

Doors of New Tower Theatre to Open Friday

MODERN COLOR THEMES, HUGE MURALS USED

The final brush of paint, the last section of tile, and the polishing of the blue windows, marked completion Thursday of the new \$150,000 Tower theatre, Washburn way and South Sixth street, which opens its doors Friday evening at 6 o'clock to an interested public. This is Klamath's first suburban theatre, and the show house is also the major piece of 1941 construction.

The theatre is the most recent in a string owned and operated by George M. Mann of San Francisco, and is part of the Northwestern Theatres company. Architect was William R. David, San Francisco, and associated with Mann as general manager of his theatres.

Manager of both the Tower and Esquire, the latter completed in Klamath Falls late last fall, is Al Fourmet who will be assisted by Leonard Payne, formerly of Eugene, Calif.

The theatre building itself lends an exciting air to South Sixth street on approaching from any of four angles. The huge tower, which gives the picture house its name, is lighted by Neon letters which spell "Tower."

The box office is located in the center of a huge lobby tiled with maroon, blue and white on the floor. The box office itself is of blue glass with a sandblast design of the Klamath woodsman which is featured throughout the building and giving an especial local touch linking the newest business venture with the lumbering industry of the basin.

Color conscious patrons will enjoy the riotous shades used in the ceiling of the circular lobby, with one huge ring of strawberry pink after another separated by circles of white neon lighting. Walls are of lime yellow, this tone used frequently throughout the building and most attractive under artificial light.

Leaving the circular lobby, patrons walk through a smaller vestibule and through one of four sets of double doors, each paneled with the blue glass on which the sandblast woodsman design appears again. The floor is tiled in the same manner as the vestibule floor.

The inner lobby, 35 by 40 feet, is "simply huge," the floor of blue-green asphalt tile, and here blue and burgundy are stressed as the principal colors in the walls. A refreshment bar in one corner completes the modern note, and this is again reflected in an extremely large mirror which, although not blue, appears so as it faces deep blue walls.

Both lounges are off the inner lobby, the ladies' lounge powder room done in salmon pink with a side wall of mirrors, the lavatory in blue and white tile. Pink beige walls are used in the smoking room, with the lavatory floor in maroon and gray tile.

It is the theatre proper—the huge, colorful auditorium—which completely captivates the patron. The 1200 blue push-back seats, all arranged on one floor, are the latest in comfort sitting. The patron sits down, and by bracing his feet adjusts the seat and back rest to his own liking. In other words, he can sit upright, or in a more or less reclining position.

Entering the large foyer, 15 by 80 feet, the patron walks over a deep pile blue carpet figured in a modernistic beige design. Lime yellow for the walls, and low maroon partitions carry out the two-tone decor used extensively in the auditorium along with the metal tones of gold and silver. Against this background the maroon and silver uniforms of the 10 usherettes will be most complimentary.

The best is left for the last, says the architect, William B. David of San Francisco, who incorporated the history of Klamath county in the beautiful murals which were painted on the walls of the auditorium by another San Francisco artist, Dick Eckels.

One of the gigantic murals, the height of the auditorium, depicts the agricultural interests of Klamath county, the others in the series showing mills and manufacturing, the lumber industry from the woods to the mill, and the fourth, another version of the agricultural field.

These form a picture on either side of the stage which has a crimson brocade grand drape with a white brocade title curtain in deep, heavy folds. The auditorium stresses the deep tones of maroon and gold and silver, with the lavish use of lime yellow in modernistic lines. Numerous engineering fea-

Opens Second Theatre Here



George M. Mann, whose new Tower theatre, ultra-modern playhouse, opens here Friday.

Mann Calls New Tower Theatre One of Finest Found Anywhere

George M. Mann, head of the Redwood Theatres, Inc., and Northwestern Theatres company, in an interview Thursday stated that the new Tower theatre is one of the finest theatres he has ever built.

"Presenting motion picture entertainment is our business," said Mann, "I have made it my life's work, being engaged in various of its branches for the last 43 years."

"William David, architect and designer of the Tower and Esquire theatres in Klamath Falls, has secured all of the data as to the most modern features and equipment which could be incorporated in the Tower theatre. This information was gathered over a period of months, so I can truthfully say, without qualifications, that the residents of this area have a show house in which to enjoy their movie entertainment as well as it can be anywhere in the country, not excluding the metropolitan areas. There are larger theatres but I am sure the public will find that our appointments are equal to the largest and finest."

