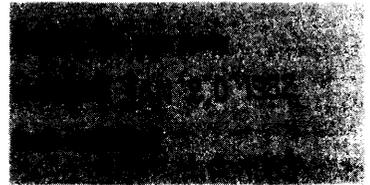


**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**



See instructions in *How to Complete National Register Forms*

Type all entries—complete applicable sections

**1. Name**

historic POMONA FOX THEATER

and/or common FOX

**2. Location**

street & number 102-144 THIRD STREET \_\_\_ not for publication

city, town POMONA \_\_\_ vicinity of congressional district 35

state CALIFORNIA code 06 county LOS ANGELES code 037

**3. Classification**

<b>Category</b> ___ district <input checked="" type="checkbox"/> building(s) ___ structure ___ site ___ object	<b>Ownership</b> ___ public <input checked="" type="checkbox"/> private ___ both <b>Public Acquisition</b> ___ in process <input checked="" type="checkbox"/> being considered	<b>Status</b> <input checked="" type="checkbox"/> occupied ___ unoccupied ___ work in progress <b>Accessible</b> <input checked="" type="checkbox"/> yes: restricted ___ yes: unrestricted ___ no	<b>Present Use</b> ___ agriculture <input checked="" type="checkbox"/> commercial ___ educational <input checked="" type="checkbox"/> entertainment ___ government ___ industrial ___ military	___ museum ___ park ___ private residence ___ religious ___ scientific ___ transportation ___ other:
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**4. Owner of Property**

name BARRY REICHER

street & number 19100 OLYMPIA

city, town NORTHRIDGE \_\_\_ vicinity of state CA 91326

**5. Location of Legal Description**

courthouse, registry of deeds, etc. LOS ANGELES COUNTY RECORDS OFFICE

street & number 227 NO. BROADWAY

city, town LOS ANGELES state CA

**6. Representation in Existing Surveys**

title GENERAL PLAN SURVEY has this property been determined eligible? \_\_\_ yes  no

date JUNE, 1977 \_\_\_ federal \_\_\_ state \_\_\_ county  local

depository for survey records CITY HALL, POMONA

city, town POMONA state CA

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## 7. Description

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**Condition**

excellent  
 good  
 fair

deteriorated  
 ruins  
 unexposed

**Check one**

unaltered  
 altered

**Check one**

original site  
 moved      date \_\_\_\_\_

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**Describe the present and original (if known) physical appearance**

Situated on the corner of Third and Garey Avenues, the Pomona Fox Theater is an Art-Deco style movie theater. The theater has floor and balcony seating totaling 1,749. Constructed of reinforced concrete, it is 104 feet wide and 196 feet long, with a tower that rises 82 feet displaying the theater's name. Styled, cast inserts in the Art-Deco style adorn the exterior, adding to the building's appearance. The entrance, over which is the two-sided marquee, is done in tile and flagstone. In the center of the lobby entrance is the ticket window, with the entry and exit doors on either side. The lobby offers a large carpeted foyer, having a side double staircase leading up to the balcony on the right, and a snack bar in the center. Accessories, such as stylized mirrors, shell drinking fountains, highlight painting, and cast designs accentuate the lobby. The stairs lead to a foyer which is the full width of the theater, from which one enters the viewing balcony of the theater. Ornate cast grillwork acts as a railing for the second-story foyer, which has niches for couches and chairs for patron relaxation.

The viewing area of the theater is highly ornate, with Art-Deco style steel castings on the walls and ceilings, accentuating painting. Carpeting runs down the center and side aisles from the lobby. The ceiling is suspended from beams giving storage over the theater. The theater screen is suspended above the stage. The stage is twenty-two feet deep, and the width of the theater. Behind the stage there are eight dressing rooms accessible from a large hallway running the width of the building.

Alterations to the theater have occurred at various times in its history. The first alteration occurred in the early 1940s when the marquee was changed. In 1947, the marquee was again changed, from a wrap-around type to the double type now existing. The major alterations came in 1957 when major changes occurred. The black Belgian marble tile in the entryway was changed to flagstone and terrazo tile, the entrance's ceiling was lowered, and recessed lighting was installed, the orchestra pit was covered over, the famous organ was removed, the double series of doors were removed, as were the interior chandeliers. The second-story windows were plastered over at this time, and a metal awning was added to the side of the theater facing Garey Avenue, in place of the old marquee. Currently, the Fox is being used as a theater showing only Spanish language films. The east side offices of the Fox have been converted to a Mexican food restaurant serving the downtown area.

## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800–1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input checked="" type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** 1931 **Builder/Architect** F.E. Stanbery/C.A. Balch

### Statement of Significance (in one paragraph)

The Fox Theater, which began its role in Pomona when it opened on April 24, 1931 was designed and built to be a showcase theater for the Fox West Coast Theaters. William Fox wanted it to be a strong architectural statement, and thus the Art-Deco style of architecture was used on it. This architectural style is at once both distinctive and impressive. No expense was spared on the Fox in its creation, because the role of this theater was to be a showcase for the Fox productions. First run films were opened here, while the stars of the films signed autographs outside the theater. Since the Fox was the major cultural and entertainment center of the entire Eastern San Gabriel Valley, it was only natural that this theater was also used as the west coast "preview theater", where movies were audience-tested before national release. Every big movie production company at one time or another used the Fox; a partial list includes RKO, Paramount, Columbia, MGM, Universal and Warner Bros.

The Fox was not only used to preview or showcase films, however. Vaudeville shows were a common feature there, as were stage productions, ballets, lecture series, and radio productions. The mighty Wurlitzer organ, the largest and most advanced organ of its time, backed up such productions. The almost perfect natural acoustics of the theater made the sound of the organ - either alone or as a backing instrument - an ultimate joy to listen to. At various times, Lucille Ball and Desi Arnaz, Shirley Temple, Bob Hope, Lawrence Welk, and the Lennon Sisters broadcast shows from the Fox. The Cleveland Symphony Orchestra also played at the Fox while on tour.

The Fox was one of, if not the first, air-conditioned buildings in the Pomona Valley. Also, the theater's interior still carries the original paint applied when it was first built. This includes ornate custom painting used to highlight prominent features.

The high quality architectural design features and the many varied and famous uses for the Fox Pomona make it a very significant cultural feature in the City of Pomona and the Pomona Valley.

The Pomona Fox Theater was designed by Mr. C. A. Balch. Mr. Balch was well known for his theater architecture and was responsible for many Fox and United Artist Theaters, many of which are still in use. Several of these theaters designed by Balch and built by F. A. Standbery, including the Fox California Theater in Stockton, California, are listed on the National Register of Historic Places.

# 9. Major Bibliographical References

UTM NOT

Mt. San Antonio Historian, Winter 1979, Vol XV#1, Historical Society of Pomona  
Pomona Centennial History, Aug. 1976

A Guide to Architecture in Los Angeles and Southern California, David Gebhard and  
Robert Winter, Peregrine Smith, Inc., Salt Lake City, 1977.

# 10. Geographical Data

Acreeage of nominated property .468 acre

Quadrangle name Ontario

Quadrangle scale 1:24000

### UMT References

A 1 1 4 3 0 8 0 0 3 7 6 8 5 0 1 0  
Zone Easting Northing

B [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]  
Zone Easting Northing

C [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

D [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

E [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

F [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

G [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

H [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

### Verbal boundary description and justification

The property nominated is a rectangular lot 104' x 196' bounded on the north by Third St., on the east by Garey Ave., on the south by Day Printing Co. and on the west by the Progress Bulletin.

### List all states and counties for properties overlapping state or county boundaries

state n/a code county code

state code county code

# 11. Form Prepared By

name/title RONALD H. SMOTHERS, SENIOR ADVANCE PLANNER

organization CITY OF POMONA COMMUNITY DEVELOPMENT DEPT date October 7, 1980

street & number 505 So. Garey Avenue telephone (714) 620-2191

city or town Pomona state CA

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

\_\_\_ national \_\_\_ state X local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature *K. M. Ellison*

title *State Historic Preservation Officer* date *10-21-81*

For HCRS use only

I hereby certify that this property is included in the National Register  
Entered in the National Register

