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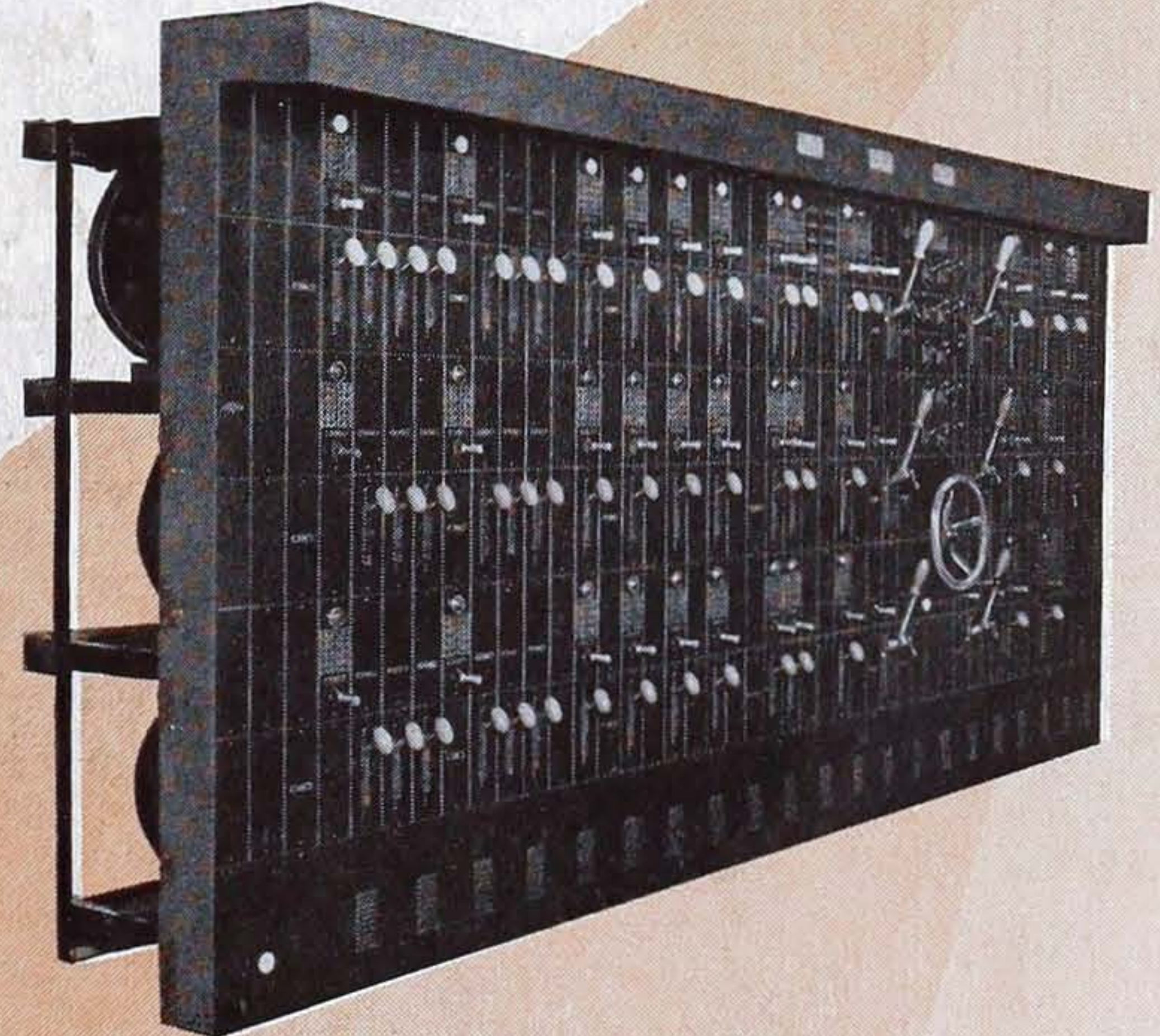
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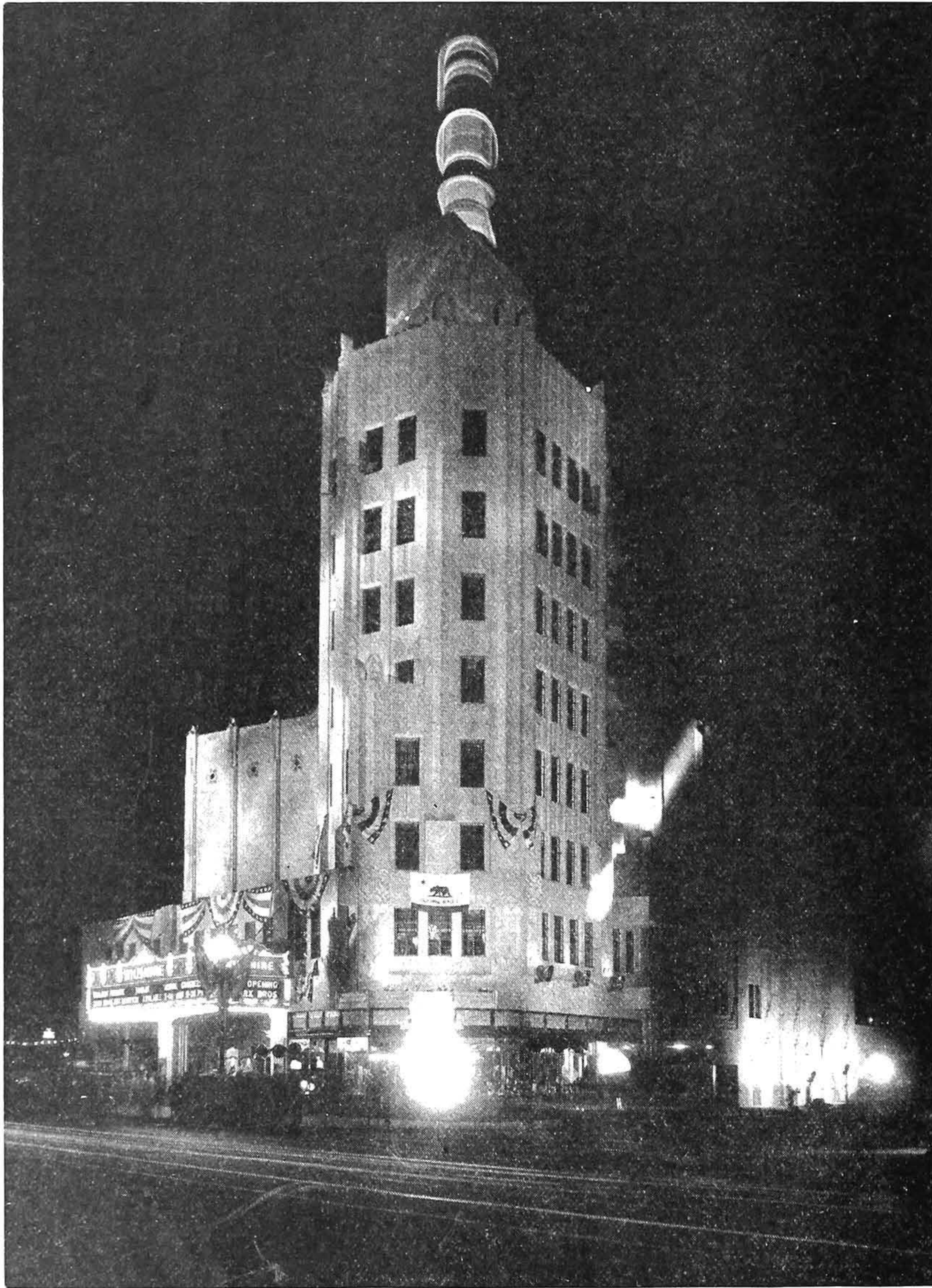
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THE MODERN MOTIF IN FANTASTIC MOOD



