

# NOTABLES TO ATTEND PREMIERE

*New Belasco Theater Here  
Rapidly Nears Completion  
for Opening November 1*

The new Belasco Theater at Eleventh and Hill is rapidly getting into readiness for its first production Monday evening, November 1, when "Gentlemen Prefer Blondes," the scintillating stage comedy by Anita Loos and John Emerson, will have its premiere. The book, which was written by Miss Loos, has had one of the greatest sales of any book in the last decade, and the stage play, which is an adaptation from the book, by Miss Loos and her husband, Mr. Emerson, has taken New York by storm.

Telegrams just received at the Belasco Theater from Edgar Selwyn state that the theater showing "Gentlemen Prefer Blondes" in New York has been sold out for ten weeks in advance. It has proven to be the stage sensation of Chicago, where it scored just as greatly as it did in the eastern metropolis.

All the stage attractions to come to the Belasco are being presented by Edward Belasco, Fred J. Butler and Gerhold O. Davis. Edward Belasco is a brother of David Belasco, the famous New York stage producer, and

partly through his affiliation the new theater will get all of the Belasco stage successes. Belasco has long been identified in theatrical circles and was formerly with his brother, David, in New York. Fred Butler is a well-known figure in theatrical circles and has produced a number of well-known successes here, notably "Civilian Clothes," which had one of the longest runs in the history of the Los Angeles stage. Gerhold O. Davis has devoted his career to the financial end of building theaters.

The new Belasco Theater was at first known as the Doheny Theater, but the name has now been changed to the Belasco in honor of David Belasco. The latter, who is a native son of California, is keenly interested in the success of the theater and has wired his brother that he will do everything possible in his power to assist in making the new enterprise a success. David Belasco is now endeavoring to be in Los Angeles on the opening night. Anita Loos and John Emerson are now in New York and also expect to be here when the play has its Los Angeles premiere.

The new theater is the very last word in elegance and comfort and no expense has been spared in making the interior decorations and furnishings to conform to the general outward beauty of the building.

It is expected that the premiere of "Gentlemen Prefer Blondes" with David Belasco, the authors of the play, Anita Loos and John Emerson, as well as Edgar Selwyn, who is presenting the play, and the hundreds of motion-picture celebrities will be one of the most brilliant and colorful of its kind in Southern California stage circles.