



Another Contribution to Ranks Of the Atmospheric Theatre

*The Spanish Motif Stressed in the New Texas in
San Angelo, Robb and Rowley's Sixtieth*

THE Texas at San Angelo, Texas, newest addition to the circuit operated by Robb and Rowley in Texas and Oklahoma, is the latest to the growing roster of atmospheric theatres springing up all over the nation.

Designed by W. Scott Dunne of Dallas, a specialist in theatre architecture and well known to exhibitors in the section of the country in which he functions, the Texas reproduces with fidelity a Spanish hacienda. The opportunities for decorative touches which this style of theatre permits have been utilized by both architect and builder to secure the maximum in effects.

Interesting twists have been given to the columns supporting the balconies. Hanging shawls are a part of the balcony decorations.

The Texas is another demonstration of the feasibility of the One Contract Plan of the National Theatre Supply Company by which this house was equipped. It is

the second of the Robb and Rowley chain to be so handled, the other being the Ritz at Corpus Christi, for which Dunne also prepared plans.

Indicative of the many elements which go up to make the modern theatre is a partial list of the commodities supplied the Texas by National. They range from Crystalite changeable letters for use on the marquee, Belson flood lamps for exterior illumination as well as regular lighting lamps, admission signs, various types of electric signs, lobby frames, rails for the box-office, stage rigging, stage scenery and drapes, carpets, carpet padding, acoustical felt for use in conjunction with sound reproduction.

National's participation embraced deliveries of furniture for the lounge and rest rooms, lighting fixtures, the Spanish shawls which enhance the charm of the hacienda windows. Projection equipment includes Simplex machines while other

