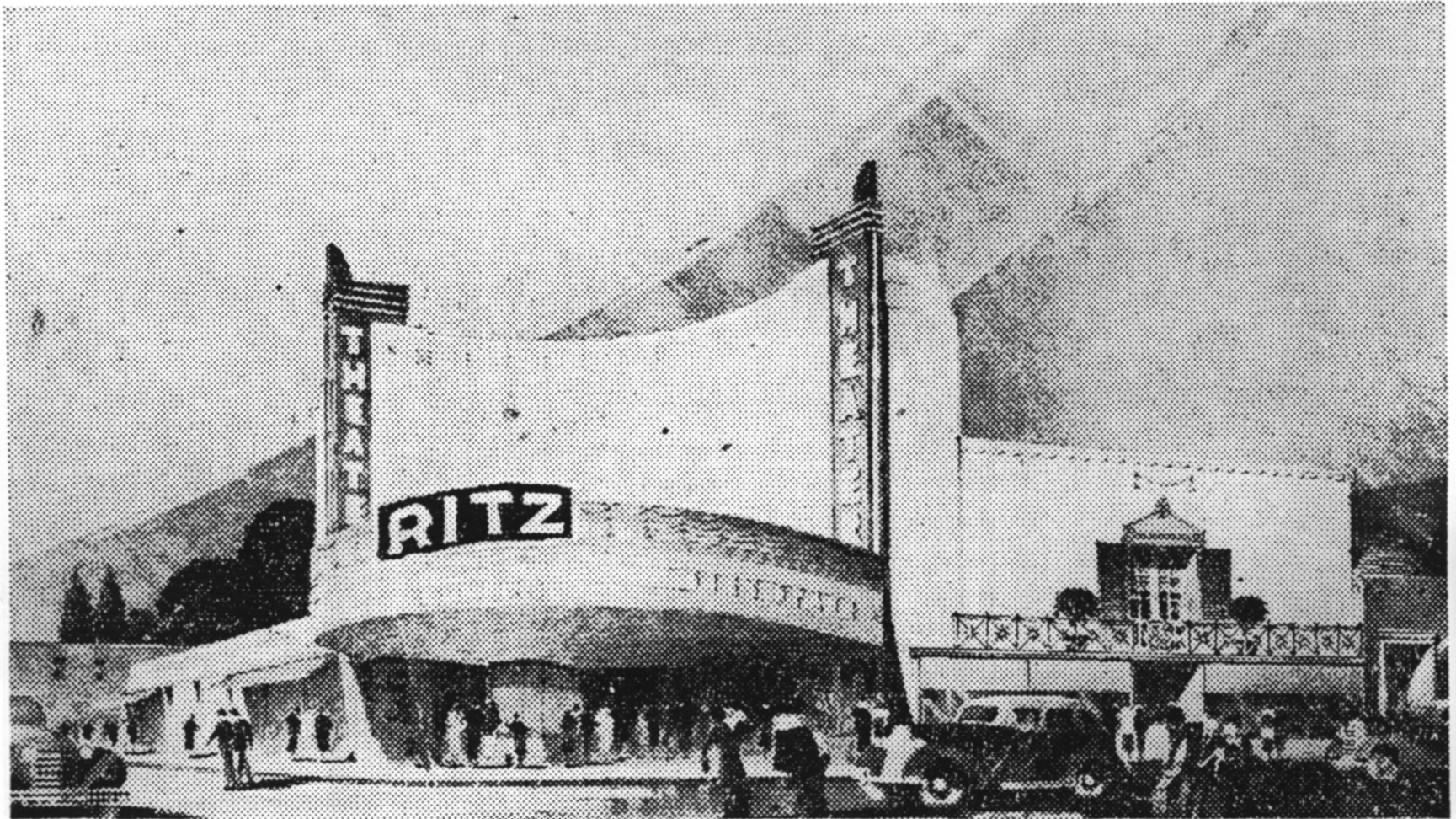


# PROPOSED \$200,000 FRESNO THEATER



*The Ritz, a \$200,000 neighborhood theater which the Fox West Coast Theater Corporation will build at Olive and Wishon Avenues, will almost duplicate in architectural design*

