

**CITY OF BERKELEY  
Ordinance #4694 N.S.  
LANDMARK APPLICATION**

**United Artists Theatre  
2274 Shattuck Avenue  
Berkeley, CA 94704**



*Berkeley United Artists Theatre Circa 1938 (credit: Gary Parks/the Jack Tillmany Collection)*



*Opening night of United Artists Theatre in Berkeley, Sept. 1932.*

1. **Street Address:** 2274 Shattuck Avenue  
City: Berkeley  
County: Alameda  
ZIP: 94704
2. **Assessor's Parcel Number:** 57-2028-003  
Block and Lot: Lot 00003, Block: AR:0057  
Dimensions: 0.54 Acres, or 23,289 square feet  
Cross Streets: Bancroft Way and Kittredge Street
3. **Is property on the State Historic Resource Inventory?** Yes  
Form# 012632  
  
Is property on the Berkeley Urban Conservation Survey? No
4. **Application for Landmark Includes:**
  - a. **Building(s):** Yes The entire exterior. According to the city planning department the property has two facades – the facade facing Shattuck avenue with the

marquee and WPA-style “Unity and Artistry” design of painted cast concrete, as well as the dramatic fluted Art Deco stagehouse facade and corbeled alley gateway on Bancroft Way.

**b. Landscape or Open Space:** No

**c. Historic Site:** Found eligible for the National Register of Historic Places; it is on the California Register of Historical Resources; and locally designated as an “architecturally significant” building.

**d. District:** The UA was listed as a Contributor to the proposed Shattuck Avenue Downtown Historic District, according to a 2015 report (see Bibliography).

**5. Historic Names:** United Artists Theatre, United Artists Theater, Regal UA Berkeley

**6. Date of construction:** 1931-1932.

a. Factual: Yes (see permits in Bibliography and image section below)

Sources of Information: Building permit applications and other city documents; historical newspaper articles; archives of BAHA, Berkeley Public Library and Berkeley Historical Society, among others.

**7. Architect:** Clifford A. Balch (1931-1932); Albert R. Walker & Percy A. Eisen (aka Walker & Eisen) (1931-1932); John E. Costello (civil engineer) (1931-1932).

**8. Builder:** Cahill Brothers, Henry J. Beller

**9. Style:** Art Deco

**10. Original Owners:** United Artists Theater

**Original Use:** Live performance (vaudeville) and movie theater.

**11. Present Owner:** Patrick Kennedy, Panoramic Interests, Q0ZB LLC

**Present Occupant:** Vacant

**12. Present Use:** Commercial (currently vacant; there is a pending application to raze the vast bulk of the theater to erect an apartment tower).

**Current Zoning:** Downtown Mixed-Use District (C-DMU Corridor).

**Adjacent Property Zoning:** C-DMU Buffer and C-DMU Corridor

**13. Present Condition of Property:**

Exterior: Fair to good condition.

Interior: Fair to good condition.

Has the property’s exterior been altered? Yes



*Street scene with  
UA marquee, 1940.  
Credit: Shattuck  
Ave. commercial  
corridor report,  
2015.*

#### **14. Description:**

Located on the west side of Shattuck Avenue between Kittredge Street and Bancroft Way in the heart of downtown Berkeley, the United Artists Theatre opened in 1932 as an opulent 1,800-seat Art Deco theater with a stage, dressing rooms, a green room, a large organ and orchestra pit, and other features that enabled it to be used initially for live vaudeville-style performance while also screening movies. It took an estimated \$300,000 to build and was the work of some 200 skilled artisans and laborers. It operated continuously as a movie theater for 91 years, until it closed in February 2023. Despite being converted to a multiplex beginning in the early '70s, the theater has been relatively well-maintained over the decades, its historic features surviving various retrofits thanks to pressure from local preservationists and architectural historians. To this day the theater is chock full of splendid Art Deco architectural and decorative features and furnishings.

Not only is the UA Berkeley the most architecturally significant theater in all of Berkeley; it was the last movie theater to operate in the downtown. Currently there is **only one** operating movie theater left in Berkeley, in the Elmwood district.

## EXTERIOR



*Front marquee and facade featuring the WPA-style Artistry and Unity motif, 2002.*



*Box office and vestibule showing early '80s UA rainbow design (on top of original '30s plaster) and original inner mahogany doors with etched glass design. Ximena Natera, Berkeleyside.*



“Although the base of the front façade has been altered over time, the United Artists Theater Building at 2274 Shattuck Ave. features a distinctive 1930s Art Deco upper façade on Shattuck Avenue and an original formed-concrete theater shell on Bancroft Way,” stated a 2015 historical resource technical report on the theater (see Bibliography). The report continued: “The proportions and materials of the dynamic façade design continue today to serve as a clear example of an early twentieth-century commercial/theater building in the downtown core. The United Artists Theater is part of a setting of mostly historic buildings along the primary commercial corridor along Shattuck Avenue and the transit center that connects the city with

the University of California campus.”

The 2015 report designates the theater as a Contributor to a proposed Shattuck Avenue Downtown Historic District. “The facade retains its original flowing Art Deco character...” said a 2007 article in the Berkeley Daily Planet marking the theater’s 75th anniversary (see Bibliography). “It’s one of the more prominent and important architectural compositions from its era in Berkeley, complementary to the Deco-style Berkeley Public Library, just up the block.”

“The pylon facade with its WPA-style reliefs of Artistry United is a familiar part of the Art Deco group that also includes the zig-zag Public Library (1930) and the little tiled restaurant (a 1932 remodeling of a 1905 bank),” writes Betty Marvin in a 1979 Gazette article (see Bibliography). “A late-comer to the block, the U.A. fits around and behind the earlier buildings on a large T-shaped lot, with a long narrow lobby wing reaching out to Shattuck Avenue.”

The 2015 historical resource report goes on: “The stepped upper front façade is notable for its Art Deco style frescos and bas relief. ‘Artistry’ and ‘Unity’ are featured on each side of the tower, with stylized imagery of leaves and globes, gears and levers, musical instruments, and male and female forms. The tall center of the upper façade once supported a blade sign; there have been two designs, both mounted during the period of the original projecting Art Deco marquee. The tower has curving patterns similar to plumes. The sides of the tower are accentuated with scrolls and half-arches. The base of the building includes outer piers clad in marble and a remodeled recessed entrance. An original tile floor is evident at the south side of the entrance area. The current marquee is a recent installation, flat to the building.”

“This building serves pedestrian traffic that flows from the primary commercial strip along Shattuck Avenue to the related downtown urban uses and the University Campus nearby. The large, irregular, L-shaped parcel is approximately 36 feet wide at Shattuck Avenue and wraps around the corner building to have a wall on Bancroft. The footprint of the building covers almost the entire property, with some setbacks for egress.”

“Character-defining features include: stepped-parapet front wall; concrete wall structure and board-formed concrete rear wing with its vertical speed stripes; recessed entrance form; wall frescos and bas relief; tower plume, arch, and scroll patterns; original tile floor.”

## **EVOLVING STYLES OF EXTERIOR**

The UA Berkeley’s original facade included a vertical neon sign that soared above Shattuck Avenue and beacons people from blocks away, along with a boxy marquee that jutted far over the sidewalk and enveloped pedestrians in a dizzying kaleidoscope of bright lights. Due to evolving aesthetic tastes and economic factors, however, the signs and marquee of the United Artists theater changed over the decades.

According to a Berkeleyside article from February 2023: “The original vertical sign above the marquee was replaced with a sign from the 1940s and recycled from the UA Theater in Oakland. In 1968, the marquee had its reader-boards changed from glass and metal to plastic.” In the 1960s, Lady Bird Johnson’s Beautify America program developed a Scrap Old Signs (S.O.S.) initiative aimed at tearing down neon signs in America’s cities that were deemed too imposing and garish. As a result, Berkeley’s downtown lost many of its great neon signs, including the one at the UA. That said, the UA Berkeley continued to feature a prominent vertical sign and boxy marquee into the early ‘70s (see Supplemental Photos section).

In 1973, with the movie business taking a downturn, the UA Berkeley was bisected into two screens, then partitioned into four screens two years later. It was at this time that the tall vertical sign was taken down and the marquee was made more flush to the theater's facade. The marquee changed further when the UA was split into seven auditoriums in the 1980s.

Despite the changes, the UA Berkeley's historic nature has remained apparent over the decades thanks to the sculpted cast concrete facade with the WPA-style motif of Unity and Artistry.

Originally, the ticket lobby was open to the street. Mahogany doors with etched glass still lead to the lobby proper and its 22-foot ceilings. The ticket lobby was closed off in 1989, when the facade was repaired and exterior improved, according to the Berkeleyside article.

### STAGEHOUSE FACADE

It's important to note that the UA Berkeley has two facades, the front facing one on Shattuck Avenue and the large stagehouse facade on Bancroft Way. "The mostly unpainted fly of the original theater abuts the sidewalk along Bancroft Way. This imposing, rectangular structure is built of cast concrete with vertical fluted speed stripes and board-formed horizontal texture," states the 2015 historical resource report. "Its height is equivalent to five or six stories tall. At the east corner is a one-story exiting wing. At the west corner is a two-story wing with a driveway/service entrance."

Over the driveway entrance is an elegant corbeled – or stepped – archway.



While its features are subtle, the impact is dramatic, with the structure rising several stories over Bancroft Way. At the roofline, the fluted speed stripes (or ribbed fluting) give way to a raised horizontal design; the



facade's details are echoed in other Art Deco buildings in the downtown and wider region, including the zig zag moderne Public Library and the Kress Building on Shattuck and Addison Street.

The 2015 historical resource report says the theater's "architectural integrity" is evident in its "massive side wall" and "the entire Bancroft Way massing."

## INTERIOR



*Artist rendering approximating view from balcony, based on historic photos and other historic documents, of the original auditorium. Rosslyn Manx, 2023.*

The relatively narrow Shattuck Avenue facade belies a vast interior resplendent with Art Deco detail that originally contained a magnificent 1,800-seat auditorium with a stage, dressing rooms, an orchestra pit, men's and women's lounges, fountains and much more. The interior was spacious enough to accommodate being subdivided into a total of seven screening rooms in the '70s and '80s while leaving the grand lobby, hallways and other original spaces fully intact.

"The outer atrium with four-sided dome, tiled walls, and colored pavement leads in to a tall main lobby with monumental wall mirrors and Art Deco floral designs in red and

gold,” wrote historic preservationist Betty Marvin in a 1979 Gazette article. “Beyond this an inner lobby rambles on in more intimate style under the mezzanine, through a kaleidoscope of frosted glass and metal light fixtures, tropical and classical mural paintings and medallions, streamlined stair and balcony railings, and even the original drinking fountains, phone booth, washroom furniture, and heating fixtures.”

Despite the multiplex conversion, Marvin wrote, the theater is a “magnificent enclave of the 1930s nonetheless.”



*Relatively recent photo of grand lobby, pictured from upper balcony.*

A list of interior spaces and features includes: box office and vestibule with early ‘80s-era UA logo design above the doors; original custom mahogany entrance doors with etched glass panels; grand lobby; hallways; stairs and stairways; hallways; bathrooms; balcony; mezzanine; projection and storage rooms; auditoriums including former lounges; offices; features of the original auditorium including the pillars, proscenium, organ grilles, gilded ceiling with sunburst radiating out from above the original stage; a vast amount of splendid Art Deco architectural and decorative features throughout including chandeliers and other light fixtures, large beveled mirrors, gleaming polished aluminum stairway

railings; lattice-like metal balcony railings; and tablets and murals and medallions.

According to eyewitness accounts and public records, much of the original auditorium – including the proscenium arch, gilded ceiling and sunburst, and organ grilles – are believed to still exist in some form. Due to pressure from local preservationists and the city in the '70s and '80s, the theater owner made the multiplex retrofits while preserving these features behind the false walls and ceilings.



*Audience full of children with balcony in full view, 1940s. Source: Margaret Herrick collection.*



*Grand lobby, 1966. Jack Tillmany Collection.*

# BERKELEY DAILY GAZETTE

TWELVE PAGES

BERKELEY, CALIFORNIA, SATURDAY EVENING, SEPTEMBER 17, 1932

TWELVE PAGES

## Not Hollywood, but Berkeley



Three screen stars pose in the foyer of the new United Artists Theater. They are (left to right), Senorita Conchita Montenegro, noted Spanish dancer; Lew Coly who was master of ceremonies at the theater opening, and Miss Josephine Dunn, blonde cinema favorite.

When the United Artists theater opened on Shattuck Avenue on September 16, 1932, the event was so dazzling a newspaper ran a headline reminding locals this was "Not Hollywood, but Berkeley."

"Talking picture" luminaries including Mary Pickford and Bing Crosby signed autographs under the giant marquee and soaring neon-lit tower while beaming klieg lights swept the night sky. The country was in the throes of the Great Depression, making the debut of this magnificent Art Deco

theater even more spectacular to "stargazing" locals.

"Every one of the 1,800 luxurious seats in the theater was filled within five minutes after the doors opened," the Berkeley Daily Gazette reported. "Twice as many filled the foyers, waiting for an opportunity to obtain seats for the second show." In fact, this was "the greatest theatrical event in the history of Berkeley," the Gazette declared

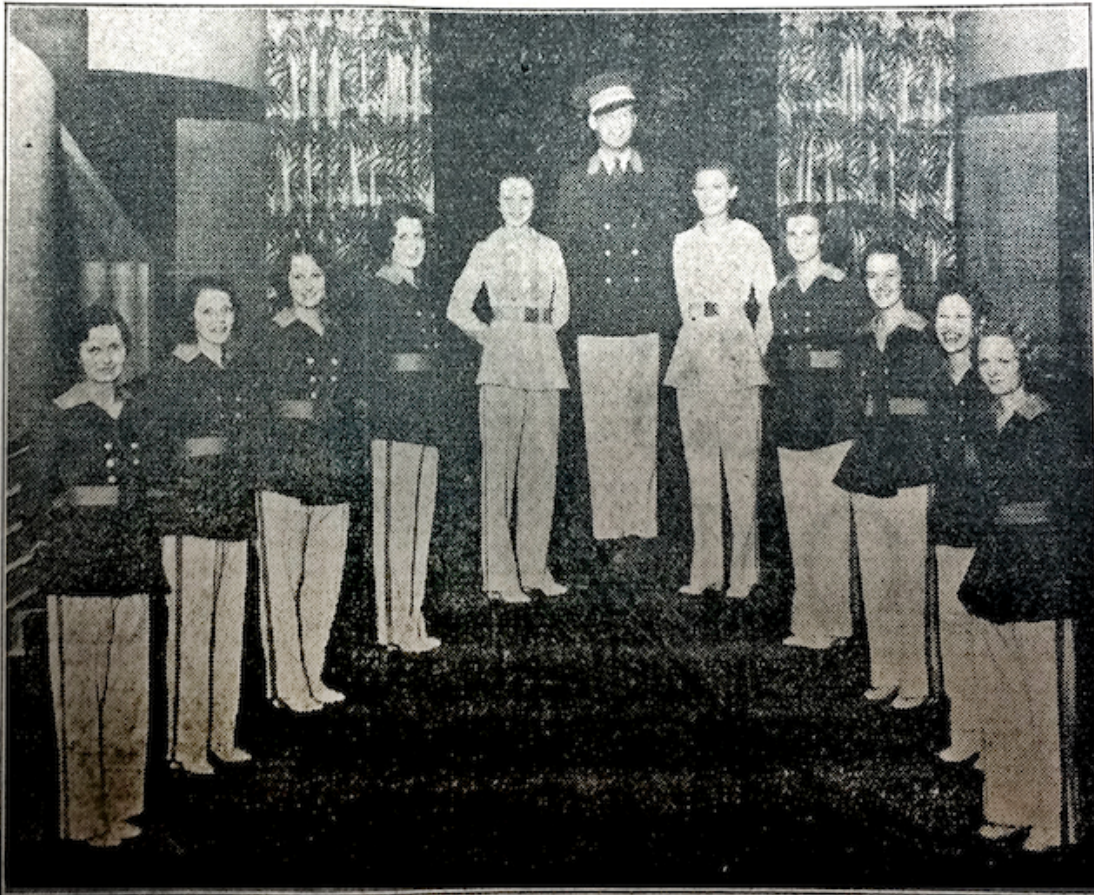
Among the throng of Berkeleyans were numerous local officials including city council members and Berkeley Mayor Thomas E. Caldecott. "Down to Earth" starring Will Rogers was the featured cinematic attraction. Uniformed ushers guided patrons to their "air cushioned" velvet seats.

The UA was part of a grouping of opulent, modern theaters built by the United Artists Corporation in the '20s and '30s, all of them in Southern California except for the one

in Berkeley. The theater line was an offshoot of the film production and distribution company founded by movie icons Pickford, Charlie Chaplin, and Douglas Fairbanks, who sought more financial and creative control of their work.

Managed by Fox West Coast Theatres, the UA Berkeley was designed by architect Clifford Balch and the firm Walker & Eisen, with interior decor by the celebrated Heinsbergen Decorating Company of Los Angeles.

## House Staff Is Ready for Duty



Regular Fox West Coast Theater service is assured patrons of the United Artists Theater when it opens tomorrow night. Reading left to right, Miss Elizabeth Rice, Miss Janet Bergen, Miss Betty Huffaker, Miss Evelyn Hilden, Miss Erva-Elyn Sheppard, head usherette; Mr. Frank Ferguson, doorman; Miss "Bill" Birkland, assistant head usherette; Miss Ruth Drake, Miss Alice Raltt, Miss Betty Chaplin, Miss Grace Hamilton.

Until it closed in February 2023, the UA was the last of these deco structures to operate as a movie theater.

Ticket prices ranged from 30 to 69 cents for adults, and 10 cents for children. The theater cost roughly \$300,000 to build and was crafted by some 200 laborers and fitted with the best in Art Deco furnishings.

The decorative splendor included

chandeliers, murals, railings "like glistening silver," large men's and women's lounges with luxe furniture, and Roman drinking fountains with sparkling ice water that were lauded as works of art.

"Hundreds stopped to congratulate Manager Clarence L. Laws on the beauty of the theater and the wonderful service rendered by house staff," the Gazette wrote.

The theater was even more breathtaking once entering the auditorium. Because the UA was originally designed as a live vaudeville venue, it was built with a stage 25-feet deep, numerous dressing rooms, a green room, "one of the greatest electric concert organs" in the state, and a spacious orchestra pit.

...There is always a good show at ...



