



Architect's drawing of new \$3,000,000 theatre and office building to be erected by United Artists Corporation in Los Angeles.

## Construction Ready to Start on Coast Theatre for U. A.

GROUND will be broken immediately in Los Angeles for America's finest theatre, the \$3,000,000 United Artists structure which is to rise on the west side of Broadway between Ninth and Tenth Streets.

This was announced yesterday by Joseph M. Schenck, who said that the height limit combination theatre and office building should be completed by next autumn.

Associated with Mr. Schenck, who is head of the United Artists theatre circuit as well as chairman of the board of directors of the United Artists Corporation, the motion picture distributing organization, are Lou Anger, vice-president of the theatre chain and in charge of construction, and famous stars such as Douglas Fairbanks, Mary Pickford, Norma Talmadge, Constance Talmadge, Buster Keaton, John Barrymore, Gloria Swanson, and Sid Grauman, famous exhibitor.

The United Artists stars are stockholders in the United Artists Theatre Circuit.

The \$3,000,000 Los Angeles U. A. theatre, like its sister houses, will show only the biggest and most artistic pictures.

Plans are already under way for a gala premier next November, by which time the builders assure Mr. Schenck that the theatre will be completed.

I. C. Freud, prominent local capitalist, will build the theatre and business office for United Artists. Lou Anger is in active charge of all construction for the United Artists circuit and is now in Los Angeles conferring with Mr. Freud.

The theatre plans have been drawn by C. Howard Crane.

Walker & Eisen are architects for the

office building.

Actual construction work is slated to be launched within a short time.

Mr. Crane is regarded as one of the world's foremost theatre designers in America. He has been the architect for more than three hundred playhouses all over the United States, many of them the finest existing structures of their kind in New York, Chicago and other cities.

It is said that he views the plans for the United Artists theatre in Los Angeles as the crowning achievement of his career.

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Many of the features in the United Artists structure will be unique, and every phase will represent the last word in theatre construction, Mr. Schenck declared.

The theatre is designed along Spanish Gothic lines, one of the most beautiful and interesting transitional styles. It was the express wish of Mr. Schenck and his associates that a Spanish atmosphere carry out the traditions of Southern California.

The building, of course, will be absolutely fireproof steel frame construction, with an ornate terra cotta facade to a height of thirteen stories with an imposing Gothic tower.

The theatre entrance is to be at the south end of the structure, with the office building entrance in the middle. The lobby of the theatre will be of black and gold and buff and red marble, with large gold mirrors set in frames of oriental design of antique gold. An elaborately decorated ceiling in the lobby will have a concealed lighting effect never before used, according to the architect. Large crystal and ornamental bronze lighting fixtures are to hang from the ceiling.

A grand staircase, of marble and bronze, will grace the end of the lobby. This staircase leads to the mezzanine lounge, off of which are the loge box seats.

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Off the outer lobby is the main lounge foyer, which runs the entire width of the theatre at the back of the main floor seats. This foyer is thirty-six feet wide, ninety feet long and forty feet high, flanked by columns of red marble, with antique gold caps and ornamental shafts and bases. Out of this foyer are stairs leading to the women's lounge, smoking room, cosmetic, telephone and rest rooms, and to the men's smoking, lounge and club rooms.

The seating capacity of the United Artists theatre will be twenty-three hundred. The builders say that the seats will be the most comfortable of any playhouse in the world. They are to be extra large, luxuriously upholstered, and with extra liberal spacing back to back.

Plans call for one of the world's finest pipe organs, and in the orchestra pit will be an elevating orchestra platform and organ console.

Particular stress is made on the ventila-

tion system, which is promised as the first of its kind on the Pacific coast.

There is to be a huge refrigeration plant, costing in the neighborhood of \$100,000, of the latest washed air type, with de-humidifiers automatically controlled to maintain the air in the auditorium at a constant temperature and a proper degree of humidity.

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On the stage will be the great switch-board with its dimmers for controlling the lighting effects throughout the house.

The main curtain will be of special design and is promised as an innovation in theatre construction.

The scenery will be supported from a steel "gridiron" high up under the stage roof and will operate by means of a counterweighted system of ropes. A property room and large dressing rooms are included in the stage plans.

The office section of the United Artists structure is planned as the ultimate in business buildings, with high speed elevators and every convenience for tenants.

## Second Raxy House Is Announced; Cost Will Be \$5,000,000

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