

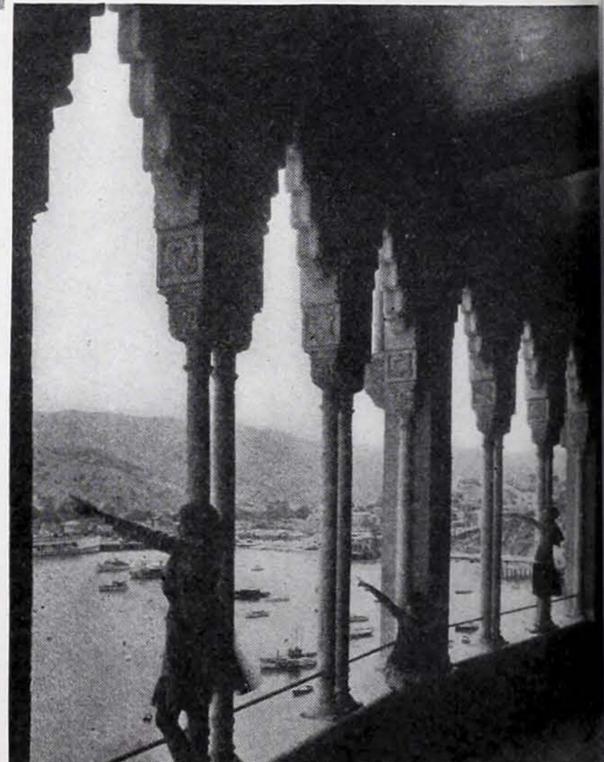


A corridor of the Casino, leading to the theatre, which is located on the main floor of the building. The design here is of Mediterranean motifs, in common with the exterior, but unlike the auditorium.

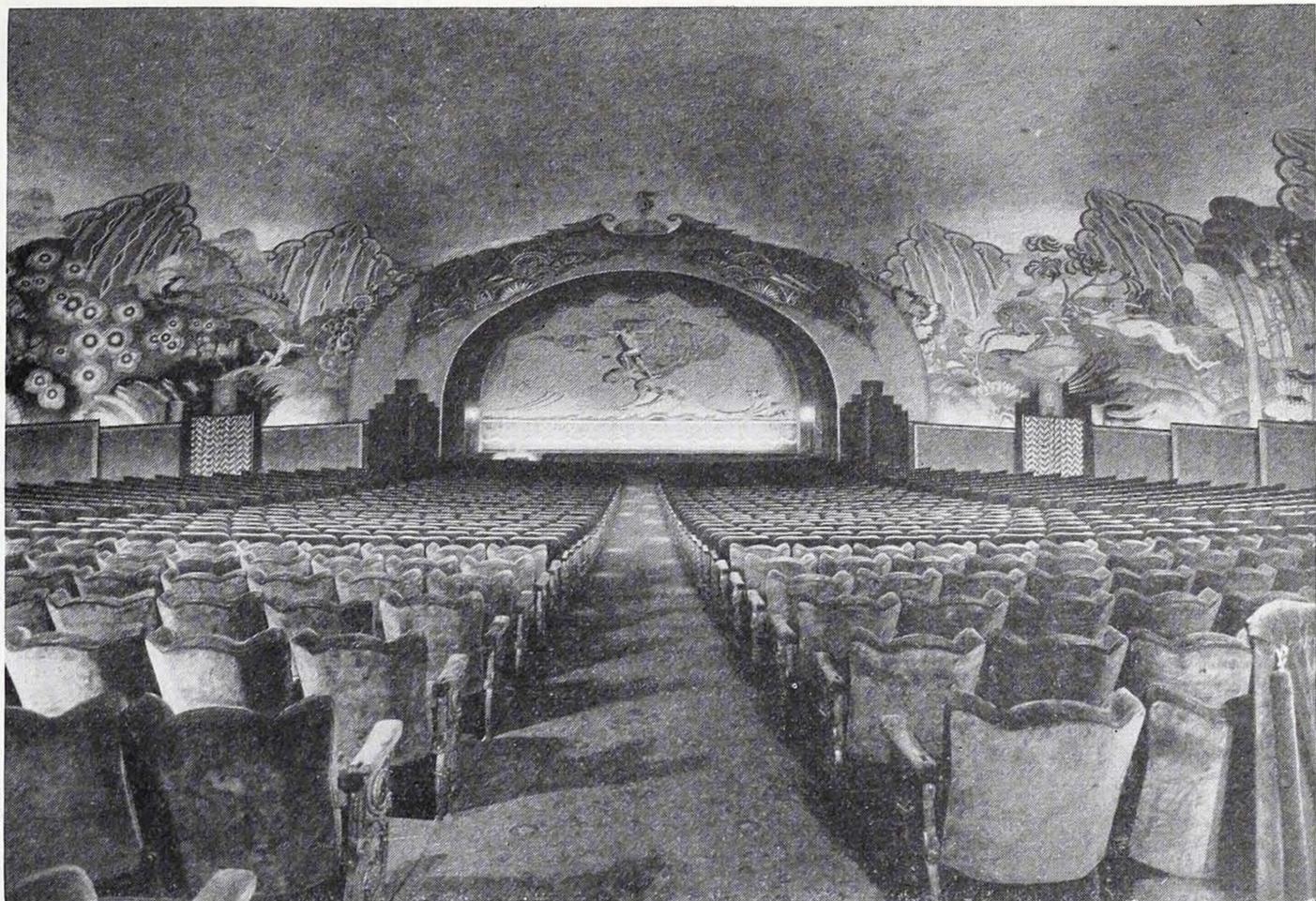
Looking out through the arches of the mezzanine balcony which provides a promenade just above the bay at a height giving a panoramic view of the town and the hills that roll away to the horizon.