**FOX WEST COAST THEATRES**  
 When away from home visit...

FOX CALIFORNIA SAN JOSE <i>E. J. Sullivan</i>	FOX STATE OAKLAND <i>A. M. Miller</i>	FOX CALIFORNIA RICHMOND <i>Robert T. Sharp</i>
FOX MISSION SAN JOSE <i>Charles G. Hayward</i>	FOX THEATRE NAPA <i>Fred Sanphy</i>	FOX VIRGINIA VALLEJO <i>Jack Ryan</i>
FOX CAMPUS BERKELEY <i>Joe Abernombie</i>	FOX CALIFORNIA BERKELEY <i>Clarence Laws</i>	FOX GRAND LAKE OAKLAND <i>William Mitchell</i>
FOX SENATOR OAKLAND <i>Robert McEale</i>	FOX U.C. BERKELEY <i>Donald Baldwin</i>	

**ROBERT C. FROST**  
DISTRICT MANAGER

**Welcome United Artists Theatre**

The Gazette raved about “the great stage with its artistic drapes,” the proscenium arch etched with angels, the “golden console” of the organ, the glowing sunburst design on the gilded ceiling, and the clusters of blue, green, yellow, and white light

bulbs illuminating from below the balcony rail.

Considering the UA Berkeley opened at a time when thousands of banks were failing

### Berkeley's history

## How the city weathered the cruelest Depression year

and millions of Americans were out of work, it's impressive that the theater remained open for 91 years.

“It was 1932, the year Frederick Lewis Allen called the cruelest year of the Depression, and the Berkeley city government was trying bravely to be optimistic,” wrote Florence Jury for a Gazette history column in 1981. “Almost defiantly, it announced that 1931 had seen much building,” Jury wrote. “The University Christian Church was built for \$120,000; the public library was completed at a cost of \$250,000; a \$40,000 addition to the YMCA was virtually finished; \$289,000 worth of municipal improvements were made; and the university had spent \$3 million on its building program.”

The County and City of Berkeley sank into debt helping the fast-multiplying needy families seeking aid. Berkeley devised a program in which 500 destitute families received groceries and rent and utilities assistance in exchange for participating in a local public works program.

“And 1932 was to see continued progress,” Jury wrote. “The United Artists Theater, when finished in the summer, would represent an investment of \$300,000, and the federal government had awarded a \$105,000 contract for an addition to the local post office.”



It turns out, there was a different, more modest theater planned for what eventually became the opulent UA Berkeley.

“There were many delays and changes of plans, to which partly owe its advanced glass Deco style: early reports announced a ‘free adaptation of Spanish Renaissance’ – in other words, the Moorish cinema style of the 1920s, like the nearby Fox-California as rebuilt in 1929-1930,” Marvin wrote in 1979. “U.A. officials went ahead after an ‘extensive survey convinced them that Berkeley was in a position to support a high-class theater of the size contemplated’..”

## GOVERNMENT DOCUMENTS GIVE HISTORICAL CONTEXT

According to an environmental site assessment conducted in 2022 (see Bibliography): “The earliest record reviewed during this assessment was an 1894 Sanborn map depicting the Subject Property as developed with two residential dwellings on the eastern (2240 Shattuck Avenue) and western (2033 Bancroft Way) portions. The Subject Property remained in this configuration until at least 1903. By 1911, a residential dwelling was developed on the northern portion (2035 Bancroft Way). The eastern portion of the Subject Property was redeveloped as part of a mixed-use residential and commercial building (2274 Shattuck Avenue). The Subject Property remained in this configuration until at least 1929. Historical occupants of 2274 Shattuck Avenue during this time include: a post office (1911) and Donogh’s Dry Goods and Department Store (1925 to 1928). In 1932, the Subject Property was developed with the existing

commercial theater building (2274 Shattuck Avenue). The Subject Property building was originally constructed as a one auditorium combination stage theater and movie house.”

The Shattuck Avenue Commercial Corridor Historic Context and Survey in 2015 provides more historical context:

“As the Depression continued in the United States, the Bay Area became a hub for migrants. Over one million people moved to California, marking the first mass migration of impoverished people made possible by the invention and mass production of the car. By 1930, Oakland was California’s third largest city, following closely behind both Los Angeles and San Francisco. Berkeley however, did not experience an influx of Depression migrants, in search of work and living hand to mouth in tent cities. Berkeley’s population remained relatively flat during the 1930s, and although the economic effects were felt throughout the Downtown area, Berkeley remained insulated from the very worst of the Depression era.

To help employ people and spur economic recovery, President Franklin D. Roosevelt instituted a public-works program, known as the New Deal, run by the Works Progress Administration (WPA). One such project that would have a lasting impact on Berkeley and the rest of the East Bay was the construction of the Bay Bridge. Although funding had been approved by the federal government in 1929, the actual construction of the bridge occurred at the beginning of the 1930s.



*1940s Shattuck Avenue.*

The New Deal also led to projects that directly impacted the aesthetic of the downtown. The Hinkel Block was an early large-scale commercial building within the downtown core that had withstood the 1906 San Francisco Earthquake, and was remodeled as a part of the





modernization program that began during The Great Depression. Promulgated by the Berkeley Chamber of Commerce with low-interest loans obtained from Federal Housing Authority (FHA) in a program called “Modernization for Profit”, was a brief attempt at downtown revitalization and jobs.

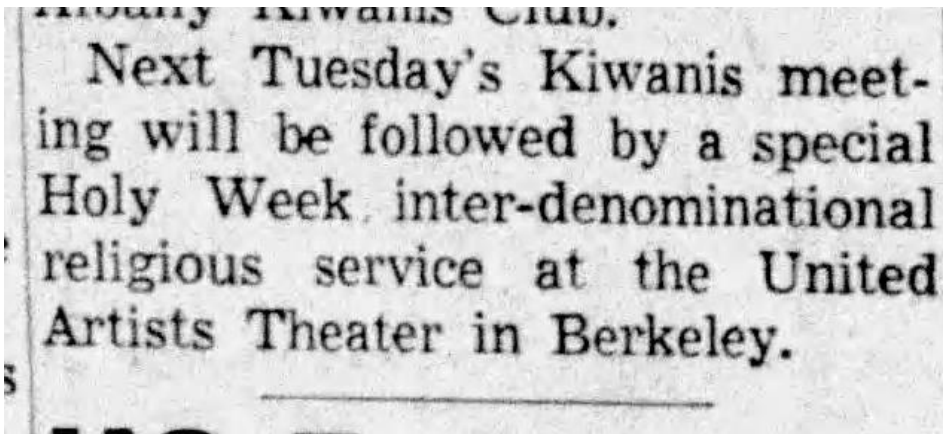
Berkeley was shielded by the worst effects of the Depression thanks to the University of California. Despite state budget cuts, the campus continued to serve as the economic lifeblood of the City.

Theaters, from nickelodeons to moving picture palaces, were well established in the city's downtown during the end of the first decade of the twentieth century. The attraction of moving pictures had begun to replace recreational activities in the downtown such as billiard halls popular during the nineteenth century. Some of the first movie houses had been located on the ground floor of residential buildings such as the University Apartments at 2057 University Avenue and the Brooks Apartments

at 2231 Shattuck Avenue. Two large theaters were constructed just prior to World War I; the T&D at 2111 Kittredge in 1911, and the U.C. Theater at 2036 University Avenue in 1917. At one point the greater downtown was host to 12 theaters. At the beginning of the Depression, movie theaters took on a new dynamism with the introduction of the 1932 United Artists Theater at 2274 Shattuck Avenue that brought competition of the newly remodeled Fox California on Kittredge. With the University Theater at the north end of the downtown, the larger theaters have continued on into the present. The design of the UA, and the James Plachek designed 1930 Berkeley Public Library at the corner, was joined with a remodeling in the Art Deco style of the old Homestead Loan Association Building in between at 2270 Shattuck Avenue creating a three building Art Deco composition along this part of the Shattuck Avenue commercial corridor.”

In the late 1940s, the United Artists chain was acquired by San Francisco-based movie theater operators Robert and Marshall Naify. Under their ownership the chain swelled to more than 2,000 theaters, making it the largest chain in the U.S. In 1988, however,

the Naifys sold the UA chain to a telecommunications company in Colorado. Some years later United Artists went bankrupt and was merged with other insolvent cinema companies under the Regal Entertainment Group, which operated the theater until its closure in February 2023.



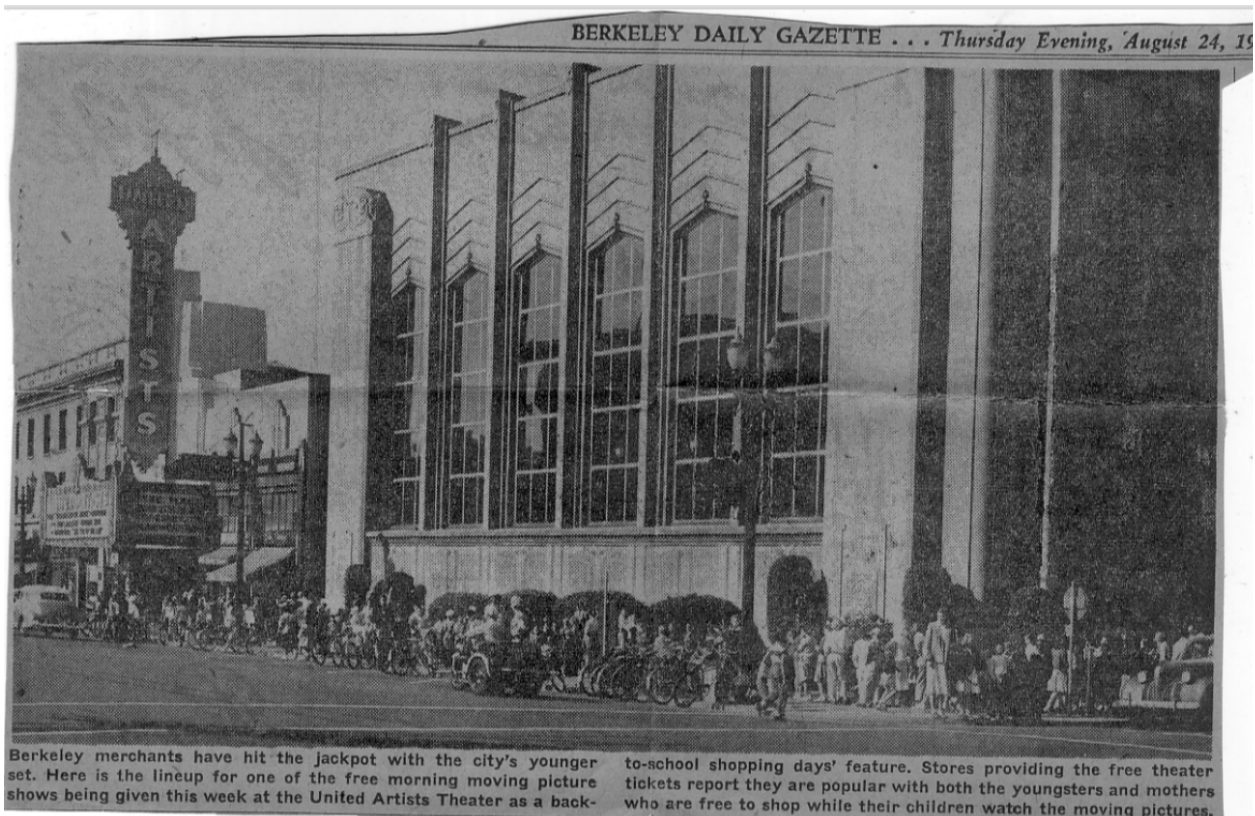
*Berkeley Gazette, 1956.*

### THE UA AS COMMUNITY MEETING SPACE

As a theater, the UA entertained generations of moviegoers from Berkeley and the wider region. It was a destination for college students who flocked to see blockbuster films that the multiplex tended to show in

recent decades. Newspaper stories and ads also show that the UA also served as a meeting and exhibition space for various groups over the decades, including garden clubs, the Kiwanis Club, and religious groups.

Pictured is a back-to-school shopping promotion where kids attended the UA for free:



## Remembrances of a Life at the United Artists Theater

As part of the exhibit "Vanished: Berkeley's Lost Businesses and Organizations," David Weinstein did a talk on "Berkeley's Lost Movie Houses". As a response to our announcement of the talk, Suzie Workman Coleman of Alpharetta, Georgia sent her reminiscences of the time when her father was the manager of the UA. It is reprinted here with permission. - Editors

My name is Suzie Workman Coleman and my dad, Kenneth E. Workman, was the manager of the United Artist Theater on Shattuck Ave. from approximately 1943-1954.

Since my dad worked from 11:30 a.m. to 11:30 p.m. seven days a week, the U.A. became my second home. I still remember every detail about that grand theater. It reminds me of our beautiful Fox Theater here in Atlanta, GA.

On Saturday morning there was a "Kiddie Show" and the lines would be around the block before the doors opened. The price was 25 cents. Before the show, I would accompany my dad on the huge stage and read the list of the children that were celebrating birthdays; and then everyone would sing "Happy Birthday". This was always a thrill since I felt like a "star" when my friends Mr. Grimm and Clarence Foster would shine the spotlight down from the projection booth. I spent a great deal of time with them and was always excited to be in the booth when the bell would go off and they would have to change the big reels.

Our "playhouse" was the 25 feet behind the big stage curtains. When the theater was empty it was like magic. I remember the dressing rooms which were no longer used for vaudeville and stage attractions. My friends from Thousand Oaks Elementary and Garfield Jr. High would spend hours making up our own wonderful song and dance routines. I wonder what happened to that gorgeous organ that sat front and center. It was a thrill to just sit on the bench and pretend to play.

CONTINUED ON PAGE 4



Berkeley Historical Society, Spring 2011 3

*A recollection of life at the UA in the mid-century, from the BHS Spring 2013 newsletter.*

## THE ARCHITECTS AND DESIGNERS

**Clifford Balch and Walker & Eisen.** Clifford A. Balch was the primary architect of the UA Berkeley, assisted by the firm Walker & Eisen. Balch was born in Minnesota, the son of a carpenter. According to the 2015 Shattuck Avenue corridor survey, “The Balch family moved to Pasadena, California in the early 1890s. Following the death of his father in the early 1900s, Balch worked as a residential architect to support his mother and three younger brothers before marrying Pearl Payne, with whom he had two daughters. Balch was well known as a designer of theaters. As part of the firms Walker and Eisen, Balch and Stanbery, in partnership with his brother William Balch, and as a sole practitioner, he was responsible for over 20 classic Art Deco-style theaters across California and Nevada, including the United Artists Theatre in Berkeley remodel and the Four Star Theatre Building and the El Rey Theatre in Los Angeles.”

“Balch also designed theatres for Fox West Coast Theatres as well as United Artists throughout California throughout the 1930s and early 1940s, producing over 20 classic Art Deco style movie theatres across California and Nevada. He also worked on Berkeley’s renovation of the T&D at this time for Fox West Coast.”

The architectural partnership of Walker & Eisen was formed by architects Albert R. Walker and Percy A. Eisen, in Los Angeles, California. Walker and Eisen were both native Californians, born in the 1880s. Their partnership began in 1919 and lasted until 1941. The work of the firm spans many building types beyond theaters. Balch and Walter & Eisen individually designed many other California theaters in addition to working as a team on Berkeley’s United Artists Theater.

*Painted mural by Anthony Heinsbergen that is still inside the UA Berkeley.*

**Anthony Heinsbergen.** Anthony Heinsbergen (December 13, 1894 – June 14, 1981) , who designed the interior decor of the UA Berkeley, is considered a foremost interior designer of North American moviehouses in the early 20th century. In addition to the UA Berkeley, renowned examples of his work include the Wiltern Theatre the Theatre at the Ace Hotel (also known as the United Artists flagship) in Los Angeles. His work has been venerated by major museums including a 1973



OCMA exhibit sponsored by the Smithsonian.

“Heinsbergen’s career spanned nearly 60 years,” stated a Gazette article about a Heinsbergen exhibit at OCMA. “During that time he converted the relatively neutral space and vast walls of these cavernous theatres into Egyptian temples, ornate Renaissance palaces, Gothic castles, cosmic skylscapes and streamlined Art Deco showcases, ones gleaming in glass and chrome with black and red accents.”



*Grand staircase and landing showing sleek Art Deco railings.*

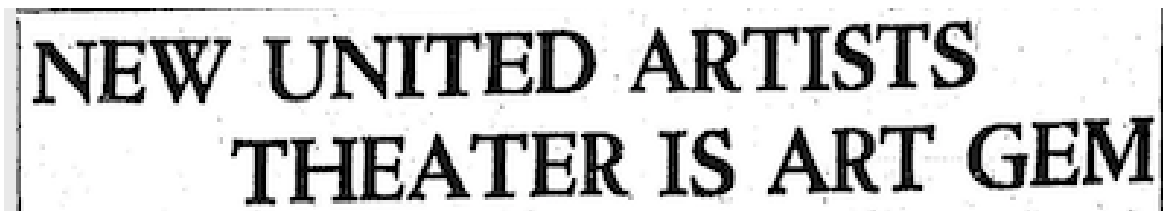
From Wikipedia:

Born Antoon Heinsbergen in [Haarlem](#) (the [Netherlands](#)), he emigrated with his family to the United States in 1906 where they settled in [Los Angeles](#). Heinsbergen began painting while still a boy; and, as a young man he worked as an apprentice painter and was one of the first students to take formal training from Mrs. Nelbert Chouinard at her [Chouinard Art Institute](#) in Los Angeles. His area of interest in which he developed a renowned expertise was the painting of murals and in 1922 he went into business for himself. He was successful in obtaining a few commissions out of which he earned considerable recognition that led to a number of major contracts in and around Los

Angeles most notably with the [Hollywood Roosevelt Hotel](#), the [Beverly-Wilshire Hotel](#) and in 1928 a municipal government contract for the new [Los Angeles City Hall](#). During this time, his work came to the attention of theatre mogul [Alexander Pantages](#) who hired him to work on one of his buildings. The praise he received for this work opened the doors to jobs at more than twenty Pantages theatres and helped Heinsbergen become a major national contractor for theatre murals.

Heinsbergen's company grew to employ more than one hundred and eighty decorative painters involved with a wide variety of wall and ceiling murals for corporate offices, churches, synagogues, civic auditoriums, libraries and other ornate structures of the era. However, the Heinsbergen name is mainly linked to his theatre murals as a result of the more than seven hundred and fifty he created throughout North America during the theatre industry's period of rapid growth. High-profile work of this type includes murals for the [Wiltern Theatre](#), the [Oakland Paramount Theater](#), the [Warner Grand Theatre](#) in [San Pedro, California](#), and the [United Artists](#) flagship theatre in downtown Los Angeles, plus the vaulted ceiling of the city's Park Plaza Hotel which can be seen in the opening sequences of the 1990 [David Lynch](#) film [Wild at Heart](#).”

## 16. Significance



**NEW UNITED ARTISTS  
THEATER IS ART GEM**

The United Artists Theatre in Berkeley is considered a masterful example of Art Deco architecture and one of very few theaters of its kind and size remaining in California. As with the architecturally renowned Berkeley Public Library nearby, the UA Berkeley has long been highly regarded by historic preservationists, architectural historians, and Art Deco experts.

“Oakland has the Paramount but Berkeley has the United Artists – and the comparison isn’t as rash as one might think just walking past the small and rather severe U.A. facade at 2274 Shattuck Ave,” wrote preservationist Betty Marvin in the Berkeley Gazette in 1979.

