

# Visalia Times-Delta

VISALIA, TULARE COUNTY, CALIFORNIA

Grand Opening  
Thursday,  
February 27, 1930.

Tulare County's  
Most Delightful  
Play House

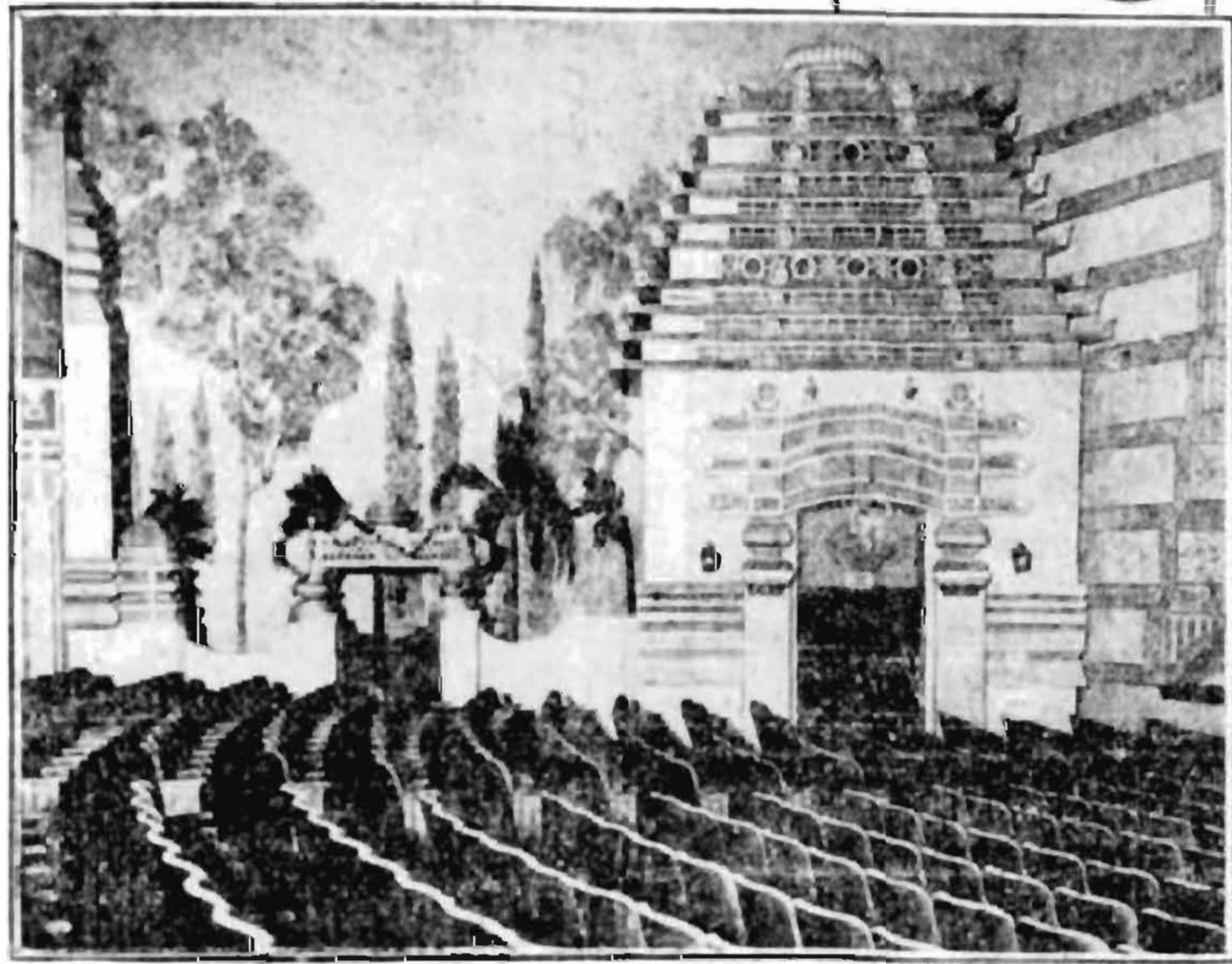
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TUESDAY, FEBRUARY 25, 1930

