

LOS ANGELES THEATER OPENS TOMORROW NIGHT

Chaplin's "City Lights" Will Be Given Premiere in New Film Palace of Unrivalled Beauty

Theater beauty and comfort will reach its peak in the new Los Angeles Theater on Broadway between Sixth and Seventh streets, which has its gala opening tomorrow night with the world premiere of Charlie Chaplin's "City Lights." Innovations never before brought to motion-picture patrons will be featured throughout, from the individual electric cigaret-lighters on every dressing table in the ladies' exquisite cosmetic room, to the cafe and fountain in the main building, where between and after-the-show refreshments may be enjoyed.

Other unique comforts which will be introduced will be the sound-proof crying rooms, where mothers may take tearful infants, and with the use of earphones may listen to the dialogue, without the fear of their child disturbing other patrons.

There will be an art gallery with a monthly change of exhibits; a salon with a ballroom floor for dancing; a shoe-shining parlor; the ladies' French cosmetic room where feminine patrons may sit at individual dressing-tables and, gazing at themselves in triplicate mirrors, beautify themselves with the aid of an attending cosmetician; a children's play-room built in the likeness of a circus tent; the innovation of but six seats to each row in the theater, doing away with the annoyance caused by latecomers; a miniature screen in the salon where the cinematic action on the main screen will be duplicated at all times through a system invented for the Los Angeles by Francis Pease, assistant to Dr. Michelson, and many other features.

The main auditorium, which could easily seat 3000 persons, has 2200 seats, allowing much extra room between rows for the comfort of patrons. Aisle borders are illuminated from beneath the floor with neon lights. Vision of the screen will be improved by the fact that instead of merely sloping toward the orchestra pit as is true in the case of other theaters, the floor of the auditorium bows in two directions, and patrons, instead of looking between, will look over heads. Backstage, also, there are many innovations, one of the outstanding being the \$35,000 electric switchboard, duplicated only in America in the Chicago Operahouse, which causes lighting effects to flow on and off with the smoothness of water. Another feature also is the \$89,000 ventilation system which allows the temperature to be varied in seven different parts of the theater.

Completion of the new Los Angeles in time for its gala opening marks the establishing of a world record in construction of a building of this size and type by Architect S. Charles Lee of this city.

RECORD COMPLETION

Business Men Pay Tribute to New Showhouse

Well known as the designer of many structures, Lee completed the project in five months' time. It was just so long ago that plans for the theater, giving employment to thirty-two draughtsmen working in two shifts, were drawn up in a period of ten weeks. Los Angeles artisans and material were utilized with but several exceptions in construction of the Los Angeles, which represents an investment of more than \$2,000,000 and is one of the most beautiful and modern theaters in the world, it is declared.

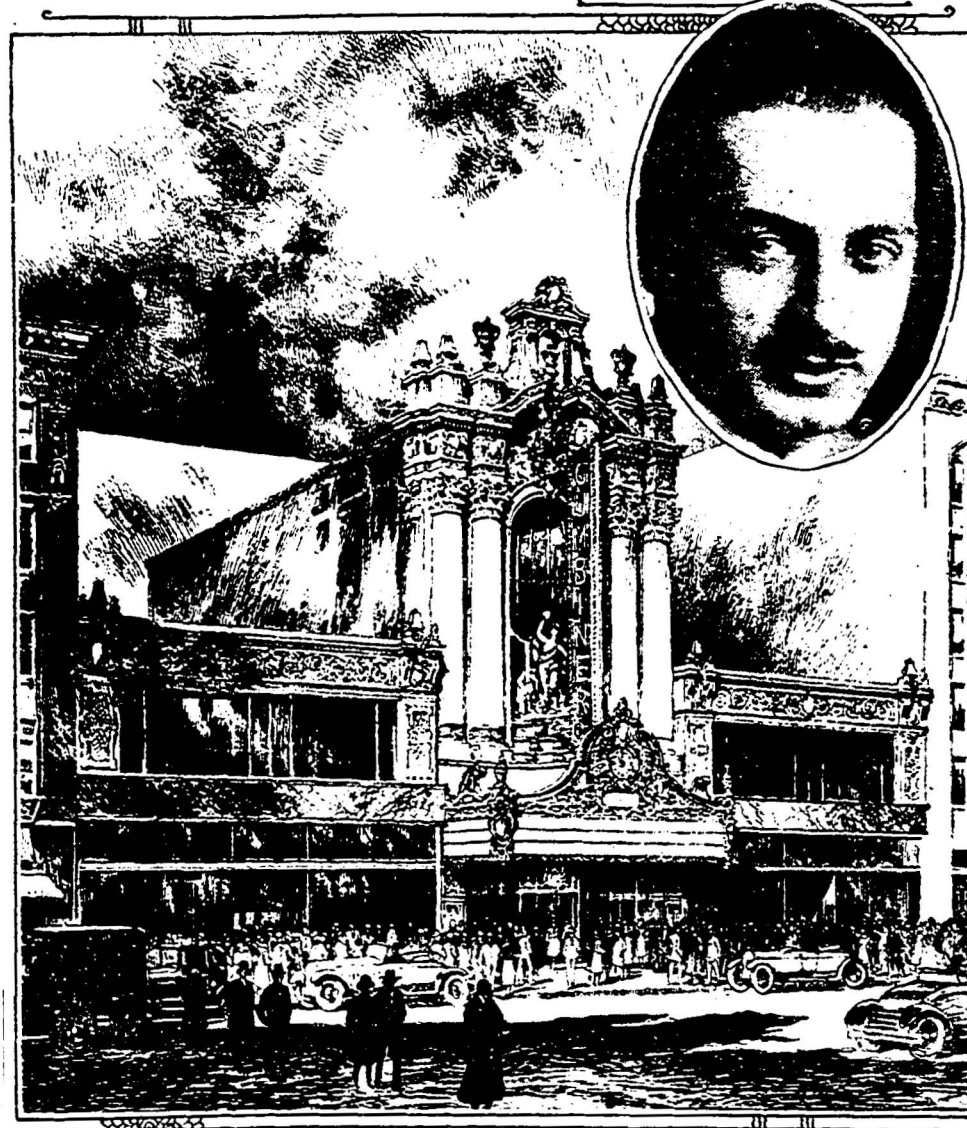
Featured in decoration of the Los Angeles is the French Renaissance motif, carried out in every detail with beauty and exactitude, it is declared.

