**M**ESSRS SHIPMAN & KING, desire to extend their thanks to Mr. H. W. Coussens, the Architect; Messrs Fasnidge, Son & Norris, Ltd, the general contractors; to the various sub-contractors, and to all members of their staffs who took part in the construction and equipping of this Theatre.

## ing, Ventilation, Etc.

**T**HE Plant installed has been designed luxuriously to meet the most extreme conditions. Every effort has been made to introduce simplicity and efficiency, and a brief description of the working of the Plant may help to clarify the intricate Plant which is neither seen nor heard by the audience.

Over 500,000 cubic feet of air, weighing twelve tons, is passed through the Theatre every hour.

The air after it has been warmed to the correct temperature is distributed through sheet metal ducts hidden behind walls and over the ceiling to outlets arranged to discharge air to the Front Stalls, at high and low level, in positions which do not create draught or discomfort to those seated near the grilles. The Engineer is able to control from the Plant Room situated at the stage end of the Theatre the amount of air and its temperature by turning regulators and valves, which enables him to maintain a comfortable temperature throughout the Theatre as occasion demands.

The Vitiated air is exhausted through openings under the seats in the Front Balcony and through grilles at High Level at the back of the Stalls.

The comfortable conditions noticed when first entering the Theatre, have been produced by the use of invisible warming in the form of heating panels under the Terrazzo Floor. The warming of the floor not only prevents cold draughts at floor level but produces a very pleasing effect due to the low intensity radiant heat emanating from the floor surface.

Generally, it can be stated that the Heating and Ventilation of the Embassy has received consideration and attention equalled in many of the finest West End Theatres, as it is the considered opinion of the Proprietors, that modern entertainment cannot be enjoyed unless the Theatre is healthy and comfortable.