

BALBOA THEATRE TO BE FORMALLY OPENED FRIDAY

San Diego's Newest Motion
Picture House Finished at
Cost of \$800,000.

San Diego's newest motion picture theatre, named after the discoverer of the Pacific, will be formally opened next Friday.

Announcement of the opening date of the Balboa theatre was made by its builder, Robert E. Hicks, last evening.

As typically Spanish in its architecture as the exposition buildings in Balboa park, and, topped by a massive cathedral-like dome, the Balboa theatre building occupies the corner of Fourth and E streets. Built at a cost of \$800,000, in process of construction for 10 months, it houses in addition to the playhouse 34 offices, most of them already leased. Mr. Hicks said yesterday and six store rooms.

The exterior of the building, impressive chiefly because of its architecture of renaissance style, is of buff-colored plaster, its dome of gold and black tile, its windows outlined with rich blue. The interior is even more suggestive of the beauty of Spain.

The main entrance to the playhouse, set cornerwise on Fourth and E, beneath an illuminated canopy or marquise, first introduces the luxurious, roomy, oblong foyer. Wide doors then open to the theatre proper, where 2000 persons can be seated.

HARMONIOUS COLORING

The eye is immediately attracted by the rich, harmonious coloring, so blended that analysis of the hues is impossible, and is caught by the framed grottoes, nearly 15 feet high, on either side of the proscenium, in which rushing water tumbles over rocks, representing famous waterfalls of the world.

The lights will be blends of red, white, blue and yellow. Playing on the ceiling they will reveal a richness of decoration.

"I built my theatre," Mr. Hicks said yesterday, "first of all for comfort. Then my plan extended itself to a place of recreation and entertainment which, in itself, would give a sensation of pleasure. I thought of soft, alluring colors, nothing gaudy, nothing harsh. It was a big proposition, but San Diego needs it, San Diego wants it. My ideal was to give the people here as fine a motion picture theatre as any in the world, and I mean to give them just as big a feature show as they can see any-

where. A sloping floor from the foyer leads one to the front of the theatre, where the visitor is planned to entrance the ear of the visitor, as the interior decoration will entrance the eye.

LOUNGING PLACE

A sloping floor from the foyer will lead up to the balcony of the house through a plaisance, which, in its literal meaning, will be distinctly a pleasure place, secluded from the balcony and fitted up with davenport and reclining chairs for lounging. Decoration of the plaisance was by the same artists who stenciled the walls of the Theatre Internationale in Mexico City. To the left will be a private office, leading through an ante room to the street.

The motion picture machines, in the roomy projection room will be of the latest model. The switch-board from which the lighting will be operated, and the stage scenes controlled, is declared to be the finest in the state.

The orchestra pit will seat 75 players. In the basement below, in the main lobby, are the orchestra, accommodating 80 persons; carpenters' and electricians' compartments; club rooms for the musicians; and concertants.

Mr. Hicks, who has lived here 12 years and who built the Cabrillo theatre, drafted his own plans for the new theatre. The executing architect was William H. Wheeler, San Diego. The work, now practically completed, was done by the Wurster Construction company.

Mr. Hicks will endeavor to show the Balboa theatre to show their big productions for extended runs.