

# Welcome Tower Theatre

into the life and affairs of  
Los Angeles

THIS greeting from the oldest gas and electric service in the community to the city's newest motion picture theatre is accompanied by the pledge of our co-operation through the best gas and electric service we can possibly give.

Los Angeles Gas and Electric Corporation

ACKNOWLEDGING with grateful appreciation, the conscientious co-operation of H. L. Gumbiner owner of the Tower Theater.

S. CHARLES LEE  
Architect Tower Theater  
Petroleum Security Bldg.  
Los Angeles, Calif.

We Extend to the  
**Tower Theatre**  
And  
**H. L. Gumbiner**  
Our Best Wishes for Continued Success  
**Gust Johnson**  
Architectural and Plaster Decorations  
2131 Barclay St.  
Los Angeles

COMPLIMENTARY TO  
THE TOWER THEATER

WE congratulate you on the completion of your splendid new Theater at Eighth and Broadway.

The **MAYCO**

L. A. BRICK CO.  
1078 Mission Road  
DEALERS IN  
Common Brick—Face Brick  
Fire Clay—Fire Brick  
Hollow Building Tile  
and  
Roofing Tile

HOWARD CLOCK CO.  
J. T. Welsh, Representative  
217 Lankershim Bldg.  
We installed the magnificent  
**TOWER CLOCK**

## GALA PREMIERE IS SCHEDULED

"The Gingham Girl" First Showing at Tower

New Theater is Unique and Beautiful

Most Expensive of Size in Country

Marking a new milestone in the progress of Los Angeles toward the rank of first theatrical city in the world, the new Tower Theater, one of the first in America to be built exclusively as a motion-picture house, will be formally opened this evening with a premiere showing of Lois Wilson in "The Gingham Girl."

The opening will be an auspicious occasion. Not only will there be all the celebration incidental to the western premiere of a feature picture of first rank, not to mention the first downtown showing of the Vitaphone, but the dedication of the theater building itself assumes proportions of importance.

The Tower Theater represents the dreams and the ideals of its builder and owner, R. L. Gumbiner. It is a picture theater only. No provision has been made for stage entertainment of any kind, other than that which may come under the head of such as the Vitaphone.

It is a small theater, seats but 1000, although it occupies space at Eighth and Broadway, in the heart of downtown Los Angeles. However, there are to be found within its doors every possible convenience for patrons. Many of its features are complete innovations in theater construction, for example, a nursery room for children, furnished with a sand pile and toys, a room for mothers known as the "cry room," where from behind soundproof glass mothers may watch the picture feature knowing that if the children cry no member of the audience will be disturbed.

**FRENCH RENAISSANCE**  
S. Charles Lee, architect responsible for the design of the theater has drawn from the French Renaissance, an undeniable feeling of beauty, luxury and charm, which characterizes not only the interior of the building with its long, slender and gracefully

### Success!

and  
Best Wishes  
to  
**H. L. Gumbiner**  
and

**TOWER THEATER**  
by  
**MINNEAPOLIS STEEL AND MACH. CO.**  
**M. H. Hanauer**  
Contracting Engineer  
923 Chapman Bldg.  
Los Angeles  
**STRUCTURAL STEEL**

Our Best Wishes for the Success of The Tower Theater

**Vermont Marble Company**  
Architectural Decorative Marble Installed  
San Francisco Los Angeles Tacoma  
606 Roosevelt Building

Best Wishes for Continued Success to

**Tower Theater and H. L. Gumbiner**  
**FEDERATED METALS CORP.**  
1317 E. 6th St.  
Seymour Swartz, Res. Manager  
All Bronze used, by A. J. Boyer

Best Wishes for Continued Success  
**ARCADE CORNICE WORKS**  
Sheet Metal Work and Fireproof Doors  
921 East Twelfth St., Los Angeles  
Westmore 8450

Congratulations to

**TOWER THEATER**  
**H. L. Gumbiner, Owner**  
from  
**COMET CALIFORNIA ORANGE DRINK CO.**  
Note:—We will be back on this Tower corner soon.

