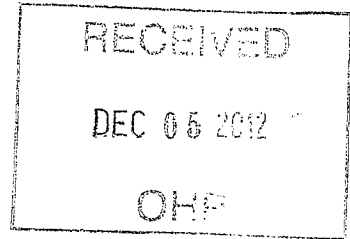


United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Visalia Fox Theater



other names/site number _____

2. Location

street & number 308 West Main Street

not for
publication N/A
vicinity N/A

city or town Visalia

state CA code CA county Tulare code 107 zip code 93291

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide ___ local

Signature of certifying official/Title _____ Date _____

State or Federal agency/bureau or Tribal Government _____

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:

- ___ entered in the National Register
- ___ determined eligible for the National Register
- ___ determined not eligible for the National Register
- ___ removed from the National Register
- ___ other (explain:) _____

Signature of the Keeper _____ Date of Action _____

VISALIA FOX THEATER
 Name of Property

TULARE, CA
 County and State

5. Classification

Ownership of Property
 (Check as many boxes as apply.)

- private
- public - Local
- public - State
- public - Federal

Category of Property
 (Check only one box.)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
 (Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	district
0	0	site
0	0	structure
0	0	object
1	0	Total

Name of related multiple property listing
 (Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
 (Enter categories from instructions.)

RECREATION AND CULTURE: Theater, music
 facility, auditorium

SOCIAL AND CIVIC: Public gatherings, charitable
 events

COMMERCE AND TRADE: Specialty stores

Current Functions
 (Enter categories from instructions.)

RECREATION AND CULTURE: Music Facility,
 Theater, Auditorium

SOCIAL AND CIVIC: Public gatherings, charitable
 events

COMMERCE AND TRADE: Specialty stores,

7. Description

Architectural Classification

Spanish Colonial Revival

Materials

Foundation Reinforced Concrete

Roof Rolled composition, tile at parapets

Walls Reinforced concrete, plaster/stucco

Other Decorative Iron on tower

VISALIA FOX THEATER

Name of Property

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a summary paragraph that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Visalia Fox Theater is a 1460 capacity auditorium theater constructed in 1929-1930 in the Spanish Revival Tradition. It is located at the corner of Main and Encina Streets in downtown Visalia's commercial district in Tulare County, California. It is constructed of reinforced poured concrete walls and clad with a plaster exterior wrap. The most dominant feature of the building is its 75 foot tower clad with six foot diameter clocks on three sides and above huge neon block letters aligned vertically to spell the word "FOX." The base of the tower, facing Main Street, functions as the ticket booth. The interior décor is designed with an "East India" motif. The building was the subject of a massive rehabilitation project in the late 1990s which reversed alterations made subsequent to its period of significance (1930-1953) and restored it to its original 1930 appearance (with the exception of the interior concession stand which had to be removed to accommodate Americans with Disability Act compliant restrooms). Today the building retains an exceptional degree of integrity of location, design, setting, materials, workmanship, feeling and association.

Narrative Description

The Visalia Fox Theater was designed and constructed with a simple rectangular footprint. It has a half barrel roof supported by steel trusses and covered with commercial roofing. The reinforced concrete walls are embellished with a series of squared pilasters topped with decorative pinnacles. Decorative architectural elements, with the exception of fenestration and the aforementioned pilasters, are almost exclusively located on the façade (south elevation) of the building, which faces Main Street. The buildings predominant feature is the seventy-five foot quinquepartite tower. The base of the tower alternately functions as the theaters ticket booth. It is opened on all four sides via glazing beneath ornate hood moldings and placed between the four base columns. A protruding marquee adorned with a molded parapet traverses the length of a three-story Spanish tile facade gable and wraps around a portion of the east elevation. The marquee marks the dividing point between the tower base and the upper sections of the tower. The protruding roof of the marquee alternately functions as the roof for a loggia which is placed between the ticket booth and the recessed entryway. The loggia continues west beyond the marquee and beneath a protruding shed tile roof. The west segment of the façade, fronting Main Street, houses three commercial spaces, accessed at street level beneath and adjacent to a set of three arched entryways.