The United Artists Theatre demonstrates significance in a multitude of ways by the standards set forth in Berkeley’s landmark preservation ordinance, the National Register Historic Places, and the California Register of Historical Resources.

In 1978, the theater was found eligible for the National Register of Historic Places. In 2006, it was placed on the California Register of Historical Resources. (It is coded as 2S2: Individually determined eligible by NR by consensus through Section 106 process. Listed in the CR.)

The UA Berkeley is the ONLY intact theater left in the state that was designed by both Balch and Walker & Eisen. It is the last of the early group of United Artist theaters left in Northern California.

According to the Cinema Treasures website, of the roughly twenty theaters that Walker & Eisen designed in California, most are closed and several have been demolished. Only one is still open – the Theatre at the Ace Hotel in Los Angeles. Likewise, for theaters designed by Clifford Balch, the vast majority are closed and many have been demolished. Only a handful of Balch-designed theaters are operating in Southern California – none in Northern California, according to Cinema Treasures.

Here is what the Berkeley Historical Society said about the UA Berkeley in 1982:

Historically, the construction of the U.A. in 1932 represented a major economic recovery effort by the private sector in Berkeley. Just as much as the films of the 1930s, spectacular theaters like the United Artists are irreplaceable, tangible historical records of the movie industry's unique role in sharing and shaping American society's response to the Great Depression.

Artistically, the lobby is a masterpiece of the Art Deco movie palace, designed at least in part by the renowned muralist and decorator Anthony Heinsbergen. The glittering, labyrinthine Aladdin's Cave of a lobby, belying the building's small street facade, still conveys the feelings of surprise and splendor that were part of the great days of movie-going. This must not be lost now.

Berkeley resident Mark A. Wilson also opined on the UA's significance that same year:

As a teacher, writer, and consultant on Bay Area history and architecture and the author of the only guidebook on historic buildings of the East Bay, I can say unequivocally that the United Artists Theater is an outstanding example of the Art Deco movie palace which is fast vanishing from the urban landscape and is so prized by moviegoers all across the country. I have taught nearly 3,000 adults in my architecture classes all over the East Bay during the past seven years, and in each of my classes I have discussed the quality of the Art Deco furnishings in the United Artists Theater

The 2015 historical resource technical report states: “The building is historically significant due to its association with important patterns of development in the downtown core, and for its distinctive Art Deco architecture. The property remains an important contributor to the establishment of a historic district in the greater Shattuck Avenue area. The building continues to represent, at the street, commercial forms and materials that were prominent in the downtown during the period of historical significance for this building; from 1932-1958. The form and detailing of both the building and its original commercial storefronts maintain an important link to the past of downtown Berkeley.”

It also says: “The proportions and materials of the dynamic façade design continue today to serve as a clear example of an early twentieth-century commercial/theater building in the downtown core...The building’s significance is based on its distinctive architecture and its role in Downtown Berkeley as an entertainment venue.”

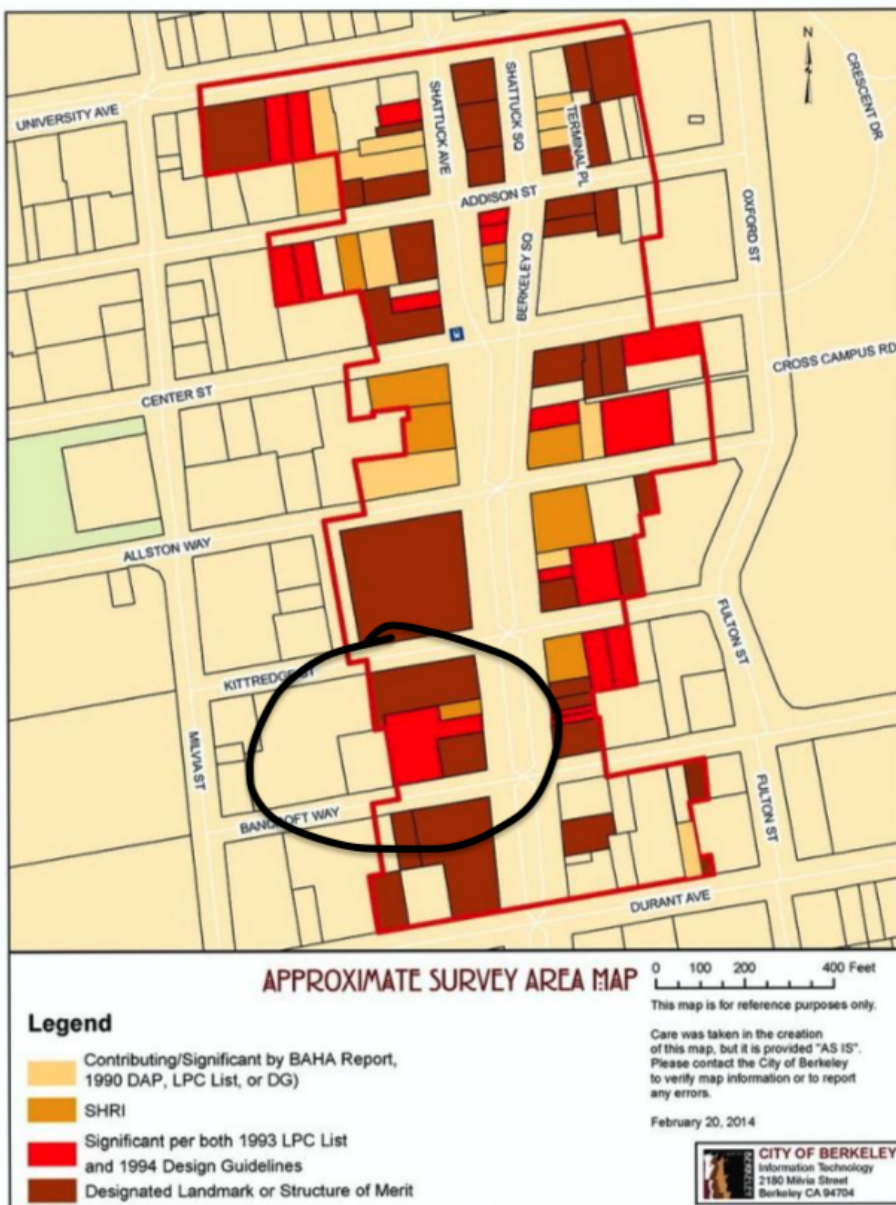
## ARCHITECTURALLY SIGNIFICANT: THE WORK OF A MASTER

The UA Berkeley is listed as an architecturally significant building in the 1994 and 2012 downtown Berkeley design guidelines.

According to a 2015 LPC memorandum, “...architectural significance is identified when a building distinctly represents a particular style, building type or historic material, and,

therefore, illustrates through its appearance alone the artistic and practical values of the community. Individually, architecturally significant buildings and structures represent excellent composition, proportions, detailing, and materials, and often are a reflection of their original designers’ body of work as the ‘work of a master.’”

According to the Shattuck Avenue Historic Context and Survey from 2015, which also listed the UA as significant: “When a building illustrates a story of the events, aesthetic values, or patterns important to a community it can be considered historically significant. Buildings can be significant for their rarity, utility, beauty, associations, or an ability to convey other important associations.



Although significance can relate to larger community themes, architectural significance is identified when a building distinctly represents a particular style, building type or



historic material, and, therefore, illustrates through its appearance alone the artistic and practical values of the community. Individually architecturally significant buildings and structures represent excellent composition, proportions, detailing, and materials, and often are a reflection of their original designers' body of work."

According to the 2012 Downtown Berkeley Design Guidelines: "The guidelines for Significant Buildings are somewhat more flexible in terms of materials and details; however, the architectural character of Significant Buildings must be preserved."

17. Is the property endangered? Yes. Panoramic Interests, a residential real estate developer that purchased the property in 2022, has an application pending with the city to raze the vast bulk of the theater building and replace it with a 17-story apartment tower.

18. Photographs:

Date: Photographer: See photos throughout, plus addendum files.

Repository: BAHA, Berkeley Public Library, Berkeley Historical Society, Margaret Herrick collection, Berkeley planning department.

19. Bibliography: See below.

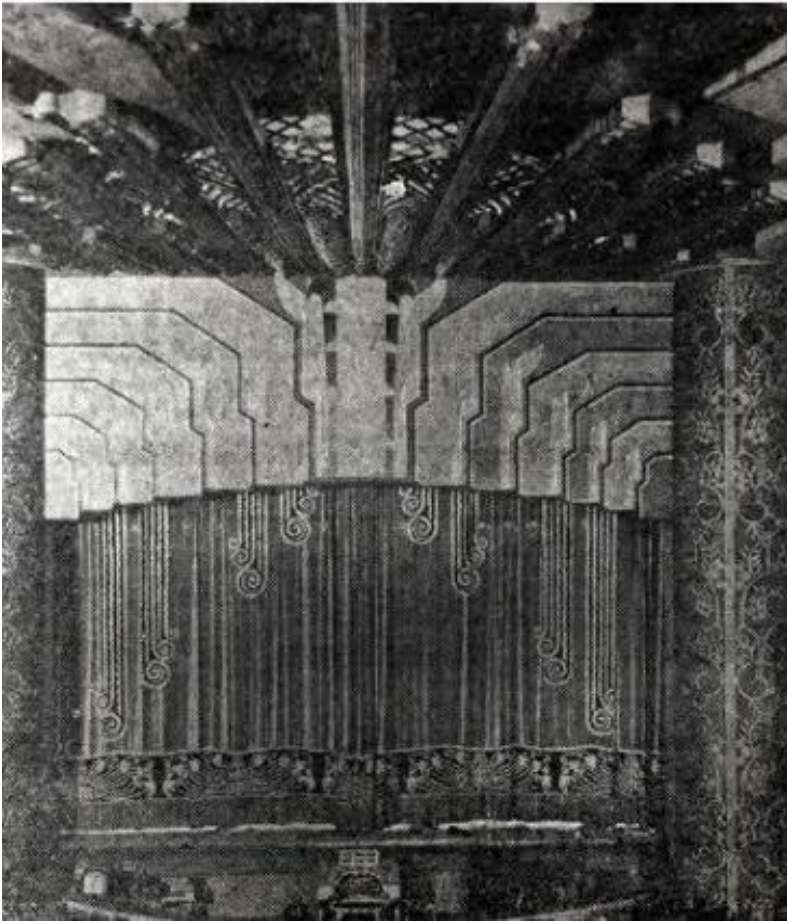
20. Recorder: Rose Ellis and Laura Linden

Organization: Save the UA Berkeley



*UA in 1972, shortly before divided into two screens. Steve Levin/Theatre Historical Society.*

## ADDITIONAL IMAGES AND DESCRIPTIONS OF INTERIOR



*Stage, Proscenium & Sunburst. Berkeley Gazette, 1932*

According to theater historian Greg King, the auditorium ceiling was created with an original Art Deco cast plaster. The sunburst on the ceiling contained rays in gold and silver. The plaster element ran from the face of the proscenium over the orchestra seating and stretched toward the balcony. The ceiling above the outstretched rays was composed of intricate grillwork, backed by hidden lighting, and the rays concealed more lighting, which was designed to up light the ceiling surface.



*Sunburst on original ceiling, hidden behind false multiplex ceiling. Photo taken 2016, Greg King.*



*Artist rendering of proscenium winged figures. Rosslyn Manx, 2023.*

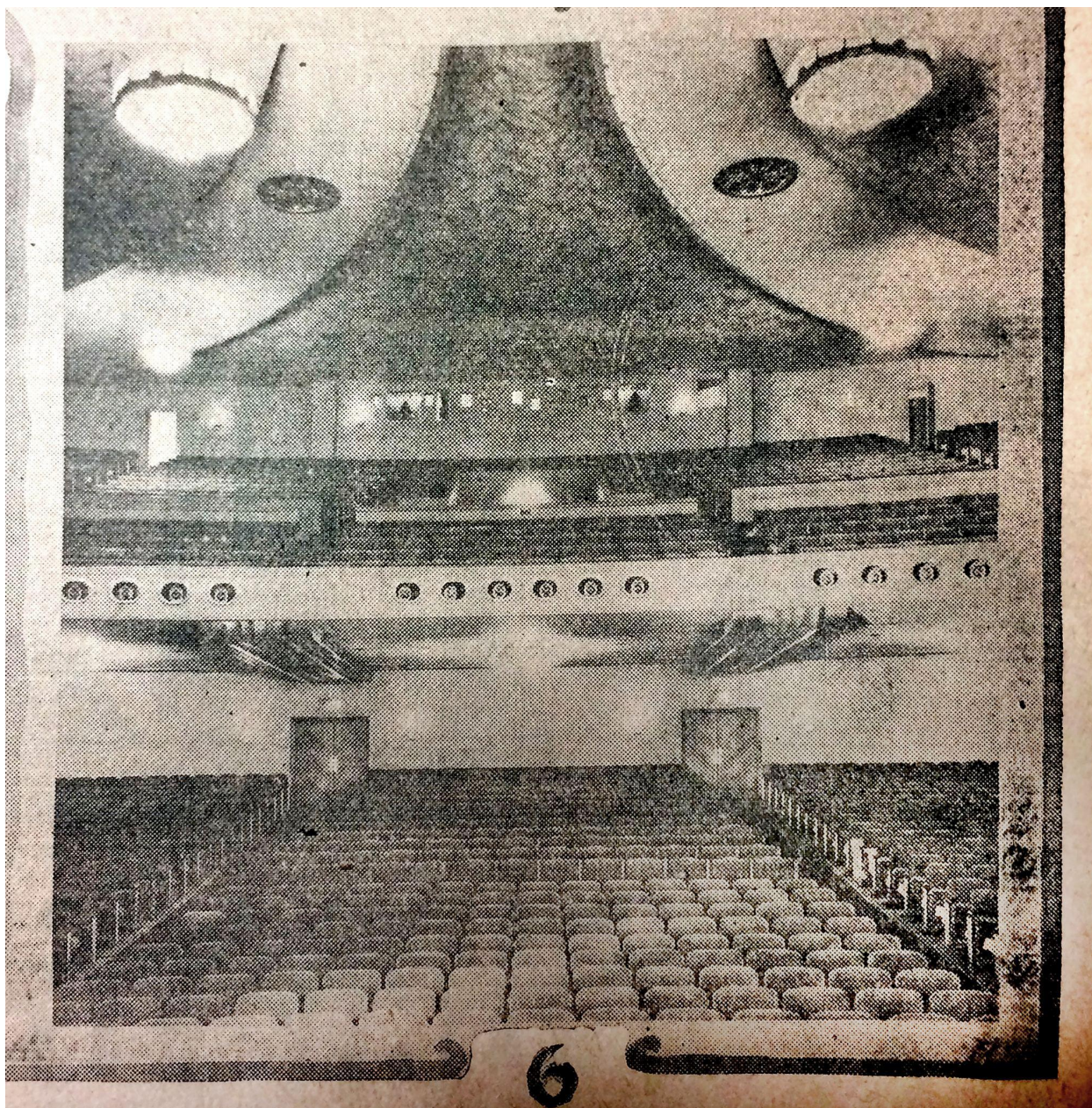
## PROSCENIUM — (concealed behind retrofits)

The original stage opening, and proscenium arch were flanked by a pair of semicircular pillars and topped by a stylized frieze of twelve winged figures. The figures are cast in plaster and finished in gold. Figures left and right of center face towards a central cast plaster element suggestive of a fountain, and range from smaller to larger in size, as they repeat from opposite ends of the proscenium to its middle. The background

surrounding the figures consists of concentric horizontally and vertically stepped geometric patterns. (Descriptions in this section provided by theater historian Greg King.)



*Photo of winged figures of proscenium hidden behind multiplex false walls. Taken by Greg King in 2016.*



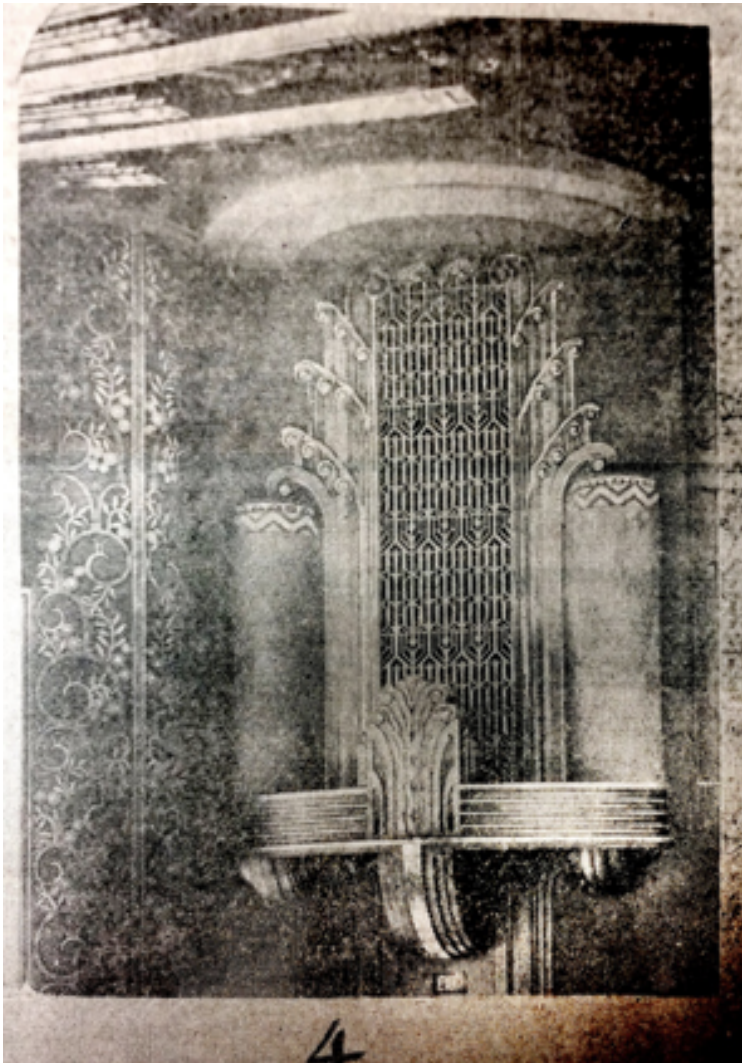
*Rear of Auditorium. Berkeley Gazette, 1932.*



*Balcony photo, 1940s. Margaret Herrick collection. Walls and ceilings decorated with painted leaves, vertical stripes.*



*Proscenium curtain and winged figures late 1960s.*



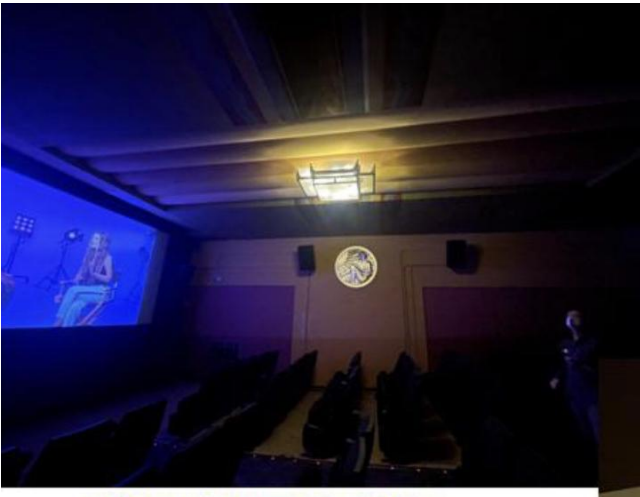
*Right grille and sunburst. Berkeley Gazette, 1932.*

ORGAN GRILLES — (concealed behind multiplex)

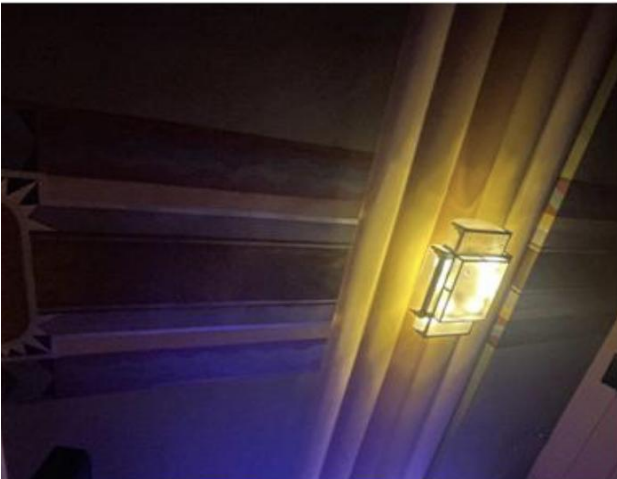
Both left and right organ grilles are thought to survive and are fronted by false balconies, hiding covers for uplighting the grilles. The grilles and false balconies were originally adorned with Art Deco patterned plasterwork with original metallic finishes. The grillwork was flanked by semicircular pillars, and is further accented above by a concentric, semicircular stepped ceiling.