## Tower Theater Opens Doors Tonight



LOIS WILSON

GEORGE K. ARTHUR

Lois Wilson and George K. Arthur are the stars of "The Gingham Girl," the screen attraction which will open the new theater at Eighth and Broadway. H. L. Gumbiner, the other figure seen above, is the owner of the cinema playhouse.

designed auditorium, but the spirid exterior. He has combined lavish ornamentation in his decoration with an exquisite blending of color and nicety of detail until the result is one of unusual appeal.

### IMPORTED MARBLES

The Palace of Versailles has furnished inspiration for many of the bits of art found here in tapestries and paintings. The marbles found in both auditorium and lobby have, many of them, been imported from Italy and France, with Alaskan and Vermont quarries furnishing others.

The entrance lobby, by which one enters the auditorium proper, is of striking design. There are huge Corinthian columns flanking a white marble stairway, leading to the balcony promenade. Walls are paneled in imported marble.

A huge chandelier which hangs from the center of the ceiling is fashioned of crystal, marble and bronze and said to represent a single expenditure of \$3000. It utilizes more than 400 light bulbs and one of the most distinctive and effective of features.

### LOUNGE ROOM

One of the most distinctive rooms of the building is the lounge room in which wall panelings are of walnut, with a large center table of inlaid walnut, declared to cost \$1000 in itself. In this lounge room may

be heard the strains of the large Wurlitzer organ of the theater, music carried thence from the main auditorium by special radio broadcasting device.

"Weather" in the theater is to be "manufactured" by one of the most up-to-date scientific methods, with a uniform temperature of 70 deg. insisted upon at all times.

### MUSICAL COMEDY

"The Gingham Girl," starring Lois Wilson and George K. Arthur, will have its western premiere when it opens at the new theater tonight. The film is an adaptation of the musical comedy of "The Gingham Girl" which was written by Daniel Kussell and ran on Broadway for over a year. It is an F.B.O. production. David Kirkland, who is one of the pioneers of motion-picture production, is the director of "The Gingham Girl."

The cast includes Jed Prouty, Jerry Miley, Betty Francisco, Hazel Keener, Charles B. Crockett and Maud Fulton.

### VITAPHONE

The Vitaphone, presenting notable performers in reproductions of their acts, is to be a permanent feature at the new Tower, and Vitaphone programmes will be presented at every performance by arrangement with Warner Brothers.



H. L. GUMBINER

Mr. H. L. Gumbiner

We extend to you our heartiest congratulations and sincerely compliment you on the beauty of your new theater

## THE TOWER

The Washington Studio  
**Charles S. Lane**  
Draperies and Carpets  
1212 W. Washington St.

# The Beautiful Tower Theater is a Most Welcome Neighbor!

E. H. UHL Pres.  
**Southern California  
MUSIC COMPANY**  
806 and 808 So. Broadway  
**Chickering**

### Wishing Every Success To

## THE NEW Tower Theatre

and  
**Bertha Building Corporation**

One of the Most Courteous and Considerate Clients of our 26 years in the Electrical Industry.

## BERT L. PERRY INC.

Contracting Electrical Engineers  
221-222 Douglas Building  
Los Angeles

## To Tower Theatre

May your success be as great as the grandeur and beauty of your Tower Theatre

**R. E. Campbell**  
General Contractor  
711 Central Bldg.  
Los Angeles—VA. 6710

**SAM O. SPRAGER, ASSOCIATED**

## Angelus Lighting Fixture Co.

Henry D. Cane, Pres.

extends its thanks to H. L. Gumbiner and Archt. S. Charles Lee for the privilege of contributing its share in designing and installing the most artistic lighting installation in America's finest theater.