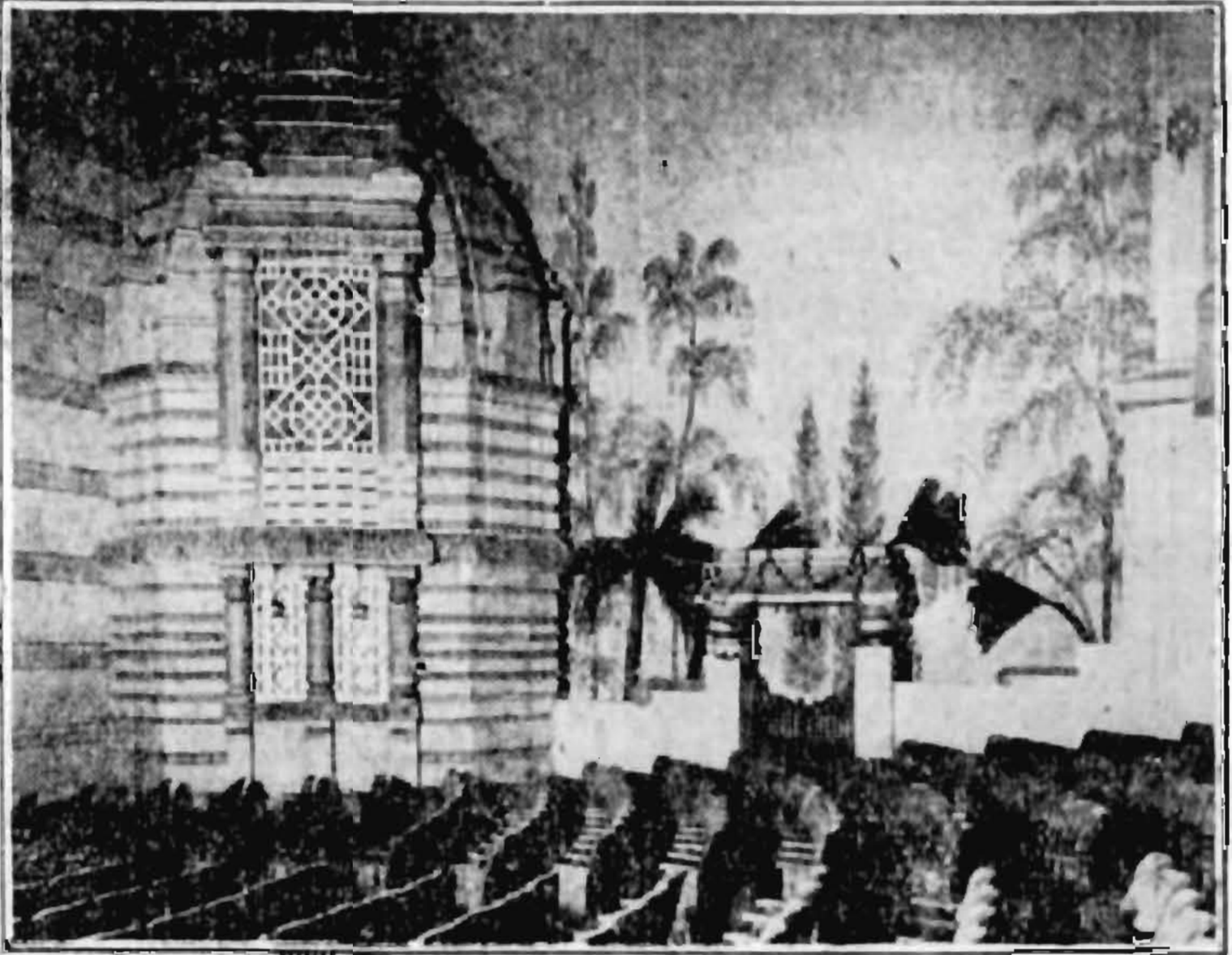
SECTION B

# FOX THEATRE-VISALIA

## Opens 6:30 P. M., Thursday, February 27th