## THE NEW CASINO ON THE SHORE OF AVALON

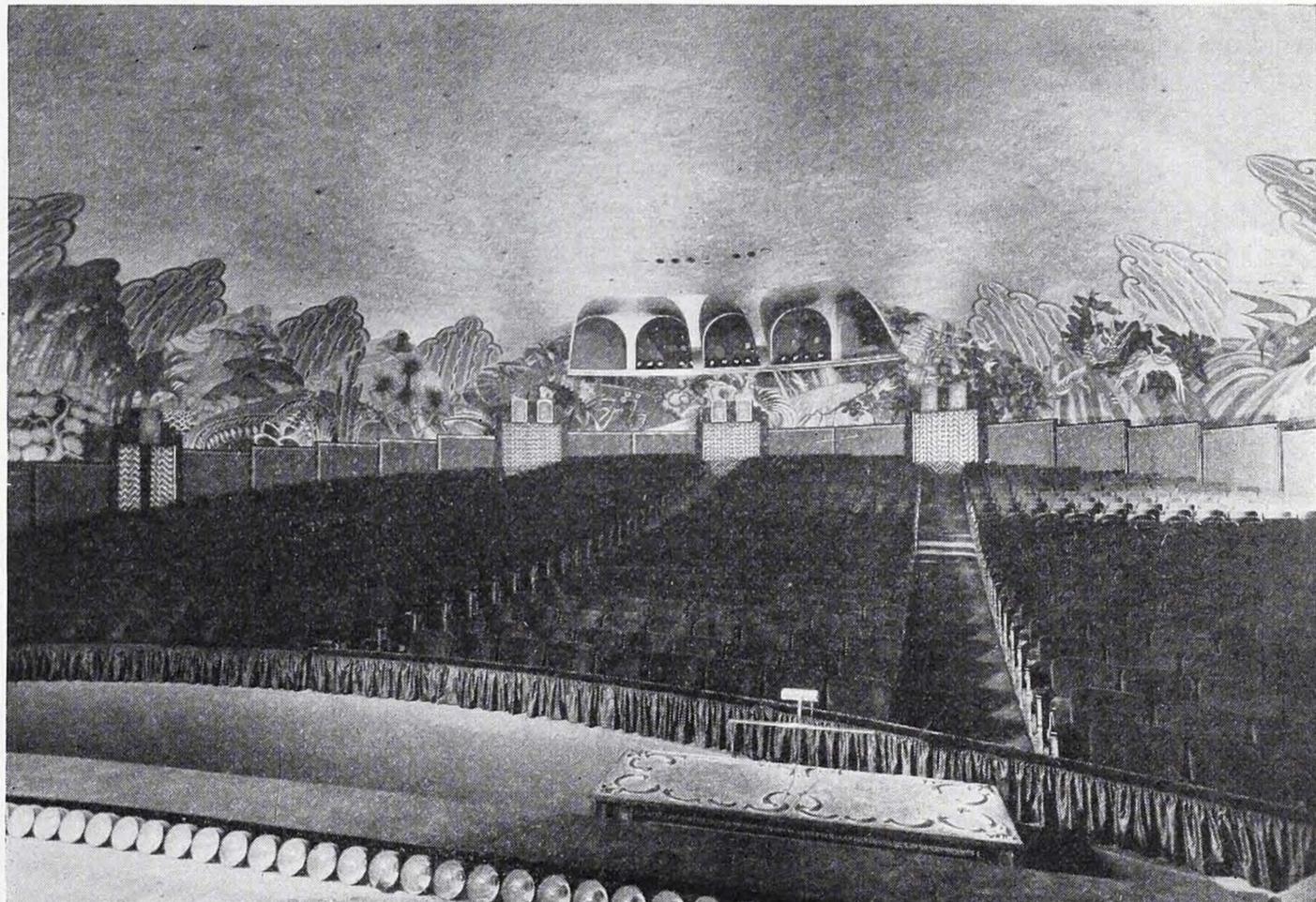
Where a finger of the blue Pacific touches the hills of Catalina, there is Avalon, not-too-private fairy-land of Mr. Wrigley. Its latest palace of pleasure contains a 1,500-seat screen theatre of rare design