Describing the Wilshire in Beverly Hills, Cal., a new Fox theatre that challenges the theory that the modernist can't play make-believe

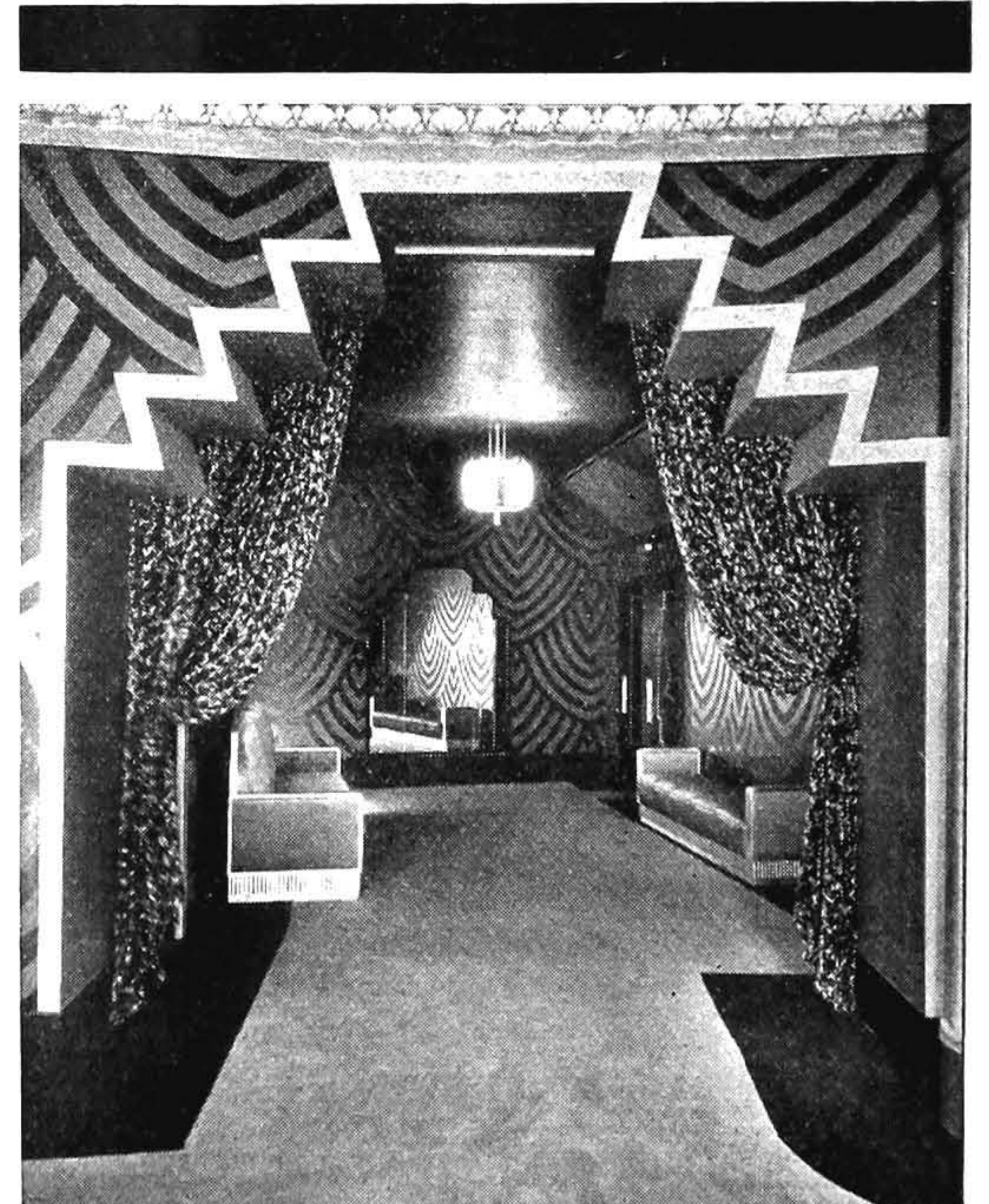
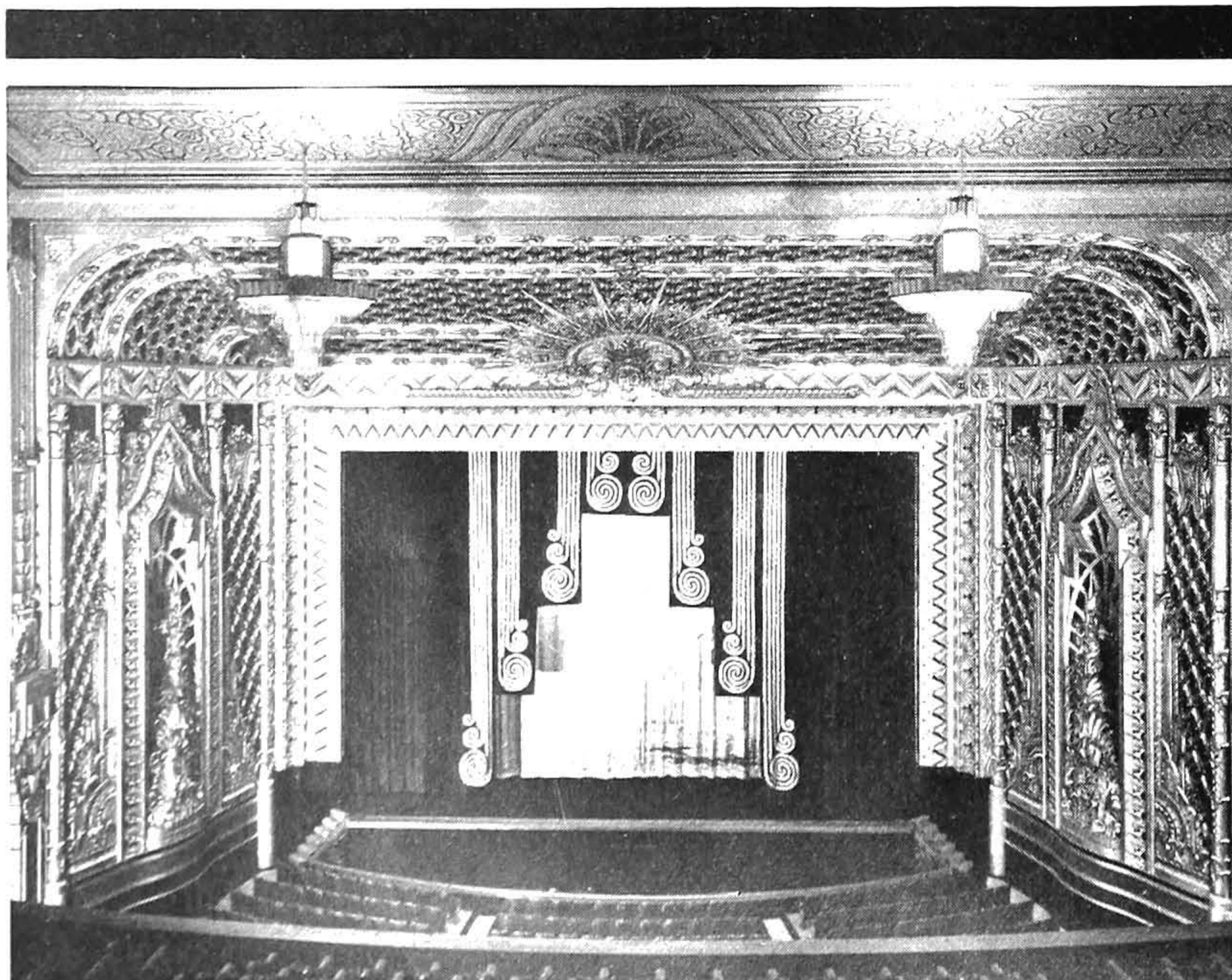
By **TOM HACKER**