The second story of the tower consists of single casement windows on the north and east elevations. Consistent with the fenestration on the first floor and throughout the building the glazing is embellished with ornate decorative surrounds reminiscent of Spanish Baroque period. Fenestration on the second level continues beyond the tower with and a second or paired (to the tower window) casement window on the east elevation and beneath a small red tile shed roof. The shed roof acts as a buffer/ separation point between the tower and the main building further enhancing the predominance of the tower in relation to the building as a whole. Along the façade the tower window functions as an end point for a grouping of three windows beneath the façade gable. A cantilevered iron railed balcony is located beneath the gable end. The second and third level of the tower is separated by a simple rounded belt course.

The third level of the tower is the most easily identifiable element of the Visalia Fox Theater. It houses three, six foot diameter clocks located on three sides of the tower above huge neon block letters that spell the word "FOX." The clock was a predominant component of the late 1990s rehabilitation. In 1998 consistent with the original color scheme, the tower, clock faces, and letters were repainted and the clock brought back to working order.

The fourth and fifth levels of the tower were constructed to give the impression of functionality as a belfry (although it has never housed a bell). Circular (fourth level) and rectangular (fifth level) interior access points surrounded and embellished with ornamental decorative freezes, protruding semi-circular pawn shaped statuary, and inverted belt course enhance the towers Spanish Baroque style depth and detailing, evident to patrons even at 75 feet in height. Further enhancing the buildings Spanish influenced architecture are a small red tile awning that separates the fourth and fifth levels and the distinctive hipped tile roof which is topped with a decorative pinnacle.

VISALIA FOX THEATER
Name of Property

TULARE, CA
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions.)

Entertainment/ Recreation

Architecture

Period of Significance

1930-1953

Significant Dates

1929, Construction

1999, Re-opening of restored theater

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Balch & Stanberry (Architect and Engineer)

Beller Construction (Builder)

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Period of Significance (justification)

The period of significance dates from its opening in 1930 until the closure of its stage to live acts in 1953. During this time the Visalia Fox Theater was the locale of major entertainment and recreational events for Tulare County and served as the focal point for nearly all major civic functions in the city and county during that period of time.

Criteria Considerations (explanation, if necessary)

VISALIA FOX THEATER

Name of Property

TULARE, CA

County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Visalia Fox Theatre is eligible for inclusion in the National Register of Historic Places at the local level under Criterion A and C. It has contributed to the social and cultural character of the city of Visalia via its role as the community's predominant public entertainment venue and a center of civic events. During its period of significance, which dates from its opening in 1930 until the closure of its stage to live acts in 1953, the Visalia Fox Theater was the locale of major entertainment and recreational events for Tulare County and served as the focal point for nearly all major civic functions in the city and county during that period of time. Architecturally, the Visalia Fox Theater is the most significant and prominent historic commercial building in the city of Visalia. Designed by the noted architectural firm of Balch and Stanbery, it is an excellent representative example of Spanish Colonial Revival architecture dating to the late 1920s and early 1930s as well as a prominent physical manifestation of the fantasy driven motif of theater architecture prevalent in that era. The interior represents a fantastic rendition of "far East design" with its depiction of east Indian temples and parades of elephants adorning the upper interior façade.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Eligibility Under Criterion A¹

The Visalia Fox Theater is eligible under National Register Criterion A, in that it is "...associated with events that have made a significant contribution to the broad patterns of our history."

The Visalia Fox Theater was constructed in 1929, with its beginnings unintentionally centered around Black Tuesday, the crash of the New York Stock Market, and the beginning of the Great Depression that lasted through the 1930s and into the 1940s. The Visalia Fox Theater opened its doors for the first time on February 27, 1930 to "the most enthusiastic theater crowd ever assembled in this section of the San Joaquin Valley."² Thousands of local residents and many luminaries from out of town, attended theater's opening, including A.M. Bowles, Manager of Fox West Coast Theatres; Bakersfield's Mayor Martin, and George Osborn, manager of the Fresno Republican newspaper. Residents from Tulare, Kern, Kings, and Fresno counties flocked to downtown Visalia to celebrate the opening of the newest and most elegant entertainment venue the city had ever seen. Visalia Mayor Frank Lambert noted that "Visalia was very fortunate to be given such a beautiful theater," while the local newspaper editorialized that construction of the new Fox Theater was "a real step forward" for the city as well as a "milestone in civic development."³

Over the next two decades the Visalia Fox Theater became "the heart and soul" of Visalia, bringing to town not only the new "talkie" movies but live stage entertainment and acts, including opera stars like Marian Anderson, big bands, musical acts, magicians, and fashion shows to name a few. The Theater was also opened up for many civic-oriented activities such as weddings, voter registration, showing of election results, cooking schools, and many Saturday matinees for kids. Numerous local organizations held their meetings at the theater including, Boy Scouts, Tulare County Educators, Visalia Rotary Club, and the Tulare Kings County Civic Music Association.

