

# STATE THEATRE OPENS DOORS TONIGHT



"Pride of the Peninsula" is the slogan adopted by the Bay Shore Theatre corporation for South San Francisco's new theatre, and after the grand opening tonight it is expected that there will be plenty of people to agree. "Smart Money" is the opening feature.

## Simple, Modern Design Feature Of New Theater

Charm Achieved by Architect without Common Faults

The "Royal" is dead, long live the "State".

Sounds like a revolution, but it really means that starting tonight South San Francisco's "talkie" fans transfer their sounds and scenes to South San Francisco's new \$125,000 showhouse, the "State", erected by the Bay Shore Theater corporation of which A. J. Eschelbach is president.

Designed by M. J. Reid of Reid Bros. who have drawn the plans for 40 theaters in the bay region, the State lives up to its slogan, "the pride of the peninsula". As the state-ly structure discarded the builder's scaffoldings it became the object of public admiration for its exterior beauty. Tonight its equally attractive interior will be shown to the public for the first time.

### SPANISH MOTIF

The Spanish motif prevails throughout and instead of the usual hodge-podge of incidental decorations with which theater interiors are so often plastered, the State offers distinct relief in simple charm built around a comprehensive central idea. The walls represent buildings about a Spanish court, the balconies, windows and tiled roofs providing ample opportunity for decorative art and novel lighting. The effect is modernness without radicalism or mere profusion.

A spacious, thick-carpeted lobby stretches the entire length of the rear of the theater, with direct entrances to the downstairs seats and stairways leading to the loge and balcony sections upstairs, where one finds the ladies lounge on the mezzanine floor with luxurious appointments.

In the loge section that last row of seats is built in two-seat compartments, suggesting a charming spot for couples who don't like to be too far apart.

The seating capacity is about 1000. Mechanically the State offers the latest in sound equipment, and a Western Electric engineer will be in charge to supervise the operations for the first two weeks.

## HOST TONIGHT Dr. McGovern to Be Toastmaster For Dedication



A. J. Eschelbach, president of the Bay Shore Theatre corporation and former mayor of the city will be host tonight at what should be a full house.

Mayor, Supervisor, County Tax Collector to Speak

When the State theater opens its doors tonight to a crowd of "first nighters", it promises to launch one of the most successful theater enterprises on the peninsula. In honor of the opening a formal dedication will be conducted between the first and second shows, with Dr. J. C. McGovern acting as toastmaster. Mayor J. P. Quinlan, J. W. Coleberd, Supervisor Thomas L. Hickey and County Tax Collector Ambrose McSweeney will deliver short addresses, to which A. J. Eschelbach, president of the Bay Shore theater corporation, will respond. As a special feature William Connelly, baritone, will sing several selections.

### YEARS OF PLANNING

Opening of the theater tonight culminates years of planning by Eschelbach. For a while Charles Peterson, manager of San Bruno and Broadway theaters, planned to build in South San Francisco but after several weeks of negotiations, joined forces with Eschelbach in the Bay Shore Theater corporation, the officers of which are Eschelbach, president; Peterson, vice president; Walter Preddy, secretary and Mrs. Mary Eschelbach, treasurer.

The opening feature picture is "Smart Money", starring Edward Robinson, with a Laurel and Hardy comedy, "Be Big". News reels and short subjects will be shown with all programs.

Continuous shows will be held on Saturdays, Sundays and holidays starting at 3 p. m. Eschelbach states. On week days the doors will open at 6:45 p. m. with the second show starting at 8:45.

## Druid Chief to Visit Chapter

Plan to Hold Convention Here in 1933

Charles Colbert, grand chief of the United Ancient Order of Druids and other grand officers will visit

## Eschelbach Wins Life Objective

Opening Tonight Marks Reward of Effort

Al Eschelbach, 28 years after his first arrival in South San Francisco, attains the highest success that life has yet afforded him when he opens his new theater to the public tonight. While he might have sold the house on a reserved seat basis, he declined to reserve a single seat, even for particular friends and a Chamber of Commerce delegation, and the house is turned over to the public in every sense of the word as the former mayor of the city unlocks the doors.

Eschelbach has been in the theater business here since 1912 when the first "Royal" theater was built on Grand avenue. Six years later he erected the theater which now gives way to the \$125,000 State. He is also proprietor of the Royal Supply company, and with all of his business duties found time to undertake a long career of public service. He served on the city council from 1918 to 1930, serving as mayor after May, 1927. He is a Shriner, an Elk and an Eagle.

He came to South San Francisco