

New Twenty-Eight Hundred Seat Loew State Theatre a Splendid House

Los Angeles Home of Silver Screen in Southwest Chain an Imposing Edifice

With the opening of the new twenty-eight hundred seat Loew State theatre, located on the southwest corner of the intersection of 7th and Broadway, Los Angeles, the west coast film city, has a new and greater theatre both in seating capacity and splendor. The building of twelve floors with tan brick and terra cotta facing is one of the imposing edifices of Los Angeles. The shops and offices occupy 38 ft. front and depth fronting on Broadway and Seventh street and the auditorium and stage occupies a space of 95 x 127 ft.

Entrance to the foyer can be made from either the Broadway or Seventh Street lobbies each 25 x 18 ft.



*The Loew's State theatre building, Los Angeles,
recently opened*

The foyer extends the full width of the auditorium on the first floor and from this there are five entrances. The 15 ft. marble stairway leads to the mezzanine floor, where there is a parlor the full width of the auditorium, 126 ft. x 24 ft. Entrance to the balcony is made over ramps from the mezzanine parlor, the landing being just above four rows of loge seats and the upper portion of the balcony. The seating is about equally divided between the first floor and the balcony, with 126 loge seats and 18 boxes of 9 seats each in the front. There are three fire escapes from each side of the balcony and three from the mezzanine parlor.

The projection machines are located 8 ft. above the top of the blocking, giving a throw of 123 ft. to the screen at an angle of 41 degs. The projection equipment consists of 3 Powers 6B type E projecting machines, each fitted with Enterprise arc controllers. There is an Enterprise rewinding machine with 10 reel capacity storage cabinet, 2 Bausch & Lomb model C dissolving stereopticon 150 amp. Watkins generator set and 2 Holtsmiller spot lamps. A special effect machine is being built and is to be installed later.

One feature of distinct advantage installed in the projection booth is that seven remote control switch panels are installed, one between each machine so that it is possible for the operator to control any machine from any position in the booth. Fire shutters over the projection and lookout port holes operated by thermostat control closing all port holes automatically in the event the temperature rises to greater than 78 degs. The projection room is in charge of W. A. Cook, who is assisted by Joe Foy and many of the devices installed were perfected by these two men.

The proscenium arch is 48 ft. in width and 28 in depth and the stage contains the standard equipment installed in all of Loew's houses throughout the country.

The theatre is equipped with a Moeller manual organ with a consol of six keyboards. There is also sufficient space in the orchestra pit for additional musicians so that a full symphony orchestra can be used if desired.

The Loew State theatre is under the supervision of Ackerman & Harris, the Western representatives of Loew theatres, and Nat Holt is resident manager. Other officers of the theatre are William Shoup, house manager; Fred McSpadden, assistant house mgr.; G. B. Lindsley, publicity manager; H. P. Cressman, auditor; Lucy Spencer, secretary to manager. The orchestra is directed by Don Philippine, assisted by J. Muliers.



*Interior of the 2800 seat Loew's State theatre,
Los Angeles*