

BELASCO

Hill
at
11th

Telephone: Westmore 8383

Gala Opening Tonight at 8:30

Edward Belasco, Fred J. Butler and Gerhold O. Davis
Offer As Their Opening Attraction

Edgar Selwyn's Cast and Production

Direct from New York In the Biggest Comedy Smash the
New York Stage Has Ever Known



"GENTLEMEN PREFER BLONDES"

by Anita Loos and John Emerson
(A DRAMATIZATION OF MISS LOOS' FAMOUS BOOK)

Just One Explosion of Laughter After Another

FEW CHOICE SEATS LEFT in the Beautiful Mezzanine—No Balcony
Above—at \$5.50 Including Tax. Hurry!

—Regular Prices After Tonight—

POPULAR WEDNESDAY MATINEE, 50c TO \$1.50
Evenings, 50c to \$2.50

Sat. Mat. 50c to \$2.00

BELASCO WILL OPEN TONIGHT

"Gentlemen Prefer Blondes"
Premiere Attraction

Theater Represents Most
Modern Construction

List Attending Will Read
Like "Blue Book"

With an audience reading like a Blue Book of the social and filmland world, the doors of the new Belasco Theater will be opened tonight for the Los Angeles premiere of "Gentlemen Prefer Blondes," the comedy success by Anita Loos, and presented by Edgar Selwyn.

It is said that all the most amusing episodes in the education of Lorelei are incorporated in the play. And the important characters of the book have been transferred to the play. Other than Lorelei, the golden-haired, one finds Dorothy, her conspiring assistant; Sir Francis Beckman and his mercenary wife, Henry Spoilard, the young reformer, and his guardian, Miss Chapman, not to forget Gus Eisman, the Chicago button king.

The Belasco is said to represent the ultimate in modern theater design, with acoustics especially noteworthy.

The partial list of the film luminaries who will attend the opening are Harry Langdon, Mr. and Mrs. Charles Chaplin, Jack Holt, Constance Talmadge, Buster Keaton, Laura La Plante, Rod La Roque, Mr. and Mrs. Harold Lloyd, Colleen Moore, John McCormick, Pola Negri, Ramon Novarro.

Mary Philbin, Jack Barrymore, Monte Blue, Lon Chaney, Sid Chaplin, Harry Carey, Bebe Daniels, William Desmond, Hoot Gibson, Herbert Victor, Lillian Gish, Corinne Griffith, Walter Tenneyson, Lottie Fazenda, Billie Barnes, Rista Jyt, Lewis Stone.

Margaret Livingston, Viola Dane, Shirley Mason, Robert Frazer, Marie Prevost, Kenneth Harlan, Jane Winton, Ruth Roland, Priscilla Dean, Irving Thalberg, Norma Shearer, Sam de Grasse.

Kathleen Clifford, Mr. and Mrs. Clarence Brown, Mr. and Mrs. Jack Ford and many others.

Delegates are coming from the Writers' Club, the Directors Association, the 222 Club, and the Misquers.