*a recently completed Fox Theater, shown in this architect's sketch, at Westwood, Los Angeles County. Retail stores will occupy the greater part of the ground floor frontage.*

1. TOWER THEATRE  
120 NORTH WISHON AVENUE

2. FRESNO, CA 93728

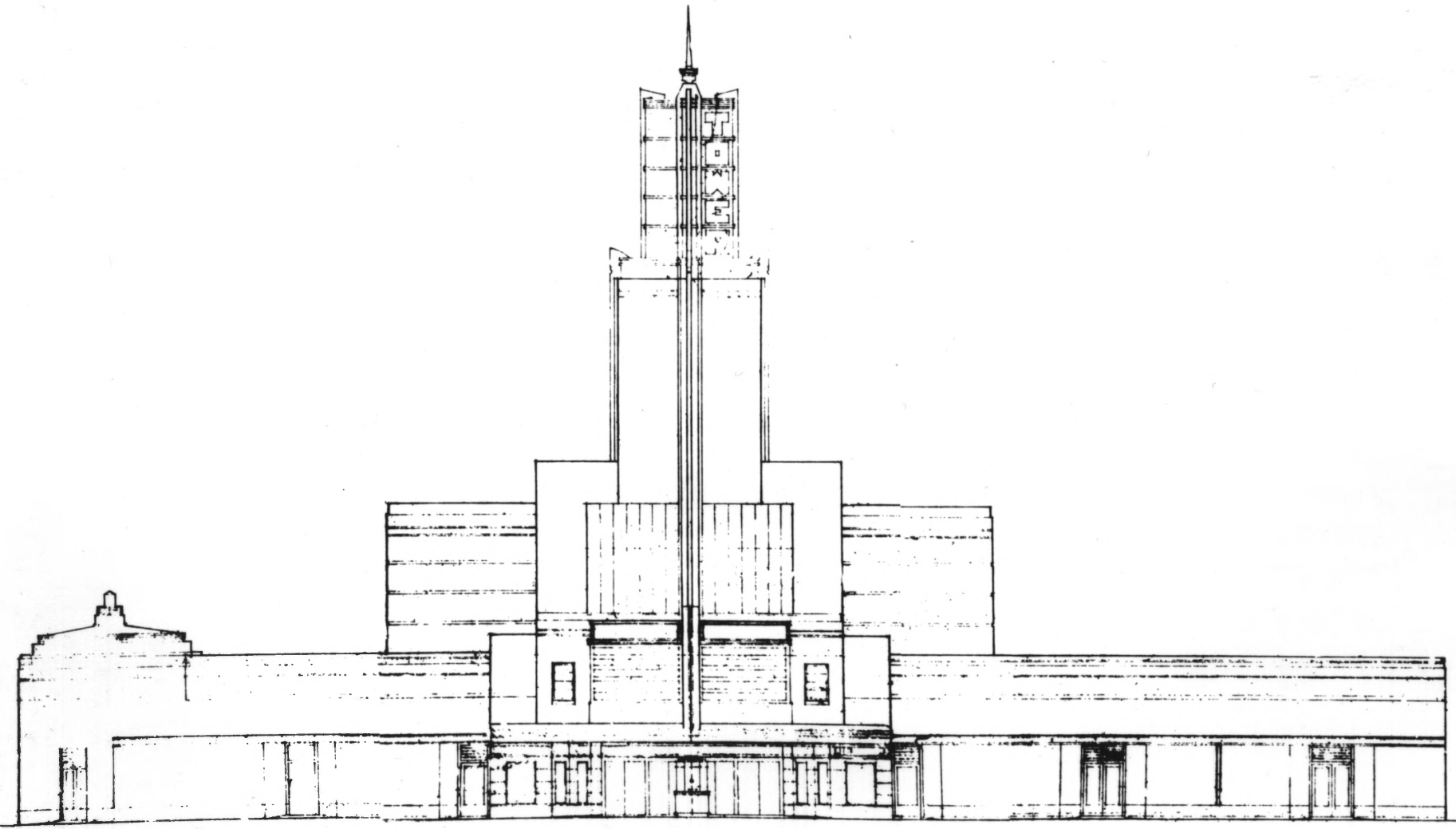
3. S. CHARLES LEE  
ARCHITECT (RENDERING)

4. DECEMBER 3, 1938

5. FRESNO REE  
VOLUME 33, No. 5794  
DECEMBER 3, 1938  
PAGE 1-B

6. CORNER VIEW OF  
EARLY PROPOSED  
DESIGN FOR FRESNO  
TOWER THEATRE (ORIGINALLY  
DESIGNATED "THE  
RITZ"), ARTIST LOOKING  
NORTHWEST.