## FOYER LOUNGE — (converted to cinema auditorium)

The Foyer Lounge was known to consist of early, or “High” Art Deco plasterwork, consisting of soffits, beams, and ribbed areas. Ceilings are thought to retain all original painting and Art Deco decoration with original custom light fixtures. A pair of silver sculpted bas reliefs adorn the walls opposite each other. They depict human figures, in a unique, modified Cubist/Art Deco hybrid style.



*Foyer lounge walled off.*



*Lounge fixture, plaster ribbed ceiling.*



*Heinsbergen painted ceiling detail.*



*Foyer lounge fixture, medallion.*



*Foyer lounge medallion.*

## MEZZANINE LOUNGE — (converted to cinema)

The Mezzanine Lounge is thought to retain all its Art Deco plasterwork, lighting fixtures, and painted detail.



*Mezzanine lounge outside of cinema walls at the right.*



*Mezzanine lounge cinema conversion.*





*Mezzanine ceiling in lounge.*



## GRAND LOBBY

*Beveled French mirror.*

The Grand Lobby is a four-story room with original plasterwork on the ceiling, lined by Modernistic engaged pillars. Three large, custom chandeliers are suspended in this space. Large French tinted mirrors surrounded by concentric, filigreed plaster arcs are accented with Art Deco painted details. Original, stylized murals on the engaged pillars were covered over with floral-patterned murals on canvas in the late 1940s-early 1950s. The original paint on the

ceiling was painted over and simplified at that time. The original entrance doors

remain, and feature fine woodwork, and most retain panels of simply patterned, original sandblasted etched glass. Inlaid, patterned wood doors also exist at the entrances to the Auditorium.



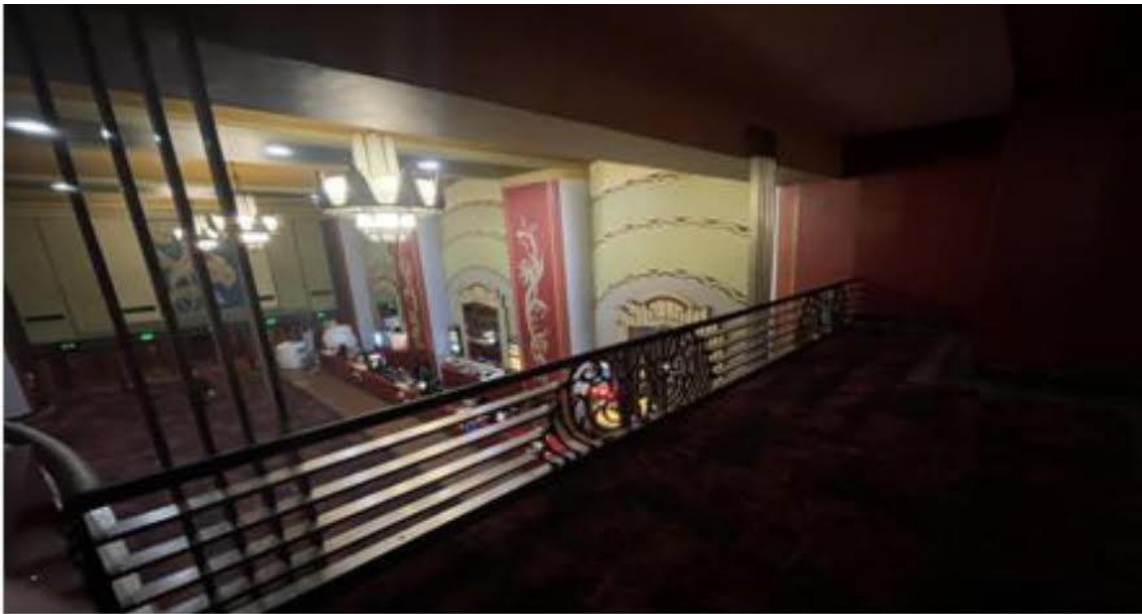
*Grand lobby,  
February 2023.*



*Mezzanine overlook, railing, and vertical elements.*



*Floral insert design and aluminum rail.*



*Overlook of railings with horizontal and vertical elements.*



#### ALUMINUM SILVER RAILINGS

Polished aluminum railings overlooking the Grand Lobby and adorning the stairways from the Inner Foyer to the mezzanine were produced locally, using a then-new production technique to create bends and returns not possible before. These railings, with their combination of Futurist Modern sleekness and floral-patterned cast inserts, rival some of the finest examples of such work in other buildings, including New York's Radio City Music Hall, and Oakland's Paramount Theatre.

*Berkeley Gazette, Sept. 15, 1932.*



## INNER FOYER MURALS

The two original murals adorning the Inner Foyer are paintings in oils on canvas, adhered to the curved walls. They represent the finest Art Deco scene painting that was produced by the famous Heinsbergen Decorating Company at the time. The floral patterns painted on the textured ceiling above the murals are likewise the work of Heinsbergen and are unique among the studio's output.

*Inner foyer recessed mural and ceiling detail.*



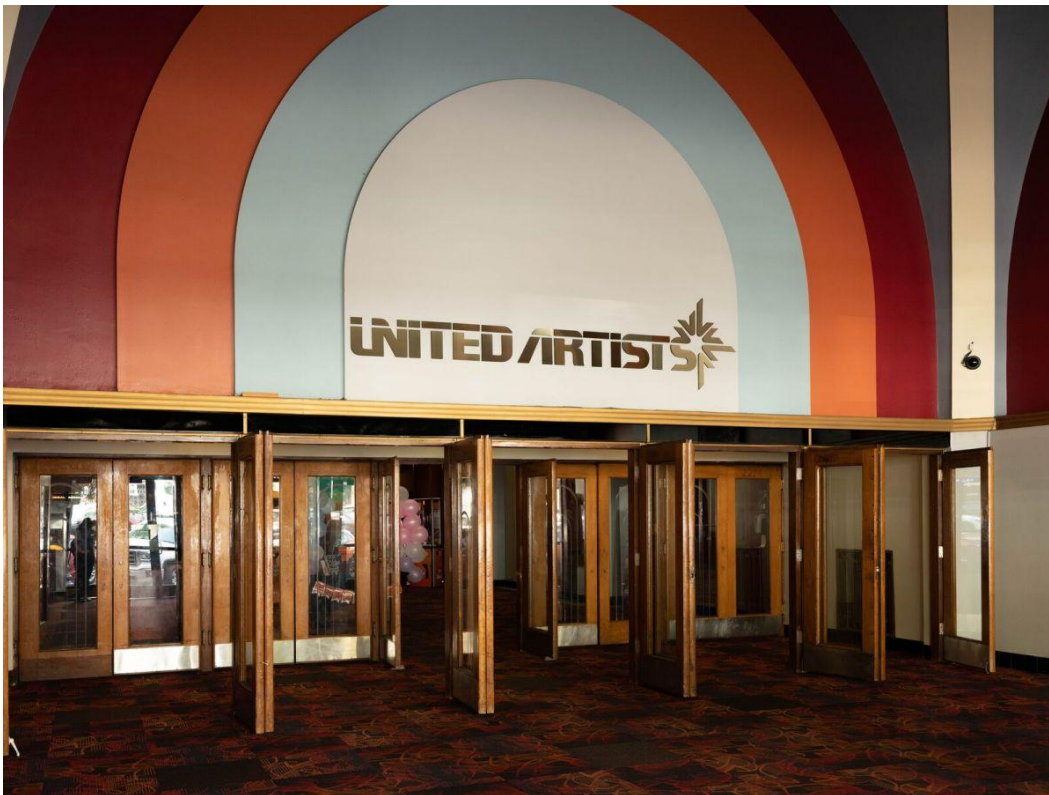


*Heinsbergen mural inset on wall.*



*Bronze grille.*

## VESTIBULE WITH BOX OFFICE



*Two layers of original mahogany doors with etched glass panels separate the front vestibule from the grand lobby. Underneath the early '80s rainbow design is the original ornamental plasterwork from the early '30s, according to historian Greg King. Source: Ximena Natera, Berkeleyside.*



*Close up of etched glass design of the original mahogany doors. Source: Gary Parks.*

## ADDITIONAL EXTERIOR PHOTOS OF THEATER

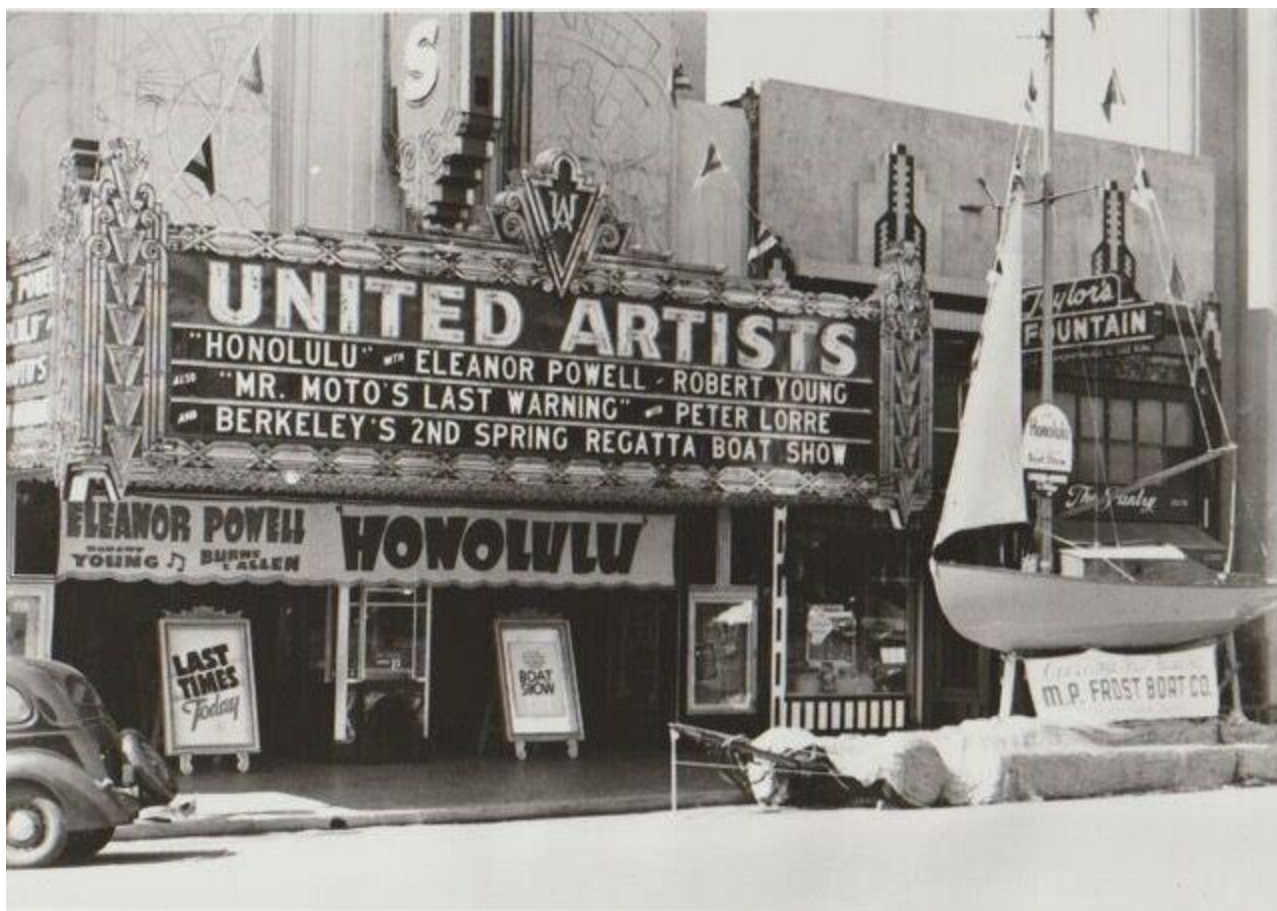


*Daytime street view of the UA after it opened in Sept. 1932. Credit: Berkeley Architectural Heritage Association.*



*Street event in front of UA, 1938. Margaret Herrick collection.*





*A movie promotion in front of the UA Berkeley in 1939. Credit: Gary Parks/Jack Tillmany Collection.*



*UA Berkeley in 1968. Source: Steve Levin/Theatre Historical Society of America.*



*After the theater was divided into two auditoriums, approximately 1974. Credit: Gary Parks/Jack Tillmany Collection.*



*The UA as a fourplex, approximately 1980. Credit: Gary Parks/Jack Tillmany Collection.*



*A more recent photo of the UA facade and marquee, showing the WPA-style Unity and Artistry motif.*



WRITE IN INK

# Application for Building Permit

CLASS A-B AND C BUILDING

15 - 30  
35 - 35  
27 - 13.50  
77

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to Build a One story 4 Walls room class B building Theatre

on the Walls of Shattuck Street 100 feet N. of Bancroft street.

Being Lot No. \_\_\_\_\_ Block \_\_\_\_\_ Tract \_\_\_\_\_

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building 76,800 Extreme height of building 40 ft.

Size of Lot 66 by 135 feet. Size of proposed building 66 ft. by 135 ft.

Building to be occupied as a Motion Picture theatre by (No.) \_\_\_\_\_ families.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	Thickness DIM FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings											
Foundations											
Basement											
1st Story											
2nd Story											
3rd Story											
4th Story											
5th Story											
6th Story											
7th Story											
8th Story											

See plans

Light shaft wall covering to be of \_\_\_\_\_

Roof covered with Composition Roofing Pitch \_\_\_\_\_

Chimneys of \_\_\_\_\_ lined with \_\_\_\_\_ any patent flues? \_\_\_\_\_

Gas grate flues to be patent chimney or brick? Terra Cotta

Any dumb waiters or chutes? \_\_\_\_\_ Any elevator (freight or passenger) \_\_\_\_\_

Cove brackets will be solid \_\_\_\_\_

Name of Owner of Ground United Artists Theatres Ltd Res. Address United Artists Studios, Hollywo

Name of Owner of Building to Res. Address \_\_\_\_\_

Name of Lessee of Building \_\_\_\_\_ Res. Address \_\_\_\_\_

Name of Architect or Designer Walker-Escudé-Balch Bus. Address 1031 So. Broadway, L.A.

Name of Builder Beller Construction Co Bus. Address 216 Mercantile Bank Bldg.

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2270 Shattuck Walker-Escudé-Balch  
F-1 - U-2-II Per J. B. Beller

74.72 Address 216 Mercantile Bank Bldg  
Berkeley

This Permit expires one year from date unless sooner revoked by the City Council.

Date 8-5-31 Permit No. 36095 v

S-100-490

Application for Building Permit, Class A-B and C Building, no. 36095, Aug. 5, 1931

WRITE IN INK

# Application for Building Permit

## CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to Build a 1 story 4 Balcony class A building. (Type I) on the WEST side of SHATTUCK AVE Street Approx. 100 feet NORTH of BAYCROFT street.

Being Lot No. \_\_\_\_\_ Block \_\_\_\_\_ Tract \_\_\_\_\_

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated <sup>added</sup> entire cost of building \$ 26,000 Extreme height of building 60' ft.

Size of Lot 36' x 112' feet. Size of proposed building COVERING 1/2 ft. by \_\_\_\_\_ ft.

Building to be occupied as CLASS A THEATRE BLDG. by (No.) \_\_\_\_\_ families.

Application for Building Permit, Class A-B and C Building, no. 36685, Feb. 3, 1932

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	Thickness SIDE FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	SEE										
Foundations	SEE										
Basement	Plans										
1st Story	and										
2nd Story	Specifications										
3rd Story	B.P.										
4th Story	This is B.P.										
5th Story	add. Est.										
6th Story	Total cost \$16,000										
7th Story											
8th Story											

Light shaft wall covering to be of \_\_\_\_\_  
Roof covered with 2" CONC. & T.C. Pitch 47° radius  
Chimneys of \_\_\_\_\_ lined with \_\_\_\_\_ any patent flues?  
Gas grate flues to be patent chimney or brick?  
Any dumb waiters or chutes? \_\_\_\_\_ Any elevator (freight or passenger) \_\_\_\_\_  
Cove brackets will be solid.

Name of Owner of Ground UNITED ARTISTS THEATRES Address 1031 N. FORMOSA HOLLYWOOD - CA  
OPCABIER LTD.  
Name of Owner of Building " Res. Address "  
Name of Lessee of Building " Res. Address "  
Name of Architect or Designer WALKER EISEN LTD Bus. Address 1031 S. BROADWAY - LOS ANGELES  
INC. G. A. BALCH.  
Name of Builder Canitt Bros. Bus. Address SAN FRANCISCO  
206 Sansome St.

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

II-666 P.Z.I. 19.12  
2274 Shattuck  
507 798  
Signature of \_\_\_\_\_, Architect  
Address 1031 S. Broadway  
Los Angeles - Cal.

This Permit expires one year from date unless sooner revoked by the City Council.