In addition to the general revenue generating performances and meetings being held at the Visalia Fox Theater were the hundreds of local benefit drives and events that either originated or were enhanced by the theaters participation. Many examples can be demonstrated including that of the 1932 milk surplus that hit the local dairy industry and caused a significant decrease in prices. In this case, the Visalia Fox Theater participated in a countywide "Swallow the Surplus"⁷ campaign with proceeds supporting the local farmers and showcasing their plight. Another instance was in 1938 when the

See Continuation Sheet Section 8, page 1

¹ Much of the archival and primary source material used for the following context, when relating specifically to the Visalia Fox Theater, has been collected in Bingham, 2000.

² Bingham, 12.

³ Ibid., 11.

VISALIA FOX THEATER
Name of Property

TULARE, CA
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Bringhurst, Newell G. *Visalia's Fabulous Fox: A Theater Story, History of the Visalia Fox Theatre 1928-2000*. Visalia, CA: Jostens Printing and Publishing, Inc., 2000.

Motion Picture News. East India Moves to California. November 1, 1930.

Spokane Register of Historic Places Nomination, Fox Theatre Nomination, by Lawrence Kreisman. City of Spokane, WA, 2001

U.S. Department of the Interior, National Park Service, National Register Nomination Form for the Fox California Theater. Washington D.C., 1979.

U.S. Department of the Interior, National Park Service, National Register Nomination Form for the Golden Gate Theater. Washington D.C., 1979.

U.S. Department of the Interior, National Park Service, National Register Nomination Form for the Pomona Fox Theater. Washington D.C., 1977.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property _____

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>50</u>	<u>6860266.6581252</u>	<u>3985798.2080070</u>	3	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing
2	_____	_____	_____	4	_____	_____	_____

VISALIA FOX THEATER

Name of Property

TULARE, CA

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Verbal Boundary Description (Describe the boundaries of the property.)

North west corner of West Main and North Encina Streets.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries for this nominated property were selected because of the physical dimension of the parcel upon which the theater building is located.

11. Form Prepared By

name/title Chris Brewer

organization Vintage Resources

date August 26, 2012

street & number 179 East Pine St.

telephone 559 280-8547

city or town Exeter

state CA

zip code 93221

e-mail 1718@verizon.net

Additional Documentation

Submit the following items with the completed form:

- **Continuation Sheets**

Photographs:

-8547

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Visalia Fox Theater

City or Vicinity: Visalia

County: Tulare State: CA

Photographer: Chris Brewer

Date Photographed: 8-21-2012

Description of Photograph(s) and number: See Photo Sheet

VISALIA FOX THEATER
Name of Property

TULARE, CA
County and State

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Friends of The Visalia Fox Theater
street & number 308 West Main Street telephone (559) 625-1369 (1FOX)
city or town Visalia state CA zip code 93291

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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theater partnered with the Visalia Times Delta, the local newspaper, to promote a "Courtesy Driving Campaign" by offering free tickets to local drivers who "displayed safety, caution, and courtesy."¹ These programs were common at the Visalia Fox Theater and it was known as a real showplace for everyone to be proud of.

In its early years, during the height of the Depression, the theater was also the venue for many direct-aid benefit functions in the form of parties and drives aimed at providing both gifts for local youngsters during Christmas time and food baskets for local families in need. One of the early events was in 1931 when the theater held a "Welfare Relief Day" in which "all gross receipts" for that day were given to the local Visalia Relief Committee to aid those "feeling the pinch of unusual economic conditions."² During World War II, the theater was the site of many fund raising activities and war bond drives. On Tuesday, June 6, 1944, D-Day, the theater had the honor of being the venue as the site of a prayer service led by local Reverend Robert W. Estus, which was attended by a nearly packed house of local residents.