7. 1 OF 21

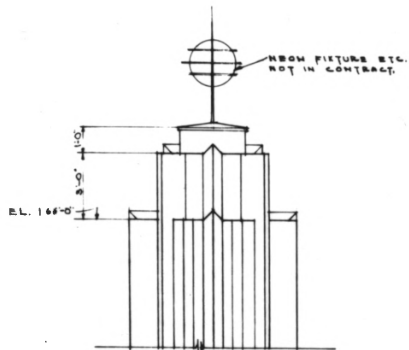


1. TOWER THEATRE  
1201 NORTH NISSEN AVENUE
2. FRESNO, CA 93728
3. THOMAS F. CHASE  
CONSTRUCTION ENGINEER  
(DRAWING)
4. MARCH 29, 1939
5. MICROFICHE RECORDS  
DEVELOPMENT DEPARTMENT  
CITY HALL  
FRESNO, CA 93721
6. EXACT ELEVATION OF  
ALTERNATE PROPOSED  
DESIGN FOR FRESNO  
TOWER THEATRE, VIEW  
LOOKING WEST.
7. 2 of 21

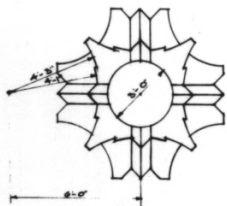
S. CHARLES LEE.  
ARCHITECT.



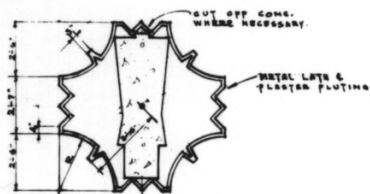
1. TOWER THEATRE  
1201 NORTH WILSON AVENUE
2. FRESNO, CA 93728
3. S. CHARLES LEE  
ARCHITECT (RENDERING)
4. 1939
5. S. CHARLES LEE COLLECTION  
DEPARTMENT OF SPECIAL COLLECTIONS  
UNIVERSITY RESEARCH LIBRARY  
UNIVERSITY OF CALIFORNIA  
LOS ANGELES, CA 90024
6. CORNER VIEW OF FRONT  
ELEVATIONS LOOKING  
NORTHWEST. NOTE EARLY LOW-  
PROFILE TOWER DESIGN AND  
PRELIMINARY NAME "THE  
RITZ," LATER CHANGED TO  
"THE TOWER."
7. 3 of 21