Date FEB -3 1932 Permit No. 36685  
S-150-539



PLATE	2274 Skattuck	STREET	RENT \$MO.
LOT	X1	DUE	INT %
BLOCK	MTG.	LENDOR	ROOMS
TRACT	DN	PAYMENT	BEDROOMS
DUPLEX	FHA		STORIES
FLATS			BATHS SHWS
APARTMENTS			BEST. NOCK
FLOORS			HEATING
TOILETS			CARAGES
SLEEP. PCH.			BASEMENT
FIRE INS.			EXTERIOR
ROOF			AGE
FURNITURE			TAXES
KEY AP			TRADE
TENANT'S NAME			MAID'S RM.
LISTING OFFICE			LEV. UP DN.
FOUNDATION			
NOV. -1 1973	add seats - 3500	NOV 15 1973	Wall & Project Rm 4500
DATE	OWNER	ADDRESS	PHONE REV. STPS. PRI
MAY 14 1948	For West coast Agency	United Artists	alt 1900
MAY 23 1956	Lillian L Peterson	To film & Reply	7500
	87-5173 alt - 2 theaters permit 80000		

Another city permit document. Source: BAHA.

# STARS WILL ATTEND THEATER OPENING

## \$300,000 United Artists Theater To Be Dedicated

Modern picture stars, film studios and theater executives, the entire blinding King Light. Different street decorations and illuminations. Saturday night's Hollywood tomorrow night when the new \$300,000 United Artists Theater will be opened to the public.

The new theater, one of the most elaborate motion picture palaces in the West, has been built by the United Artists Corporation and will be operated by the Fox West Coast Theaters Corporation. It is a monument to the fact which the motion picture industry has in the face of Backlund and represents the savings and vision which the motion picture industry has in the face of the nation's economic depression.

As 1932 the doors will be opened to the general public. There will be no reserved seats, except for the distinguished guests. The first show will be given at 8:15, featuring "Down to Earth," starring Will Rogers.

Head dedication exercises will take place at 9 o'clock. They will be followed by special opening night entertainment which will include one of Fox West Coast Theaters' grandest leg operations presenting an unique novelty.

Notables will attend opening. The new theater will be dedicated to the public on Saturday night, Sept. 16, at 8:15. The first show will be given at 8:15, featuring "Down to Earth," starring Will Rogers.

Notables will attend opening. The new theater will be dedicated to the public on Saturday night, Sept. 16, at 8:15. The first show will be given at 8:15, featuring "Down to Earth," starring Will Rogers.

United Artists Theater Facts  
 Doors open Friday night at 8:15 p.m. First performance starts promptly at 9:15. First show over at 9 o'clock sharp. Movie stars presented and second show starts at 9:30.  
 General Admission 40c, Reserved Box Se. 25c, Loges 50c, Faded Box Se. 25c, Children all under 10c.  
 No reserved seats in the evening night. Theater doors open to regular patrons of Fox West Coast Theaters.  
 There will be continuous performance daily starting Saturday from 1 p.m. to midnight.  
 United Artists Theater Telephone Bldg. 4215.

## DIVISIONAL HEAD IS PROUD OF NEW HOUSE



Elmer C. Hanks, divisional head of Fox West Coast Theaters, is proud of the new \$300,000 United Artists Theater which he will be opening Saturday night.

Elmer C. Hanks, divisional head of Fox West Coast Theaters, is proud of the new \$300,000 United Artists Theater which he will be opening Saturday night. He is the first of a new breed of theater managers who are building modern, comfortable and profitable theaters for the motion picture industry.

Joseph Schenck developed stars. Schenck, president of United Artists, has been instrumental in the development of many of the industry's leading stars.

Famed film stars to attend opening. The new theater will be dedicated to the public on Saturday night, Sept. 16, at 8:15. The first show will be given at 8:15, featuring "Down to Earth," starring Will Rogers.

United Artists Theater Telephone Bldg. 4215.

## WILL ROGERS' FILM, 'DOWN TO EARTH,' TO BE OPENING FEATURE

In presenting Will Rogers in "Down to Earth" Division Manager A. M. Backlund of Fox West Coast Theaters has provided the United Artists Theater with a feature which will be announced as long as the formal opening of the city's last motion picture house tomorrow evening.

Will Rogers, whose comic wit and economic philosophy attracted huge throngs and won him a national reputation, has made his mark in the motion picture industry through his charming personality and his ability to connect with the audience.

Elmer C. Hanks is responsible for furnishings. Hanks, divisional head of Fox West Coast Theaters, has been instrumental in the selection of the theater's furnishings.

United Artists Official is here from Los Angeles. The new theater is the first of a new breed of theaters built by the United Artists Corporation.

Joseph Schenck developed stars. Schenck, president of United Artists, has been instrumental in the development of many of the industry's leading stars.

Petersen assists in theater publicity. Petersen, publicity and advertising director for the United Artists Corporation, has been instrumental in the promotion of the new theater.

A.S.U.C. cards cut student admissions. The University of California students have been instrumental in the promotion of the new theater.

House staff is ready for duty. The theater's house staff is ready for the opening night.

United Artists Theater Telephone Bldg. 4215.

## RESIDENT MANAGER IS VETERAN THEATER MAN



Charles L. Laine, resident manager of Fox West Coast Theaters, is proud of the new \$300,000 United Artists Theater which he will be opening Saturday night.

Charles L. Laine, one of the prominent theater managers in the West, is proud to be the resident manager of the new United Artists Theater.

Laine, who has been in the theater business for many years, has been instrumental in the development of many of the industry's leading stars.

Laine's experience and vision have been instrumental in the success of the new theater.

Laine's dedication to the theater industry has been a major factor in the success of the new theater.

Laine's leadership has been instrumental in the development of the new theater.

Laine's vision and determination have been a major factor in the success of the new theater.

Laine's dedication to the theater industry has been a major factor in the success of the new theater.

Laine's leadership has been instrumental in the development of the new theater.

Laine's vision and determination have been a major factor in the success of the new theater.

Laine's dedication to the theater industry has been a major factor in the success of the new theater.

## House Staff Is Ready for Duty



Members of the Fox West Coast Theaters' house staff are ready for duty on the opening night of the new United Artists Theater.

## SPARKLING ICE WATER FOUNTAINS ARE WORKS OF ART

Patrons of the new United Artists Theater are going to be particularly pleased with the two large and beautiful Roman drinking fountains, one on the main floor and the other on the mezzanine. Ice water flows from both of them through the latest electric water cooling devices installed by W. H. Picard, Inc., which had the plumbing contract.

In speaking of the theater's sanitation, W. H. Picard said today that it is the finest and most up-to-date to be found in any theater in the country. "I want to thank the United Artists Corporation for giving us the contract and I want to assure the public that the theater has perfect sanitation and proper fire protection through thermostatic controlled sprinklers.

"The United Artists Corporation specified the best in sanitation and insisted upon having the best and we gave them the best. As sanitation engineers we are proud of the United Artists Theater and we have extended an invitation to all in our line to see what we believe is perfect theater plumbing.

"The people of Berkeley should be proud of their new theater and should generously support it, for the United Artists Corporation certainly is deserving of this support for giving the City of Berkeley such a wonderful theater."

## Marquee and Lobby Are Made Attractive

A marquee, modernistic in design and extending to the curbing to provide shelter during the rainy season, gives a metropolitan air to the new United Artists Theater. Hundreds of high powered lights will provide a dazzling light.

The ticket office in the lobby has been equipped with the latest type of ticket machines and money changers to facilitate speed and to prevent mistakes. The booth is electrically heated and ventilated and has a telephone switchboard so that the cashier may get in touch immediately with all parts of the theater as well as the outside.

There also is a special burglar alarm attachment which can be operated by the cashier without her apparently moving her hands.

## Metal Work Is From Liberty Iron Works

One of the most striking features of the interior decoration of the new United Artists Theater, is the architectural metal work applied on the stair rails, the grills in the main lobby and the frames for the large mirrors and poster panels.

This work has been done in strict consistency with the modern architectural lines of this entire project. It is significant for this modern design that metals have been used which have been developed in very recent years, thus, most of the interior metal work is of aluminum alloy which has been perfected for this purpose.

In earlier days aluminum was hardly known to be used for ornamental purposes. However, today's chemists have made it possible to turn out aluminum which has a highly finished, non-corrosive surface, which in many ways resembles silver more so than other metals ordinarily used for ornamental purposes.

The graceful lines of the wide, horizontal members of the aluminum railings which follow the slopes of the stairs and the curves of the balconies are unusually decorative. This work, as well as the interior metal cornices and all other architectural metal work on the building has been executed by the Liberty Iron Works, Inc., of Emeryville, in close cooperation with the architect.

The Liberty Iron Works Inc., is the largest and best equipped East Bay firm in its line and for many years they have experimented with problems which have successfully been made use of on this building. It is, therefore, with pride that this firm points to the United Artists Theater as one of the most outstanding modern projects of today.

This architectural masterpiece is an accomplishment which undoubtedly is pioneering a new era in its field. We can, therefore, safely anticipate to see new store buildings, office buildings and public buildings make use of the same ideas which have been carried out in the metal work on the United Artists Theater.

## NEW THEATER HAS MAGNASCOPE SCREEN

Innovations at the United Artists Theater include the very latest in magnascope screen control. Due to the increase in pictorial effectiveness gained through its use, the screen has won instant favor wherever it has been employed.

It is a special and important item in showing animated cartoons, news reels and travel picture.

## ACOUSTICS ARE PERFECT, SOUND EXPERTS DECLARE

Patrons of the new United Artists Theater will find the auditorium perfect in acoustics, according to Western Electric talking equipment technicians who have been experimenting in sound perfection there during the last two weeks. Every late improvement known to modern day electrical and sound engineering is included in the theater's talking equipment, according to Manager Clarence L. Laws.

Sound pictures and sound engineering are no longer in their infancy and where acoustics of a theater were considered a matter of luck in the past today they are accomplished by perfect designing and by using material in walls that will prevent echoing.

To meet the problems of sound pictures in the United Artists Theater a special sound absorbing plaster was used which prevents all reverberation and yet allows all tones the fullest measure without deadening any part of the house.

Seats Aid Acoustics  
The 1800 theater seats were not only planned for comfort and color scheme but they also were constructed with the idea of aiding the acoustics. Older theaters have no means of combating the ever changing number of occupied seats. The construction of the United Artists Theater seats is such that sound is not affected either by a completely full house or by only a few rows of filled seats.

## Ladies' Parlors to Meet With Approval

The ladies' lounging room and parlors of the new United Artists Theater are certain to delight women patrons, for nothing has been spared to make them comfortable, commodious and artistic. Overstuffed furniture, lounges and individual chairs, beautiful French plate glass mirrors and lighting are more inviting.

Carpets are in the latest shade of light brown and walls, upon which are artistic stencils, are a delicate shade of gray. The main lounging room will be equipped with smoking stands. At the right is a dressing room with full length mirrors. The wash room is finished in white and lavender tile.

## Just Pleasant Reflections



"Is my hat on straight?" Miss Theresa Calleri, secretary to Manager C. L. Laws of the New United Artists Theater, asks herself. One of the large French glass mirrors in the main foyer of the new theater silently and accurately reflects, "Yes."

## LOUNGING ROOM IN FOYER IS HANDSOME

In addition to spacious men's and women's lounging rooms of the United Artists Theater there is a general assembly lounging room adjoining the main foyer where patrons may sit and talk while waiting for a feature to start. From the comfortable lounges it is possible to have an unobstructed view of the spacious foyer and lobby which are on a par with metropolitan motion picture palaces.

## SMOKING ROOMS TO DELIGHT MEN

The men's rest and smoking parlors of the new United Artists Theater have all the comfort of a clubhouse. In the smoking room are lounging chairs with smoking stands at each chair. Attractive stand lamps reflect the luxurious trimmings in light brown and rust carpets.

Athletics is the feature of the general design, the walls being stencilled with various sports—football, baseball, track, polo, hunting and fishing, tennis and basketball.

## SEATS DESIGNED TO GIVE REAL COMFORT

Air cushioned, silent seats, better than lounge seats in even many of the newer theaters, will afford supreme comfort to United Artists Theater patrons. They are roomy, have comfortable back and full cushioned bottoms all finished in heavy leather suede of almost a velvet tissue.

Every seat has an unobstructed view of the stage, for there are no posts. The front rows are far enough back from the wide orchestra pit to make the seats desirable as it is not necessary to lean backward in them in order to see the screen.

Another outstanding feature of the seating arrangement is ample space between rows so that patrons do not have to stand up to enable others to pass by them. It can well be said that there is not a poor seat in the spacious auditorium and balcony which will easily accommodate 1800 persons. There are several rows of loge seats in the center of the main floor and in addition there is a loge mezzanine which are the last word in comfort.

## Projection Room Is Called Best in West

Electrical experts have hailed the projection room of the new United Artists Theater as the finest on the entire Fox West Coast Theaters circuit. More than twice as large as most projection rooms, it has been built with plenty of ventilation for operators and includes double ceilings as an extra precaution.

Three picture machines and a double set of generators prevent the possibility of breakdowns and interrupted programs. There is a completely equipped panel board with numerous innovations including an improved magnascope, screen control. Three large spotlights are also operated in this room.

All motor generators have been placed in sound-proof compartments so that patrons will not be disturbed by humming motors or other noises. The projection room has been made strictly fireproof with automatic fire-proof doors and sprinklers operated by thermostatic control.

### MANAGER'S OFFICE

Manager C. L. Laws of the new United Artists Theater can remain at his desk and still be in constant touch with every part of the theater through intricate telephone lines. His office is at the end of the mezzanine floor.

## Stage Will Please Patrons, Performers

The United Artists Theater stage is built in a manner which will please theatergoers and actors alike, for it is deep, wide and has every stage appliance to handle front drops, oilco, backdrops, wings and flies. The stage is 28 feet deep, sufficient to present all kinds of stage attractions at any time there is demand to offer vaudeville here.

At the extreme left are a dozen dressing rooms, each fully equipped for performers with mirrors, special lights and hot and cold water. These take the stage floor and two upper floors.

At the extreme rear is a wide door sufficiently high to enable all kinds of stage scenic sets to be unloaded easily.

Sound equipment is so installed that it can be hoisted into the flies out of the way, allowing use of full stage.

An elaborate master switchboard is to the right directly behind the proscenium arch and from here the entire lighting of the auditorium as well as stage is controlled.

## Furnishings Are Most Luxurious

Furniture, drapes and carpets in the new United Artists Theater all have been chosen with a view of upholding the modernistic theme expressed in the architecture and interior decoration which are a free adaptation from the Spanish Renaissance.

Heavy velvet carpets in all over design of red, green, orange and gray are used in the main foyers and on the stairways. Modernistic and Spanish type Chesterfields and elaborate occasional chairs make up the furniture of the numerous lounging rooms on the main floor and on the mezzanine. Drapes are in harmony and there is a wealth of unique ornamental floor lamps.

The women's cosmetic room, adjoining the woman's smoking and lounge rooms, has a delicate shade of blue color scheme. Costly mirrors equipped with wrought iron electric fixtures surmount legless dressing tables in light blue with pedestal chairs to match.

In the main lounging room is a beautiful period table and statuary. Beautiful Roman drinking fountains add to comfort and the artistic.

### USHERETTE ROOM

Usherettes at the new United Artists Theater have an attractive dressing room on the mezzanine floor. It is equipped with individual lockers, comfortable chairs and wash room.

## EAR PHONE SETS ENABLE DEAF TO HEAR IN THEATER

Berkeleyans with defective hearing will delight in the news that the new United Artists Theater is equipped with special ear phone sets attached to seats so that the hard of hearing and even those almost stone deaf will be able to enjoy the dialogue of motion pictures. Two entire blocks of seats have been so equipped.

Those wishing to avail themselves of this service have only to notify an usherette. A small deposit is required from patrons when they receive the special ear phone attachment, but it will be refunded as soon as they return the set. These sets are sterilized after being used.

The special ear phone sets were first used in Berkeley in the Fox California Theater and the management was showered with praise from hard of hearing persons, especially the aged, for providing them with a means of enjoying talking pictures. Realizing how much pleasure they have given the deaf, Manager Clarence L. Laws of the new United Artists Theater made arrangements to have even more of these sets installed in the United Artists Theater than in the Fox California.

The sets are so made that they are inconspicuous. It is almost impossible for anyone sitting beside a deaf person to realize the man or woman next to him is "hearing" the picture through an electric device. Special wires are run to the seats under the floor. These pick up the sound reproduction directly from the Western Electric loud speakers back stage.

"The Fox West Coast Theaters has always endeavored to please its patrons," says Manager Laws, "and we especially wish to aid those whose ears and eyes are impaired. We have arranged the ear phones on a group of seats near the front to accommodate those who are hard of hearing and near sighted as well. Far sighted but deaf persons may have seats further back."

### CLOAK ROOMS

Cloak rooms with checking are provided on the mezzanine floor of the new United Artists Theater which will be formally opened tomorrow night. This is an innovation as far as Berkeley is concerned. The cloak rooms also will be available for checking of parcels and should prove of special service to women shoppers who attend matinees.

### NOTED ARTIST WILL BE HEARD AT CONSOLE

Floyd Wright, known as a guest solo organist throughout the West and more recently resident organist at the Fox California will be at the console of the beautiful new organ of the United Artists Theater. Perhaps no organist of his age has had so much experience, especially in theater work.

An organist in a country church at the age of seven, an accomplished pianist at 12 and a theater organist at 18 years—if sufficiently pressed, Wright will admit all this, but he is one of those musicians who rather prefer to stress what they would like to do rather than the numerous things already accomplished.

He is to be featured as solo organist at the new United Artists Theater and in such capacity is arranging daily programs with a deft touch of originality. In his future programs he will endeavor to carry out suggestions of patrons as to selections and type of music in general.

Wright is one of those gifted young men who may well be called a born musician. His early boyhood was spent on a ranch in the state of Washington and the nearest to music that he heard was one of the old-fashioned photographs which ground out a limited number of records.

But Wright listened to them and caught from the tiny melodies a natural sense of harmony and rhythm. An indignant pastor used to let him practice on the church pump organ, and presently he was playing the good old hymns by ear. At the age of seven he was playing well enough to accompany songs of the congregation.

At the age of 19 his family changed residence, moving to Portland. There Wright began his study of piano and his proficiency in that line soon suggested the pipe organ, and so, at 11, he joined a Methodist choir at an organist principally to have opportunity to practice on the church organ just as long as he desired.

From Portland the Wright family moved to Petaluma. Wright attended high school during the day, played in motion picture theaters nights and was organist at the Presbyterian Church Sundays.

Graduating from high school, Wright came to Oakland where he became organist in the old Palace Theater. His work there attracted attention and he went to the Casino Theater in San Francisco where he remained more than a year.

Then came the Granada Theater for two years, the Fox U. C. Theater in Berkeley, the Grand Lake Theater in Oakland. He was in the latter theater three years before coming to



Floyd Wright, one of Fox West Coast Theater's outstanding organists, who will be resident organist of the new United Artists Theater.

### Opening of Theater Will Be Democratic

A democratic opening, stressing the policy of standard prices, will be observed by the United Artists Theater, according to A. M. Bowler, manager of Fox West Coast Theaters in the Northern California division.

"The United Artists Theater will serve the whole public and, despite our plans to make its opening a memorable event in the theatrical history of Berkeley, we wish also to keep it democratic in every particular," Bowler said today.