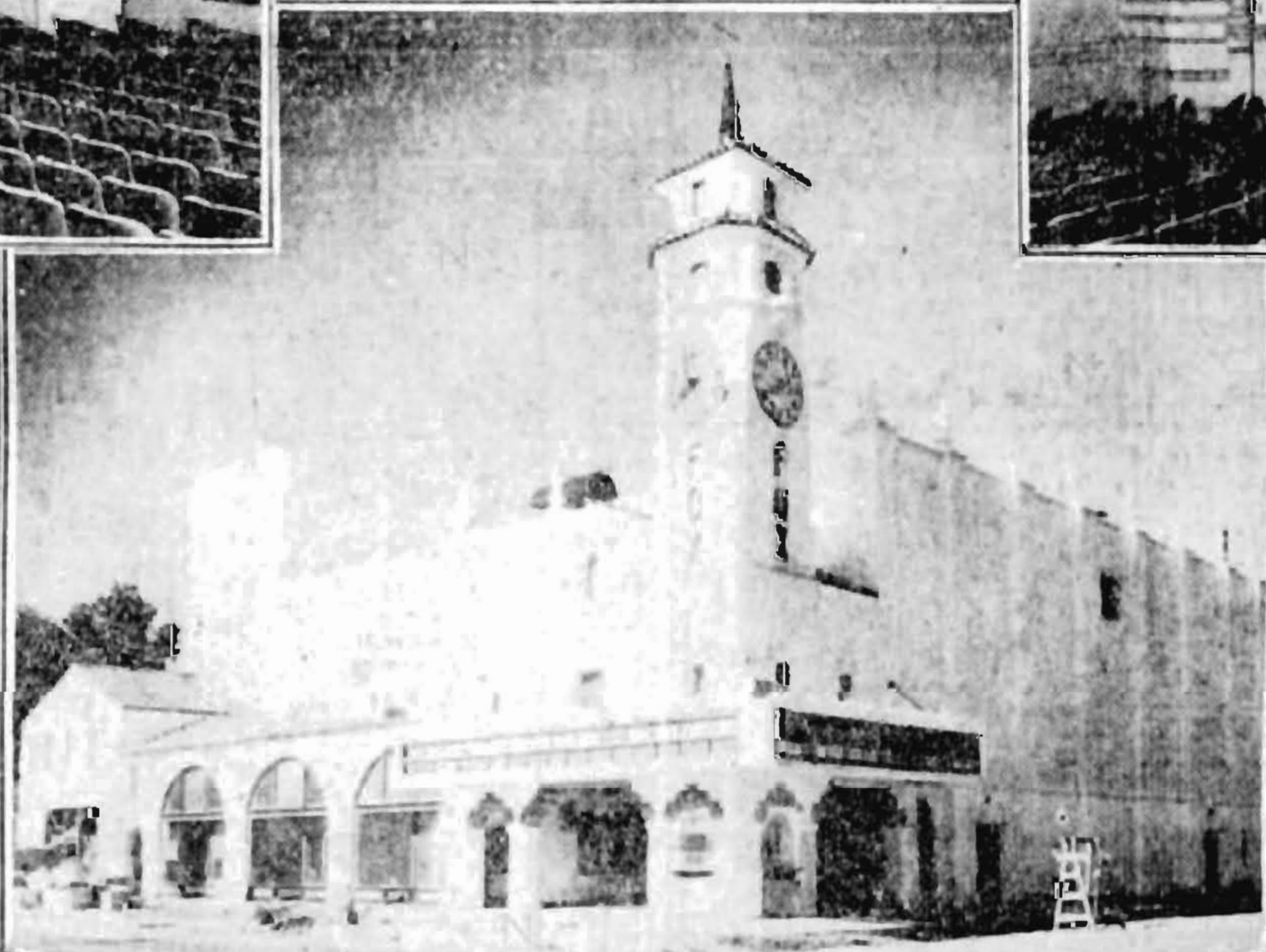


Above—A view of the Indian atmospheric beauty on one side of the interior.