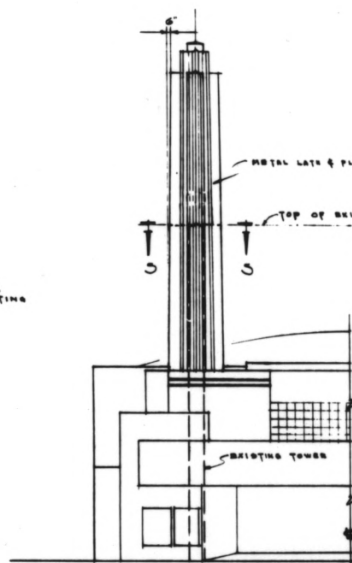
TOP TOWER ELEVATION



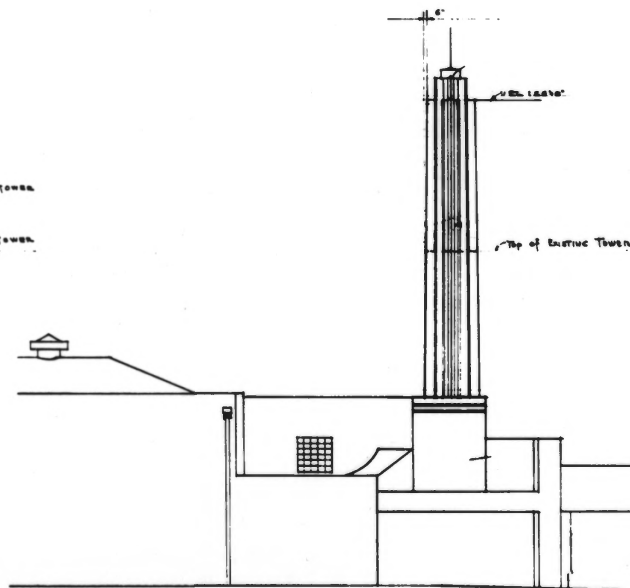
TOP VIEW



SECTION  
AT TOP OF EXISTING CONCRETE TOWER.  
DIA. OF TOWER IS 22" LESS AT TOP.  
SCALE 1/2"=1'-0"



FRONT ELEVATION



SIDE ELEVATION

DESIGN BY TRACED	S. CHARLES LEE ARCHITECT	507
CHD	1848 WILSHIRE BLVD., LOS ANGELES, CAL.	DATE 1934
APP'D FOR AT	PRESNO THEATRE TOWER DETAILS PRESNO, CAL.	SHEET 7B
CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND CONDITIONS AND REPORT ANY DISCREPANCIES BEFORE SIGNING CONTRACT		

1. TOWER THEATRE  
1201 NORTH WIGHTON AVENUE
2. FRESNO, CA 93728
3. S. CHARLES LEE  
ARCHITECT (DRAWINGS)
4. AUGUST 4, 1939
5. S. CHARLES LEE COLLECTION  
DEPARTMENT OF SPECIAL COLLECTIONS  
UNIVERSITY RESEARCH LIBRARY  
UNIVERSITY OF CALIFORNIA  
LOS ANGELES, CA 90024
6. MODIFIED (CHANGE ORDER)  
TOWER DESIGN PATTERNED  
AFTER PROTOTYPE NEON TOWER  
AT THE 1939 NEW YORK  
WORLD'S FAIR.
7. 4 OF 21





NOW - "YOU CAN'T TAKE IT WITH YOU"  
10 BIG DOOR PRIZES - WEDNESDAY MATINEE  
LAST FREE PACKARD DRAWING THURSDAY

NOW, ACADEMY AWARD WINNER  
"YOU CAN'T TAKE IT WITH YOU"  
- THE GREAT MALTZ

1. TOWER THEATRE  
120 NORTH WISDOM AVENUE
2. FRESNO, CA 93728
3. CLAUDE "POP" LAVAL
4. C. 1940
5. S. CHARLES LEE COLLECTION  
DEPARTMENT OF SPECIAL COLLECTIONS  
UNIVERSITY RESEARCH LIBRARY  
UNIVERSITY OF CALIFORNIA  
LOS ANGELES, CA 90024
6. SOUTHEAST CORNER ELEVATION,  
CAMERA FACING NORTHWEST
7. 5 of 21



ENTRANCE ONLY

Wagon  
Wagon  
Wagon

1. TOWER THEATRE  
1201 NORTH WISDOM AVENUE
2. FRESNO, CA 93728
3. CLAUDE "POP" LAVAL
4. c. 1945
5. G. CHARLES LEE COLLECTION  
DEPARTMENT OF SPECIAL COLLECTIONS  
UNIVERSITY RESEARCH LIBRARY  
UNIVERSITY OF CALIFORNIA  
LOS ANGELES, CA 90024
6. VIEW OF SOUTH AND WEST  
ELEVATIONS, CAMERA FACING  
NORTHEAST
7. 6 of 21



Through Popular  
DEMAND!

Starting  
JUNE 20<sup>th</sup> At THE TOWER THEATRE  
Plus An ADDITIONAL SHOW ON  
**WEDNESDAY**  
More Entertainment Shows For You  
Please  
You Can Arrive & Meet The Company For  
at WEDNESDAY!

Through Popular  
DEMAND!