The opening of the Fox Visalia Theater and its subsequent success solidified the city's status as the pre-eminent location for both civil and social events in throughout the greater Tulare County area. Constructing the theater was not an easy decision because in doing so, another of the chain's theater had to be shut down, and new property purchased to accommodate the size of the new building. In rationalizing Fox West Coast's decision to build its new theater in Visalia, manager A. M. Bowles, said that Visalia was "in the center of a thriving and productive populace."³ Visalia's population was only 7,263 residents but despite that, Fox West Coast was able to open its new 1460 capacity theater in 1930. Despite its small population, by the Visalia Fox Theater's eleventh anniversary, over six million tickets had been sold.⁴ The Visalia-Times Delta noted that weekly attendance exceeded that of the total population of town. The newspaper went on to explain the theaters phenomenal success by noting that more than half of theater patrons actually came from surrounding communities.

By the mid to late 1940s Visalia Fox Theaters role as the predominant entertainment venue in the city began to wane. Changing American trends concerning movie houses, including the production of the television, and better transportation opportunities, combined with increased competition for entertainment dollars began to take its toll on theater attendance. The exploding population pushed the boundaries of the city ever outward and away from downtown, putting another economic stress on theater patronage. By the mid-1950s theater patronage throughout the United States had dropped by nearly fifty percent.⁵ In Visalia, a second movie theater opened its doors just east of the Visalia Fox Theater and a number of Drive-In Theaters further undermined the Visalia Fox Theaters' role in the community. In 1953 a new and larger Cinescreen replaced the nearly twenty year old screen. The new Cinescreen was larger, heavier, and unlike its processor was immovable. Although the change to the Cinescreen proved successful in the short term it nevertheless marked an end of the era of the Visalia Fox Theater as a multifunctional entertainment venue. Although the theater goers were able to appreciate a better, larger screen for their viewing pleasure, it was that very screen that spelled doom for the Visalia Fox Theater. Local events and entertainment were no longer easily able to perform on the stage, removing an important part of the theater's revenue.

Even so, the theater continued to show movies for the next four decades, with various types of enhancements working to help the theater survive, including the remodeling of the theater into a triplex in 1976. However this venture fell victim to itself, with smaller theaters to show films, and a downgrade to less than top notch movies. It never regained its place of prominence in the community. After the opening of a twelve-screen theater south of downtown, on Mooney Boulevard, the Visalia Fox Theater ceased operating as a movie theater in 1996.

¹ Ibid, 111.

² Ibid, 113-114.

³ Ibid, 11.

⁴ Ibid, 93.

⁵ Ibid, 118.

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Continuation Sheet

Name of Property

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Name of multiple listing (if applicable)

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Eligibility Under Criterion C

The Visalia Fox Theater is eligible under National Register Criterion C, in that it "embodies the distinctive characteristic of an type, period or method or Construction, AND that it represents the work of a master, AND it possesses high artistic values, AND it represents a significant and distinguishable entity."

The Visalia Fox Theater is the most architecturally significant and prominent historic commercial building in the city of Visalia. The Theater was designed by the noted master architectural firm of Balch and Stanbery and constructed by the Beller Construction Company from Hollywood who also constructed the Bakersfield Fox Theater. Balch and Stanbery were well known for their theater architecture and designed several prominent theaters in California for the Fox West Coast including the California Fox Theater in Stockton, the Pomona Fox Theater, and the Golden Gate Theater in Los Angeles, all of which are now listed in the National Register of Historic Places. The Visalia Fox Theater is an excellent representative example of Spanish Colonial Revival architecture dating to the late 1920s as well as a prominent representation of physical manifestation of the fantasy driven motif of theater architecture prevalent in that era.

Widely recognized as the "grandest" building on Main Street at the time of its construction, the theater was designed in the Spanish Colonial Revival tradition with an unusual East India interior design motif. The prominent architecture of the exterior and the fantastical interior design were meant to enhance the "otherworldliness" of theater patrons. Theater construction in the late 1920s and 1930s played on the idea of the cinema's ability to transport the movie patrons to another world. This was the time of the Great Depression when the world was in economic turmoil and the general population suffering great economic hardship.

