

Los Angeles Sunday Times

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Amusement Centers Constitute Great Item in Current Construction



MILLIONS BEING EXPENDED FOR SOUTHLAND THEATERS

Numerous Projects to Enhance Realty Values and Municipal Appearance; New Chain of Amusement Centers Announced for Western States

Theater construction in Los Angeles and Southern California in general, represents an expenditure of millions of dollars. Such structures built, being erected and contemplated in this part of the country, are not only of a character intended importantly to further the welfare of stage and screen production and the convenience and safety of theater patrons, but also are significant in enhancing municipal appearance and realty values.

Only in the last few days Sol Lesser, president of Principal Theaters, Inc., of America, and Leo M. Harvey, Los Angeles real-estate operator, have organized the Western States Building Corporation, planning to erect more theaters in towns of about 15,000 population. These theaters are to be built at an average expense of \$150,000 each, in the small towns throughout the western half of this country, and are to be affiliated with other theaters of the Lesser chain in the eastern States. A number of them are projected for towns of Southern California.

With final details of construction in process of completion, it is the expectation of the builders that the United Artists' Theater and California Petroleum Building at 951 South Broadway and costing \$3,500,000, will be ready for use during the approaching Christmas season. The artistic and luxurious theater, having a seating capacity of 2200, will have its dedicatory premiere the 28th inst., and it also has been announced that the office portion of the building, containing more than 100 suites, is practically finished and will be ready for use soon after the first of the year.

Ground for this limit-height structure, built by Joseph M. Schenck and I. C. Freud for United Artists, was broken last March and the work so expedited that a record in local theater construction is said to have been made. Walker & Eisen were architects for the building, Edwards Brothers were the excavating contractors and the constructing was in the hands of the Scofield Engineering-Construction Company, the two latter firms being affiliated with the Southern California chapter, Associated General Contractors of America. The building, rising thirteen stories above its basement, covers an area of 150 by 150 feet.

AT CULVER CITY

Announcement of a theater to be located in Regal Square, opposite the Metro-Goldwyn-Mayer studios, Culver City, was made last week. It will be built by Fred A. Miller, head of the Carthay Circle Theater, who has extensive holdings in Culver City. No definite date for beginning construction has been set, but plans are being drawn up and it is expected that Mr. Miller soon will have an announcement to make regarding start of work.

FOR WARNER BROTHERS

Completion of interior work within the near future will enable the opening in March. It is expected, of the theater erected on Hollywood Boulevard at Wilcox, for Warner Brothers, at a cost of \$1,800,000. G. Albert Lansburgh was architect for the structure, and Lange & Bergstrom, its constructors.

FOR VEGA CORPORATION

The Vega Corporation, of which P. N. Snyder is president, awarded a contract last week to A. V. Perkinson and Company for the erection of a theater to cost \$270,000 and which will be located at Atlantic and Whittier boulevards. The design for the structure was prepared by Balch Brothers, Los Angeles.

PANTAGES AT FRESNO

Work was started during the week to be well along on the new building at Fresno that is to house a branch of the Pantages circuit, the steel framework being in place. The structure, two stories in height, is being built for Alexander Pantages at a cost of \$500,000. E. Marcus Princes of Los Angeles was the architect for it, and Earl B. Newcomb of Los Angeles, is handling the construction.

AT REDLANDS

Among the theaters listed for construction is one to be built at Redlands for the West Coast Junior Circuit, Inc., according to announcement. L. A. Smith was architect for it and the contract for it has been awarded to the Bellah Construction Company of Los Angeles. Its cost, it was stated, will be \$300,000.

CONSTRUCTING TWO

Two theater buildings, each costing \$250,000, one at Ventura and the other at Santa Maria, were reported during the week in process of construction. They are a part of the Principal Theaters Corporation of California, of which Mike Rosenberg is president, and which is a subsidiary circuit of the Principal Theaters Corporation of America, recently formed by Sol Lesser. According to announcement, the Santa Maria theater is one-half owned by the Santa Maria Amusement Company, of which Harry Dorsey, Santa Maria man, is president, while the other is equally shared with the American Amusement Company, of which Charles Corcoran, Ventura, is president.

Ground was broken for the theater at Ventura within the last ten days. The one at Santa Maria is nearly one-half completed.

EL CENTRO PROJECT

El Centro is to be the locale of a project comprising a modern motion-picture theater, stores, and an airdrome, and for which the beginning of construction is immediately contemplated, according to announcement just made. It also has been announced that this project has been made possible through David M. Croft and Harold B. Franklin, president and general manager of the West Coast Theaters. The general contract for it has been awarded to Barkeley & Gould of Los Angeles at \$98,608. The structure, which will occupy a site at Seventh and State streets, will have space for six stories in addition to the theater, which is to have a seating capacity of 1400. The airdrome, an open-air theater, designed to meet warm-weather conditions there, will seat 1200.