



D R A M A

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WHERE TO GO.

"GENTLEMEN PREFER BLONDES" IN DEBUT AT BELASCO THEATER

**GALA EVENT
SCHEDULED**

GOLDEN-HAIRED GOLD-DIGGER WILL FROLIC IN NEW DOWNTOWN PLAYHOUSE

Lorelei, Anita Loos's humorous depiction of a girl who had peculiar ideas about gaining an education, will make her initial Pacific Coast appearance when the Belasco Theater, located at Eleventh and Hill streets, is formally opened tomorrow night. The new theater is the last word in playhouse construction, and no expense has been spared, as Staff Artist A. L. Ewing discloses in his sketch below, to make it one of the most attractive in the country.

Many Notables in Attendance

Popular Run Predicted for Loos Comedy Opening Tomorrow Night

Los Angeles' Latest Theater Will be Scene of Many Belasco Plays

BY HERBERT MOULTON

When that naive gold-digger, the Lorelei of "Gentlemen Prefer Blondes," makes her debut in Los Angeles tomorrow night she will have a brand-new theater at her disposal. Which is particularly fitting in this case, because, as those familiar with the dizzy blond of Anita Loos's imagination, are aware, Lorelei just loves nice, new, shiny things. And the Belasco Theater, which will be the scene of her philanderings, has all of those attributes, with the exception, perhaps, of diamond-studded reflectors for the footlights.

This newest addition to the city's growing chain of playhouses has many things about it to commend it to the attention of the theatergoer.

BELASCO PLAYS

It represents, for one thing, the long arm of David Belasco reaching out from New York. It is through the medium of this new house, which bears the illustrious theatrical producer's name, that many of his world-renowned plays will be presented here.

The repertoire of Belasco attractions will be given, it is understood, following the run of "Gentlemen Prefer Blondes." The first, none other than "The Dove," will probably be staged early next year, with Holbrook Blinn, if present negotiations go through, in the starring role.

Although situated at Eleventh and Hill, the Belasco makes Hill street a real competitor of Broadway in the matter of theaters, a rivalry which will be augmented during the next six months by the opening of the musical-comedy house at present known as the Stowell, next door to the Belasco.

Attractions of the type of the Loos-Emerson comedy will be the principal diet of the Belasco. That is to say, the house is a compact, intimate affair, designed especially for talkative plays, farces and comedies.