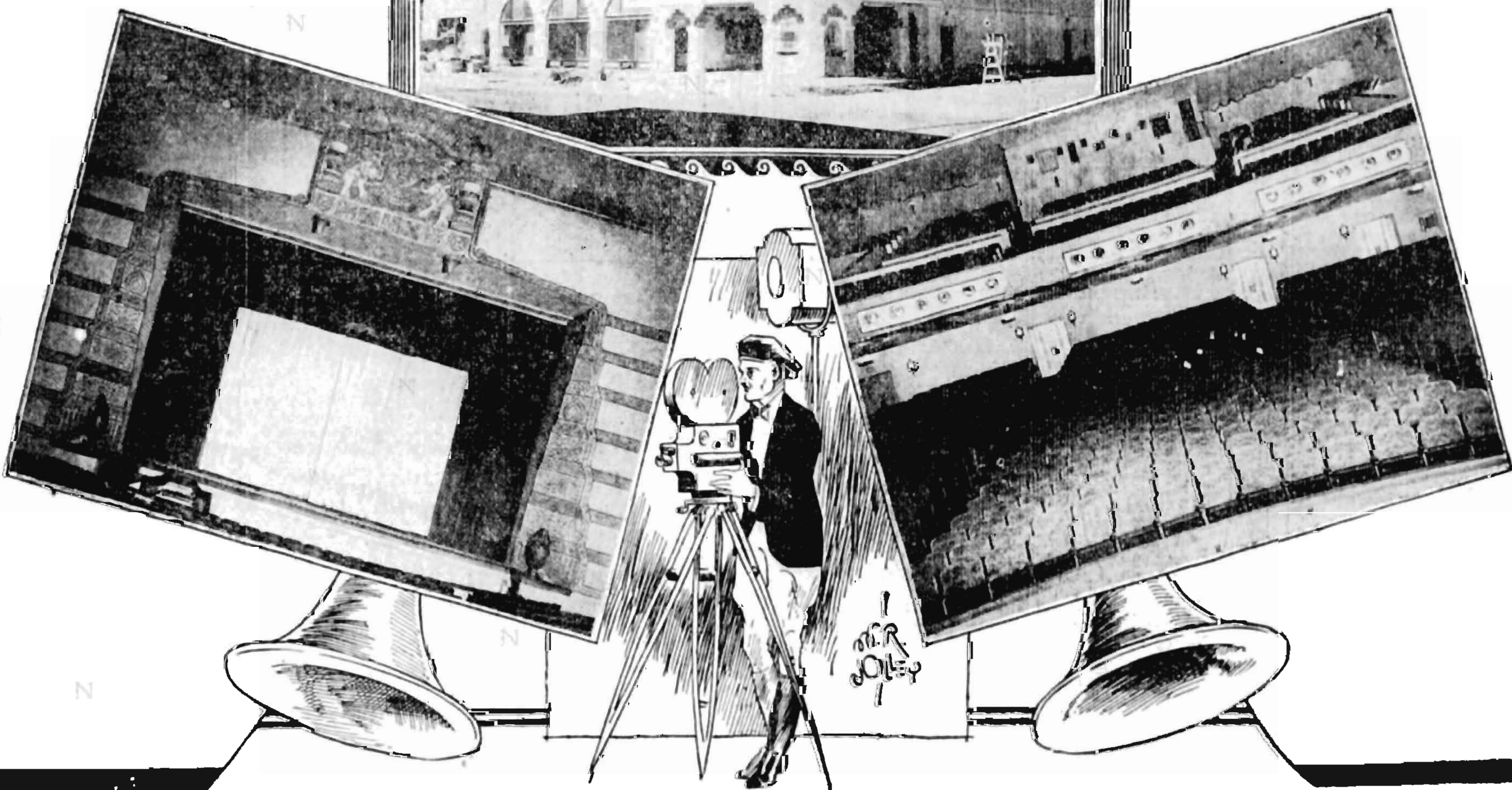


Above—An Indian temple which houses one side of the organ loft.