As one author noted, the movie industry reaped huge financial rewards by "promoting the fantasy of escape and romance" that movie goers experienced.⁶ The construction of "Exotic exteriors and sumptuous interiors of fantastic and fanciful movie palaces" reinforced this ideal with movie patrons.⁷ The local newspaper, in its praise of the décor, noted that the atmosphere of "old India" was prevalent throughout the interior of the Visalia Fox. The placement of subdued lighting throughout the interior spaces enhanced the "beauty and effectiveness of the East India motif," experienced by movie patrons.⁸ Even Motion Picture News of November 1, 1930, the movie trade magazine of the time, featured the Visalia Fox Theater's East Indian design motifs in an article headlining "East India Moves to California."⁹

The Visalia Fox Theater has long been recognized as a landmark by the local citizenry. Following its closure in 1996 local citizens galvanized to create the "Friends of the Fox" in an effort to save the iconic theater. The Visalia Times-Delta editorialized that the old theater was "a landmark, and emblem, a place of [Visalia's] identity."¹⁰ A prominent area historian noted in her forward to a book on the theater that it has become "as symbolic of Visalia as "The End of the Trail" statue."¹¹

In January of 1998, the Visalia "Friends of the Fox" received ownership of the theater and began the arduous process of renovation. Since that time, with a tremendous amount of work and perseverance, those elements of the building that had been damaged over the years have been restored and preserved. Alterations made to the

⁶ Spokane Register of Historic Places Nomination, Fox Theatre Nomination, by Lawrence Kreisman (City of Spokane, WA), Item 8 Page 1.

⁷ Ibid

⁸ East India Moves to California, Motion Picture News, November 1, 1930, 64-65.

⁹ Ibid

¹⁰ Bringham, 149.

¹¹ Ibid, ix. Visalia's Mooney Park was home to the iconic r End of the Trail sculpture for many years (replaced now with a replica) and is widely recognized symbolic landmark of the community.

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building since the 1960s, including the conversion of the theater into a triplex, have been reversed and reverted back to the original 1930s design. One notable exception to this was the early concession stand which had to be removed so as to accommodate American with Disability Act compliant restroom facilities, which were installed keeping the original exterior appearance.

Today the building retains its vital character defining features associated with the historic exterior and interior spaces of the theater. The Visalia Fox Theater conveys a great significance in the community as a prominent historic architectural landmark.

William Fox, founder of Fox Film Corporation and Fox West Coast Theaters

William Fox, born Wilhelm Fried in Tulchva, Hungary in 1879, After immigrating to the United States, he became a dominant player in the US movie industry of the 1920s and 1930s. Once settled in New York, Fox is said to have worked as a newsboy and in the fur and garment industry before investing in a Brooklyn nickelodeon. By 1913 he was developing the single theater into a chain of theaters and had become one of the most powerful of the independent exhibitors and distributors and led their successful fight against the Motion Picture Patents Company, that made an attempt to monopolize the movie industry. In 1915, he formed the Fox Film Corporation which was the progenitor of the Twentieth Century-Fox studios when it later merged with Twentieth Century Films. Fox was also known for strong-arming other movie production and theater owners. Fox built a multimillion-dollar empire that controlled a large portion of the exhibition, distribution, and production of film facilities during the era of silent film in the late 1910s and 1920s.

Fox was most innovative in the early film and theater industry and introduced organ accompaniment to the silent films shown in his theatres. He was also responsible for innovation in designing theatres for the comfort of theater patrons. One of his early coups was the use of publicity, and example of which is Theda Bara whom he developed into the first screen vamp and movie star. Fox was also the developer of the news series Movietone News, the first commercially successful sound film in 1927.

Fox was incredibly successful because he had great foresight into the future of the burgeoning film industry. He knew there was a place for sound in the movies even when much of the rest of the producers and production companies rejected the thought. During the Great Depression, Fox retrofitted constructed new theaters like the Visalia Fox Theater and retrofitted more than a thousand existing theaters with equipment to create a "talking movie" or sound environment. Unfortunately the cost of converting these 1,100 theatres with sound equipment coupled with the economic crisis of the early 1930s causing the Fox empire to crumble. Fox declared bankruptcy in 1936 and was faced with anti-trust litigation. He was a perfectionist and had a higher opinion of himself than did others and attempted to bribe a judge in the case. Found guilty of obstructing justice, he has sentenced to a prison term in 1942, serving a period of time. For the remainder of his life he lived quietly in Long Island, New York, dying there on May 8, 1952.

The firm of Balch and Stanbery, Architects and Engineer

Firm Partners: Balch, Clifford A. and Stanbery, Floyd Edgar

The partnership of Balch and Stanbery specialized in movie theatres and appears to have dissolved by the mid-1930s. The partnership's heyday was in the mid-to-late 1920s, when the firm was active across Southern California

PARTNERS:

Clifford A. Balch

Occupation: Architect

Birth Date: 06/23/1880

Death Date: 12/14/1963

Balch married Pearl Payne (born 05/11/1889 in IL-died 12/24/1942 in Los Angeles, CA) between 1910-1920.