THE new Fox Wilshire in Beverly Hills, Cal., just opened, represents the ultimate in dazzling and daring treatment. Basing his design on modernistic principles, S. Charles Lee, the architect, employed a unique and highly imaginative motif, which is incorporated in both interior and exterior of the large edifice. The Wilshire seats 2,500 persons, making it the third largest motion picture theatre in Los Angeles.

The Fox Wilshire was constructed around basic acoustical and projection plans. Beginning at the extreme rear of the stage, the auditorium is fashioned in the shape of a mammoth horn to attain perfect sound reception.

The color scheme is silver and black and coral, with an elegant organ screen forming the proscenium arch. The organ console carries the same design and is flanked on either side by glass panels overlaid with bright silvery metal.

Three views of the Wilshire, showing the tower-like exterior (with its revolving sign), the organ screen spanning the proscenium, and a small general lounge off the foyer.



Various colored lights are installed in the rear of the two panels. The electric lighting fixtures are multi-colored and the light is reflected in the silver, changing the entire color effect of the auditorium as the light dissolves from one shade into another.

The extreme modern design of the house extends also to its individual furnishings and seats, all of which were especially created. The mammoth curtain is a distinct innovation. Opening in an iris, it develops from three to four phases of color and design as it unfolds. Coral shades, beginning in the carpets, are carried into the color scheme of the seats, blending gradually upward into the many shades of silver and black in the mural and ceiling decorations.

