

# New Theater Brings Atmosphere of Old Spain To East Side

**Building Ready  
for Gala Opening  
On Friday Night**

**Community Theater Brings  
Unique Architecture to  
Madison's East  
Side**

THE splendor of Old Spain is the dominant atmosphere of the new Eastwood theater on Atwood avenue, whose gala opening is scheduled for 6:30 p. m. Friday.

As one approaches the theater, he will be attracted by the great illuminated dome of the tower. A huge flasher sign bearing the name "Eastwood" will crown the brilliance of the brightly lighted marquee which extends out over the sidewalk at the theater's entrance.

Ornamental carvings in light stone frame the great window which rises almost to the dome at the main entrance. The first lobby consists of the tower room. It rises 37 feet above the floor. In the tower room is the ticket booth which is decorated with hammered gold, and Beau-jaune marble. Radiators in this room are set in niches and covered by finely worked grills. The walls are finished in grey and rose, and three large mirrors adorn them above wrought-iron balconies. The balconies are done exquisitely by hand, and are the work of Theodore Kupfer of this city. The wrought-iron work from this foundry is gaining a national reputation for the beauty of its hand-craftsmanship.

#### Lobby Decorations

A chandelier in Spanish motif lights the tower room. It is five feet in diameter, and is made up of crystal beads, cut-glass pendants and jewel compositions.

The inner lobby is done in ivory and Sienna glaze. The tower walls are decorated with eight large mural paintings. Hand-wrought iron by Kupfer has been artfully worked into the two newel posts of the stairways to the balconies. Each post is surmounted by a bronze statue of Mercury.

The large auditorium, capable of seating 1,000 patrons, has no equal in beauty in this section of the country. Upon entering the auditorium, one finds a patio of a 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 theater. One has the impression of looking out over the hacienda's roofs into the deep night. The walls are niched, and handsome drapes, indirectly lighted, decorate them. Carved masculine figures support arches above the niches.

#### Lighting System

Above the stage, the two side walls are connected by a delicately scrolled proscenium-arch. Its tone is chiefly silver—to take the changes of color played upon it by the indirect lighting system. At either side of the proscenium-arch are the organ grills—of gold and ivory, in a finely cut Old Spanish shell pattern.

The stage is deep, and modernly equipped to handle a large number of changes of scenery. The orchestra pit is roomy, and besides containing the large horse-shoe console of the sweet-toned Kilgen organ, is capable of housing a good sized orchestra.

The balcony of the Eastwood is built over the inner main-floor out over any of the main-floor seats. The balcony seats are at such a low level that the occupants will not have the usual "up in the attic" feeling when viewing the stage.

The projection booth is unique in that it has two entrances instead of the customary single entrance, has a lavatory, and an adjoining room to house power units and laboratory equipment. The booth is equipped with the latest safety devices, and contains two large projectors in

## Front View of the Eastwood



conjunction with a Western-Electric sound installation of the most modern and costly type. The booth is also outfitted with a large spotlight.

#### Seats 1,000 Guests

The theater's seats are of heavy tapestry and leather, and are deeply cushioned. There are 1,000 seats in the Eastwood.

Batteries of flood-lights concealed in the rear wall and the balcony may be played upon the stage, and are controlled by the stage electrician.

Concealed behind the tile roofs of the side-walls is the indirect-lighting system. By counter reflections, the light in almost any hue or combination of colors desired may be made to fill the auditorium, coming seemingly from the depths of the sky overhead.

F. J. Klein and H. C. Alford of Madison are the Eastwood's architects. Mr. Klein is well known for his remarkable atmospheric treatment of theaters he has designed—the widely heralded Coronado theater of Rockford, being one of his outstanding inspirations.

Vogel Bros. Building company are in charge of the Eastwood theater construction. Not only has this beautiful theater been an East Side project, but it has also been for the greater part constructed and outfitted by East Side concerns.

A. P. Desormeaux, who for many years has been engaged in the operation and management of motion picture theaters in this city, has leased and will manage the new Eastwood.

## More Enforcement



—THE BEAUTIFUL—

# EASTWOOD

“THE PRIDE OF THE EAST SIDE”

## Grand Opening Fri. Dec. 27, 6:30 P.M.

Performances  
Every Night  
7 to 11 P. M.

Matinees on  
Saturdays, Sundays  
and Holidays

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AND THE WORLD'S BEST  
TALKING PICTURES

— Prices —  
Adults 35c  
Children (under 12)  
—10c

Matinees Sat. and Sun.  
Start at 1 P. M.

The  
**Eastwood Theatre**  
Opens Friday, December 27