"We feel that this innovation will be much appreciated by the general public, all the more so because in the past it has been the regular custom throughout the country to charge special prices for the opening and to reserve seats in advance."

It is believed that Bowler's attitude will be commended for its simplicity, its avoidance of distinction in the matter of prices and reserved seats and for the opportunity it affords everybody to enjoy the opening of Berkeley's newest and most up-to-date and beautiful theater.

the Fox California. In addition to theater work he has filled radio engagements.

### NEW THEATER HAS PERFECT HEATING AND VENTILATION

Realizing that proper ventilation and heating are essential to enjoyment of a theater and that no matter how good a show is presented it cannot be appreciated in a stuffy, hot or cold theater, the United Artists Theater has been equipped with the latest system of heating and ventilation.

Fresh air, an important and necessary item, is guaranteed through a method that draws it into the house at a height of 40 feet or more and then screens it to remove impurities. A dual system of heating and ventilation makes it possible to send either warm or cool air under the seats and also permits its entrance through the ceiling. A variable control regulates the temperature and maintains it at 70 degrees, whether it be 90 degrees or down below freezing outside.

A dual system is also employed for the removal of stale air which is drawn out through the ceiling and the latter is a feature that only the newest theaters possess.

The efficiency of the equipment is demonstrated in the fact that a complete change of air can be had throughout the entire house within the space of three minutes. An even temperature is held during the process. The arrangement of the ventilation and heating system also guarantees against drafts and stagnant pockets in any part of the house. In connection with this it is interesting to note that doors have been hung between the foyer and the auditorium as a further prevention of any possible draft or change in temperature.

**WIDE STAIRWAYS AND AISLES ARE FEATURES**

Wide stairways and aisles are features of the new United Artists Theater and add to the comfort of patrons, while numerous exits also augment safety. According to Manager U. C. Laws, it would be possible to empty the entire theater in less than three minutes in an emergency.

There are a spacious main foyer, an inner foyer and a general lounge room on the main floor, all luxuriously furnished and with railings of polished aluminum which have the appearance of solid silver. Roman drinking fountains are conveniently located in the inner foyer and upon the mezzanine foyer.

### Here Is Combination in Art



Art and beauty combine to make the new United Artists Theater one of the prettiest theaters in the country, but the beauty is not confined to the theater itself. Here is Miss Erva-Elyn Sheppard, chief usherette. She is standing in front of one of the foyer paintings. She has picked a dozen other handsome young women as usherettes.

### Usherettes to Have Attractive Uniforms

The natty blue uniforms with white belts which is the standard attire of usherettes in all of Fox West Coast houses will be noticed tomorrow evening at the opening of the United Artists Theater. It will take 12 usherettes to provide the typical Fox West

Coast Theater service to patrons. The chief usherette in the striking white uniform with gold trimmings is Miss Erva-Elyn Sheppard, a former University of California co-ed who has had considerable experience in theatrical work. For the last week Miss Sheppard has been drilling the usherettes in their duties. In a house of the type and size of the new United Artists Theater these duties are numerous.

### CHAS. M. THALL HAS UNIQUE JOB OF FILM BOOKING

Nearly 15 years of service with Fox West Coast Theaters attests to the success of Charles M. Thall, booker and assistant division manager for Fox West Coast Theaters in Northern California, with offices in San Francisco. During that time he has served almost entirely in his present capacity.

Hundreds of pictures from Fox, United Artists, Metro-Goldwyn-Mayer, Paramount and other studios pass constantly under Thall's supervision. He is the man who books the attractions into all Fox houses in Northern California and with him rests all decision as to the pictures best suited to the entertainment demands of various houses.

Thall's task obviously is a complicated and responsible one for great caution must be exercised in the selection of films for the many theaters under his control. His work might be likened to a checker game wherein the counters constantly are shifted and moved about. Thus, as he manipulates the various subjects of his "checker-board," he must consider the precise nature of the last picture presented in any given house the day before.

For instance it is his duty to make the screen fare so that it will hold a continued appeal to the average patron of the films. If a western drama has just been completed an arrangement at any house then it is necessary for Thall to book an attraction of a diverse nature, say a sophisticated comedy or a society drama.

When it is remembered that Thall is agent for more than 50 theaters scattered throughout Northern California and that he is the person responsible for the variation and balance in picture programs, some idea can be gained of the importance attached to his work. It is one of the most interesting and unique albeit difficult positions in the Fox West Coast organization.

Rugged drama, comedies, back-stage life stories, westerns, tragedies, farces, pictures of society, home, city and farm life, the so-called "costume" or period pictures, they are his tools and how expertly he applies them marks the success he has achieved.

**EMERGENCY HOSPITAL**

The new United Artists Theater has an emergency hospital on the mezzanine floor. It is fully equipped as a first aid station.

### BALDWIN NAMED NEW MANAGER OF FOX CALIFORNIA



Donald Baldwin, U. C. graduate and manager of Fox U. C. Theater, who will manage the Fox California Theater.

The opening of the new United Artists Theater in Berkeley calls for several changes in the managerial staff of the local Fox West Coast Theater organization. Donald Baldwin, a native of Berkeley, has been appointed to fill the chair vacated by Clarence L. Laws, now manager of the United Artists Theater, as manager of the Fox California Theater. He is well known locally, having been educated in the Berkeley schools and graduated from the University of California with the class of '28.

Baldwin started in theater work 13 years ago at the Fox U. C. Theater. Working at various times in practically every department connected with the presentation of motion picture entertainment, he has obtained a wide knowledge of the duties and responsibilities of a theater executive.

Following his appointment as assistant manager of the Fox T and D Theater, in Oakland, he was brought to Berkeley as manager of the Fox Campus Theater. For the past few months he has been in charge of the Fox U. C.

The Fox California Theater, under

### NOTED ORGANISTS WILL BE HEARD IN NOVEL FEATURE

One of the unusual features of the inaugural show of the United Artists Theater tomorrow night will be a unique organ novelty presented by four of the Pacific Coast's leading organists.

Participants will include Dick Arnsdottir of the Fox Theater in San Francisco, Eddie Holmes of the San Francisco Paramount, Charles "Doc" Wilson of the Fox Oakland Theater and Floyd Wright, well-known for his work at the Fox Grand Lake and Fox California Theaters. The latter has just been named organist for the United Artists.

The four men will present a fifteen-minute organ program during which period each of them will be featured in the type of music which he knows best. This will be the first time in the West that four famous organists have appeared together in a theater program.

Other plans for the brilliant premiere include the personal appearance of noted motion picture stars, a dedication address by Mayor Thomas E. Chidwick and a short talk by Robert E. Connolly, president of the Berkeley Chamber of Commerce.

Dr. Robert O. Sprout, president of the University and Mrs. Sprout, City Manager Hollis H. Thompson and Mrs. Thompson, and Judge Oliver Young will be among the prominent local guests who will attend the gala opening.

Other prominent guests will include Fox and United Artists' officials, notably Reeves Eddy, vice president of Fox West Coast Theaters, and Lou Anger, personal representative of Joseph Schenck.

Will Rogers in "Dorm to Earth" will be the feature picture.

**NEW THEATER HAS ART FLOOR LAMPS**

Floor lamps which will delight patrons add to the artistry of the new United Artists Theater. Many of them are brand new designs built especially for the new theater.

These floor lamps will be seen in the foyer, the lounge room and the ladies' and men's parlors.

Baldwin's direction, will be operated as a first run motion picture theater, and with the new United Artists, will be one of Berkeley's two leading theaters.

C. OF C. HEAD LAUDS BUILDERS OF THEATER

By ROBERT E. CONNOLLY, President, Berkeley Chapter of United Artists Theater...



Robert E. Connolly, president of the Berkeley Chapter of United Artists.

It is to be noted that the Berkeley Chapter of United Artists Theater...

THEATER OPENING IS HELD FORWARD STEP

By CHARLES C. ADAMS, Managing Director, Berkeley Chapter of United Artists...



Charles C. Adams, managing director of the Berkeley Chapter of United Artists, who is representing the opening of the new theater.

The Berkeley Chapter of United Artists Theater...

University Men Hold Jobs at New Theater

The Berkeley Chapter of United Artists Theater...

PUBLICITY HEAD TO ATTEND CEREMONIES

Robert Harvey, director of publicity and advertising for Fox West Coast Theater...

OUTSTANDING STARS AND PICTURES WILL BE SEEN THIS FALL

Opening of the new United Artists Theater tomorrow evening will herald a fall season of greatest motion pictures...

Maxine Crawford, the beloved Frenchman with the irresistible smile and knowing twinkle in his eye...

BERKELEY GETS BEST PICTURES, ASSERTS MANAGER

Berkeley has always been a hot city of new motion pictures...

"Perhaps Berkeley cannot be considered entirely cosmopolitan because we have no stage nor many uncollected foreigner."

"We have a large 'cosmopolitan' population, men and women who by traveling daily to San Francisco...

Unusual Facts About Stars Are Revealed

Maxine Crawford and Maxine Crawford's early career...

"Will Rogers has been seen these twelve miles to present-day law...

"American Madness" Slated for Campus

A dramatic and heart-breaking story of present-day American life...

The leading roles in this film are played by Walter Huston...

On Sunday and Monday a double bill will feature "Madness" and "The Mad Doctor"...

George Stacey will play opposite Maxine Crawford...

Starting the program tonight and starting with a special feature...

From Monday to Thursday nights, the Fox Chapter will present "Madness"...

Friday and Saturday, September 22 and 23, a double bill featuring Maxine Crawford and Walter Huston...

MYRNA LOY TURNS VAMP IN NEW FILM

Myrna Loy is Myrna Loy, who plays a hardened role with Maxine Crawford and Maxine Crawford...

UNNATURAL EFFECTS DETRIMENT TO FILM

Maxine Crawford and Maxine Crawford's efforts in a picture...

Irresistible Rogers Smile



Maxine Crawford today and Maxine Crawford will Rogers have a lot to do...

United Artists Theater Facts

Opens again Friday night at 8:15 p.m. First performance starts promptly at 8:55...

General Admission 45c, Federal tax 1c, Total 50c. Ladies 35c, Federal tax 1c, Total 35c...

No reserved seats for opening night. Theater floors open for regular patrons of Fox West Coast Theater...

There will be continuous performance daily starting Saturday from 1 p.m. to midnight.

United Artists Theater Telephone BE-4day 4200.

THE FILM TO BE SHOWN AT THE U. C. THEATER

A schedule and representative list of leading attractions has been prepared for the Fox U. C. Theater with "Billie Mae Dolzer" and "Smile Please" opening a two days' showing starting today.

"Smile Please" is a show starting tomorrow and is not to be confused with a sports story of any kind. Paramount has taken out of the world's most libidinous comedians and set them loose in a riotous unromantic burlesque of the screen has offered.

"Smile Please" is a thrilling mystery feature which will share the bill and which exhibits will include "Toda Tomorrow" and "Show Me the Way to Go Home," a song cartoon.

Chevalier Coming Soon



Smiling Maurice Chevalier, who is featured in "Love Me Tonight" with Jeanette MacDonald, the next attraction at the United Artists Theater.

"Love Me Tonight" Next U. A. Feature

Maurice Chevalier's latest starring picture, "Love Me Tonight," directed by Rouben Mamoulian and featuring Jeanette MacDonald, Charles Hugues, Charles Butterworth and Myrna Loy, has been selected as the second attraction for the United Artists Theater.

Like previous pictures starring Chevalier, "Love Me Tonight" is done in a humorous and whimsical vein, and is set to music. Most of the musical numbers, all written by Richard Rodgers and Lorenz Hart, will know song writing combination, are sung by the French star and Miss MacDonald.

Chevalier is cast as "the best little tailor in all France," a business man with a big heart and few funds. When Hugues, a vicount, orders 16 suits from him, and then fails to pay for them, he suddenly changes his location, and sets out for the castle in which Hugues lives with his wife, and, incidentally, his cousin, Miss MacDonald, to collect.

Hugues passes him off as a baron, to get him to remain inside the sacred portals until he can raise enough money to pay him off. Chevalier and Miss MacDonald are soon in love, but their romance seems futile when the difference in their social positions is revealed.

EDWARD GATES TO AID MANAGER OF NEW THEATER

Edward Gates is being rewarded for his faithful service for Fox West Coast Theaters by being appointed assistant to Manager C. L. Laws at the new United Artists Theater. Gates was appointed doorman at the Fox Campus Theater in 1920, when he was a student at the University of California.

Gates stresses the point of service to patrons of the theater. He is especially popular with patrons of Berkeley Fox West Coast Theaters because of the personal attention he gives to their wishes and suggestions. In a statement this morning Gates said, "I am very happy at this promotion given me and it will be my wish to obtain a certain list of people who attend the United Artists Theater. There is a certain thrill in watching the reactions of people, especially middle-aged persons, who are given personal service from the performance can be greatly enhanced if they are in the proper mental frame of mind when they enter the theater. Employees in the front of a theater have a great deal to do with making patrons feel friendly by giving them ordinary courteous treatment. I will be on the floor personally to see that this courtesy is given everyone."

Artistic Stairway



Wide stairways with beautiful polished aluminum handrails topped with new glass. Metal furnishings of the theater were made and installed by the Liberty Iron Works, Emeryville.

FOX CALIFORNIA TO CONTINUE AS FEATURE HOUSE

Despite the opening of the United Artists Theater, the Fox California will continue its policy of first-run attractions. Donald Baldwin, new manager, stated yesterday.

Starting Sunday for a week's showing will be the "Bird of Paradise" with Dolores del Rio as the star and Joel McCrea in the masculine lead.

"Bird of Paradise" is, perhaps, one of the best-known plays ever produced. The pathetic romance of Lianza, a child of nature, who falls hopelessly in love with a white man and a happily married her love, required a setting in sympathy with the character of her heroism.

That there could be no other setting than Hawaii was apparent to David O. Selznick, executive vice-president of all R-K-O production. Thus, the production wheels were set in motion. King Vidor, a master of subtleties and poignant screen phrases, was engaged to direct and the company made the long ocean trip to Honolulu.

If there had been any doubts as to the wisdom of this expensive expedition, they were quickly dispelled. Thus, the production wheels were set in motion. King Vidor, a master of subtleties and poignant screen phrases, was engaged to direct and the company made the long ocean trip to Honolulu.

Despite the handicaps of season rains, the work of filming this screenplay progressed rapidly. Where the play was necessarily static because of the theater's limitations, the film memorably broadened the scope of the story.

Barbara Beauty The barbaric beauty of the primitive Hawaiian mating dance was caught in all its wild, exuberant splendor. Amid a whirl of flames, Miss Del Rio dances in the night—a pathetic pawn of custom, waiting for some man to leave the fire and carry her off.

Joel McCrea rescues her, braves the menacing clouds of fire, and carries her off to a deserted neighboring island. Free from the dreaded toms of her people, momentarily free to love the white god who captured her. Then the theme of "Bird of Paradise" renews its inevitable destiny. Lianza's people wish to sacrifice her to Pele, the volcano, for having broken the tabu against mating with a white.

Lianza is torn between love for the white man and the primitive terror of awe and in the end makes a magnificent and strange decision. In production, "Bird of Paradise" is tremendous in scope. It is interesting to note that the company hired an entire village of Hawaiians—all its occupants, men, women, babies, goats and dogs—for the spectacular mating dance.

With McCrea and Miss Del Rio as John Halliday, Christian Chasey, Richard "Bretter" Gallagher and Bert Roach.

SHATTUCK AVENUE TO BE BLAZE OF LIGHT

Shattuck Avenue between Kittredge Street and Bancroft Way will be a blaze of lights tomorrow night in connection with the formal opening of the new \$200,000 United Artists Theater. Gigantic Klieg lights will give the street and the theater from a strong white light. Great searchlights will be turned skyward, sweeping high over the city, being visible as far away as San Francisco.

2 Famed Comedians Support Chevalier

Two famed comedians, both named Charles, support Maurice Chevalier and Jeanette MacDonald in "Love Me Tonight," which is to be the second attraction at the new United Artists Theater. They are Charlie Huggles and Charles "Red Fox" Butterworth. It is Huggles' third picture with Chevalier and Miss MacDonald, the others having been "The Smiling Lieutenant" and "One Hour With You." Also in the cast of this picture is Cecil Cunningham, the original title holder of "The Pink Lady," in which Hani Dawn won to fame.

He's Back in Claremore Now



Will Rogers should have a highly attractive and wholly appreciative audience at the opening of the new United Artists Theater tomorrow night. Inse Hani Dawn (center) shares honors with him in "Down to Earth."

CIVIC LEADERS LAUD BUILDERS OF THEATER

Manager Clarence L. Laws of the new United Artists Theater this afternoon received a telegram from Division Manager A. M. Howes, in charge of the Fox West Coast Theaters in Northern California. It read:

"Please extend for me through the press to the people of Berkeley my sincere appreciation of their support to Fox West Coast Theaters. Inform them that we have endeavored to give them the best in a motion picture theater and that we will provide for them the best of entertainment.

"This is the fifth theater which has opened since I have been in charge of the Fox West Coast Theaters in Northern California. I have always delight in giving my friends in Berkeley the best in an opening program for their neighborhood."

Councilman William Porter says: "We of Shattuck Avenue are proud to see the completion of the United Artists Corporation's latest theater. It is a magnificent structure, with roomy lounges, modern equipment and up-to-date construction. It truly will be a 'bright spot' on Shattuck Avenue."

Councilman R. S. French today said: "The United Artists Corporation is extremely fortunate in having C. L. Laws as manager of their beautiful new United Artists Theater in Berkeley. We at the California School for the Blind want to thank Mr. Laws for the many courtesies he has shown us in the past and we hope that our friendly relationships may be continued in the new theater."

POLICE DETAIL WILL AID IN GALA EVENT

Police Chief Jack Greening today planned to have a special detail of police to assist the augmented staff of the new \$200,000 United Artists Theater at the opening tomorrow night. The new United Artists Theater will comfortably seat 1000. There are accommodations for 2000 more persons in the spacious lobby. Many visitors probably will want to spend the first part of the evening inspecting the house before being seated for the second show. In this way all who wish to attend the opening night festivities will have opportunity.