"It must be evident to the business man, who has faith in the future of his community, that he must necessarily build for the future; especially when we consider the class of buildings necessary to house modern motion picture patrons. 'We have in the past few years come into a new era involving great expense, but also furnishing a class of entertainment never dreamed of 10 or 15 years ago. You must remember that it has only been a few years since the development of motion picture sound, and with it, it was found that every building in use required enormous expenditures to correct the deficiencies present in the silent picture house and not adaptable to the new art. Last November we opened the Esquire theatre in Klamath Falls and it was as ultra modern as it could be. Since then various technical laboratories in manufacturing firms of motion picture theatre equipments have made some improvements in their merchandise and we have used all of these in the new Tower theatre."

"In presenting the new Tower theatre to its patrons, I do it with the thought in mind that it is an honor and a privilege to give this theatre to you and yours to provide you with many enjoyable hours of pleasurable entertainment and relaxation from the rigors of the everyday world."



Pictured above are William Boyd, Frances Gifford, Russell Hayden and Jack Rockwell in a scene from "Border Vigilantes" the latest "Hopalong" Cassidy adventure. "Border Vigilantes" is one of the two feature attractions on the inaugural program which opens the new Tower Theatre Friday night.

tures have been used in the Tower theatre to assure patrons of comfort both in winter and in summer months. The hot air heating system vents are placed in the ceiling and directly over the modern lighting fixtures. These same vents will be used in like manner for the refrigeration system during the warmer months, it was learned.

Included in the Tower theatre building are five shops which open out on a landscaped patio centered by a fountain which will play with colored lighting effects. Each of the five shops has large plate glass window fronts and individual lavatory units. The patio is now being put in lawn with shrubs and flowers outlined by a burned brick wall in a curved design.

Here for the opening Friday evening will be Mr. and Mrs. Mann, Mr. and Mrs. David, and executives of various film companies and theatre supply houses in San Francisco.

The brightest stars are rated as "minus first magnitude."

The Nile valley of Egypt contains about 50 pyramids.

SOUND EQUIPMENT SAID EXCELLENT

The Tower theatre offers the latest development in sound reproduction, with the installation of the new Simplex sound and projection equipment.

Giant multi-cellular loudspeakers have been installed on the stage, behind the specially constructed sound screen, in which are tiny perforations through which the sound waves, unseen by the audience, flow to all parts of the auditorium. In the projection booth, a "high fidelity" soundhead, completely stabilized, has been incorporated in the projection equipment and powerful amplifier racks installed. A sound cable connects the sound projection apparatus to stage loudspeakers and every thing is set for the flow of sound.

Years of listening to the radio, public address systems and sound pictures have made the theatre-going public very critical of sound. The engineering laboratories which manufacture the Simplex equipment have labored to create the life-like tones of the human voice and no expense has been spared in having this sound system installed in the Tower theatre for the enjoyment of the people of Klamath Falls and the surrounding area.

A new type of public address system has been installed with speakers mounted in each side wall of the auditorium.

Tower's Patio To Be One of Coast's Best

Persons visiting Klamath Falls' new Tower theatre can already get a good idea of how beautiful the patio, which is located in front of the store buildings adjoining the theatre will be when the landscaping is completed.

Located in the center of the patio is a fountain that will throw its waters into a lily pond. The fountain is a replica of one that was constructed on "Treasure Island" for the Golden Gate International exposition at San Francisco. A marine type of illumination that was used for the fountains at the exposition will also be used on the Tower theatre fountain. Marine lamps will be located under water in the lily pond and will throw various colored light reflections upon the fountain.

With the planting of flowers and shrubs around the patio the Tower theatre will be one of the most beautifully landscaped theatres on the Pacific coast.

Four Murals Grace Inside Of Auditorium

Decorating the walls of the main auditorium of the new Tower theatre are four beautiful murals. The two large panels, which are located next to the stage, depict the lumber industry found in and around Klamath Falls. Months of research work were required by the artists who painted the murals so that even the minute details would be authentic. The other murals show the types of agriculture that are to be found in Klamath basin and the artists have blended in the various scenes in such a manner as not to be tiresome to the eye and yet they are composite pictures.

Murals comparable to those in the Tower theatre have heretofore only been seen in the larger theatres in the United States.

Mount Everest was named for Sir George Everest, famous British surveyor-general of India.

London has 5000 public houses or taverns.

Success to the New Tower Theatre

Our part in the construction of this beautiful theatre was to do all the sheet metal work in the building and the air conditioning system.

West Sheet Metal Works

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Noted Architect Designs Newest Theatre Building



WILLIAM B. DAVID

Though a young man in years, William B. David, architect and designer of the \$150,000 Tower theatre, has placed a vast amount of experience behind the designing of Klamath Falls' newest theatre building.

