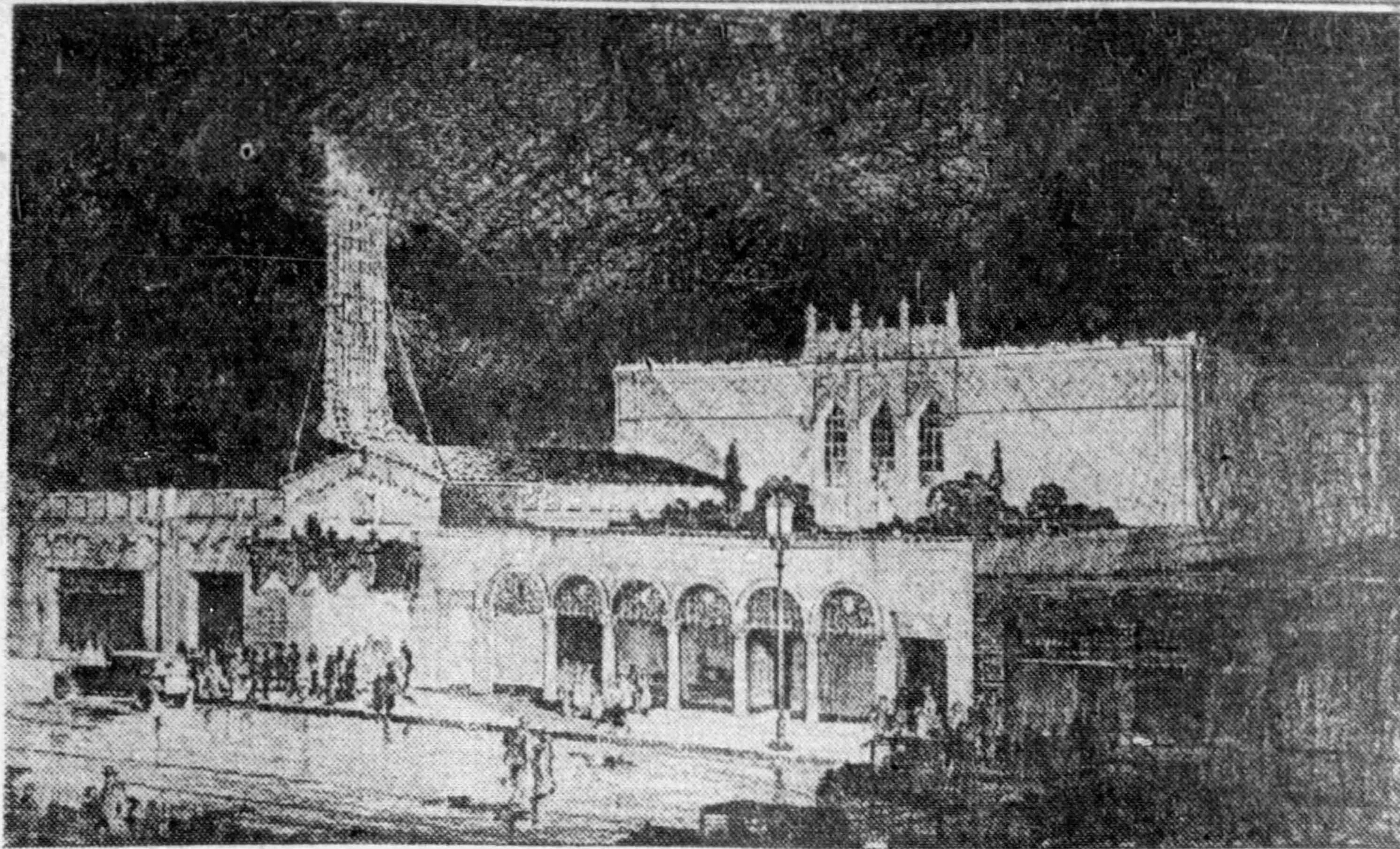


Music Box Playhouse Announced for Hollywood



Designed by Morgan, Walls & Clements

Illustration presents architect's drawing for the musical-comedy theater being planned by an organization of Hollywood celebrities. The structure, completed and furnished, is to cost \$150,000, which, with the amount involved in the lease taken on a site between Vine and Gower streets on the south side of Hollywood Boulevard, will represent an investment of close to \$1,000,000.

NEW THEATER ANNOUNCED

Organization of Hollywood Celebrities Plans Musical Comedy Playhouse; Site Is Leased

Hollywood's determination to assume world leadership as a center for legitimate-stage productions, as well as the globe's capital in the manufacture of motion pictures, was given additional impetus yesterday with the announcement that plans have been completed for the erection at 6120 Hollywood Boulevard, of an elaborate theater, ground for which will be broken within five weeks.

The entire deal, negotiated through the firm of Sims & Zidell, realty operators, involves approximately



\$1,000,000. The theater, to be known as the Music Box, will cost in the neighborhood of \$150,000, exclusive of furnishings and equipment, a twenty-year lease having been obtained on the site which is on the south side of Hollywood Boulevard between

Vine and Gower streets and immediately west of the Paul Hoffman Building. The structure also will contain four stores and shops.

The theater is to be operated by the Hollywood Music Box, Inc., of which Carter DeHaven, one-time musical-comedy favorite and vaudeville artist, is president, and William S. Holman, secretary of the Christie Film Company and Metropolitan Pictures Corporation, is secretary and treasurer. B. Y. Taft, long identified with the up-building and development of Hollywood, is vice-president, and, together with the officers, the board of directors includes Bert Lytell, Lewis Stone, Jack Warner and Raymond L. Schrock.

While the list of subscribers who are backing the project, reads like a roster of the motion-picture colony, the theater will be a musical-comedy playhouse rather than a place for the exhibition of film productions. The project was ini-

tiated only two months ago by DeHaven, who in recent years has been devoting his talents to the screen, and his plan met with an instantaneous response from the motion-picture world which, it was stated, has long deplored the lack of a typical musical-comedy theater in Hollywood. The response to DeHaven's call was so immediate, in fact, that he announced yesterday that those interested in the project are residents of Hollywood only.

According to present plans, the theater will be devoted to revues, the president of the company contending that with the cinema talent now in Los Angeles, together with musical-comedy and vaudeville artists who prefer to remain in the vicinity of the film studios and in Southern California, he can select beauty choruses, which will outshine the famous Ziegfeld Follies.



The building will be of Spanish architecture and will be the last word in theater construction. A number of original and distinctive features, to be announced later, are being worked out. These include a roof garden, promenade and social hall. The site is owned by the Beveridge estate and the lease for twenty years, negotiated through C. B. Brunson, manager of the estate, involves \$750,000. Morgan, Walls & Clements are the architects.