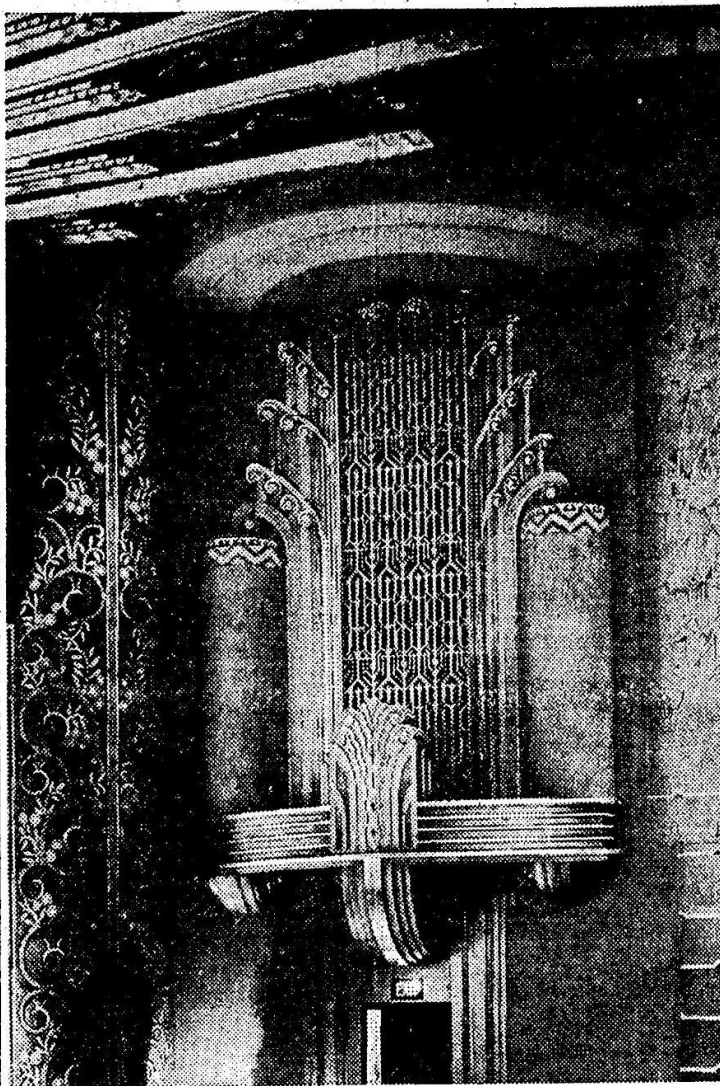
# Biggest Proclamation



Mayor Thomas E. Caldecott affixes his signature to the biggest proclamation in the world, calling attention to the opening of the new \$300,000 United Artists Theater. Miss Estelle Green (left) and Miss Jean Budg pretty usherettes, assist him.



# NEW UNITED ARTISTS THEATER IS ART GEM



One of the artistic organ grills in the new United Artists Theater which will be formally opened Friday evening. The interior shows that a theater may successfully combine real comfort with art.

Berkeley theater-goers have a real surprise in store for them when the new United Artists Theater, is formally opened Friday evening. The theater not only includes the most modern equipment but it is a work of art inside, according to those who have had opportunity to see the interior.

The United Artists Theater has one of the best organs of any theater in the country, it is announced. Pipes are hidden behind artistic grills at either side of the great proscenium arch. The stage has a depth of 25 feet and is equipped to handle full stage productions.

Patrons are going to be agreeably surprised with the many comfortable features such as the large lounging room, a men's smoking room and a ladies' parlor, all richly carpeted in rust. Seats in the theater are as large and roomy as loge chairs and have air cushions and heavy upholstered backs.

Finishing touches are being placed on the interior today and everything will be in readiness for the formal opening Friday evening, Manager C. F. Laws announces. The feature picture will be Will Rogers in "Down to Earth."



# Curtain Calls

By Wood Soanes



**T**OMORROW night will be a large occasion in Berkeley what with the new United Artists' theater opening its doors under the aegis of the Fox West coast and the canny managerial eye of Clarence Laws; and the official premiere of the student play of the season at the International House under the direction of Edwin Duerr.

As is usual with openings there is considerable chaos at the United Artists as yet and the atmosphere probably won't clear until a minute or two before the front doors are unlocked tomorrow evening. But Laws assures me that there will be formal dedication ceremonies and visiting stars from Hollywood.

When this was written he was not sure of his guest stars, their visit depending largely on work schedules in Hollywood but it seemed certain that the celebrities would include Johnny Weissmuller of "Tarzan" fame; Roscoe Ates of the fluttering chin; and a screen beauty or two.

Berkeley will be officially represented by its mayor, Thomas E. Caldecott and the president of its chamber of commerce, Robert E. Connolly and the theater will be represented by executives of United Artists and Fox West Coast. Aside from a small section in the loges reserved for visitors and the ever-present critics, the auditorium will be unreserved and open to the general public.

The new theater, second to be opened in the Eastbay within as many months, is described as an artistic house which cost in the neighborhood of \$300,000. The opening program, on display for the week, is headed by "Down to Earth" the Will Rogers picture. This new house gives the Fox chain four representative theaters in Berkeley—the California, Campus, U. C. and United Artists.

should be deleted in order to preserve amity between governments; he is, or was, in short the gentleman who plucked social and moral errors from films before they reached the official censors and general publicity. In this capacity he was invaluable.

The story comes that when Colonel Joy decided to make a change he was importuned by no less a personage than Louis B. Mayer, president of the Motion Picture Producers' association, which is the Hays unit of the industry, to reconsider. But the colonel had made up his mind and was not to be dissuaded. Ten years of wrangling with producers who think they are right includes enough grief to last the average human a life-time.

It will not be difficult to find a man willing to take Colonel Joy's job, but it will be a decidedly difficult chore to find one able to fill it.

## EXITS AND ENTRANCES

"Back Street" has been banned in England on moral grounds so The Era, British trade paper announces. . . "Girl Delinquent—Age Sixteen," a story by A. Delford Pitney, published by Harper's, has been purchased by M-G-M. . . This stud has also taken the right to "Vol de Night" ("Night Flight") a French air picture.

"Whistling in the Dark" is to be made by M-G-M instead of Harold Lloyd and no star is named as yet for the Ernest Truex role. . . Victor Fleming has been assigned to direct Helen Hayes in "The White Sister" . . . She is back on the M-G-M lot making her first picture since "The Sin of Madelon Claudet."

Elizabeth Miele who sponsored Raymond Van Sickle's "The Best

Oakland Tribune column, Sept. 1932.

---

## **United Artists to Entertain U. C. Bears**

Coach Bill Ingram and his squad of University of California football players will be guests tomorrow night of the United Artists Theater in Berkeley. They will attend the early show to see Claudette Colbert in "Torch Singer" on the screen and Danny O'Shea and his company of 18 entertainers on the stage.

# Bill Fiset

... **Man Alive** ...

## The Bubble Machine

Jeff Kreis just got the bad news from his tax accountant that a baby born during the first week of January isn't deductible on the 1971 tax forms. "Why not?" Kreis demanded to know. "It was last year's business" . . . Ghastly lack of faith at the United Artists Theater in Berkeley where patrons come in eating pizzas from Shakey's next door and have to finish them in the lobby rather than in their seats — and the picture is "The Godfather" . . . Barbara Curti got an invitation from a couple to attend the christening of their fourth child. The invitation was mailed with a "Family Planning" commemorative stamp.

# NEW BERKELEY THEATER GIVEN GALA OPENING

Leading Citizens, Noted Screen Favorites Join in Personal Greetings to Picture House

With elaborate and appropriate ceremonies witnessed by Hollywood stars, city and film officials and thousands of screen fans, the new United Artists Theater in Berkeley opened its doors for the first time last night.

Easily the most beautiful motion picture house in Berkeley, the theater also may be rated one of the finest among the coast's smaller metropolitan playhouses.

A splendid program marked by all the excitement and color of a Hollywood premiere opened Berkeley's newest theater.

#### NOTABLES THERE.

Outstanding events of the evening included a dedication address by Mayor Thomas E. Caldecott of Berkeley, and a speech of welcome by Robert E. Connelly, president of the Berkeley Chamber of Commerce.

There were personal appearances by George Bancroft, Roscoe Ates, Lew Cody, Josephine Dunn, "Bing" Crosby, Conchita Montenegro and Matty Kemp, all well known and popular stars, and an unusual organ recital in which Dick Arnaunt of the Fox Theater in San Francisco, Eddie Sellon of the Paramount in San Francisco, Charles "Doc" Wilson of the Fox Oakland and Floyd Wright, new organist for the United Artists, participated.

The screen offered as its leading attraction Will Rogers in "Down to Earth," his amusing and delightful sequel to "They Had to See Paris," with Irene Rich, Dorothy Jordan and Matty Kemp in the supporting roles. Selected short subjects balanced the program.

#### HONOR GUESTS.

Guests of honor at the grand opening included Reeves Espy, vice president of Fox West Coast Theaters, the group which will operate the United Artists; Lou Anger, personal representative for Joseph Schenck; Charles M. Thall, Elmer C. Hanks, Robert E. Frost, Robert Harvey, James Chapman, Herman Kersken, Phil Phillips, Allan Warshauer, Frank Burhans and Arthur Miller, all Fox officials; Dr. Robert Sproul, president of the University of California; Hollis R. Thompson, Berkeley city manager, and Judge Oliver Young.

At United Artists



IRENE RICH, playing opposite Will Rogers in "Down to Earth," at the new Fox-United Artists Theater in Berkeley.

## HARVARD MAN CALLED SUICIDE

Albert Perry, 28-year-old Hayward truck driver, was officially adjudged a suicide yesterday by Undersheriff Frank Swain, following the testimony of an autopsy surgeon and the woman who last saw the man alive.

Perry's body was found beside his truck last Thursday, with a bullet hole through his head and heart.

Mrs. Marie Nielson, with whom Perry was friendly, told police that he had threatened to shoot himself on several occasions when gossip had linked her name with his.

## Two Men Bound, Robbed of \$700

After trussing their victims with rope and leaving them face downward on the floor, three armed bandits yesterday morning robbed two brothers, owners of an Oakland grocery store, of \$700 in cash.

The victims, Inocente and Anthony Clarizio, were herded into a rear room of their store at 531

# THEATER FETES ANNIVERSARY

The United Artists Theater in Berkeley is celebrating its first anniversary this week and has selected "Paddy, the Next Best Thing," starring Warner Baxter and Janet Gaynor as the attraction for the first part of the week. George Arliss in his latest brilliant success "Voltaire," will be shown the last half of the week starting on Wednesday and showing until Saturday.

Janet Gaynor and Warner Baxter are seen together for the first time since their memorable appearance in "Daddy Long Legs," in the new film "Paddy, the Next Best Thing," showing currently at the United Artists. Miss Gaynor has what is reported to be her most versatile role as the roughish Irish girl whose hectic love affair with Baxter is amusing and entertaining.

The cast in support of the stars includes Walter Connolly, Mary McCormic, Harvey Stephens and Margaret Lindsay.

A special feature of Anniversary Week is the showing of a Berkeley Screen Souvenir, including important events in the history of Berkeley that have been recorded in film.

The United Artists Theater, the most luxurious for its size in the Eastbay is officially opening its Fall season of big hit pictures with anniversary week. All the big hit pictures from the major studios will play this theater at an early date. Already booked are "Moonlight and Pretzels," the lavish musical, and "Dr. Bull," Will Rogers' latest feature.

## APPEAR ON STAGE



**MICKEY MOUSE** and Minnie Mouse, portrayed by Virginia Hacker and Virginia Cripps of Berkeley, will be seen on stage of United Artists theater in Berkeley the morning of Feb. 11 at a vaudeville show arranged by girls of 27 Berkeley playgrounds. —Post-Enquirer photo.



**Mrs. Carrie Hoyt, Mayor Fitch Robertson and Councilman Don Parce examine a miniature garden of nursery plants at the Garden Harvest Festival in the United Artists Theater in Berkeley last night. Later they listened to a radio broadcast from the main lobby when gardeners described flowers.**

Garden Harvest Festival photo, 1944.



# New Series Of Free Movies For Women to Begin

For the fourth time in three years, women of the Berkeley area will be treated to a ten-week series of free movies.

The new series begins next Wednesday (June 2) at the United Artists Theater in downtown Berkeley with the showing of the Hollywood spectacular, "Hawaii," starring Julie Andrews and Richard Harris.

The free movie program, "Holiday for Housewives," is sponsored by Diet Pepsi, KT-VU-Television Channel 2, the Berkeley Dailey Gazette, and 33 Berkeley merchants and firms. Free tickets are available at any of the 33 sponsoring business firms and at The Berkeley Daily Gazette.

In addition to the full-length feature motion picture each Wednesday, there will be live stage shows and weekly drawings for free prizes. The prizes will include silver serving pieces, electric coffee makers, king-size linen sets, Farberware broiler - rotisseries, Lanvin cologne gift sets, and many gift certificates from sponsoring business firms.

**THE DOORS** of the United Artists Theater open at 11:45 a.m. each Wednesday, and "Holiday for Housewives" begins at noon with the drawing for prizes, followed by the stage presentation and then the movie.

The ten movies to be shown in the new series represent many of Hollywood's biggest "hits," and this list of motion pictures was obtained primarily through the participation of Channel 2.

**FOLLOWING "HAWAII"** on June 2, the movies to be shown each Wednesday will be: June 9, "Sweet Charity" with Shirley Maclaine and Sammy Davis Jr.; June 16, "Around the World in 80 Days"; June 23, "The Sand Pebbles" with Steve McQueen; June 30, "The Bible" with George C. Scott; July 7,

"The Agony and the Ecstasy" with Charlton Heston and Rex Harrison.

Wednesday, July 14, the feature movie will be "Darling Lili" with Julie Andrews and Rock Hudson; July 21, "Thoroughly Modern Millie" with Julie Andrews; July 28 "West Side Story" with Natalie Wood and Richard Beymer; and Aug. 4, "Exodus" with Paul Newman, Eva Marie Saint, Sal Mineo, and Lee J. Cobb.

**ADVERTISEMENTS** in the Gazette and on Channel 2, as well as handbills now available from sponsoring firms and merchants, list all ten of the free movies, the dates they will be shown, and the names and addresses of the 33 sponsors.

Free tickets are given by each of the sponsors; no purchase is necessary. Tickets for the new series may be obtained from: Walt's Pharmacy, Kaufman's, any Virginia Cleaner outlet or driver, Sullivan Language School, Crocker Citizens National Bank Downtown, Mobilia and McPhee's Junior Bootery.

**ALSO FROM** Berkeley Hardware, Bayview Chapel, any Berkeley Co-op Food Center, Postal Instant Press, Vala Bovie School of Classical Ballet, Jackson's Party Service, Huston's Shoes, the Shattuck Residence Club, Blue and Gold Market, Hink's of Berkeley, Berkeley Hearing Aid Center and Edy's of Berkeley.

Also Shattuck Pharmacy, Lee Frank Jewelers, Penneys, California Book Co., Ltd, Mills Music, Fabric Land, Goodson's Health Foods, Fidelity Savings and Loan Association, Camera Shops Inc., Eugene's Women's Footwear, Kress, Shattuck Hardware, Sather Gate Apparel, Hotel Durant Dining Room, and the offices of the Gazette.

# The days when theaters were grand movie palaces

The palatial grandeur of California's movie theatres of the 1920's, 1930's and 1940's is recaptured in the Oakland Museum exhibition, "Movie Palace Modern," showing through March 25 in the Special Gallery of the Cowell Hall of California History.

Admission is free.

Interior drawings, photographs and objects from theatres designed by Anthony Heinsbergen will be shown. In the heyday of their monumental opulence, he created interiors for 747 movie palaces throughout the West, Mexico and Canada.

HIS WORKS in the Bay Area theatres account for significant additions to this exhibition, which is circulated by the Smithsonian Institution.

Heinsbergen's career spanned nearly 60 years. During that time he converted the relatively neutral space and vast walls of these cavernous theatres into Egyptian temples, ornate Renaissance palaces, Gothic castles, cosmic skyscapes and streamlined Art Deco showcases, ones gleaming in glass and chrome with black and red accents.

Although many of the pastel water color and tempera drawings and Mott Studio photographs are from famous Hollywood theatres, the museum's History staff has added new material relating to Heinsbergen's Bay Area projects.

EXHIBITION design, by Richard Ransom and the museum's exhibits staff, is based upon rich color schemes frequent in Heinsbergen's interiors.

Among theatres loaning original period furnishings for

the exhibition are Oakland's 1931 Paramount (lamps, silver ticket urn, couch and consoles); the 1932 Alameda (lamps, benches, playbill frames); Berkeley's 1932 United Artists (lamps and four lobby paintings from Heinsbergen's studios); Oakland's Grand Lake carpet); San Francisco's Warfield (two brass and white glass chandeliers and five color photographs) and lobby chairs from the Metro (remodeled about 1937-38); the 1941 Orinda (benches); and San Jose's 1949 Garden Theatre (two California walnut plaques evoking popular Hollywood bathing beauty, sun glasses and palm tree imagery).

Other Bay Area theatres represented by drawings are the Hayward (1936); Rheem

in Walnut Creek (1941); Fox Burlingame (1925 — formerly the Peninsula); Fox Oakland (1928); San Francisco's Strand built in 1915 and remodeled by Heinsbergen in the late '30's), Coliseum (1932), Balboa, Orpheum (1926), Golden Gate, Roosevelt and Avenue; the Roseville (1925) and Pittsburg's Enean (1936).

AS AN ADJUNCT to the exhibition, the museum is presenting a film series, "Hollywood on Hollywood," with show dates in the museum theatre for Friday and March 23 and 30.

The Oakland Museum, located at 10th and Oak streets, is open Tuesday through Sunday, 10 a.m. to 5 p.m., and remains open Friday nights until 10 o'clock. It is closed Monday.

843 1487 BERKELEY 2274 Shattuck

**United Artists**  
A UNITED ARTISTS THEATRE



Shown Weekdays 8:35 Fri. 7-10:20

**THE LEGEND OF FRENCHIE KING**  
Saturday 3:20-6:45-10:05 Sunday 1:45-5:05-8:25

— CO-HIT —  
**RAQUEL WELCH**  
**"HANNIE CAULDER"**

NOMINATED FOR 4 ACADEMY AWARDS!  
**"SOUNDER"**

**BERKELEY**  
SHATTUCK AT HASTE  
848-4300

**THE FALL OF THE ROMAN EMPIRE**  
1931-1972

**"FELLINI'S ROMA"**

United Artists  
MON.-SAT. 7:00 & 9:10  
SUN. 1:00-3:10-5:20  
7:30 & 9:40

**OAKS** Phone LA-6 1836  
SOLANO at ALAMEDA

**NOW! .. OPEN 6:45**

Gazette article about Heinsbergen exhibit, 1973.

# Robin Orr

... The Social Circle ...

## It Was Grand, Simply Grand

FESTIVITIES at the Oakland Museum last weekend centered around the exhibition, *Movie Palace Modern*, currently on display in the Special Gallery of the museum's Cowell Hall of California History. Anthony Heinsbergen, designer of hundreds of Western movie houses in their 1920's through 40's heyday, was here from his retirement home in Malibu to take the guest of honor role at the Friday night party which focused attention on many of his designs.

Assembled by the Smithsonian Institution, the exhibit includes numerous chandeliers, mirrors, doors, furniture pieces and lamps from movie houses the 81-year-old Heinsbergen designed. It also includes some of his finely detailed tempera and pastel sketches of the theaters.



There are lamps, a silver ticket urn, a couch and consoles on loan from Oakland's Paramount Theater (circa 1931) in the exhibition; lamps and four paintings from Berkeley's United Artists Theater (built in 1932), carpeting from Oakland's Grand Lake Theater and benches from the Orinda Theater (circa 1941). Although Heinsbergen did not design the Paramount (his bid on the job was too high), he has been engaged to supervise the theater's restoration for its opening this fall as the Paramount Theater of the Performing Arts.

