

THE FILM CAPITAL'S NEW PICTURE THEATRE

*United Artists Cinema in Los Angeles Strikes the Advanced Note
Stressed in Modern Theatre Architecture*

THE new United Artists Theatre, Los Angeles, operated by West Coast Theatres, Inc., is the final word in theatre construction. Located on South Broadway, in the heart of the business district of Los Angeles, this magnificent structure incorporates all of the best features of the most recently built theatres plus some additional new ones.

The theatre utilizes slightly less than one-half of the total space in the new building which is to be known as the California Petroleum Corporation Building. Much of the office space in the building has been leased to the oil corporation.

The style of architecture is Spanish Gothic. The style is an attempt to border on the Spanish in harmony with much of the architecture of Southern California.

The general interior arrangement differs radically from other Los Angeles houses in that a great deal of attention has been given to both entrance lobby and foyer, to be called the "foyer promenoir" and which can accommodate more than 1500 persons, without crowding. Lobby and foyer are approximately 40 feet high.

The lobby is done in black, gold, red and buff marble, with large gold mirrors set in frames of antique design of antique gold. The balcony is panoramic, and in its rear is a promenade, with a passageway leading into the foyer. Here are little offset balconies, from which one may look into the general foyer.

The mezzanine is back and under the balcony, like a receding under jaw. Here are 200 seats.

There are two promenades—one for each level.

The stage is large—about 30 feet deep and 50 feet across the proscenium front.

The scenery is supported from a steel gridiron, high up under the stage roof, and is operated by a counter-weighted system of ropes. The proscenium girder is 66 inches deep and 50 feet long and weighs 60 tons.

There are four aisles. The theatre proper is 100 feet wide and 150

feet deep. An electric lift raises the orchestra pit to the stage level and there is a separate organ console lift, which raises to the same level.

The main support of the balcony is a double web-plate girder which spans

the entire auditorium, approximately 100 feet, and which carries seven cantilevers and the mezzanine, below. The girder is said to be the largest individual structural member ever fabricated and erected in one piece in the west. It is three feet wide, seven feet high, 100 feet long and weighs 103 tons.

Every seat in the big auditorium is alike. The chairs have been especially designed for this theatre and have deep cushions and air-inflated backs, a new feature in theatre construction.

A refrigeration plant has been installed at a cost of \$100,000 of the latest washed-air type, with dehumidifiers automatically controlled to maintain a proper temperature.

The theatre was built not only for the present theatre-going needs, but has taken into account the expected growth of Los Angeles and the certain development of the theatre. Its general style and equipment are expected to be a standard for many years to come.

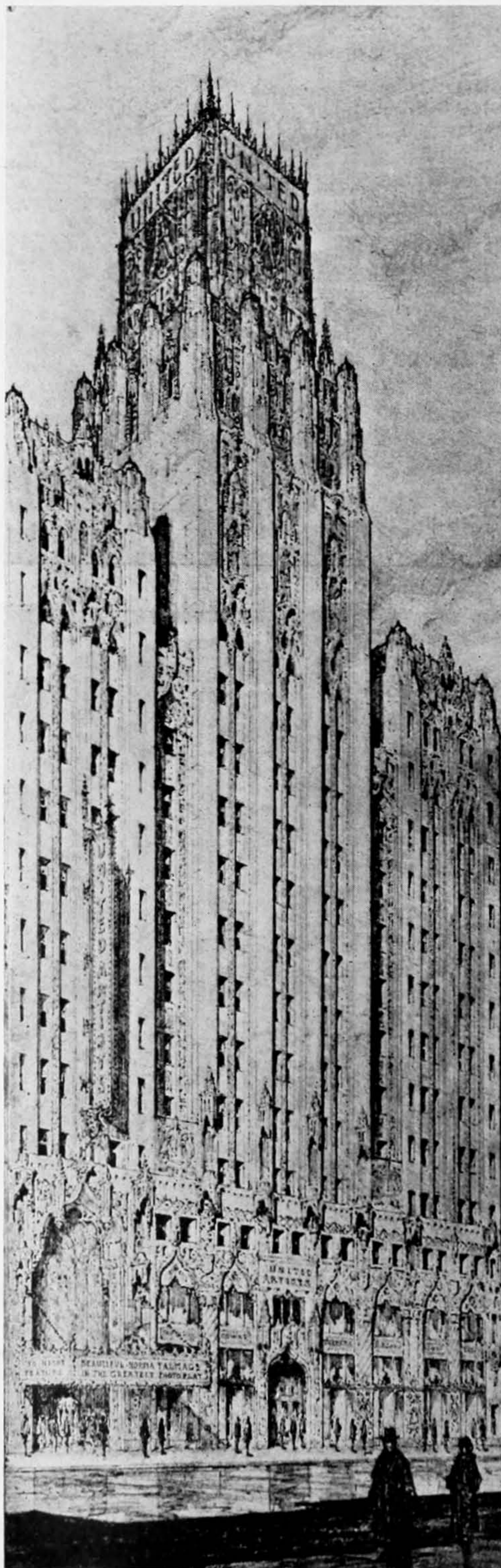
Special accommodations have been made underneath the great foyer for women patrons. There is a large combination lounge and smoking room, washroom and a cosmetic room. This room has been fitted with elaborate dressing tables. The color scheme of the room is one of greens and taupes.