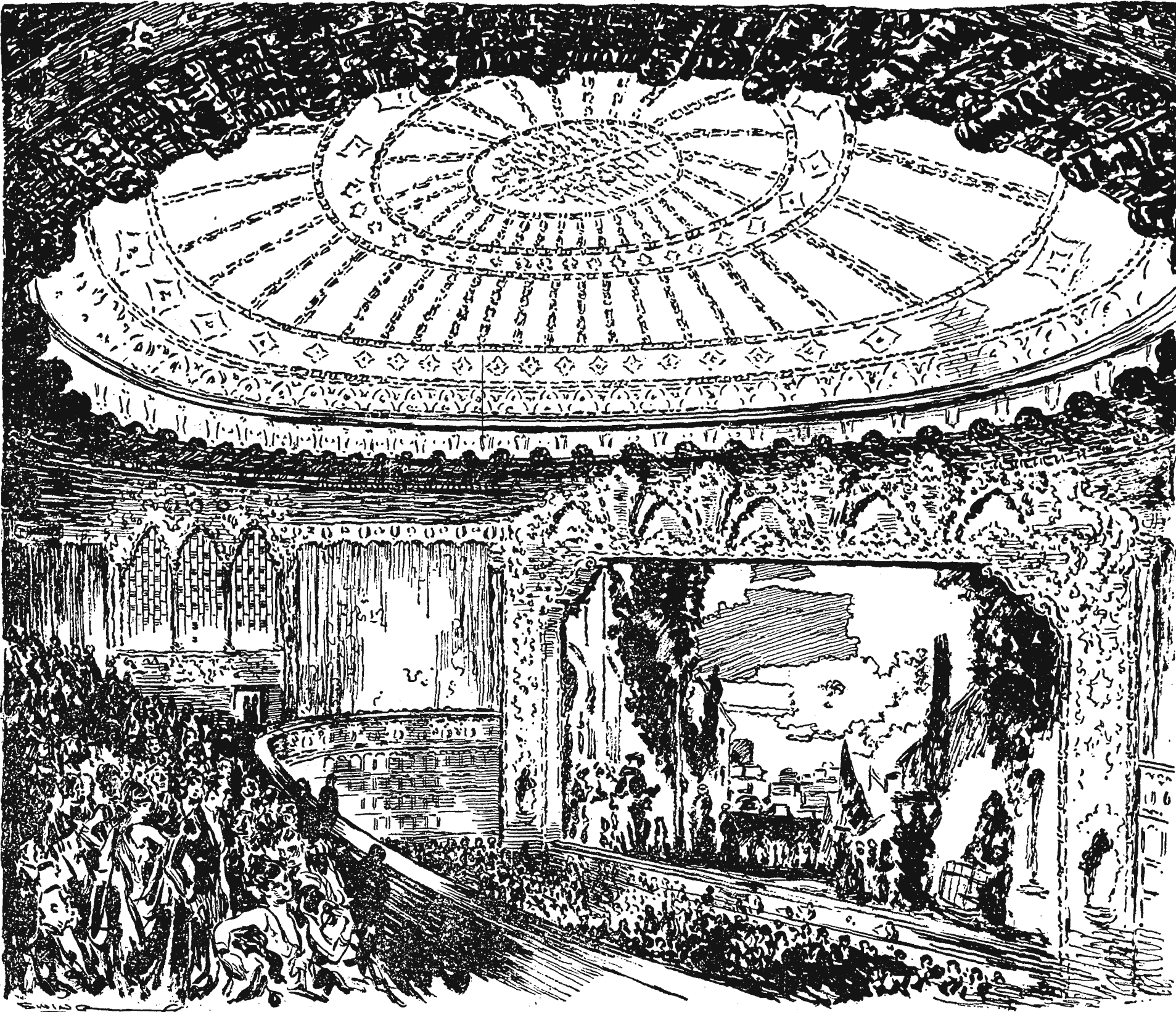
ACOUSTICS PERFECT

Very careful attention has been given, therefore, to the acoustics, even to the extent of engaging two experts in this line when the theater was designed and constructed.

Prof. Sabine of Yale University, one of the great acoustical experts in the world, devoted considerable time to this phase of the work, and was later joined by Prof. Knudson of Stanford, another authority on theater audition.

The decorative scheme of the house conforms to the tasteful vogue of modern theater design in the rich, quiet dignity of its interior embellishment. The motif is a combination of Spanish and Moorish. There is an utter absence of the gaudiness which formerly characterized the decorations of even our best playhouses.

There are approximately 1100 seats in the lower floor and balcony, and the unusual breadth of the theater is such that even the back rows of both floors are within easy hearing range of the stage.



All things considered, the Belasco is quite the last word in theater design.

MANAGED BY TRIO

It is being operated by a group composed of Edward Belasco, brother of the noted David; Fred J. Butler,

the stage director, and Gerhold O. Davis.

This trio have been engaged for the last two years in plans for an artistic downtown playhouse. The backing of E. L. Doheny, the oil magnate, made their dream a reality. The the-

ater is reputed to have cost \$1,200,000.

Backstage one finds everything known to the modern science of stagecraft. A commodious Green Room has been built under the stage for the comfort of the players and their

friends.

The formal opening of the new house, together with the Pacific Coast premiere of "Gentlemen Prefer Blondes," will bring forth many notables tomorrow night. The principal roles in the comedy, those of Lorelei and her chum, Dor-

othy, will be played by Joan Marion and Mary Ricard.

Butler is staging the piece and promises an excellent production. The properties, like the cast, are New York "importations."