**Angelus Lighting  
Fixture Co.**  
746 S. Figueroa Street  
VAndike 2296

## Heinsbergen Decorating Co.

3542 W. 10th

Interior Decoration of the  
Beautiful  
**Tower Theater**

## Leave Your Fan at Home!

Manufactured Weather makes every day a good day at the TOWER THEATER

WHEN you enter, you will realize that H. L. Gumbiner has fulfilled one more great obligation to his public. He has included in this theater the marvel of manufactured weather. This is a Carrier Conditioned Theater providing to the patrons a copious supply of air that is washed and purified, air that is warmed and humidified for ideal comfort in winter, air that is cooled and dehumidified for invigorating comfort in summer, air that is gently diffused throughout the theater without the slightest draught. Same Perfect System is Available for Hotels, Hospitals, Offices, Stores, Banks and Industrial Buildings

**Carrier Engineering Corporation**  
Offices and Laboratories  
Newark, N. J.  
New York Philadelphia Washington Boston  
Chicago Cleveland Kansas City Los Angeles

Congratulations and Best Wishes to  
**H. L. Gumbiner, on the opening of  
THE TOWER THEATER.**

We are pleased to have been selected to furnish and install the glass and mirrors in this beautiful theater.

**Wigren-Lawrence Glass Company**  
647 East 59th Street  
AXridge 9205

The Smart Tie Shop  
50c No. 4 \$1.00 No. More  
Tower Theater Bldg.  
Congratulations H. L. Gumbiner  
JACK HELLIN  
Stores in Long Beach and Hollywood

Best Wishes for Your Success  
**THE TOWER THEATER**  
**MATT T. MANCHA CO.**  
General Insurance  
Pacific National Bank Building  
912 and Hill St.

Congratulations for your Enterprise and Best Wishes for your Success

## Gay Engineering Corporation

Refrigerating Systems  
Water Cooling System  
3600 Santa Fe Ave., Los Angeles.  
Midland 1194.

Best Wishes to the  
Management  
of the  
**TOWER THEATER**

**NATIONAL THEATER  
SUPPLY CO.**  
1910 S. Vermont Ave.  
Los Angeles, Calif.

## TOWER THEATER

We Extend to You  
Heartly Wishes Toward an  
Extended Success

Emil Freed, Sales  
**CALIFORNIA ELECTRIC  
SIGN CO.**

ROWY AT 8TH  
PHONE VA4767

# The TOWER

World's Most Beautiful Theatre  
Dedication Opening  
TONIGHT

FIRST TIME ANY WHERE  
AN F.B.O. Production  
The **GINGHAM GIRL**  
with  
**LOIS WILSON**  
**GEORGE K. ARTHUR**  
DIRECTED BY DAVID KIRKLAND

8:30  
featuring  
**WARING'S PENNSYLVANIANS**  
and  
**VAN AND SCHENCK**

Sit with famous Stars Tonight  
Most noteworthy and scintillating opening of the year

### MASTER OF CEREMONIES

**GEORGE K. ARTHUR**  
**WILLIAM DEMAREST, BEN BARD, CHARLES RAY**  
**ARMOND KALIZ**

These stars have been invited tonight

|                   |                |                        |
|-------------------|----------------|------------------------|
| Ben Turpin        | Ruth Roland    | Gloria Swanson         |
| Ann Cornwall      | Ben Bard       | William Demarest       |
| Jack Holt         | Peggy Hamilton | George K. Arthur       |
| Gilda Grey        | Edmund Lowe    | Walter Hiers           |
| Jacqueline Logan  | Tom Mix        | Ann Rusk               |
| Lois Wilson       | Sammy Cohen    | Dolores Del Rio        |
| Patsy Ruth Miller | Richard Dix    | Marguerite de la Motte |
| Percy Marmont     | Clara Bow      | John Bowers            |
| Will Rogers       | Sally Eilers   | Charles Ray            |
| Ken Maynard       | Jean Hersholt  | Alice Calahan          |
| May McAvoy        |                | AND MANY OTHERS        |

**DAVID KIRKLAND WILL INTRODUCE  
FAMOUS F.B.O. GINGHAM GIRL CAST**  
**LOIS WILSON • GEO. K. ARTHUR**  
Maude Fulton, Betty Francisco,  
Jed Prouty, Derelys Perdue, Jerry Miley  
and Charles B. Crockett.

## BOISCLAIR AT THE NIGHT \$60,000 WURLITZER

## Congratulations

TO A NEW AND UNUSUAL  
**THEATER**  
FROM THE UNUSUAL  
GIFT AND STATIONERY STORE:

# Schwabacher-Frey

736 South Broadway TRINITY 1291