For men there are rooms underneath the main foyer, also. The run in the foyer was manufactured in Europe especially for the new theatre.

The colors were determined here before the order was given that these colors might harmonize with the color scheme of the entire theatre. The run is in the center of the foyer and is about 25 by 50 feet.

The new Los Angeles theatre is regarded somewhat as a parent theatre to a group that will arise in at least 12 cities. Four others now are in process of construction, and all will feature premier United Artist pictures. Other cities which will have United Artists theatres, it is expected, are: New York, Chicago, San Francisco, Baltimore, Seattle, Portland, Kansas City, St. Louis, Philadelphia, Minneapolis, Boston, and Pittsburgh.

An elaborate lighting system has been installed. It is in five colors: red, blue, amber, white and green. Thus, with a ten preset switchboard,



Artist's sketch of the exterior of the building which houses the United Artists Theatre in Los Angeles. The theatre utilizes nearly one-half of the space in this large structure.

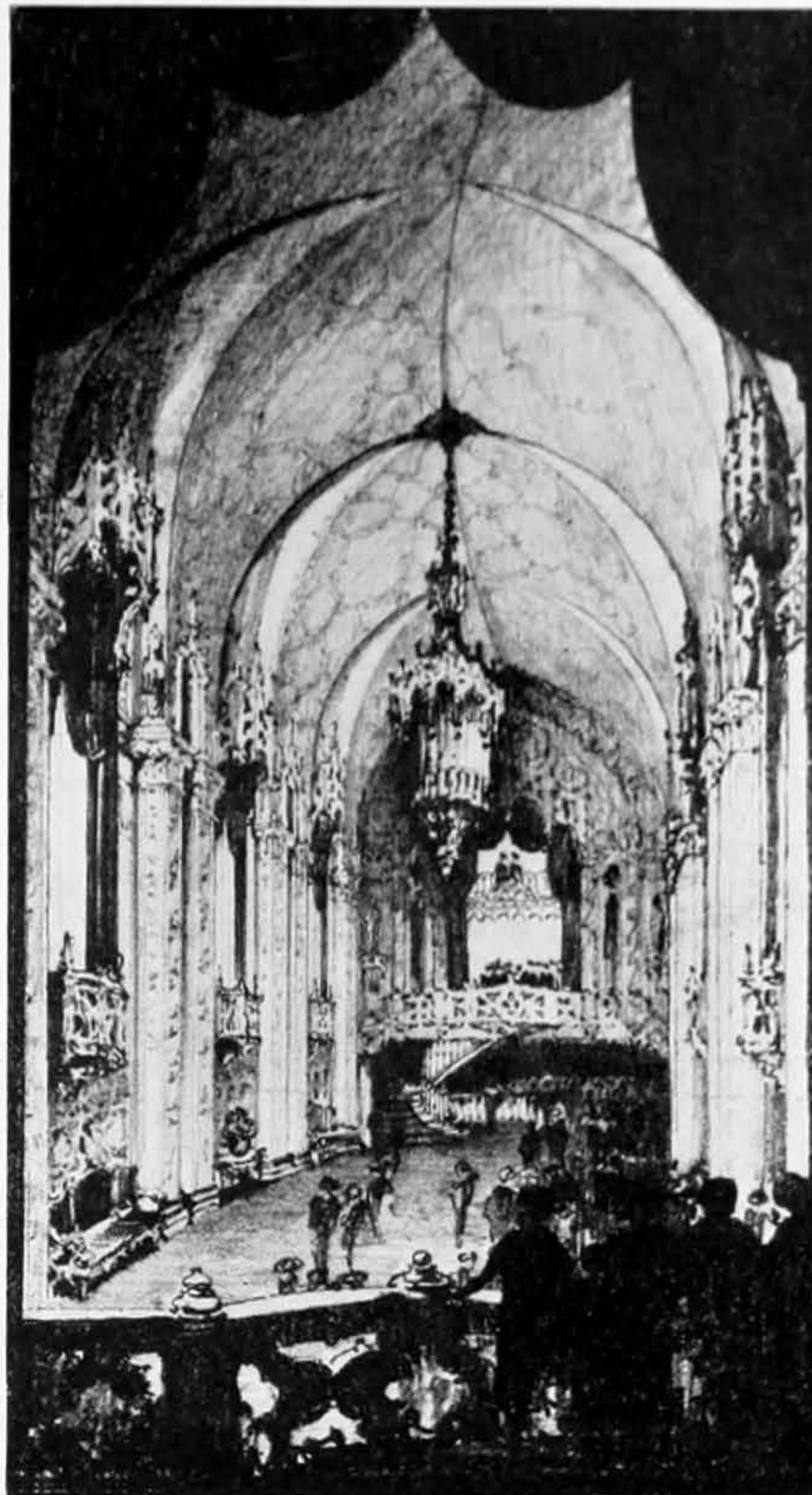
practically any combination may be obtained. By means of a recently devised indirect lighting system, the entire color effect upon the ceiling will be visible during the projection of the picture.

The dome, in the center of the ceiling, is covered with silver-backed, rough-faced mirrored discs — about 3,000 of them—and, in addition about 2,000 glass pendants. From the mosaic dome, an enormous sunburst spreads in all directions. In the auditorium proper there are no lamps or chandeliers.

The side walls are in travertine, with three large perforated fans on each side.

Plans for the new house were drawn by C. Howard Crane of Detroit, who has designed more than 300 theatres. Associated with him were Walker & Esme, Los Angeles architects. The building is owned by the Ninth and Broadway Building Company, operated by Joseph M. Schenck and I. C. Freud. United Artists Theatre Corporation has a lease on the theatre and a portion of the office space but the theatre itself will be operated by West Coast Theatres, Inc., under the direction of Harold B. Franklin. Bruce Fowler has been selected to manage the theatre.

This luxurious theatre is the first to reach completion of three enormous



Sketch showing the inner lobby as viewed from the mezzanine.

cinema projects designed within recent times by S. Howard Crane. The architect has specialized in theatres for some

time, and to his credit are many picture houses that stand as noteworthy examples of their kind.