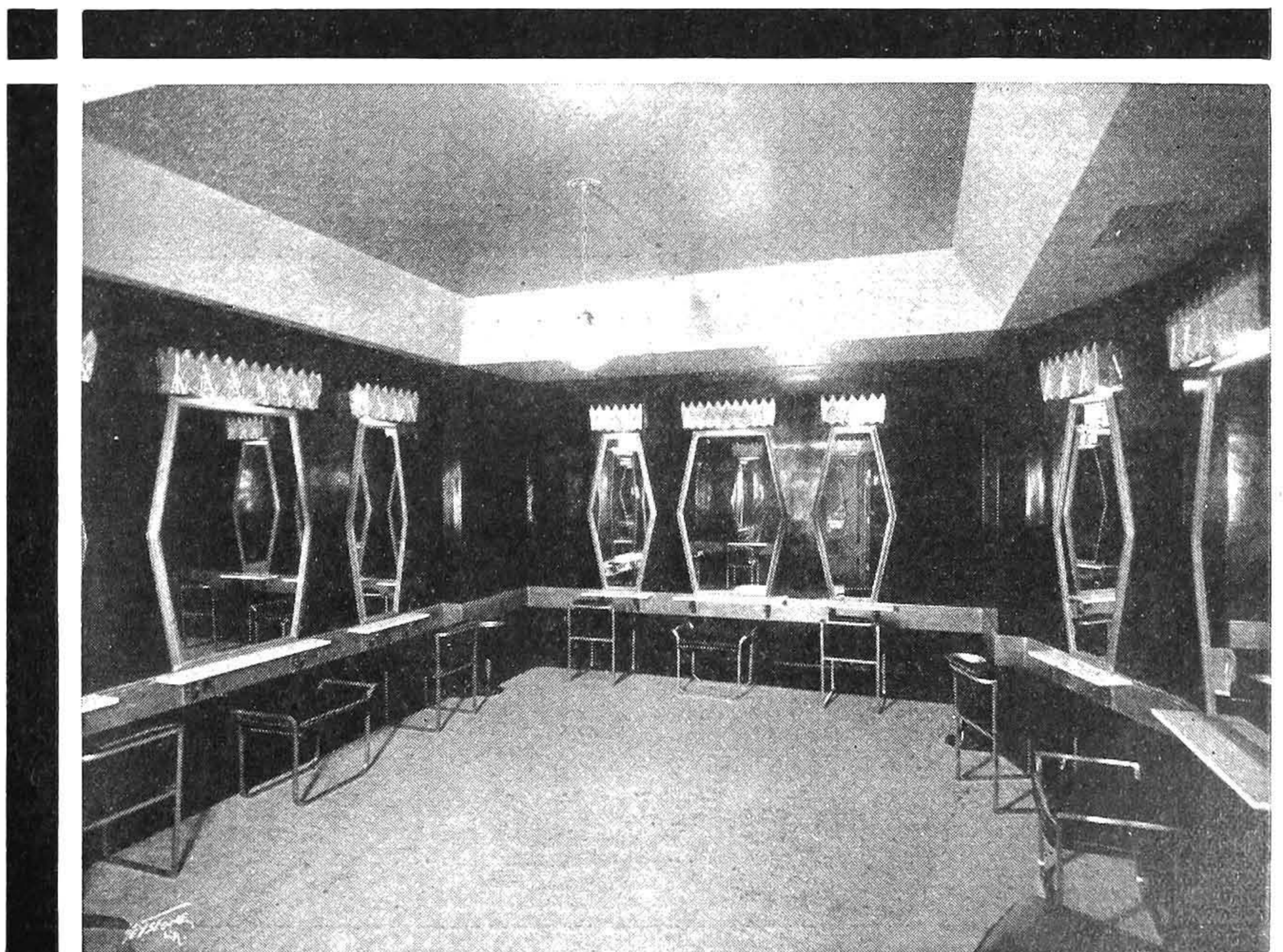
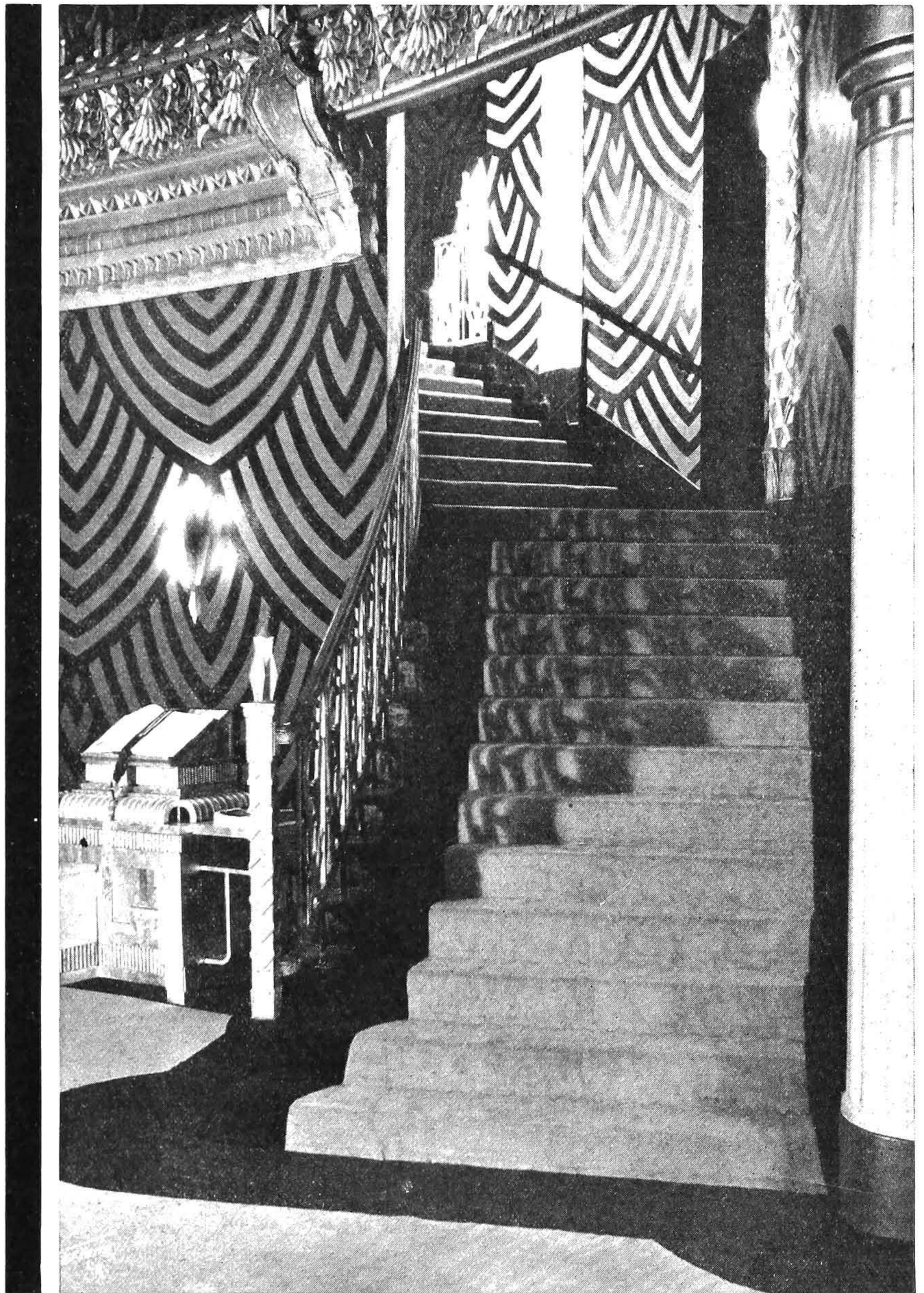
IN line with the advanced theory of construction, the Fox Wilshire has an oval foyer, with curving stairs on either side leading to the balcony. Toilet facilities are located on a half-level of these stairs, as opposed to the usual basement location. This position affords these rooms an abundance of light and air. A cosmetic room adds to the facilities of the women's department.