When  
**Do We Go  
From Here**  
Just Great Shows & More  
Start June 21<sup>st</sup> at 8:00



1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. CLAUDE "POP" LAVAL
4. C. 1945
5. S. CHARLES LEE COLLECTION  
DEPARTMENT OF SPECIAL COLLECTIONS  
UNIVERSITY RESEARCH LIBRARY  
UNIVERSITY OF CALIFORNIA  
LOS ANGELES, CA 90024
6. VIEW OF MAIN ENTRY DOORS  
TO THEATRE, CAMERA  
FACING NORTHWEST
7. 7 OF 21

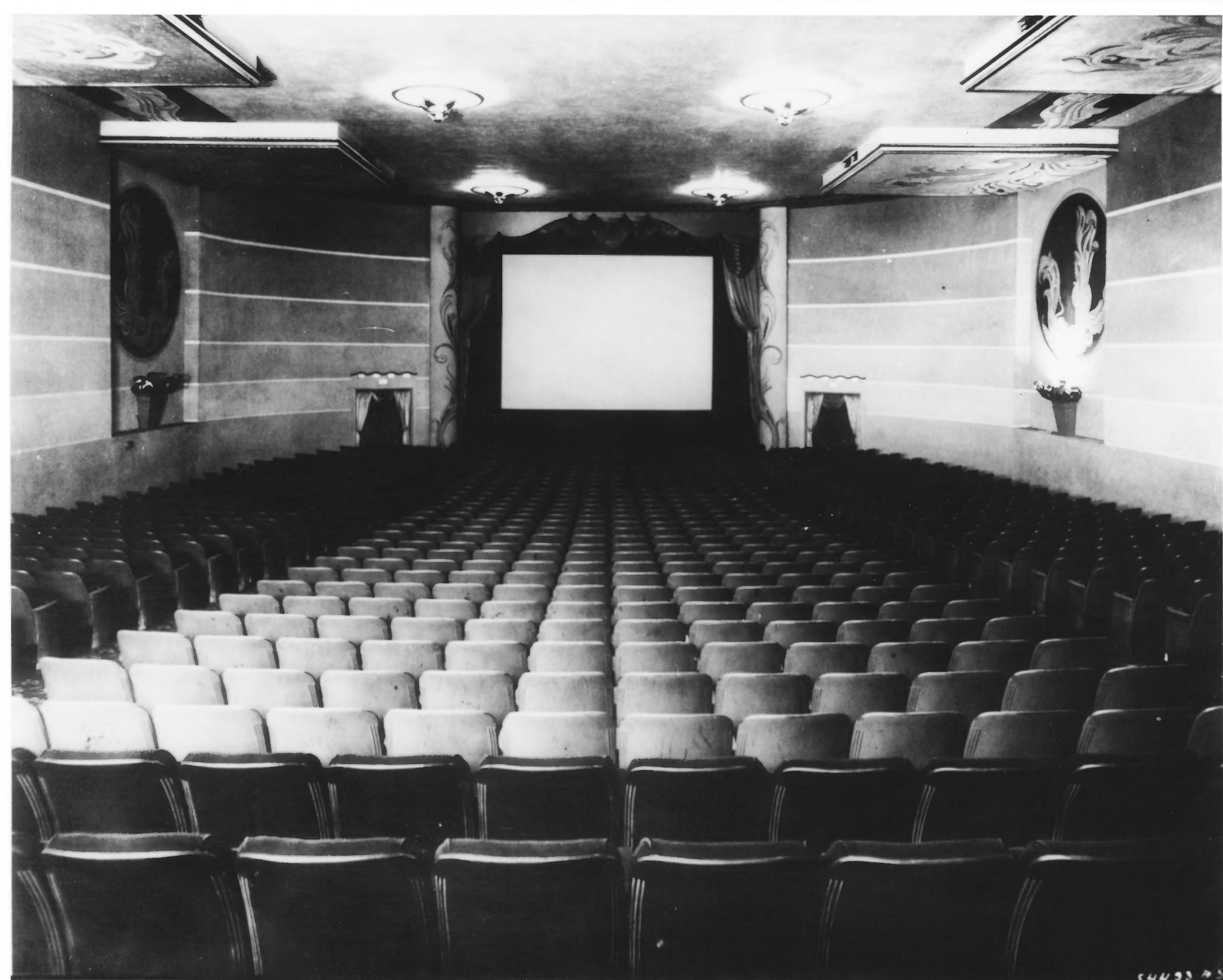


1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. CLAUDE "POP" LAVAL
4. C. 1940
5. S. CHARLES LEE COLLECTION  
DEPARTMENT OF SPECIAL COLLECTIONS  
UNIVERSITY RESEARCH LIBRARY  
UNIVERSITY OF CALIFORNIA  
LOS ANGELES, CA 90024
6. VIEW OF BAS. RELIEF ETCHED  
GLASS PANEL IN FOYER  
EXECUTED AFTER A DESIGN  
BY N.Y. SCULPTOR GAETANO  
CECERE, CAMERA FACING NORTHWEST.
7. 8 OF 21





1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. CLAUDE "POP" LAVAL
4. C. 1940
5. S. CHARLES LEE COLLECTION  
DEPARTMENT OF SPECIAL COLLECTIONS  
UNIVERSITY RESEARCH LIBRARY  
UNIVERSITY OF CALIFORNIA  
LOS ANGELES, CA 90024
6. VIEW OF THEATRE FOYER,  
CAMERA FACING SOUTHWEST.
7. 9 of 21



1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. CLAUDE "POP" LAVAL
4. c. 1940
5. S. CHARLES LEE COLLECTION  
DEPARTMENT OF SPECIAL COLLECTIONS  
UNIVERSITY RESEARCH LIBRARY  
UNIVERSITY OF CALIFORNIA  
LOS ANGELES, CA 90024
6. VIEW OF THEATRE AUDITORIUM  
TOWARD SCREEN, CAMERA  
