



# The Story: The Vogue Theatre

**MissionBell**

Movie theatres have long held a special place in American hearts. Whether igniting a budding relationship or enjoying a night out with friends, movies offer an escape from the day-to-day.

In the early 20<sup>th</sup> century, theatres were magical venues commonly known as 'Picture Palaces.' In a time when people dressed to the nines to head to the silver screen, movie theatres offered a grandiose experience designed to keep people coming back for more. With uniformed ushers, marble lined halls, crystal chandeliers, restaurants, art galleries, dance floors, and pre-show entertainment a movie theatre provided an evening filled with opulence.

The Vogue Theatre was no exception. Opening in South Gate, California in 1935, the theatre was designed by S. Charles Lee, a prolific West Coast architect well known for designing theatres in Art Deco and Modern styles throughout California and Mexico. The Vogue Theatre offered plush seats, golden torches, formal pilasters, and a Japanese style mural, all to transport the audience from their daily lives.

After a few name changes, the Vogue Theatre eventually closed its doors in 2015. Fortunately, due to the care taken during the demolition, the long rooted history of its extravagant past, found in the rich patina of Douglas Fir 1"x 6" paneling, is ready to add a great story to your next project.



FSC® Recycled 100%

Material #: VT-DF

Species: Douglas fir (*Pseudotsuga Menziesii*)

The mark of  
responsible forestry



Photograph by Haven G. Bishop