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Biographical Information: Balch was born in Minnesota, and lived there until around 1894, when his family relocated to Southern California, where there were many new jobs for carpenters and day laborers due to the fast growth. It appears that the family moved out of the Midwest at about the time of the Panic of 1893, when many mid-west communities lost jobs. Balch first worked as a day laborer in Pasadena, around the turn of the century.¹² His long career joined him with numerous architectural firms and several partners:¹³

Balch and Stanbery, Architect and Engineer, Los Angeles
Walker and Eisen, Architects, Los Angeles
Withey and Balch, Architects, Los Angeles
Balch and Stanbery, Architect and Engineer, in Los Angeles.

Balch and Balch, Architects

The most significant partnership of Clifford A. Balch was with his brother, William Glenn Balch, and that firm appears to have been active through the era of Balch and Stanbery, and well into the 1950 era. One of the early Balch and Balch theaters was the 1927 Spanish Churrigueresque-style theatre, the Golden Gate, at Whittier and Atlantic Blvd., in Los Angeles. And one of their later designed theaters was the El Rancho Theater in Arvin, Kern County. The Balch brothers also designed the 1937 Arvin Theater twice, after it burned the first time in 1939. It was again designed after the fire. William and Clifford Balch, participated in the design of the many fine theaters in California, especially Southern California, including the El Rey Theatre on Wilshire Boulevard and the Fox Theatre in Pomona.¹⁴

Floyd Edgar Stanbery

Occupation: Structural Engineer
Birth Date: 05/15/1891
Death Date: 03/20/1949

Biographical Information: Born in Mason City, Iowa on May 15, 1891, Floyd Stanbery attended local schools and by 1918, had already served 2 1/2 years in the Army as an Infantry Private when he went to work for Civil Engineer, C.H. Stevens, in Mason City, Iowa. Stanbery married Leone R. Balch in 1919 and moved to California where he worked as a Civil Engineer in the petroleum industry in 1920. Stanbery partnered with brother in law Clifford Balch and the two were responsible for the design and engineering of several theaters in California. Especially known for their relationship with William Fox and Fox West Coast Theaters, they designed many such theaters. Floyd Stanbery also was partner to Charles R. Selkirk in Los Angeles, their most notable building being the Highland Towers Apartments in Hollywood, CA.¹⁵ Stanbery died in Los Angeles County, CA, on March 20, 1949, at age 57;¹⁶

Structures:

Adams Theatre, San Diego, CA - 1935 (2413)
Boulevard Theatre #2, East Los Angeles, Los Angeles, CA - 1937 (3381)
Brawley Theatre, Brawley, CA - 1936-1937 (14785)
California Theatre, San Diego, CA - 1919 (1097)
El Rey Theatre, Los Angeles, CA - 1928 (495)

¹² <https://digital.lib.washington.edu/architect/architects/290/>

¹³ http://www.laconservancy.org/issues/issues_goldengate.php;