FACING NORTHWEST.
7. 10 of 21



WISHON AVE

THE DIAMONDS NOV 8  
CA HEARTLAND CHORUS NOV 22  
KENNY RANKIN NOV 22

THE LIMELITERS NOV 15  
GEORGE CARLIN DEC 6  
CALL 485 9050 FOR TICKETS

WARREN MILLER SKI MOVIE NOV 9  
YOUTH PHILHARMONIC DEC 8  
STORIES FOR CHRISTMAS DEC 14

ONE WAY

THE TOWER THEATRE

1. TOWER THEATRE  
1201 NORTH WASHINGTON AVENUE
2. FRESNO, CA 93728
3. KEITH SEAMAN
4. NOVEMBER 24, 1991
5. CAMERAD  
1829 VAN NESS AVENUE  
FRESNO, CA 93721
6. DETAILED VIEW OF  
MARQUEE AND  
TOWER, CAMERA  
FACING NORTHWEST.
7. 11 of 21



*Tower*

*Tower*

THE BLINDERS NOV 8  
LOU BRANCH STORIES NOV 7  
KENT BARNER NOV 22

THE LIMELITERS NOV 15  
GEORGE CARLIN DEC 6  
CALL 485 9050 FOR TICKETS

WARREN MILLER SKI MOVIE NOV 9  
YOUTH PHILHARMONIC DEC 8  
STORIES FOR CHRISTMAS DEC 14

WISCONSIN

NORWICH

THE DAILY NEWS

Seabers

1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. KEITH SEAMAN
4. NOVEMBER 24, 1991
5. CAMERAD  
1829 VAN NESS AVENUE  
FRESNO, CA 93721
6. VIEW OF STREET  
ELEVATIONS, CAMERA  
FACING NORTHWEST.
7. 12 OF 21





*Tower*

NOV 15  
DEC 6  
5 PM TICKETS

WARREN MILLER SKI MOVIE NOV 9  
YOUTH PHILHARMONIC DEC 8  
STORIES FOR CHRISTMAS DEC 14

THE TOWER

1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. KEITH SEAMAN
4. NOVEMBER 24, 1991
5. CAMERAD  
1829 VAN NESS AVENUE  
FRESNO, CA 93721
6. VIEW OF EAST ELEVATION,  
CAMERA FACING WEST.
7. 13 OF 21