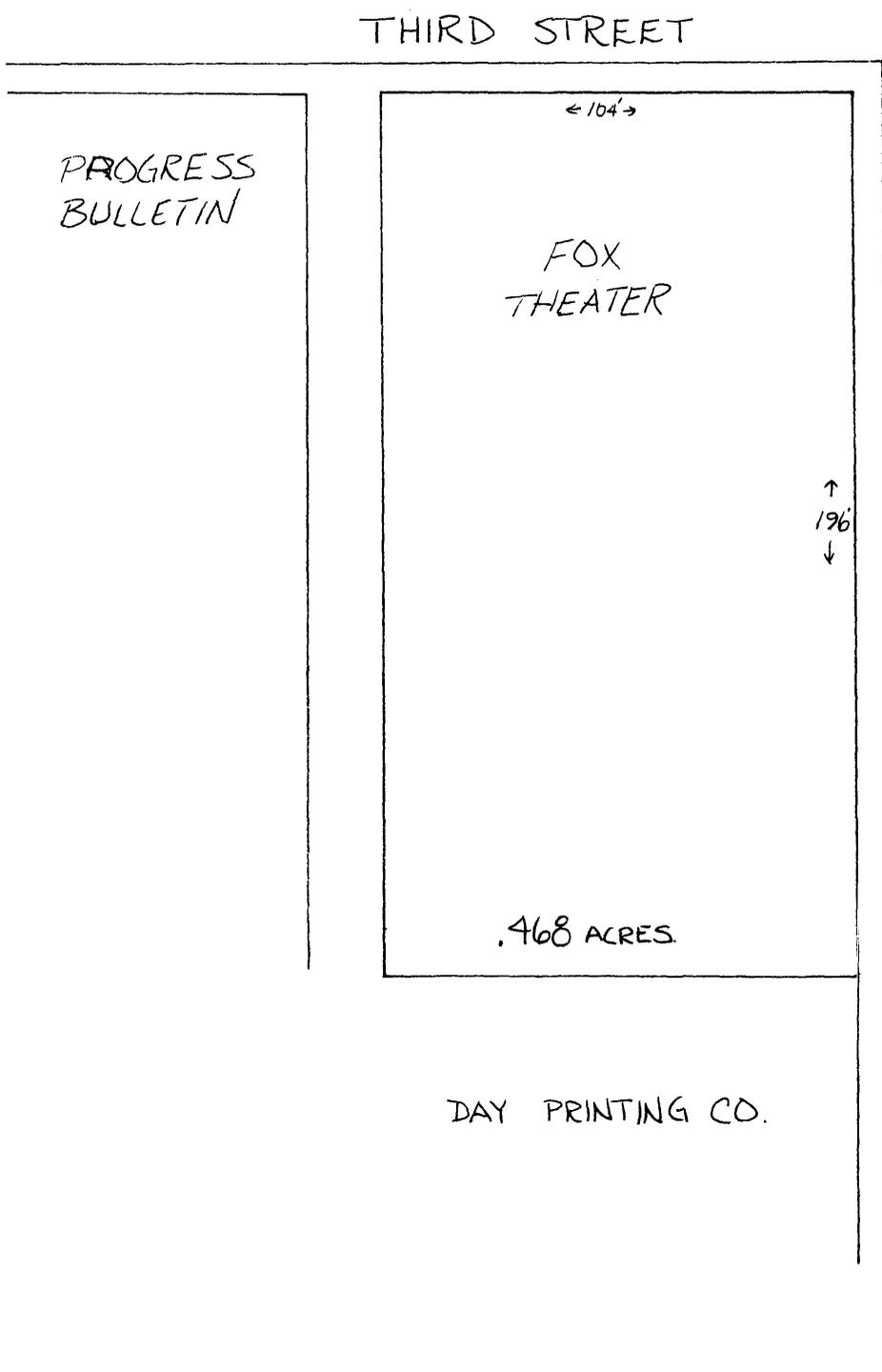
*John A. ...*  
Keeper of the National Register

date *2/19/82*

Attest:

Chief of Registration

Pomona Fox Theater  
Pomona, Los Angeles Co., California



BLOCK #55  
PARCEL 1  
LOT 1-6  
ASSESSOR BK#8341

1/4" represents 10 feet.