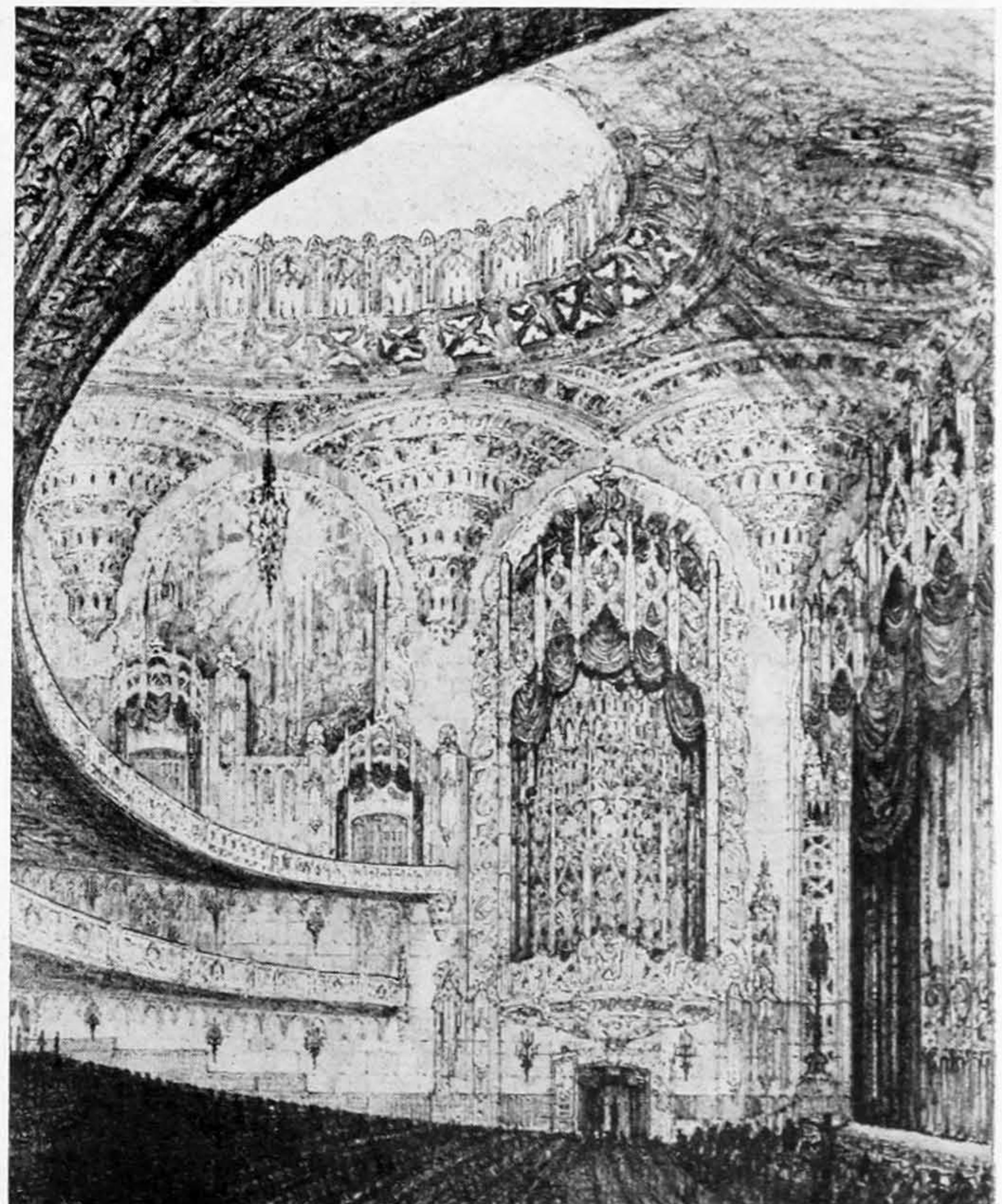
Among his works are several small theatres of the modern type which are fast replacing the old time houses which catered to the community patronage. Among the latter type which Mr. Crane has designed are the Clinton and Eastern in Columbus, Ohio. These theatres were built by the James company, now operated by J. Real Neth, long associated with William James and the latter's successor when he announced his retirement a short time ago.

Two of the largest picture theatres to be built in this country, and which are now nearing completion, are the Fox theatres in St. Louis and Detroit.

Like the United Artists theatre in Los Angeles, these palatial auditoriums will be contained in combination office, store and theatre buildings. The Detroit theatre will bring that city a pretentious playhouse of huge capacity. The decorative scheme is to give the mammoth lobby the appearance of a giant Hindoo temple. It is to be half a block long and six stories high with its walls radiating Oriental colors. Exotic bands of ornaments are to circle the ox-blood red marble columns which span the lobby on both sides. The frieze above the columns is broken up by niches and shrines.



The entrance lobby of the United Artists Theatre



The auditorium, showing clear-span balcony