

# Kinema to Be Addition in Film Field

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FILM fans in Salt Lake are to be treated to one more picture palace de luxe, for within the near future the Universal Film company will open a moving picture theatre, the Kinema, in the Clift building. It will be practically where the old Mehesy theatre formerly was. The new theatre will be a feature house exclusively, according to William Cutts, who has been engaged by the Universal people as manager.

Among the entirely new features to be introduced will be a system of concealed lighting, known as the sunrise lighting. An observation operating projecting room is to be introduced for the first time in Salt Lake picture houses, making it possible for patrons to view the projection of the films if they so desire.

Directors will start to work on the interior of the building this week and, while no definite date has been set for the opening, it probably will be the early part of February. The house will include a seating capacity of 1000.

Several big pictures have already been booked, with special catering made to feature comedies.

While the Kinema will in a way replace the Mehesy theatre, being located in practically the same place, the Mehesy has had a resurrection in Pasadena, Cal.

Edward Mehesy, former motion picture man of Salt Lake, is at present manager of an apartment house in Pasadena. Believing in all the comforts and pastimes of the twentieth century, he has opened a moving picture theatre in the basement of the apartment house, so that tenants may enjoy their favorite diversion at home.