¹⁴ <http://cinematreasures.org/theaters/15104>

¹⁵ <https://digital.lib.washington.edu/architect/architects/233/>

¹⁶ <https://digital.lib.washington.edu/architect/partners/422/>

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Four Star Theatre, Los Angeles, CA - 1931-1932 (4891)
Fox West Coast Theatres Corporation, Fox California Theatre #2, Stockton, CA - 1929-1930 (17213)
Fox West Coast Theatres Corporation, Fox Riverside Theatre, Lido Theatre, Riverside, CA - (3593)
Fox West Coast Theatres Corporation, Fox Theatre Project, Huntington Park, CA - 1930 (4141)
Fox West Coast Theatres Corporation, Visalia Fox Theatre, Visalia, CA - 1929-1930 (16839)
Golden Gate Theatre, East Los Angeles, Los Angeles, CA - 1927 (3380)
Imperial Theatre, Long Beach, CA - 1925 (4344)
Lido Theatre, Los Angeles, CA - 1936-1937 (3592)
Lido Theatre, Newport Beach, CA - 1939 (3583)
Newport Theatre, Newport Beach, CA - 1939 (3584)
Palomar Theatre, Oceanside, CA - 1936 (11821)
River Theatre, Oildale, Bakersfield, CA - (15775)
Rivoli Theatre, Van Nuys, Los Angeles, CA - (3205)
San Gabriel Theatre, San Gabriel, CA - 1941 (3245)
San Pedro Theatre Project, San Pedro, Los Angeles, CA - 1930 (6398)
Sardi's Restaurant #1, Hollywood, Los Angeles, CA - 1932-1933 (9009)
State Theatre, Pomona, CA - 1939-1941 (3751)
Sunbeam Theatre, Highland Park, Los Angeles, CA - 1914 (8969)
United Artists Corporation, Theatre Project, Santa Ana, CA - 1930 (11780)
United Artists Pasadena Theatre, Old Town, Pasadena, CA - 1931-1932 (11824)
United Artists Theatre, El Centro, CA - 1931-1932 (11823)
West Coast Theatres Corporation, West Coast Riverside Theatre, Riverside, CA - 1928-1929 (3594)

Partners: Balch and Stanbery, Architect and Engineer (422)
Selkirk and Stanbery, Architects-Engineers (3515)
Stanbery, Floyd E., Structural Engineer (1424)
Stanbury and Lewis (423)
Stanbury, Floyd E., Structural Engineer (1143)

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"C.A. Balch prepares plans for new Lido Theatre", Southwest Builder and Contractor, 57, col 2-3, 10/17/1941.
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"Balch repairs Imperial Theatre, Long Beach", Southwest Builder and Contractor, 56, col 2, 07/21/1933.
"Balch remodels Sunbeam Theatre, Highland Park, Los Angeles", Southwest Builder and Contractor, 46, col 3, 07/28/1933.
"Fox Theatre Project, Huntington Park, CA", Southwest Builder and Contractor, 44, col 3, 03/21/1930.
"Theatre designed by Balch & Stanbury [sic] for site in San Pedro", Southwest Builder and Contractor, 45, 03/21/1930.

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"United Artists Theatre 12/11/1931, El Centro, CA", Southwest Builder and Contractor, 49, col 1, 12/11/1931.
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Visalia Fox Theater
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Section number Photo Log Page 1

Name of Property: Visalia Fox Theater

City or Vicinity: Visalia
 County: Tulare
 State: CA
 Name of Photographer: Chris Brewer
 Date of Photographs: August 21, 2012
 Location of Original Digital Files: 199 East Pine St., Exeter, CA 93221
 Number of Photographs: 18

Photo #1
East elevation, camera facing west.

Photo #2:
South façade (left) and portion of east elevation (right), camera facing west.

Photo #3:
South façade, camera facing north and east.

Photo #4:
East elevation, camera facing south and west.

Photo #5:
East elevation, camera facing south.

Photo #6:
East elevation, camera facing north.

Photo #7:
East elevation (left) and portion of north elevation (right), camera facing south and west.

Photo #8:
Portion of East elevation (left) and portion of north elevation (right), camera facing west and south.

Photo #9:
Portion of south façade, camera facing north.

Photo #10:
South façade, camera facing east.

Photo #11:
South façade (left) and east elevation (right) ticket booth, camera facing west.

Photo #12:
Northwest corner of ticket booth from lobby doors, camera facing south and east.

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Visalia Fox Theater
Name of Property
Tulare, California
County and State
Name of multiple listing (if applicable)

Section number Photo Log Page 2

Photo #13:

Portion of south façade, camera facing north and east.

Photo #14:

Main entry doors, camera facing north.

Photo #15:

Interior of theater, north wall.

Photo #16:

Circa 1930 photo of theater interior, north wall.

Photo #17:

Circa 1930 photo of ladies Cosmetic room.

Photo #18:

Circa 1930 photo of theater lobby, looking south.

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Visalia Fox Theater
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Latitude/Longitude Coordinates

(Follow similar guidelines for entering the lat/long coordinates as describe on page 55, How to Complete the National Register Registration Form for entering UTM references. For properties less than 10 acres, enter the lat/long coordinates for a point corresponding to the center of the property. For properties of 10 or more acres, enter three or more points that correspond to the vertices of a polygon drawn on the map. The polygon should approximately encompass the area to be registered. Add additional points below, if necessary.)

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1. Latitude: 36.330356 Longitude: 119.26479

2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude: