



AN ACRE OF SEATS IN A PALACE OF SPLENDOR

By Bill Peterson — number 14 in a series
ROXY THEATRE — NEW YORK CITY

This house, built on a magnificent scale, was conceived by Samuel L. "Roxy" Rothafel and designed by W. W. Ahlschlager. The auditorium seating 6214 persons was lavishly decorated in gold, and of awesome proportions. The public rooms were dominated by a spectacular rotunda which had its own organ, a duplex player. Kimball got the contract for the Roxy, and put a total of five consoles in the building. One was installed in the radio broadcast studio high up above the theatre proper, while no less than three consoles were located in the pit on elevators. The auditorium organ spoke out from under the stage. Very impressive to see, but not the best to hear. The Roxy was torn down in 1960.