

# PLAYHOUSE COMPLETED

*Belasco Theater At Eleventh and Hill to Be Opened to Public Tomorrow Evening*

The new Belasco Theater, which cost \$1,250,000 including the land, located at Eleventh and Hill, is now completely finished and ready for the opening Monday evening. The architectural and engineering plans for the building were made by Architects Morgan, Wallis and Clements with the building contract in charge of the P. J. Walker Company.

Included in the many novel features in the theater is a hydraulic lift orchestra pit and a lighting system by which there is never a shadow on the face of anyone sitting in the auditorium. Also, there is a cooling and ventilating system, by which the fresh air is taken from the roof and drawn out through the floor, enabling the theater managers to govern the temperature of the house to within a fraction of a degree.

The new theater will be operated by Fred J. Butler, Edward Belasco and Gerhold O. Davis, who have leased the playhouse on a long-term contract. The building was constructed through the efforts of E. L. Doherty. The construction work was so nicely timed that the theater was in readiness, the seats in place, and if necessary a performance could have been given yesterday.

The theater will open Monday evening with the scintillating comedy by Anita Loos and John Emerson, "Gentlemen Prefer Blondes," with a New York cast, especially selected for the Los Angeles premiere by Edgar Selwyn.

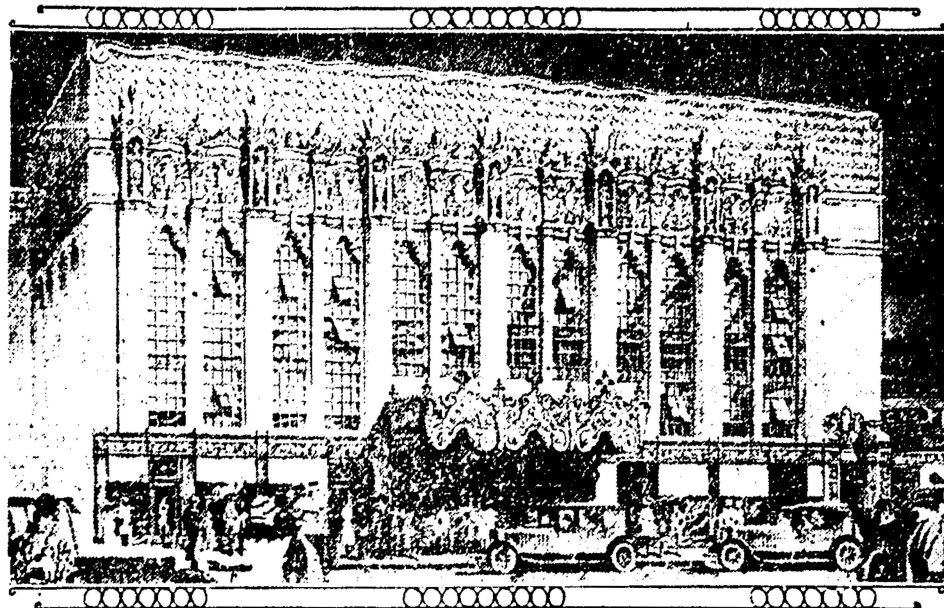
## Chain Grocery Has Plans for Big Warehouse

W. H. Daum & Staff announced the sale last week of the southwest corner of Central avenue and East Sixtieth street in the Goodyear Tract to Von's Inc., for warehouse purposes. The site has a frontage of 130 feet on Central avenue, with a depth of 153 feet to the Santa Fe Railway company spur tracks.

Including the 200 feet frontage already owned by Von's, this purchase embraces a total of 330x153 feet, or a ground area of 50,490 square feet, all of which is to be covered by the warehouses of the expanding grocery chain, according to the Daum concern.

Charles Von Der Ahe, president, declared that a second unit, 85x153 feet, is to be erected immediately of Class "A" construction. The chain system has expanded to sixty-eight stores in and near Los Angeles. A mark of 100 stores has been set for 1927 expansion, the official said.

*Playdom's Newest Center*



**Belasco Theater**

The new Belasco Theater on Hill street near Eleventh will be formally opened tomorrow evening. This showhouse is proclaimed one of the most artistic structures of this kind in Los Angeles.