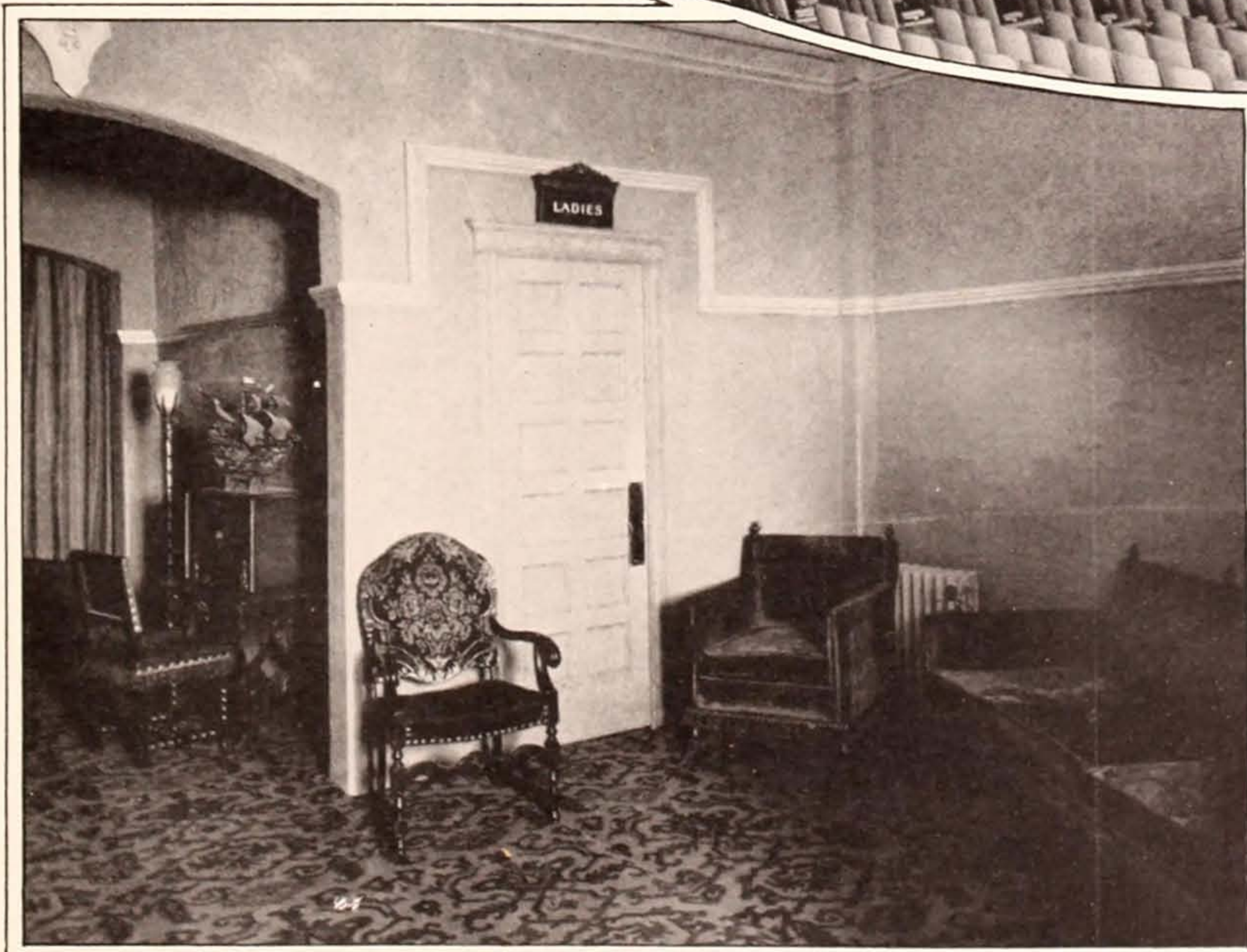
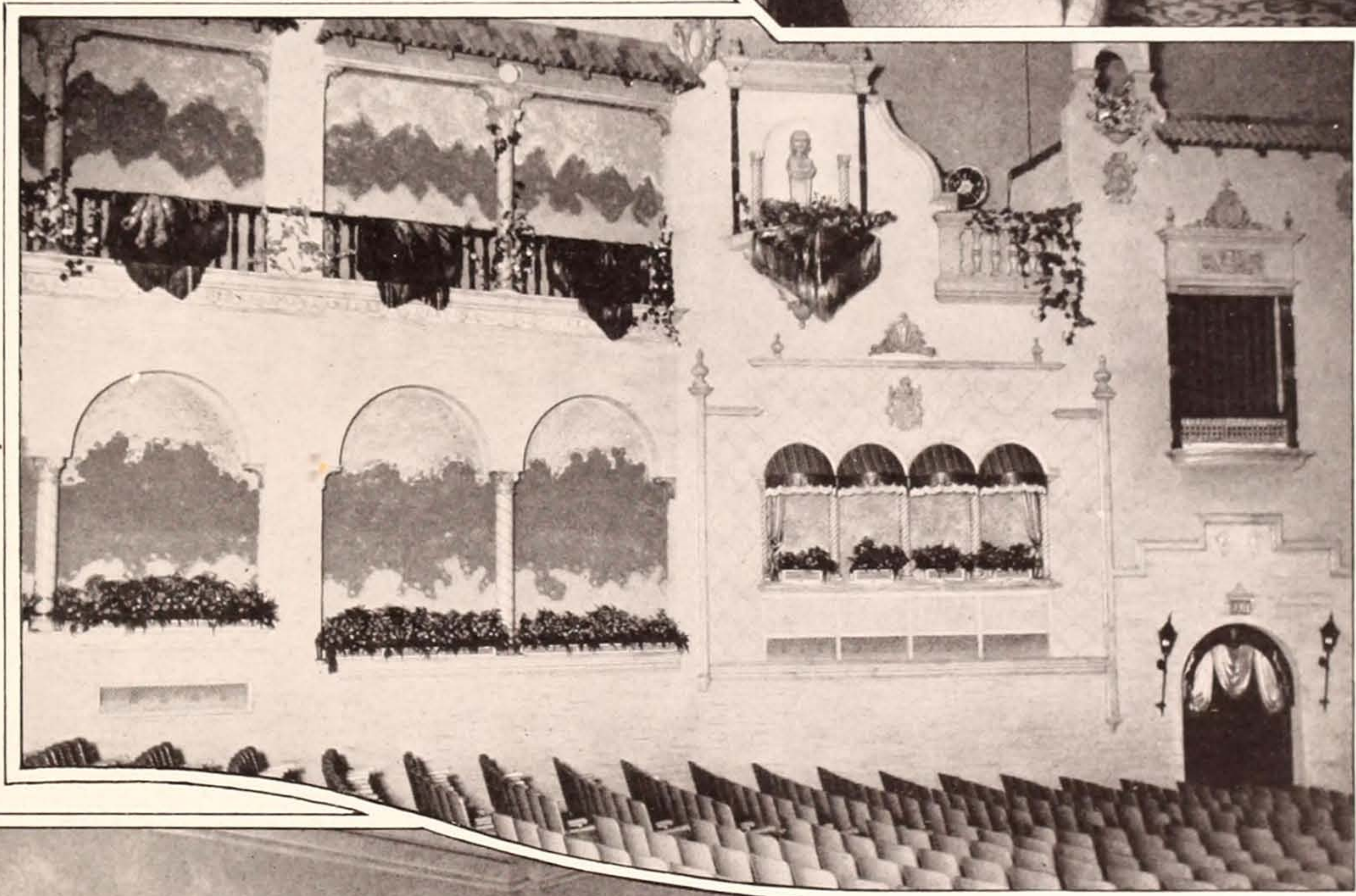
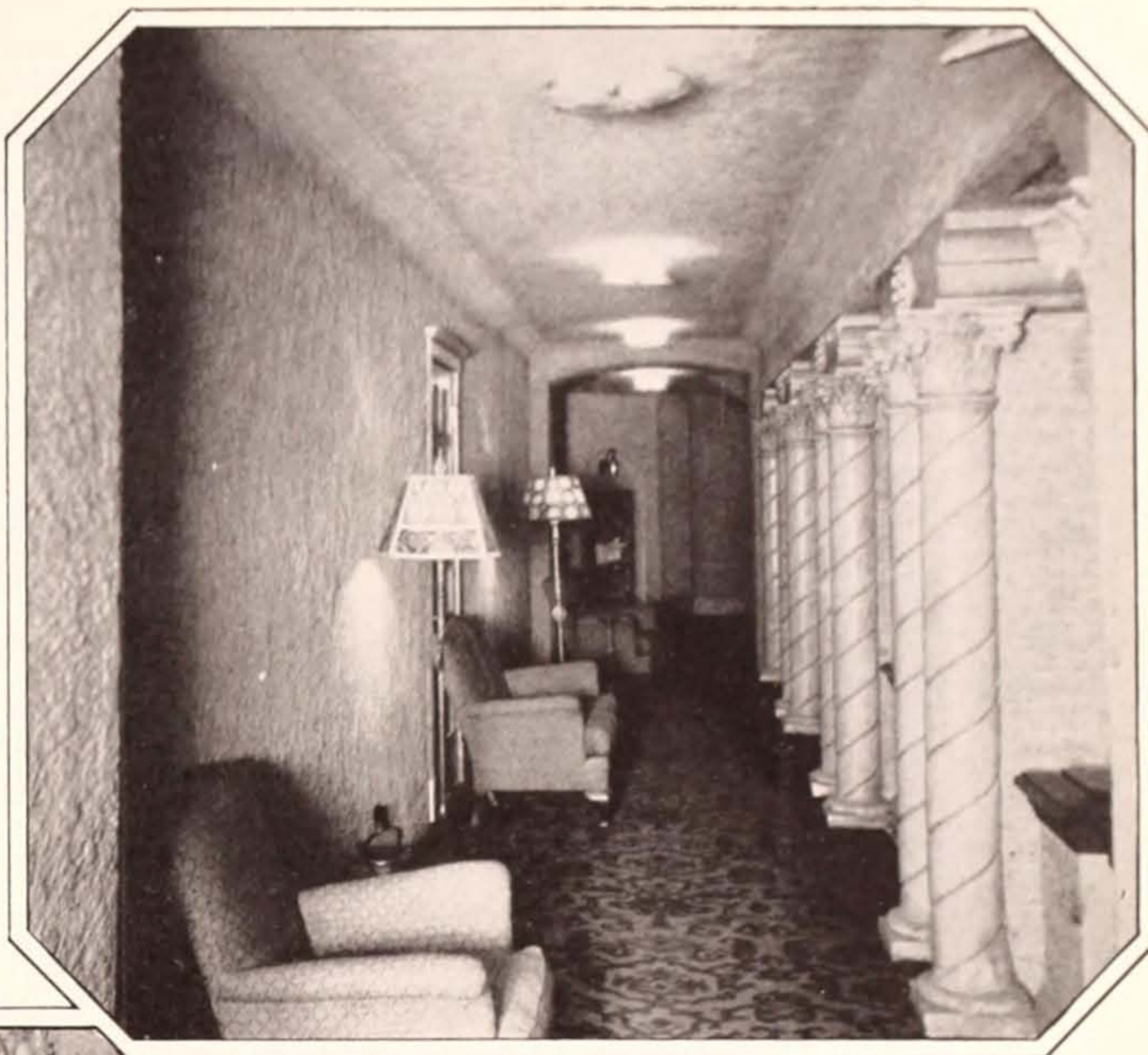
lines of accessories used in the Texas embrace the Brenkert F-7 apparatus, Peerless hi-intensity lamps, Ross lenses, Gold E Kwik change lense mounts, enclosed rewinds and eye shields. The booth tables are those supplied by National as are the real cabinets. Strong supplied the change over-devices, Hertner the tranverters and Simplex the ticket selling machines.

