

BALBOA THEATRE

Direction of
R. E. HICKS
and
West Coast
Theatres, Inc.

4th and E

IT OPENS TOMORROW

(FRIDAY)
at 6 P.M.

Performances at 6:30 and 9:15

Tickets will be placed on sale tomorrow at 6. Purchasers will be expected to enter immediately until all the seats are occupied.

ALL
AT
REGULAR
PRICES

Opening Program

Corinne Griffith & Conway Tearle

In the First National Super-play.

"LILIES OF THE FIELD"

FANCHON & MARCO REVUE

Balboa Concert Orchestra
25 Musicians
E. R. GADERER, Director

PLEASE
COME
EARLY

Special Features:

PERSONAL APPEARANCE

CONWAY TEARLE-CORINNE GRIFFITH

ADELE ROWLAND and Others

CHARLIE MURRAY, Master of Ceremonies

HOLLYWOOD GROUP WILL SEE OPENING OF NEW THEATRE

Representatives of Motion Picture World to Be Guests At Balboa, Friday.

One hundred motion picture actresses, actors, directors and other major figures in the film world will come from Hollywood to San Diego Friday to take part in the formal opening of this city's newest motion picture theatre, the Balboa, Fourth and E streets.

Among the visitors will be no less a personage than Miss Corinne Griffith, noted film star, considered by many to be the most beautiful woman on stage or screen. Conway Tearle, popular "movie hero," also will be here, as well as his wife, Adele Rowan, musical comedy light, and Charles Murray, comedian, who has been dubbed by admirers "the funniest man on earth."

Miss Griffith, Tearle and Murray play leading roles in the feature picture, "Lilies of the Field," a First National production, which is to be shown at the opening performance. The actress and Murray will talk for the occasion. Tearle, a musician of considerable ability, is to play the piano when his wife makes her appearance on the stage in song.

The film people will come to San Diego by special train. A banquet in their honor is to be given by Robert E. Hicks, owner of the new \$800,000 theatre, after the show.

ARRANGEMENTS COMPLETE
Arrangements for the formal opening of the theatre are practically complete, Hicks said yesterday. Only small details remain to be worked out in the next two days. The big playhouse itself, in process of construction for 10 months, needs only the service of janitors to make it appear as it will when San Diegans see it Friday evening.

From the number of inquiries about the opening date and the requests for seat reservations as many persons will have to be turned away from the theatre at the introductory performance as will be able to gain entrance, Hicks said yesterday. The seating capacity of the showhouse is 2000. No reservations are being granted, although seats for the film players from Hollywood, who are coming here as guests of the theatre owner, are being saved.

Hicks' refusal to reserve seats, he said yesterday, is in line with his policy to treat all patrons, rich or poor, alike. "It was the people of San Diego who enabled me to build this theatre," he said, "and I want to treat them all alike."

The doors of the theatre will open at 6:30 o'clock Friday evening. There will be two performances, the first beginning at 7 o'clock; the second about 9:20. Miss Griffith, Murray, Tearle and Miss Rowan will appear in person at both shows.

HIGH CLASS MAINTAINED
San Diegans who see the opening performance of the Balboa theatre will get the same kind of high class entertainment that has been arranged for every performance in the new showhouse, is the promise made by Hicks. "It will be a justification to make a splurge in the beginning, and afterward give mediocre shows," he added.

At the opening performance, Friday, the program will begin with a seven-minute news reel, after which the orchestra will play an overture while a tablica, depicting Balboa's discovery of the Pacific, will be shown. The orchestra will be conducted by "Bob" Gaderer, who has been in charge of the Cabrillo theatre's orchestra for three years.

Following the overture and tablica, there will be screen announcements, a comedy reel and the feature picture, "Lilies of the Field." The novelty act of the evening, produced by 14 players brought from San Francisco by Fanchon & Marco, whose productions have won the title "The Ziegfeld Follies of the West," will be shown.