

PLAYHOUSE TO BE ELABORATE.: Large Picture Theater for Broadway Site; ...

Los Angeles Times (1886-1922); Jul 17, 1910;

ProQuest Historical Newspapers: Los Angeles Times (1881-1989)

pg. V18

MOTION DRAMA.

HANDSOME PICTURE PLAYHOUSE FOR SOUTH BROADWAY

PLAYHOUSE TO BE ELABORATE.

Large Picture Theater for Broadway Site.

Auditorium Will Seat Over Nine Hundred.

Ornate Design and Lighting Scheme Features.

A. F. Rosenheim, architect of Clune's new Broadway Theater, has awarded the general contract for the construction of that structure to John F. Jacobs & Son. The theater, which will be one of the most elaborate playhouses of its kind in the country, will stand on the east side of Broadway, between Fifth and Sixth streets, at Nos. 526 to 530. It will cost, with its furnishings, about \$50,000.

The site is 60x160 feet in size, and will permit of a sixty-foot clear passage way at the rear, where two exists will open onto a twelve-foot alley. The structure will be ready for occupancy about October 1.

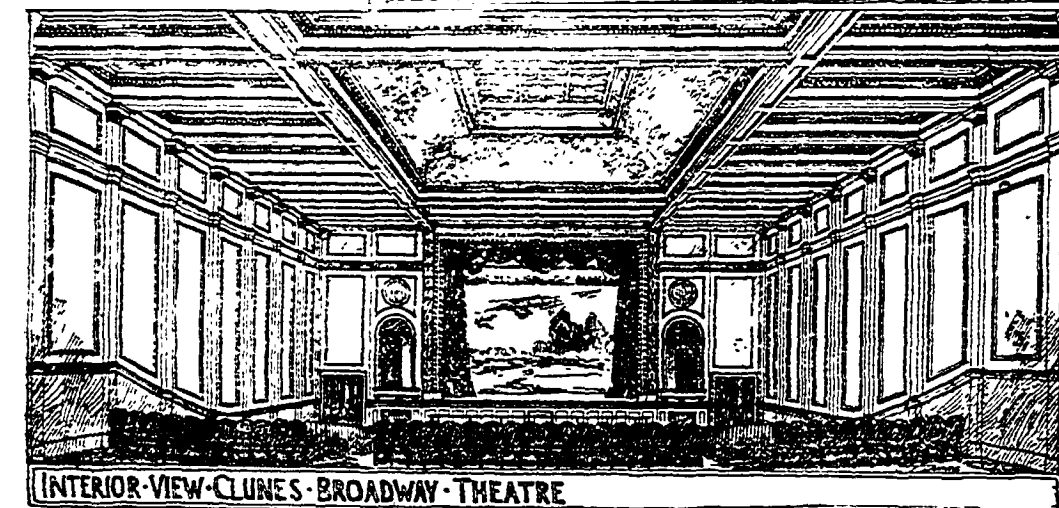
The main lobby will be twenty-four feet in width and ornately treated in white marble and stucco. The ceiling will be vaulted. The entrance is to be protected by a marquise of steel and copper. Two eight-foot passages will flank the ticket office and a ladies' retiring room.

The auditorium will be 57x100 feet in size and thirty feet high, with beams and paneled ceilings and a large skylight over the center. The seating capacity will be 900. The ventilation and heating facilities will be perfect. The proscenium opening, which will be 21x28 feet in dimensions, will permit the exhibition of pictures much larger



CLUNES · BROADWAY · THEATRE

A. F. ROSENHEIM · ARCHT.



INTERIOR VIEW · CLUNES · BROADWAY · THEATRE

Sketches by Architect A. F. Rosenheim for new Clune theater.

than the ordinary. Musicians' rooms and dressing rooms will be under the stage. The lighting scheme is quite elaborate.

The exterior will be of Portland cement over brick and concrete, the ornamentation being of staff treatment. Store rooms 13x45 feet in size will flank the entrance. The second story will be given over to rooms and offices.

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.