Auditorium of the theatre, looking toward the stage. Observable here is the manner in which the walls, short way from the floor, begin to converge, quickly becoming the ceiling, forming a sky-like canopy.



Another view of the theatre auditorium, looking toward the rear. Wall decorations consist in a continuous mural of fantastic theme and illuminated by concealed lighting. Note the arrangement of floods.



The yacht-studded bay of Avalon and the rolling terrain of Catalina, where (they say) dreams still come true. The bit of white in the hills at the extreme left, is the home of Chief Potentate Wrigley.



**O**VERLOOKING the bay of romantic Avalon, metropolis (for it is that) of Santa Catalina Island, stands this latest of William Wrigley Jr.'s magnificent gestures to wholesome pleasure, a building of steel and stone which yet has all the gossamer unreality of a fairy queen's palace. It is called the Casino and it houses a fully equipped motion picture theatre and a ballroom.

The accompanying reproductions disclose something of the beauty of the structure that rises to a height equal to that of an average 12-story building, with the hills of Catalina behind it, and before it a yacht-studded corner of the blue Pacific. The architecture of the exterior is of Mediterranean pattern, a style that is followed throughout the

foyers and corridors inside. It is within the theatre itself that all traditional manners are flung aside to create an original environment in the essential Catalinian spirit—that of make-believe.

The walls of the theatre, which is located on the first floor, start converging toward the center of the ceiling and stage almost but a few feet from the floor, and upon them is painted an impressionistic representation of Man unfettered amid a boundless Nature. It is allegory. It is history. And it may be hope. One assumes that it is also Catalina.

The auditorium, thus brightly painted in an original allegory and of atmospheric design, is broad and long, but it  
*(Continued on page 70)*

# The New Casino on the Shore of Avalon

*(Continued from page 25)*

contains no pillars. There are about 1,300 seats, over 200 of them being luxurious three-wing back loge chairs. Seating is by the American Seating Company. The lighting is indirect, being projected upward from a false half-wall just inside the wall bearing the murals, which are thus illuminated.

The ballroom is located above the theatre. It is estimated that 2,000 couples can dance there at the same time.

The Casino cost \$2,000,000. The architects were Weber & Spaulding.