

NEW FIRST RUN HOUSE LAUNCHED

Broadway Palace Acquired by Fox; Theater Closed for Renovating

New structurally, in equipment and treatment, with only its four sturdy walls to give a clue to its honorable theatrical lineage, William Fox's latest West Coast temple of the talkies will throw open its doors to the public on Wednesday, the 16th inst., as a first-run house de luxe, on the site of the former Orpheum, more recently known as the Broadway Palace. This theater, now operating as a continuous weekly change house, will close tonight for renovations.

Ten days of intensive and radical wrecking and reconstruction will follow, \$150,000 to be spent in the process of modernizing the structure.

"When the house emerges from its chrysalis for its formal opening a week from Wednesday," announces Harold B. Franklin, president of Fox West Coast Theaters, Inc., "it will be known as the Fox Palace and will present only premiere attractions of magnitude and special worth at a scale of prices similar to that of the Carthay Circle and Grauman's Chinese, and in an environment comparable to that of those theaters in point of luxury, comfort and conveniences.

"Little, if any, evidence of the present interior of the theater will be apparent, as structural changes, an entirely different treatment in decoration, in the manner of the Renaissance, new seating and re-carpeting will constitute the Fox Palace in every essential a brand-new theater except for the exterior walls of the present structure. The transformation will be fully as radical as was that which converted Hammerstein's Victoria, a famous but antiquated New York theater of a decade or more ago, into the Rialto, first of the ornate Rothapel houses, of which the present Roxy is the latest example.

"In adding this practically new theater (when completed) to our local holdings I am especially proud of the fact that it places in our chain the finest acoustically constituted theater in the locality. Sound is transmitted with equal clarity and quality to gallery as to orchestra, without a rebound anywhere. Reconstruction will not mar and may enhance this attribute, which has been a characteristic of the house since its opening in 1911 as the first Orpheum theater to be built in this city."

Major changes outlined by Franklin include the removal of boxes and sidereal pillars, reduction of the excessive lines of the stage apron, modernization of the orchestra pit, a complete change in the floor plan, with seating for 2250 provided, an increase of fifty over the present capacity, and the construction of a decorative sand-blasted glass partition dividing the foyer from the auditorium proper.