

A NEW WARNER THEATRE IN UPTOWN LOS ANGELES

describing the Western in the busy Wilshire district



Above: A view of the main foyer, looking through arch beneath the mezzanine balcony to the main staircase, revealing the essential modern pattern of the entire theatre. The foyer is of an oval shape.

Below: Exterior of the building and entrance to theatre, showing ornate bridge erected over the street to facilitate traffic in this busy section on the opening night.

THE NEW Western theatre, Warner Brothers house in the Wilshire district of Los Angeles, is located in the tall Pellissier building on the southeast corner of the intersection of Wilshire and Western Boulevards. This is by actual survey one of the busiest of intersections. The modern office, theatre and shop building stands at the crossing of the city's two longest arteries. Western Avenue leads from Hollywood mountains to the Los Angeles harbor district, and Wilshire Boulevard is the principle highway between the business section of Los Angeles and the Santa Monica beach.

The building extends along a full 300-foot block on Wilshire Boulevard, and for 220 feet on Western Avenue. The tower office building is 190 feet high and is built over the theatre entrance and foyer. The facade of the office structure faces the intersection diagonally.

The building, architects for which were Morgan, Walls & Clements, consists of four distinct parts, all designed in modern style. The mercantile structure is made up of 20 two-story shops, 11 front on Wilshire, nine on Western and one on Oxford. The show windows of the second floor stores have been dropped several feet below the normal second floor level. This was

done in order to create a second floor display space that would be more easily visible from the street level as well as from passing automobiles. A wide band of ornamental pressed metal separates the two levels of show windows. This band also serves as a background for the signs of the shop tenants. The theatre portion, which was designed by G. Albert Lansburgh, is set behind the two-story shops. The seating capacity of the theatre is 2,500.

A garage in the basement will accommodate 90 cars. Entrance to the garage is on Oxford Avenue.

The building is of reinforced concrete construction with machine made terra cotta veneer exterior in a blue-green color. Windows are steel with lead coated copper dividing spandrels which present the same color as reflected by the window voids. This gives the impression that the windows are in vertical slots and thereby emphasizes the vertical effect of the entire structure. The base of the building is black granite and the sidewalk is black terrazzo in a pattern of machine ground joints.

The entrance to the theatre has a colorful terrazzo floor, and the walls are embellished with black marble and white metal. The theatre marquee, which has a highly ornamental ceiling, has been equipped with





neon sign display panels of unusual type.

