

Build Wisconsin House To Meet Talker Needs

BUILT especially for sound, A. P. Desormeaux's new Eastwood, a neighborhood house on Madison's East Side, is being heralded in southern Wisconsin for its acoustical qualities. The theatre seats 1,000, and its atmospheric treatment echoes the romance and dignity of Old Spain.

The provision of a free automobile parking space adjacent to the theatre, accommodating 500 cars, for the use of patrons is a unique expression of showmanship on the part of the management. The illuminated dome of the Eastwood may be seen practically the whole length of Atwood Avenue, which is the main artery of one of Madison's most thriving community centers.

The entrance lobby is a tower room. It rises 37 feet above the floor, and contains the ticket booth done in hammered gold and Benau-jaune marble. High on the grey and rose walls are eight murals depicting the Mediterranean along the Spanish coast. On each of the four walls is a balcony of hand-wrought iron, draped with Spanish shawls, and surmounted by tall etched mirrors. A chandelier in Spanish motif lights the tower room. It is five feet in diameter, and is made up of stained glass and crystal.

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Above—An unusual photograph of the foyer dome at the Eastwood. The illustration also conveys a graphic idea of the decorative scheme used for the walls.



Right—Showing detail of decorations which adorn the panels flanking the stage on either side. The mood of the theatre, which is atmospheric, is further enhanced by this conception.



The main auditorium photographed from the left side of the balcony. Revealing again how the illusion of the outdoors, obtained through the properly planned and executed atmospheric theatre, is obtained.

Wisconsin Theatre Built For Talkers

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The inner lobby and the foyer are done in ivory and Sienna glaze. Square tapered columns lend dignity and grace to these halls. Doors of hammered gold lead to the four aisles of the auditorium from the foyer. At each end of the foyer stairways lead to the balcony. Each has a jewel post of wrought-iron surmounted by a bronze statute. The rest rooms are in the basement and are reached from the foyer.

Upon entering the auditorium, the patron imagines he has been suddenly ushered into the patio of an old Spanish hacienda. It is night and overhead the countless stars are blinking, and occasionally soft clouds drift across the deep blue sky. Dark ivory walls of antique stucco support tiled roofs along the side walls of the theatre. One has the impression of looking out over the hacienda's walls into the deep night. The walls are niched, and handsome drapes indirectly lighted decorate them. Carved masculine figures support arches above the niches.

The organ grills are made up of a Spanish sell pattern in gold, and above them are arches containing mission bells. The proscenium arch is delicately scrolled and finished in metallic tints to take the changes of color played upon it by the indirect lighting system.

The stage is deep and modernly equipped to handle a large number of change of scenery. The orchestra pit is roomy, and aside from the organ console can house a large orchestra. The Eastwood features its pipe organ as a relief from the possible monotony of sound entertainment. A hydraulic lift which turns the console toward the audience as it raises it is an added novelty.

The balcony is built over the foyer so that it projects over none of the main-floor seats. The balcony seats are at such a low level that the occupants do not have the usual "up in the attic" feeling when viewing the stage. Klein and Alford of Peoria, the architects, made provision for this.

The theatre complete was equipped by National Theatre Supply Company of Chicago and the others, representing the latest advances in this direction, by the Steel Furniture Company of Grand Rapids, Mich.

The Eastwood is one of the Wisconsin Theatres Company houses. A. P. Desormeaux, president of the company and for many years owner and manager of the Strand at Madison, is managing the Eastwood as well as directing the policy of his other houses in southern Wisconsin.
