

CHICAGO PERSONALITIES

By JOE FISHER

ONE of Chicago's neatest neighborhood houses, the Music Box, had its grand opening last week, and both the theatre and the attending premiere were a credit to their sponsors, Jacob Lasker and Sons.

The Music Box is not a big theatre (it seats between 800 and 1,000), but in many respects it is outstanding. It is atmospheric in interior design and decoration, and above all it was built as a sound projection theatre. It is claimed that it is the first Chicago house treated in its original construction for the talkies.

WE will make no effort here to describe the house in detail, for this will be attended to in a forthcoming issue of BETTER THEATRES.

However, we must again comment on the very fine advance promotional work for the opening. The theatre is in the 3800 block in Southport, and in the opening campaign the theatre men had the full support of the Southport business association.

It was an invitation affair on the night we attended, and business men of the district and film men filled the auditorium to view the Radio Picture, "The Street Girl." The lobby and promenade were banked with floral baskets from well-wishers.

The Music Box will play neighborhood first run pictures from the leading companies.

Another opening of the week was the Ramova theatre at 35th and Halsted, another house erected especially for sound pictures. Warner Brothers' "The Desert Song" provided the feature of the initial bill.

Western Electric equipment has been installed in both houses.