JAVA CAFE

MONDO BOOKS

*Glow*

THE DIAMONDS NOV 8  
HEARTLAND CHORUS NOV 2  
HENNY RANKIN NOV 22

ROGER ROCK'S  
MUSK HALL

1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. KEITH SEAMAN
4. NOVEMBER 24, 1991
5. CAMERAD  
1829 VAN NESS AVENUE  
FRESNO, CA 93721
6. VIEW OF SOUTH ELEVATION  
CAMERA FACING NORTH
7. 14 OF 21



A GOOD JOB  
A GREAT START  
762-435-3434

1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. KEITH SEAMAN
4. NOVEMBER 24, 1991
5. CAMERAD  
1829 VAN NESS AVENUE  
FRESNO, CA 93721
6. VIEW OF REAR  
ELEVATION(S), CAMERA  
FACING SOUTHEAST.
7. 15 OF 21



1. TOWER THEATRE  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. RUSSELL ABRAHAM
4. MARCH 11, 1990
5. RUSSELL ABRAHAM  
17 BROSNAN STREET  
SAN FRANCISCO, CA 94103
6. VIEW OF THEATRE FOYER  
SHORTLY AFTER COMPLETION  
OF CERTIFIED HISTORIC  
REHABILITATION, CAMERA  
FACING SOUTHWEST.
7. 16 OF 21





1. TOWER THEATRE  
1201 NORTH WISDOM AVENUE
2. FRESNO, CA 93728
3. RUSSELL ABRAHAM
4. MARCH 11, 1990
5. RUSSELL ABRAHAM  
17 BROSNAN STREET  
SAN FRANCISCO, CA 94103
6. VIEW OF BAS. RELIEF ETCHED  
GLASS PANEL IN FOYER  
(EXECUTED AFTER A  
DESIGN BY N.Y. SCULPTOR  
GAETANO CECERE),  
SHORTLY AFTER COMPLETION  
OF CERTIFIED HISTORIC  
REHABILITATION, CAMERA  
FACING NORTHWEST.
7. 17 of 21



1. TOWER THEATRE  
1201 NORTH WISCONSIN AVENUE
2. FRESNO, CA 93728
3. RUSSELL ABRAHAM
4. MARCH 11, 1990
5. RUSSELL ABRAHAM  
17 BROSNAN STREET  
SAN FRANCISCO, CA 94103
6. VIEW OF THEATRE  
AUDITORIUM SHORTLY  
AFTER COMPLETION OF  
CERTIFIED HISTORIC  
REHABILITATION WITH  
NEW EXPANDED PERFORMANCE  
PLATFORM, CAMERA FACING  
NORTHWEST.
7. 18 OF 21

*Me-N-Ed's*  
PIZZA PARLOR

Dr. White House  
1000 N. 1st St. N. 1st St.  
P.O. Box 1000

664 5707

1. TOWER THEATRE (SITE)  
1201 NORTH WISHA AVENUE
2. FRESNO, CA 93728
3. JOHN EDWARD POWELL
4. MARCH 9, 1992
5. JOHN EDWARD POWELL  
224 EAST CAMBRIDGE AVE  
FRESNO, CA 93704
6. VIEW OF ME & ED'S PIZZA  
PARLOR BUILDING ON  
PARCEL NO. 2 CONTIGUOUS  
TO TOWER THEATRE SITE,  
CAMERA FACING WEST.
7. 19 OF 21



