

# SAN DIEGO THEATER IS MAGNIFICENT

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New Spreckels Building Costs  
Million—Theater One of the  
Finest in America

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SAN DIEGO, Aug. 21.—After nearly two years' work and the expenditure of more than \$1,000,000, the completion of the new Spreckels building in San Diego, was formally announced last night with the opening of the Spreckels theater. The playhouse is admitted to be one of the finest in America and was crowded almost beyond capacity when the curtain rose for the first time. "Bought and Paid For" was the opening bill, presented for the first time out of New York City and with the original cast which gave the play its original production in New York more than a year ago.

The seating capacity of the new theater is exactly 1915. For days before the opening all seats were sold, the limited standing-room space allowed by Managers J. M. (Jack) Dodge and Harry C. Hayward was taken and tickets could not be secured at any price.

John D. Spreckels, through whose efforts the magnificent place has been brought to completion, together with his family, occupied boxes. Harrison Allbright, architect of the building, and his family were present. Mayor James E. Wadham, his family and nearly all city and county officials, retired army and navy officials and most of the prominent society leaders of San Diego and Coronado were present.

The new building is six stories in height and fronts for an entire block on D street, the principal thoroughfare. It has a frontage of 235 feet on Second street and the same on Third street. It is of reinforced concrete.

Excavation work for the basement, occupying 56,000 square feet, was started November 30, 1910, and with the exception of Sundays and holidays has been in progress continuously until the doors of the new theater were thrown open for the first time tonight.

Nothing has been left undone in making the building modern in every sense that word implies. The theater is an architectural triumph. The stage is reached by a massive arched driveway through the rear of the building, allowing teams to drive from the street directly to the stage and off to the opposite street.

With the exception of space allowed for a model cafe in the basement, the lower floor is given over entirely to dressing rooms and facilities for handling the stage work.

The theater space occupies the center of the building extending from D street through the entire length of 235 feet. The entire lobby, including the box office, elevator recesses and stairways, is finished in Pedrara onyx, the beautiful transparent stone from the quarries of Lower California. The main auditorium is 70 feet deep and 88 feet wide.