National's plan calls for the building of a theatre from the ground up, on a one contract basis. National aids from the time of selecting the site, arranges financing if required, provides the architect and designs the plans to completely equip the finished theatre, arranging for or supplying every needed accessory or item of equipment.

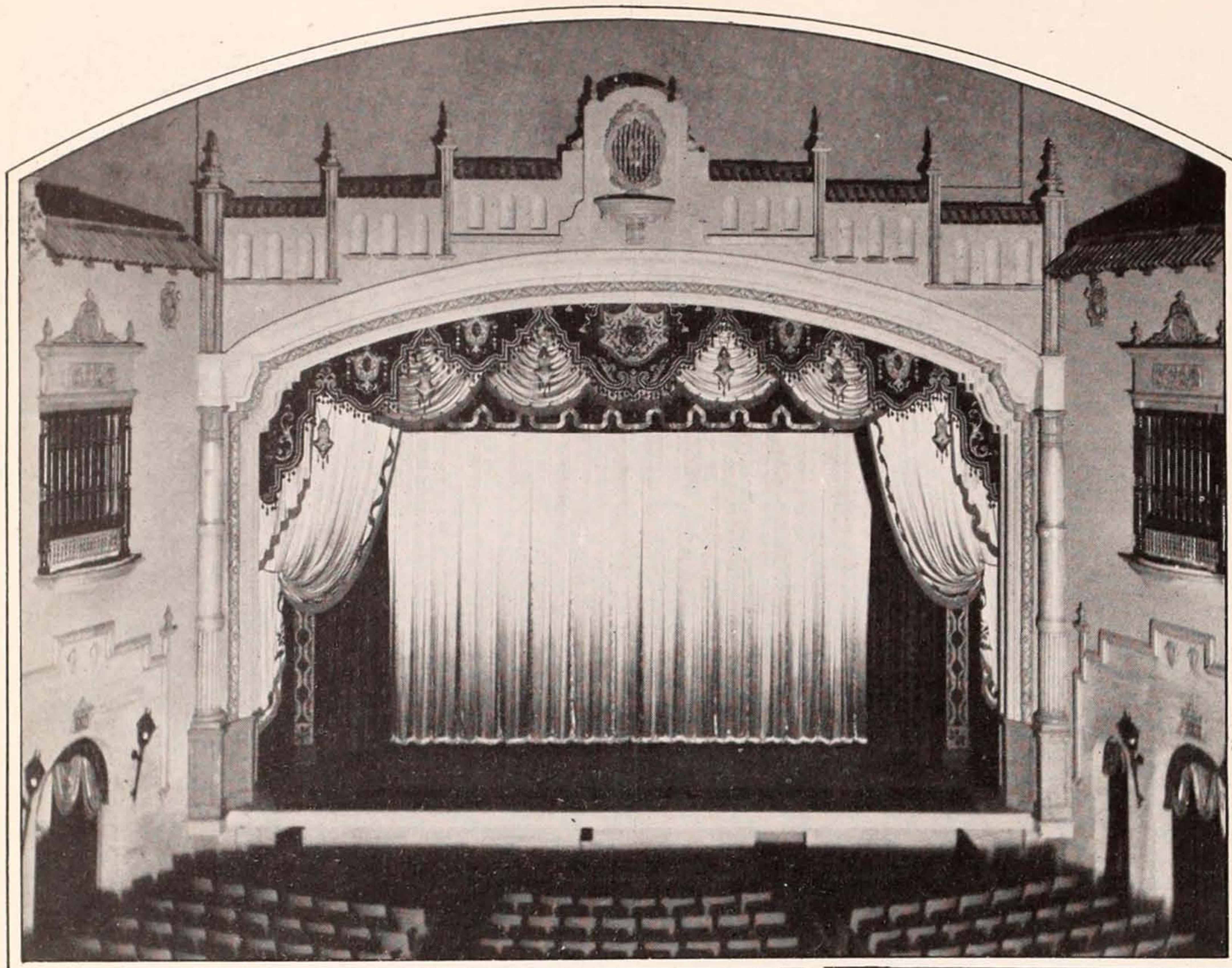
The plan was inaugurated soon after nationalization of the company a few years ago and since has been utilized by many theatres in all sections of the nation.

Combining an interesting treatment of columns supporting the balcony of the Texas Theatre and that always vital requisite—comfort for the patron.