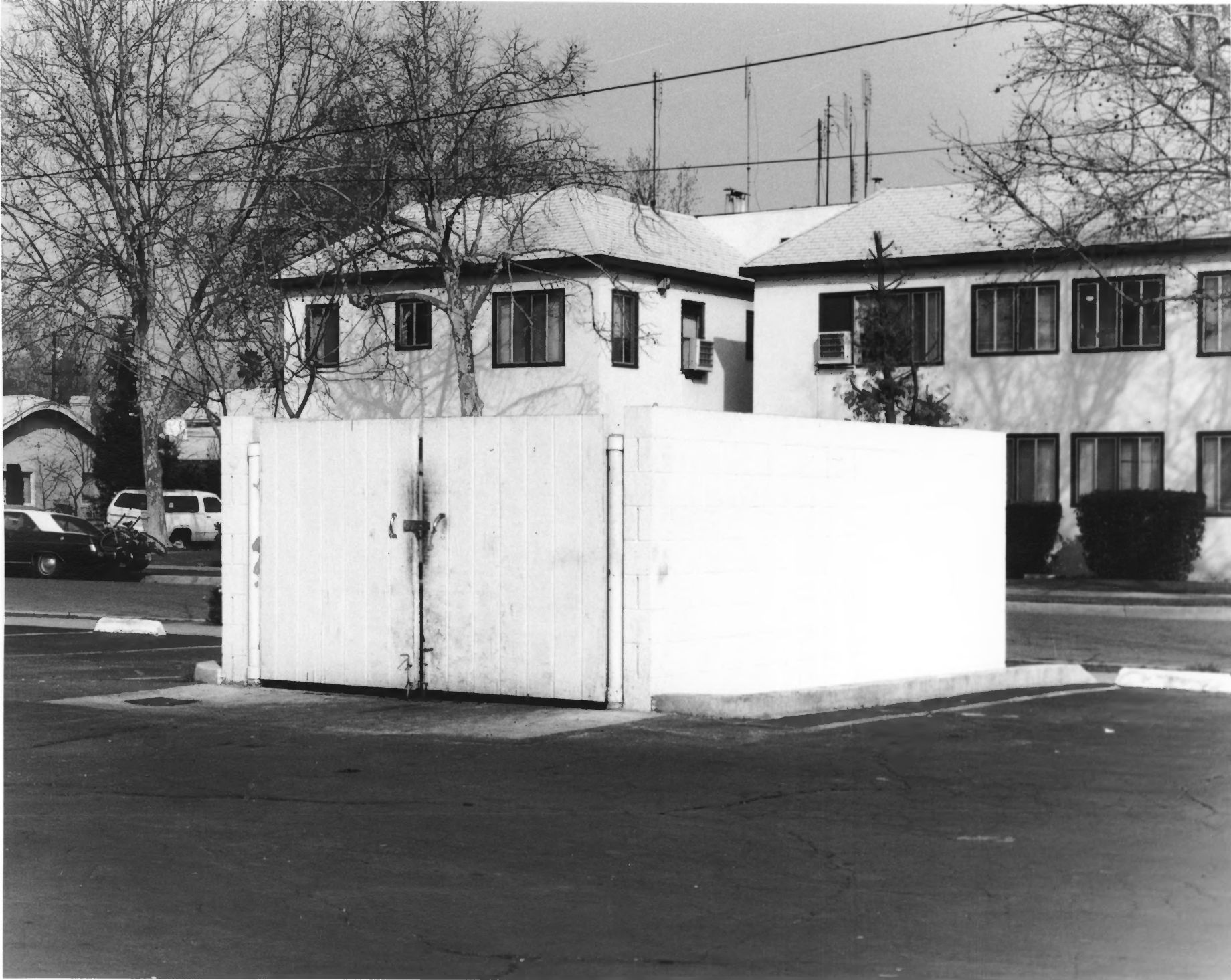
Dollar  
Cleaners

Map

NO STOP

1. TOWER THEATRE (SITE)  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. JOHN EDWARD POWELL
4. MARCH 9, 1992
5. JOHN EDWARD POWELL  
224 EAST CAMBRIDGE AVE.  
FRESNO, CA 93704
6. VIEW OF NON-CONTRIBUTING  
FEATURE (DETACHED  
COMMERCIAL BUILDING  
C. 1967, REMODELED IN  
MARCH, 1989, FOR MICRO  
BREWERY TENANT) ON  
TOWER THEATRE SITE,  
CAMERA FACING NORTH.
7. 20 OF 21





1. TOWER THEATRE (SITE)  
1201 NORTH WISHON AVENUE
2. FRESNO, CA 93728
3. JOHN EDWARD POWELL
4. MARCH 9, 1992
5. JOHN EDWARD POWELL  
224 EAST CAMBRIDGE AVE  
FRESNO, CA 93704
6. VIEW OF PAINTED CONCRETE  
BLOCK TRASH ENCLOSURE  
(C. 1988-89) LOCATED ON  
TOWER THEATRE SITE,  
CAMERA FACING NORTHWEST.
7. 21 of 21