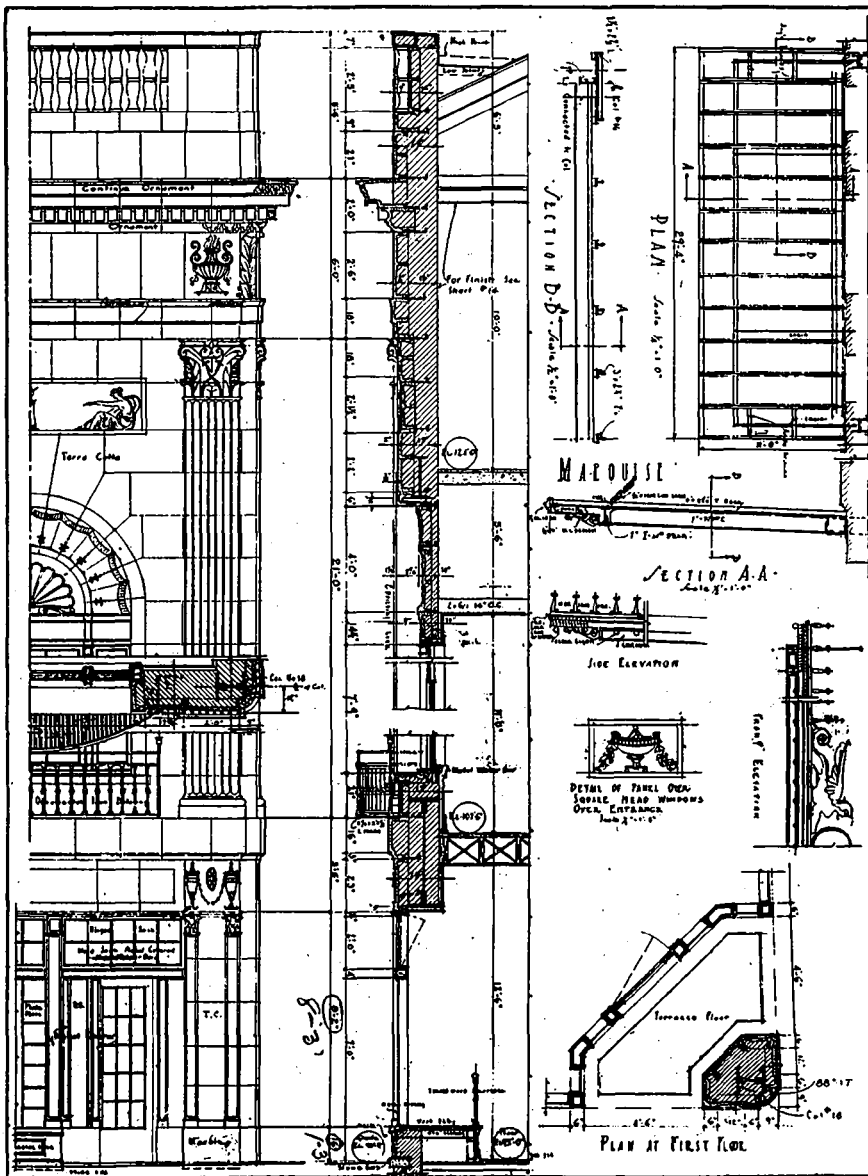




NEW ALLEN THEATRE, TORONTO.



DETAIL OF EXTERIOR, NEW ALLEN THEATRE, TORONTO.

same time is the question as to how much seating capacity the theatre is going to lose on account of this space being taken off. In the ordinary planned theatre the loss of this space would be fatal, in that it would offset the advantage in revenue which is otherwise derived.

Again, there is the question of balcony seats, which, it is claimed, in a moving picture theatre are never desirable. It is said to be the experience of most managers that it is difficult to get people to go up into a balcony. A great deal of space is also lost in the really valuable space of the first floor in order to provide proper foyers and stairways. In addition to these objections the matter of a balcony entails an expense out of proportion to the extra revenue that it would obtain. The theatre would, of course, have to be made much higher to accommodate it, thereby entailing an item of cost which, added to the actual cost of the balcony itself, would mean a considerable additional investment. The larger investment the larger the rent, and as the additional seats thus obtained would give very little extra accommodation, and as these seats would be the cheaper ones, the revenue thus derived would not justify the expenditure.