

THE SHOWMAN

SECTION

Motion Picture News

December 7, 1929



NEW FOX THEATRE

San Diego, Calif., gives that city the third largest picture playhouse on the Pacific Coast.

The theatre has a seating capacity of 3,000. The auditorium is divided into four parts—the orchestra sections, the orchestra loges, the balcony loges and the balcony proper. It has a stage affording ample space for pretentious scenic spectacles, and is equipped with the newest type of appliance for manipulation of flies and drops. The orchestra pit is large enough to accommodate a band of fifty pieces or more and a large pipe organ.

THE latest playhouse to be completed by the Fox Company was formally opened in San Diego, Cal., on the evening of November 8, with an attendance which filled every one of the 3,000 seats and which included the society leaders, representatives of official and civic life, and scores of men and women prominent in the motion picture field from Hollywood.

The interior decorative motif, in cast acoustic plaster, metal, color, form and general, effect is typical of the French Renaissance. Many of the details have been copied from original designs in chateaux in France.

The house has two entrances, one on Seventh Street, leading to the balcony, and one on B Street, for patrons of the orchestra seats. The vestibule leading from B street is flanked with a rich pink marble. The upper walls

are of limestone, with poster panels, enclosed in carved ornamental frames. The intricately patterned wood ceiling is of rich walnut color, and is reminiscent of Italian architecture in details. The ticket booth and lighting fixtures in the vestibule are finished in gold, polychromed in color, harmonizing with the ceiling. The doors are paneled with etched glass. One interesting detail of the outer lobby is a carved stone fountain, richly inlaid with tiles in red, blue, ivory and green.

Entering the foyer, there appears on the wall opposite the auditorium a large stone fireplace, in French period design. Large mirrors and polychromed torch standards occupy other spaces. There are several ornamental drinking fountains, and rest rooms and a first aid room lead from the foyer.



Above, Mezzanine Foyer



View Main Foyer
FOX THEATRE, SAN DIEGO, CALIF.

Two stairways lead from the main foyer to the mezzanine, these winding through corridors with vaulted domes and decorated ceilings. The foyer on the mezzanine has walls of warm amber, with pilasters of mellow green and gray on a beige background. There are three entrances from here to the balcony of the auditorium.

The side walls of the auditorium have large columns with gold capitals, with rich red draperies in back. Beneath the balcony the lower walls have two fine murals, with subjects and colors harmonizing with the balcony ceiling, which is in ivory, beige and gold, with suggestions in tint of jade green and vermilion.

Hanging from the large gold dome of the auditorium is a huge electric fixture, studded with small lamps to imitate pearls, behind which are a number of large reflectors which throw a variation of colored lights on the ceiling of the dome.

The proscenium arch is elliptical at the top and splayed towards the organ screens. On either side are tall slender arches, characteristic of the style of architecture formerly used in Salamanca, Spain. From the tops of these arches graceful stiles carry to the bottom of the main arch, terminating in a large cartouche, decorated in gold, red and shades of blue.

Flanking the proscenium are the two organ lofts, which have been designed with pierced ornamentals. Lights have been provided to give a tone of light and color shining through the open spaces. Heavy silk draperies are hung behind the gold grille which is placed in front of the organ. These drapes are of the same coloring and jeweled in the same manner as the main curtain of the proscenium. The screen is one of the largest in the west, and gives clear-cut brilliance to the pictures without interfering with the free passage of sound through its fabric. The floors throughout the house are heavily carpeted, thus bringing to a minimum the sounds which might conflict with perfect rendition.