David received his early training in the firms of two of

the leading architects in Los Angeles, where he had ample opportunity to continue in his profession and put his ideas to practical use. Leaving their employ in 1934 he entered the art department of the Metro-Goldwyn-Mayer studios in Culver City, Calif.

While connected with the studios, David gained nationwide recognition for many beautiful sets he designed as well as many beautiful mansions he designed for various movie stars. After two and one-half years with M.G.M., David left southern California to make his home in San Francisco, where he became associated with George M. Mann.

Since 1936 David has designed and constructed many theatres for Mann and also for other well known theatre operators in northern California. He also designed and built the beautiful Esquire theatre in Klamath Falls which was opened to the public last November.

David is noted as an authority on streamlined theatre architecture and his modern ideas can readily be seen when one visits the new Tower theatre.



AL FOURMET

Fourmet is in charge of the Esquire and Tower theatres.



LEONARD PAYNE

Payne will act as house manager of the Tower theatre and will assist in the management of both the Tower and Esquire theatres.

Tower Sign New, Colorful

The new Tower theatre building, located at South Sixth and Washburn Way, and one of the most streamlined edifices of its kind on the Pacific coast, is said to be the last word in motion picture playhouse architecture. From the exterior, the eye first is taken by the novel tower sign and marquee, designed especially for this particular type of architecture.

The tower sign is done in a color scheme of red, blue and cream in huge four-foot letters to be illuminated with neon, and as the theatres name suggests it will tower many feet above the building.

The entire outdoor advertising display is illuminated with fluorescent neon. The height of the huge tower and its type of illumination will make it visible for many miles in the evening.

'Kandy Bar' to Be Inside Theatre

A refreshment counter, located in the foyer of the new Tower theatre, will take care of the wishes of those persons desiring refreshments before entering and upon leaving the main auditorium.

The counter will be known as the "Kandy Bar" and is stocked with nationally known candies, cigarettes and soda water. The "Kandy Bar" will also sell popcorn and ice cream bars.

HELPFUL HINT

It is a good idea, before installing a new automobile cylinder head gasket, to soak it in water for a few minutes. This softens it so that, when the head is pulled down tightly on the block, the gasket may be compressed.

Heat Control at Theatre Works Mechanically

The heating and ventilating system of the new Tower theatre operates entirely by mechanical control.

Thermostats are located throughout the theatre and in the event heat is needed the heat is turned on automatically to maintain an even 68 or 70 degree temperature. A large bank of steam coils together with a specially constructed blower furnish the theatre with warm air.

In much the same manner, the air conditioning refrigeration plan goes into operation, also controlled by the thermostats. In the event of a sudden turn in temperature from normal to 100 degrees for example, the refrigeration plant automatically swings into operation and an even 72 or 75 degree temperature is maintained through the introduction of fresh air, which is cooled thoroughly by the equipment.

All humidity, dirt and dust are removed from the air through a bank of filters.

Free Parking Lot For Tower Patrons

Patrons attending the new Tower theatre will have the privilege of free parking for their automobiles while they are enjoying a program in Klamath Falls' newest theatre.

A number of road scrapers and bull-dozers were used this week to fill in and level out the drive way in front of the Tower theatre as well as the spacious parking areas located on both sides of the theatre building.

Electricians were busy Wednesday, installing huge floodlights to illuminate the parking area.

NOTED DECORATOR WORKED ON TOWER

Decorating of the new Tower theatre was done under the supervision of R. A. Eckels, regarded in the theatre industry as one of the most noted theatre decorators in the United States. Eckels has decorated buildings throughout the country, working as an apprentice in various theatres, churches and public buildings in Canada and the United States before he went into business for himself.

For the past 15 years he has devoted his entire time to the decoration of structures on the Pacific coast.

Several years ago Eckels bought a large stock of gold and silver leaf from Germany to be used by himself on various decorating jobs. The last of this stock was used in decorating certain sections of the main auditorium in the Tower theatre. Since the beginning of the latest European war it has been impossible to obtain any more of the precious gold and silver leaf.

Eckels operates two decorating companies known as the Vogue Studios located in San Francisco and Los Angeles. According to Eckels the new Tower theatre is the most beautiful theatre he has ever decorated.

WEST POINTERS
West Point cadets pay an initial deposit of \$300 to cover the cost of their uniforms, etc.; after admission, they receive pay of \$780 a year, 80 cents a day rations, and 5 cents a mile for necessary travel.

DELAYED TRAJECTORY
William Darnell, West Point cadet, III, accidentally had a bullet fired into his head in 1920. Recently, he sneezed, and the bullet emerged from a nostril.

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to

George M. Mann

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of the

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