In any event, last weekend's party in his honor was a smash. It was a packed house. More than 1,500 attended. Guests were served popcorn and bought wine tickets from an old movie house booth. And entertainment included torch songs of the 30's sung by members of the Cockettes, female impersonators who arrived in slinky gowns and tinsel tiaras.

Among those on hand to do official greeting duty were Oakland Museum Association president William Sharon (yes, Petunia, he's a direct descendant of THE William King Sharon of Bonanza fame) and History Guild co-chairmen Mrs. William Henshaw Keeney and Mrs. Paul L. Edlund. The History Guild sponsored the reception in cooperation with the museum's history division, which will have the exhibit on display through Sunday.

o o o

THE OAKLAND MUSEUM, by the way, will be the setting for the first dinner party Mayor and Mrs. John Reading will give for members of the San Francisco Consular Corps. Set for Saturday, April 14, the black tie affair will start at 6:30 p.m. with a tour of the museum. Dinner will be served by the museum's restaurant staff.

On the mayor's committee for the party are Oakland protocol chief Don Mulford, Paul Manolis and Mesdames Peter Tripp, Norman Ballantine and Lindsay Howden. My Howden, of course, is chairman of the Women's Board of the Oakland Museum Association.

o o o

SPEAKING of mayors, San Francisco Mayor Joseph Alioto became a grandfather for the 11th time yesterday with the birth of a third child, second son, to his daughter Angela (Mrs. Adolfo) Veronese, at St. Mary's Hospital across the Bay. The infant was delivered by Caesarean section, weighed in at 8 1/2 pounds. No name was immediately announced, but there was talk of calling him Joe.

o o o

The 1973 Winter Ball debts will be honored at an April 7 tea in the Piedmont home of Mrs. Stanley Price. Members of the ball's sponsoring organization, Hill Branch of Children's Hospital, will be hostesses. Eighteen girls will curtsy at the ball this year, set for Dec. 21 at the St. Francis Hotel. By the way, since its founding in 1958, the



View of the U.A.'s main lobby with tall wall mirrors and red and gold floral designs

## *Berkeley's architectural heritage*

# U.A. Theater's Art Deco past

BERKELEY — Oakland has the Paramount but Berkeley has the United Artists — and the comparison isn't as rash as one might think walking past the small and rather severe U.A. facade at 2274 Shattuck Ave.

The pylon facade with its WPA-style reliefs of Artistry United is a familiar part of the Art Deco group that also includes the zig-zag Public Library (1930) and the little tiled restaurant (a 1932 remodeling of a 1905 bank). A late-comer to the block, the U.A. fits around and behind the earlier buildings on a large T-shaped lot, with a long narrow lobby wing reaching out to Shattuck Avenue.

The outer atrium with four-sided dome, tiled walls, and colored pavement leads in to a tall main lobby with monumental wall mirrors and Art Deco floral designs in red and gold. Beyond this an inner lobby rambles on in more intimate style under the mezzanine, through a kaleidoscope of frosted glass and metal light fixtures, tropical and classical mural paintings and medallions, streamlined stair and balcony railings, and even the original drinking fountains, phone booth, washroom furniture, and heating fixtures.

Some of the interior splendor was sacrificed in turning the U.A. into four small theaters in the 1970s — the stage was closed off, a lounge and smoking room converted — but it is a magnificent enclave of the 1930s nonetheless.

Berkeley's United Artists was designed by Los Angeles Film Exchange architect C.A. Balch in 1932, and

promoted as a local employment and amusement measure during the depression. Reports on the project stressed the amount to be spent (\$300,000), the number of jobs, and how many of the 200 workers were from Berkeley. There were many delays and changes of plans, to which we partly owe its advanced glass Deco style: early reports announced a "free adaptation of Spanish Renaissance" — in other words, the Moorish cinema style of the 1920s, like the nearby Fox-California as rebuilt in 1929-30 (also an L.A. product, by Balch & Stanbery).

U.A. officials went ahead after an "extensive survey convinced them that Berkeley was in a position to support a high-class theater of the size contemplated" — 1750 seats. Plans at one time call for the Bancroft Way frontage — sheer concrete wall with just the least ridged pattern — to be decorated, but the money was apparently not available. Space was provided for a large theater organ, but that too could wait: the Aladdin's Cave interior was the one absolute essential for a Depression movie palace.

Unlike the Paramount, the U.A. has had no history of spectacular peril and resurrection; it has operated continuously for nearly half a century as a local movie theater. Hard times for movies in recent decades probably helped keep it intact — while the building was out of fashion there was no money to remodel it. Now, thanks in part to the nostalgia fad, most people would probably agree that an Art Deco movie palace is a very fine thing to have on Main Street, U.S.A.

"Main Street, U.S.A.," an award-winning film from the National Trust for Historic Preservation, will be shown on Friday evening, August 17, at the newly restored Studio Building, 2039 Shattuck, as part of a Berkeley Architectural Heritage Association program celebrating downtown Berkeley. For more information or reservations, call 527-3052 or 841-4713.

Photo and commentary by Betty Marvin for Berkeley Architectural Heritage Association.

**C** Water Added lb. **79<sup>c</sup>**

Berkeley's history

# How the city weathered the cruelest Depression year

It was 1932, the year Frederick Lewis Allen called the cruelest of the Depression, and the Berkeley city government was trying bravely to be optimistic.

Almost defiantly, it announced that 1931 had seen much building. The University Christian Church was built for \$120,000; the public library was completed at a cost of \$250,000; a \$40,000 addition to the YMCA was virtually finished; \$289,000 worth of municipal improvements were made; and the university had spent \$3 million on its building program.

And 1932 was to see continued progress. The United Artists Theater, when finished in the summer, would represent an investment of \$300,000, and the federal government had awarded a \$105,000 contract for an addition to the local post office.

But the uncomfortable truth was that Alameda County had to order the charitable organizations disbursing county funds to cease issuing grocery orders because the county treasury faced a deficit. Only four months into 1932, it had spent \$1,139,630 on relief — \$129,630 more than budgeted. Berkeley itself had raised \$50,000 in the fall of 1931 and spent \$80,000, all gone early in 1932.

City Manager Hollis Thompson told a conference of city officials and unemployed men that Berkeley's ideal was that no family should be without food or shelter during the economic crisis, and that the city must go forward with new plans to meet a situation which "grows more difficult than any of us had a right to expect."

The new money was raised, and 500 destitute families received grocery orders and orders for the payment

of rent, lights and heat. With each order came an assignment to a definite city or public works job. This allowed the recipient to work out the amount of the order at 50 cents an hour.

All of us in Berkeley knew the dismal situation in our town and all over the country — all over the world, as a matter of fact. We had the radio and the newsreels at the movies. (And the movies were cheap.) Neither I nor my friends, who had jobs, could do more than contribute an occasional dollar or two to the continuing drives to build up the city's relief funds. My \$25-a-week job kept me solvent, but little else.

It was laughter that kept people sane. The country read "Oh, Yeah?" a collection of hilarious prophecies by people who didn't know what was going on at the begin-

ning of the Depression.

The new "Ballyhoo" magazine, which pilloried the sacred cows of business, politics and advertising, reached a circulation of more than a million almost immediately.

If any of us had been seers in early 1932, we would all have been both happy and horrified, for two names began to appear in the press. Franklin Delano Roosevelt and his friends began to plan his strategy for gaining the presidency. And thousands of miles away, Adolph Hitler was challenging the re-election of Hindenburg, Germany's president.

Text by Florence Jury for the Berkeley Historical Society.



# United Artists



**Berkeley's  
New Theater  
Beautiful!**

**SACROFF  
OF  
DAILY**

**NOW  
PLAYING!**

Doors Open  
12:45 p. m. Daily

*Pike Peters and His  
Ritzy "Had to See Paris"  
Family Go Blooey to  
Happiness Midst Screams  
of Laughter!*

# WILL ROGERS

*in*  
**DOWN TO  
EARTH**

*A Fox Laugh Riot!*

—with—  
**Irene Rich  
Dorothy Jordan  
Matty Kemp**

*Added*

**"MICKEY'S REVUE"**  
(Mickey Mouse Cartoon)

Screen Souvenir

Magic Carpet Travel

Metrotone News

Floyd Wright at the Organ

**PRICES**

Matinees

General Admission 30c

Loges 40c

Evenings, Sundays  
and Holidays

General  
Admission **.45c**

Loges 69c

Children 10c Any Time

WELCOME!

WELCOME!

# UNITED ARTISTS CORPORATION

*... we welcome you!*

**A**S DOWNTOWN MERCHANTS interested in the growth and progress of our City of Berkeley we take this opportunity to express publicly to you as builders of this beautiful theater our sincere wishes for success.

This handsome structure, devoted to clean amusement, will stand always as a monument to the motion picture industry, to the Fox West Coast Theaters Corporation as operating managers and to the United Artists Corporation as builders. It is a tremendous expression of your faith in the future of Berkeley—a faith in which we as merchants share.

### INGALLS-HODGSON

*Brown-hilt Shoe Store*  
2112 Shattuck, opp. S. P. Depot

### HARRY MORTON & SON

*Jewelers*  
2009 Shattuck Avenue, Berkeley

### WALK-OVER SHOE STORES

2215 Shattuck Ave. - 2333 Telegraph Ave.

### FIDELITY GUARANTY

*Building and Loan Association*  
2323 Shattuck Avenue

### HEZLETT'S SILK STORE

2277 Shattuck Avenue  
*Right across from this Theater*

### AMERICAN TRUST CO.

95 Banking Offices Serving Central California

### HUSTON'S

*"Where Berkeley Buys Its Shoes"*  
Hotel Whitecotton Building

### MASON-McDUFFIE CO.

*Real Estate, Insurance, Rentals, Loans, Financing,  
Property Management*  
2101 Shattuck Avenue

WELCOME!

WELCOME!





# The Berkeley Chamber of Commerce

Welcomes the  
**United Artists  
Theater**

## Berkeley Chamber of Commerce

15TH FLOOR AMERICAN TRUST CO.  
—BUILDING—  
BERKELEY — CALIFORNIA  
Telephone BEkeley 0612

Fox West Coast Theater Corporation,  
and the  
The United Artists Corporation

Gentlemen:

Allow me to take this opportunity, on behalf of the Berkeley Chamber of Commerce and the business interests and residents of the community which we represent, of extending to your organizations heartiest congratulations and best wishes for success upon the opening of the new United Artists Theater in Berkeley.

We greatly appreciate the faith and confidence you have shown in Berkeley's possibilities for future development through the construction of this beautiful new theater in the city.

The handsome building is a credit to the community and is a distinct architectural contribution to one of its business sections.

With the high-class entertainment which you are planning for the programs to be shown at this new theater, undoubtedly you will have the support and patronage of the entire community. We feel certain that you will not be disappointed.

Again, may I let you know that it is a real pleasure to extend our warmest congratulations and sincerest hopes for the immediate and continued success of this splendid new theater in Berkeley.

Very cordially yours,

*David C. Adams*  
Managing Director

**"Alice in  
Wonderland"**

Moves to  
**The United Artists  
Theatre**  
Berkeley  
Today and Tomorrow  
Only

**UNITED ARTISTS**  
THEATRE • BERKELEY



GIRLS ...  
LEARN HOW TO  
SAY NO and STILL  
WEAR DIAMONDS

SHE ASKS EVERY-  
THING  
GETS EVERYTHING  
GIVES NOTHING

**MAE  
WEST**  
*"I'm No  
Angel"*

PARAMOUNT'S Sensation  
**CARY GRANT**

It's Here  
for a  
Limited  
Time ...  
Better  
Hurry!  
Feature  
at  
1:00  
3:10  
5:15  
7:30  
9:30



Usherettes  
Wanted

AFTERNOON AND EVENING  
SCHEDULES OPEN

UNITED ARTISTS, BERKELEY

Daily Gazette ad, 1946.

**MATRON WANTED**

Part-time work. Prefer neat mid-  
dle-aged woman. Apply United  
Artists, Berkeley.

Daily Gazette ad, 1946.




843-1487 BERKELEY 2274 Shattuck

**United Artists**

A UNITED ARTISTS THEATRE

**THERE ARE BAD COPS and  
THERE ARE GOOD COPS . .  
and THEN THERE'S BULLITT!**

**STEVE  
MCQUEEN  
AS  
'BULLITT'**

TECHNICOLOR® FROM WARNER BROS. SEVEN ARTS 



**MPA SUGGESTED FOR MATURE AUDIENCES**

**-:- FEATURE TIMES -:-**

**Weekdays—9:00**

**Fri. Only—7:00-11:05**

**Sat.-Sun.—2:50, 6:55, 11:00**



MANAGER IS  
THEATER MAN



... of the new United Artists Theatre...  
... of the new United Artists Theatre...  
... of the new United Artists Theatre...

ERS LAUD  
OF THEATER

"We welcome to Berkeley...  
... of the new United Artists Theatre...  
... of the new United Artists Theatre...

"The building and opening of the...  
... of the new United Artists Theatre...  
... of the new United Artists Theatre...

"We can evidence our appreciation...  
... of the new United Artists Theatre...  
... of the new United Artists Theatre...

# Tomorrow..6:15 p. m.

# JALA OPENING

# United Artists



Two Complete Performances---7 and 9 P.M.  
Our First Screen Attraction

Direction  
FOX WEST  
COAST  
THEATRES

## WILL ROGERS

... full of side splitting laughter  
in his newest and funniest picture!

### "DOWN to EARTH"

with  
IRENE RICH ... DOROTHY JORDAN

A Fox Laugh Riot!

**FRIDAY NIGHT ONLY!**  
**GALAXY OF MOTION PICTURE**  
**STARS IN PERSON!**

ADDED FEATURETTES  
Screen Souvenir // Magic Carpet Travel  
Mickey Mouse Cartoon // Metrotone News

## PROCLAMATION TO THE CITY OF BERKELEY.

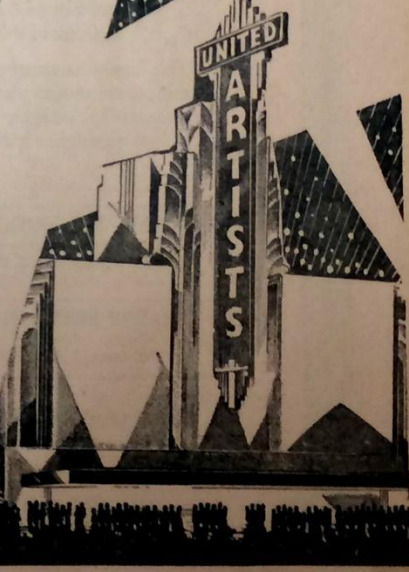
Life in Berkeley and its surrounding communities takes on a new and brighter aspect with the opening at 6:15 P. M. tomorrow evening of the new UNITED ARTISTS THEATRE.

This newly constructed and beautiful edifice is a monument to the confidence which Fox West Coast Theatres and United Artists Corporation have in our city. They have invested thousands upon thousands of dollars in building and equipping this show palace for our comfort, and will spend thousands each month in bringing us the newest and finest screen productions.

We can evidence our appreciation by supporting, not only the opening tomorrow evening, but also the week by week programs in the years to come.

May I call upon each of you to consider the new UNITED ARTISTS THEATRE as your theatre, dedicated again to your entertainment, and you may take it to your heart as a part of your civic pride.

(signed) T. E. CALDECOTT  
Mayor of Berkeley



## BIBLIOGRAPHY

### CITY AND OTHER GOVERNMENT DOCUMENTS

1A. "Shattuck Avenue Historic Context and Survey," Office of Historic Preservation, State of California, 2015.

<https://ohp.parks.ca.gov/pages/1054/files/berkeley%20shattuck%20context%2005-28-2015.pdf>

1B. LPC Memorandum about the Shattuck Avenue Historic Context and Survey. Sept. 3, 2015.

2. Downtown Berkeley Design Guidelines, City of Berkeley, 1994 and 2012.

<https://berkeleyca.gov/sites/default/files/2022-02/Downtown-Berkeley-Design-Guidelines-2012.pdf>

3. Historical Resource Technical Report, California Department of Parks and Recreation, 2015.

4. "Arts As Economic Development," City of Berkeley Mayors Innovation Project, 2016 Summer Meeting.

[https://berkeleyca.gov/sites/default/files/2022-02/ArtsDistrict\\_Panel\\_CoB\\_8.27.2016.pdf](https://berkeleyca.gov/sites/default/files/2022-02/ArtsDistrict_Panel_CoB_8.27.2016.pdf)

5. "Downtown Area Plan," City of Berkeley, 2012.

<https://berkeleyca.gov/sites/default/files/2022-03/Downtown-Area-Plan.pdf>

6. "California Historical Resource Status Codes," Office of Historic Preservation, State of California, March 1, 2020.

<https://ohp.parks.ca.gov/pages/1068/files/Resource-Status-Codes.pdf>

7. California Register of Historical Resources, Alameda County spreadsheet.

[https://ohp.parks.ca.gov/?page\\_id=21238](https://ohp.parks.ca.gov/?page_id=21238)

8. "How to Complete the National Register Registration Form," National Register Bulletin, U.S. Department of the Interior. PDF, 114 pages, 1997.

9. "How to Apply the National Register Criteria for Evaluation," National Register Bulletin, U.S. Department of the Interior. PDF, 60 pages, 1997.

10. Phase I Environmental Site Assessment, ACC Environmental Consultants, June 17, 2022.

### **BUILDING PERMITS**

1. Application for Building Permit, Alteration and Repairs, no. 36015, June 15, 1931.
2. Application for Building Permit, Class A-B and C Building, no. 36095, Aug. 5, 1931.
3. Application for Building Permit, Class A-B and C Building, no. 36685, Feb. 3, 1932.

### **OTHER HISTORICAL DOCUMENTS**

1. "Remembrances of a Life at the United Artists Theater," Berkeley Historical Society newsletter, page 3, Spring 2013.

[https://berkhistory.org/wp-content/uploads/2022/02/2013\\_spring\\_newsletter.pdf](https://berkhistory.org/wp-content/uploads/2022/02/2013_spring_newsletter.pdf)

2. Berkeley preservationist letters from 1982. From Berkeley Public Library archive.

### **NEWS ARTICLES**

1. Berkeley Daily Gazette, Sept. 15-17, 1932. Multiple articles.
2. Marvin, Betty. "UA Theater's Art Deco past." Berkeley Daily Gazette. August 8, 1979.
3. Jury, Florence. "How the city weathered the cruelest Depression year." Berkeley Daily Gazette. 1981.
4. Finacom, Steve. "Berkeley's United Artists Theater Turns 75," The Berkeley Daily Planet, September 14, 2007.

<https://www.berkeleydailyplanet.com/issue/2007-09-14/article/28016>

5. Furio, Joanne, "The final curtain for the Regal UA, Berkeley's 90-year-old art deco movie palace," Berkeleyside, Feb. 12, 2023.

<https://www.berkeleyside.org/2023/02/12/regal-ua-berkeley-closure-history-memories-legacy>