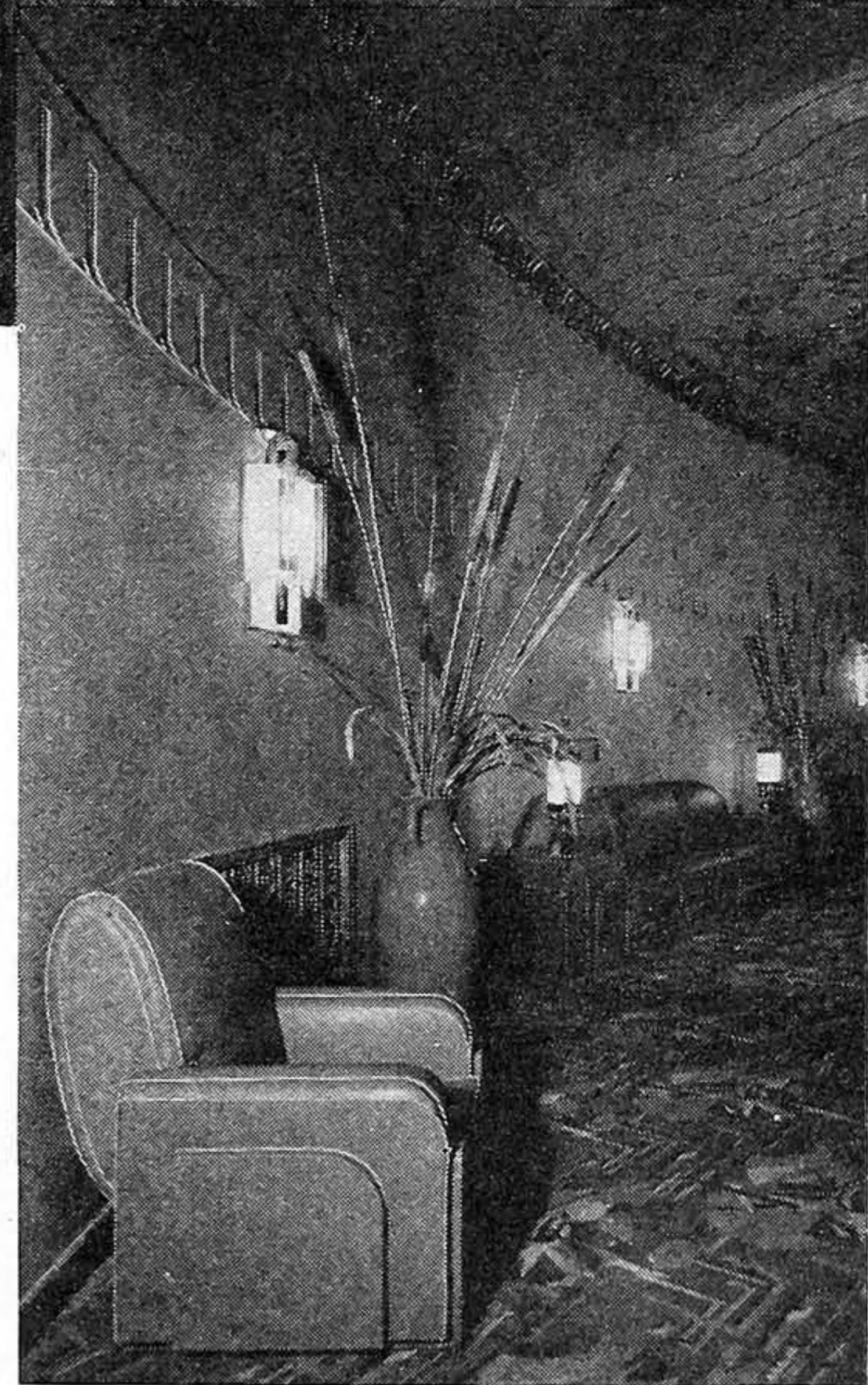
The walls and floors of all elevator lobbies and foyers have been finished in marble. The floors are pink Tennessee marble while the walls are done in marble imported from Italy—Loredo Chiaro marble—which is the main color used and which presents a variety of shades of buff and is trimmed with Crocidolite, which offers various shades of brown and red. This marble has an unusual texture. In some pieces, its color and faintly perceptible vein give it the casual appearance of a finely grained wood. Its geological structure closely resembles onyx, which fact accounts for the beautiful translucency of its crystal formation. The combination of these two marbles has created a beauty seldom seen in a building used for non-civic purposes.

The main elevator lobby has a marble floor in an interesting pattern of several colors. Theatre floor coverings include carpeting by Mohawk. The walls have been done in a striking color array of yellow, black and silver. For the main walls, yellow Siena marble was used with a trim of Italian Grand Antique. The mail and

package boxes, lighting fixtures and elevator doors are done in ornamental white metal which has the appearance of silver. The elevator cabs are done in American black walnut panels with white metal dividing strips and ventilating grilles. The yellow Siena marble—also an Italian import—contains variations of color from pale yellow to gold and even deep red yellows, and the Italian Grand Antique is a vivid black streaked with white veins.

The auditorium, like the entire building and theatre portion, is of modernistic style. Instead of being severe in decorative treatment, however, it is quite ornate, but in a more rugged manner than is usually the case with highly decorated theatres. Dominant lines are vertical, effected through a succession of narrow panels, which reach to a cornice of spear-like motifs pointing downward. The central ceiling motif is a shallow recess, coved all around for lighting. Secondary floral features radiate out from this recess, ending in small coves.

The building is reported to have cost \$1,500,000 and is a landmark in the Wilshire Western Uptown district.



Upper view: The forward section of the auditorium as seen from the lower left corner of the balcony, emphasizing the ceiling treatment and cove lighting arrangement.

Lower view: A corner of the lounge, designed in an essentially plain but warm-toned pattern following gently curving walls, relying mainly on furnishings for luxury.