Among other distinctive theaters designed by Architect Lee in addition to the Los Angeles are the Tower at Eighth and Broadway, also owned by H. L. Gumbiner; the Fox Wilshire Theater and the Fox Bakersfield Theater.

A formal tribute to Mr. Gumbiner will be placed in the theater lobby. It will feature a drawing of the ultra-modern talking picture palace, banked with flowers. A large representation of the membership of the Downtown Association will attend the premiere of the theater and the Charles Chaplin picture, "City Lights."

The association has placed fifty art placards, announcing the opening, with its various members who are displaying them in their places of business.

Acme of Perfection Attained in New Theater



Film Art Palace
Magnificent new Los Angeles Theater on Broadway between Sixth and Seventh streets, and inset, S. Charles Lee, architect

'CITY LIGHTS' NO ORDINARY FILM

First Silent Picture Since
"Talkies" Came in

Play. Music, Direction, All
Charlie Chaplin's

Cinema World Buys First
Tickets by Blocks

Tomorrow night will mark the opening of a film which perhaps has been the most widely discussed of any in the past several years when the new Los Angeles Theater on Broadway between Sixth and Seventh streets has its debut with the world premiere of Charlie Chaplin's "City Lights."

The first nondialogue picture of importance produced since the advent of the talkies, "City Lights" does, however, feature sound effects and musical synchronization and because of the fact that it is "silent" has been anticipated for many months past.

FILMDOM ATTENDS
In the audience at the opening tomorrow night, according to Harry Rosenblum, secretary-treasurer of the Los Angeles Theater, there will be more than 1000 film people alone, evidencing the interest which the motion-picture industry is exhibiting in the event.

Several studios bought blocks of fifty tickets at the premiere price, while a single purchaser took 200 of the pasteboards, according to Rosenblum, and a number of studio heads also distributed tickets among their assistants so that they would lose no time in seeing the picture and discovering the general reaction to the absence of dialogue in the Chaplin vehicle.

ALL-CHAPLIN FILM
Produced through a period of two years, "City Lights" is said to be the most appealing film Chaplin has yet offered his public. In addition to being star and author of the story, the comedian directed and produced it and wrote the musical score as well.

Appearing in his support in important roles in the production are Virginia Cherrill, newcomer to the screen, who makes her debut in the leading feminine part; Harry Myers, Hank Mann, Allan Garcia, Florence Lee and others.

STAGE SHOWS ALSO PLANNED

New Theater Will Present
Prologues to Pictures

Albert E. Short to Direct
Offerings and Music

Large Staff of Experienced
Employees to Serve

A feature of every program presented at the new Los Angeles Theater on Broadway between Sixth and Seventh streets will be unusual stage shows and prologues staged by Albert E. Short, impresario, who will also conduct the theater's symphony orchestra. The best talent available will be employed in the stage presentations, which will offer a cast of from thirty to fifty persons, including at least ten principals.