Below—Note the size of this picture curtain.



Below—A view of the balcony.



### PROCLAMATION!

Amusement forms a great portion of the life of every citizen and the motion picture theatre is one of the cleanest and most wholesome forms of entertainment.

We are very fortunate in a city the size of Visalia to be given a beautiful theatre under the management of Fox West Coast Theatres, the largest chain of motion picture theatres in the country. In the past this organization has given Visalia the very best in talking picture entertainment, and we feel sure they will continue the same high class programs in their new magnificent show-house.

I feel it my duty as mayor of this city, to acknowledge publicly my appreciation of an endeavor which will give so much pleasure to such a large number of our citizens, and it is a great pleasure for me to acknowledge this. I sincerely wish the Fox Theatre management and the Fox West Coast Theatres huge success in their new local undertaking.

(Signed) E. F. LAMBERT,  
Mayor of Visalia.

No paint has been put on the walls as it is known that paint offers a hard surface to sound waves causing them to bounce back, which gives the audience a repetition of the sound. Color for the walls has been mixed into the plaster before surfacing, the soft and porous effect giv-

ing the sound resultant desired. As one enters the new Fox Theatre his eye meets a luxurious foyer, softly carpeted, designed from the Hindu temples of India, with two broad staircases descending to meet in the center. Tapestries, mirrors, fountains, plaques and shields add to the atmosphere, while distinctive furniture placed at convenient intervals gives the air of repose and relaxation which is a part of every fine theatre's being.

Especially attention was given the seating of the theatre, both loge and orchestra chairs being the finished product of the artist who places comfort before all else. Here one may lounge in ease while the pictorial story carries him into a realm apart.

The huge auditorium, seating 1460 persons, is designed to represent the garden court of an Indian ruler, with blue sky and stars above, trees and shrubs on the sides, and temple quarters bounding all. Here the patron may drift in mind from the streets of Visalia to the mystic shrines of the gods, through the moods of romance and adventure, into the ecstasy of dreams.

Harry Hunsucker, for two years manager of the old Fox Visalia Theatre, will handle the reins of the new theatre, and anyone who has talked to him recently knows he is well pleased with everything that goes to make up his profession. He has watched the building of the new Fox from the moment the first shovel of ground was turned. He has planned and dreamed of the day when he could open the doors and welcome his friends. Now that day is at hand, and everyone who visits the new playhouse will find Harry, happy and beaming, waiting to greet them and make them welcome.

Culminating a year of anticipation, the Fox Theatre of Visalia will open at 6:30 p. m. Thursday, February 27. The structure, in itself, is a symbol of faith in the present and future prosperity of Visalia, voiced by one of the largest motion picture concerns in the world.

For years the Fox West Coast Theatres have catered to the patronage of residents of this and surrounding cities, endeavoring at all times to present the best in motion picture entertainment.

This policy will carry over to the new theatre, and will be enhanced by a luxurious setting, increased comfort, greater programs, better recording, and the ever courteous service.

A. M. Bowles, head of the Fox West Coast Theatres in Northern California, under whose supervision the new Fox will be operated, has stated that it will be his pleasure to offer Visalia the same picture programs that are being presented in the largest of metropolitan theatres. Too, they will come in timely sequence, playing day and date or shortly after the showing of San Francisco and Los Angeles. This means that almost immediately after the Hollywood studios release a picture it will be shown in Visalia.

The very finest Western Electric sound equipment has been installed in the new Fox Theatre, assuring visitors a recording as nearly perfect as technical genius has been able to produce. That the best results possible may be secured, the construction of the theatre has taken to count the use of rounded dome, cornices, and breaks, thus relieving the tendency of reverberation.