The treatment of the main foyer, like that of the balance of the house, is black, coral and silver, having black walls and a silver ceiling supported on silver columns. Of the dark shade, three tones are featured, including dull, medium and bright. Light cast on these tones gives an effect of red, silver and black.

As extra insurance against casualty, the building was constructed of monolithic concrete, which is said to be both fire-proof and earthquake-proof. Fire

(Continued on page 101)

A section of the main foyer, the women's cosmetic room and a nook along the mezzanine promenade. Note to the left of the staircase the "guest's registry book" on an ornate stand.



The Modern Mostif in Fantastic Mood

(Continued from page 25)

exit facilities exceed by 25 per cent those required by law.

Special equipment for the hard-of-hearing is another of the refinements. The headphones are plugged in a socket near the seat by the usher. A volume control regulates the sound.

The projection room has been developed to accommodate wide-film projectors or any new innovations that it might be necessary to install. The stage has also been built with wide-screen in mind.

Ventilating and cooling equipment

balances the humidity of the air with the number of patrons present.

The balance of the building is devoted to stores and offices, the managers' headquarters being located off the right stairway leading to the mezzanine and balcony.

The exterior of the seven-story building is modernistically designed in a dull gray finish, with the theatre marquee in bright black tile. A revolving neon tube sign carrying the name of Fox has been installed on the tower.