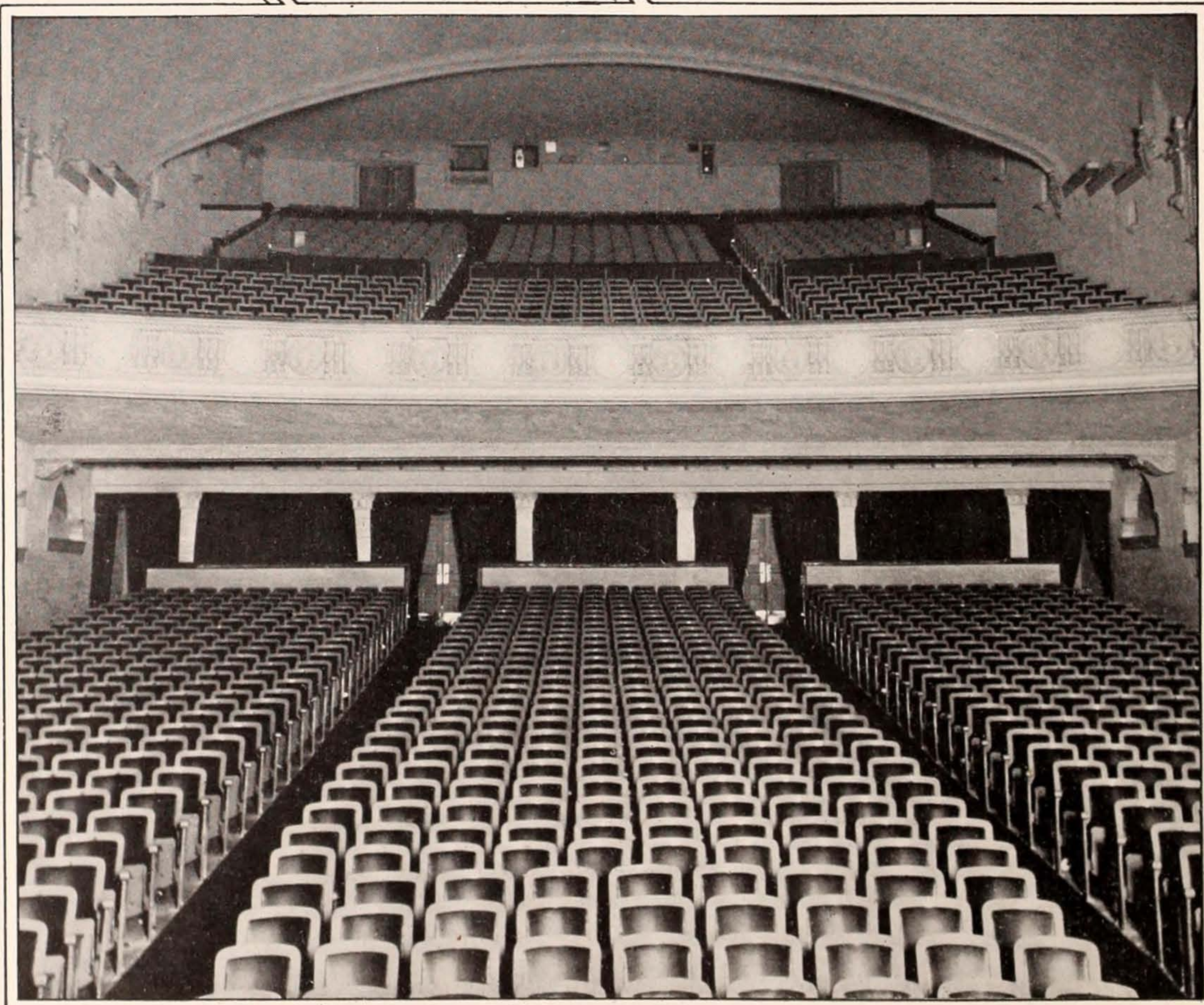
A bit of Spain transplanted to the Southwest
The hacienda effect encompassed within the walls of the new Texas at San Angelo showing details of decoration



Simplicity and charm form the restful atmosphere of the ladies' room. This illustrates how effectively Robb and Rowley handled this phase of the construction at the new Texas



A long shot of the Texas Theatre at San Angelo pictorially demonstrating the charm of the atmospheric type of house. The opportunity to use drapes and velvets as well as massive iron fixtures should be noted.



The sweep of the auditorium and balcony of the new Texas cameraed from the stage. The Gothic arch of the balcony adds a simple, yet effective touch to the symmetry of the interior