The initial stage presentation which will be featured with the run of Charlie Chaplin in "City Lights" is entitled "The Little Things of Life" and was suggested by Irving Berlin's popular ballad of the same title. Heading the cast of the offering are Bonnie Emery, prima donna of "Golden Dawn" and other New York stage successes, and Bobby Burns, featured tenor of Broadway productions a most recently of Carroll's "Vanities."

The employees in various departments of the new theater, more than 100 in number, will be headed by an executive staff widely known in the theatrical and amusement world and with many years of experience in their respective capacities.

General manager of the palatial playhouse will be H. L. Gumbiner, owner and operator, who will work hand-in-hand with Robert Gumbiner, his brother, who has been appointed resident manager of the Los Angeles. The latter, with more than twenty years of experience as a film exhibitor, comes to Los Angeles from Chicago. There he operated a chain of independent theaters of his own and was an official of the Theater Managers' Association of that city.

Associated with H. L. Gumbiner for the past eighteen years, Harry M. Rosenblum will be secretary-treasurer of the Los Angeles. Besides being a theatrical executive, he is also a registered attorney.

Short, the music director, prior to his coming to this city was identified with some of the largest theater chains of the East and Middle West. Sam E. Conn, advertising and publicity man, will be associated with the Los Angeles in that capacity.

Welcome, Los Angeles Theatre

{On Broadway, Between Sixth and Seventh Streets}

It is with extreme pride and pleasure that we, the firms listed below, call attention to the gala opening tomorrow night of the world's finest theatre devoted to the exhibition of outstanding motion pictures. We are proud to have had a part in creating this magnificent edifice which unquestionably will set a new standard for architectural beauty, comforts and conveniences in theatre construction for many years to come. At this time we also wish to extend our congratulations to Mr. H. L. Gumbiner, owner and operator of "The Los Angeles," and his associates, for his courage and vision in giving this city the world's finest motion picture theatre and for securing the excellent stage and screen entertainment he has provided for his patrons. We also desire to express our deep appreciation for Mr. Gumbiner's policy of having employed Los Angeles artisans in all departments of the theatre construction and for having "bought at home" practically all materials, equipment and supplies used in the building of this "theatre unusual."

<p>The Attractive Furniture throughout the theatre supplied by</p> <p>PREMIERE FURNITURE CO.</p> <p>3044 WEST SEVENTH ST. DREXEL 1734</p>	<p>ALL MURAL DECORATIONS BY</p> <p>HEINSBERGEN DECORATING COMPANY</p> <p>7415 BEVERLY BOULEVARD</p>	<p>THE LOS ANGELES THEATRE was designed by</p> <p>S. CHARLES LEE, Architect</p> <p>2404 West 7th Street DUMkirk 2442</p>	<p>Gas Service Since 1867 Electric Service Since 1882</p> <p>LOS ANGELES GAS AND ELECTRIC CORPORATION</p>	<p>Success and a Long Life to THE LOS ANGELES THEATRE</p> <p>WATKINS CO., INC. 4636 Pacific Boulevard Lafayette 0515</p> <p>and LESLIE L. LOCKE 3359 Sunnybrook Drive OLYMPIA 1325</p> <p>PLASTERING CONTRACTORS</p>
<p>Best Wishes and Congratulations H. L. Gumbiner and Associates</p> <p>SUMNER SOLLITT CO. GENERAL CONTRACTORS 810 West 6th Street Vandyke 5148</p>	<p>We Furnished the Reinforcing Steel!</p> <p>BADT-FALK & CO.</p> <p>1423 Alameda Westmore 2094</p>	<p>Congratulations and Best Wishes!</p> <p>B. F. SHEARER CO. DRAPERIES AND CARPETS 1640 West Washington Boulevard REPUBLIC 5167</p>	<p>ELECTRICAL EQUIPMENT furnished and installed by</p> <p>Newbery Electric Corp. 726 South Olive Street TRINITY 2914</p>	<p>Our Best Wishes to Los Angeles Theatre and H. L. GUMBINER FOR SUCCESS</p> <p>MINNEAPOLIS STEEL & MACHINERY DIVISION 818 Chapman Bldg.</p>
<p>Best Wishes from</p> <p>Cement Gun Construct. Co. 6769 Romaine Street GLADSTONE 9278</p>	<p>Success to the Los Angeles Theatre!</p> <p>E. K. WOOD LUMBER CO. 4701 Santa Fe Ave. Phone JEFFERSON 3111</p>	<p>"We Furnished the Marble"</p> <p>VERMONT MARBLE CO. 727 West Seventh Street VANDYKE 2662</p>	<p>All Ornamental and Bronze Work by</p> <p>Atlas Ornamental Iron Wks. 2510 East 52nd Street LAFAYETTE 8302</p>	<p>Interior Woodwork by</p> <p>Vernon Fixture & Cab. Co. 2444 AUDREY STREET ANRIDGE 9068</p>