

BALBOA TO OPEN TONIGHT WITH POMP AND CIRCUMSTANCE

CAPACITY CROWD EXPECTED WHEN CURTAIN RISES

San Diego's Newest Motion Picture House Replete With Luxury and Beauty.

Two portly doors beneath a light-bedizened black marquee, signaling the formal opening of the Balboa theatre, San Diego's newest motion picture house, will swing wide tonight as the hour of 6 o'clock is struck. Thirty minutes later, broad curtains, whose richness is in keeping with the luxury and beauty of the entire structure, will slowly roll upward, and the initial performance of the Balboa will begin.

Within the theatre will be seated 2000 persons, all that the auditorium and its supplementary balconies can hold. That all that number will throng the place, and more vainly seek entrance, is indicated by the widespread interest evinced in the building of the new playhouse and in announcements of its first performance.

Among those 2000 persons will be prominent citizens of San Diego, and from Hollywood, the greatest motion picture colony in the world, a large representation of theatrical folk—actors, actresses, directors and others who play major roles in producing "The Land of Make Believe."

MISS BEAUTIFUL ACTRESS Miss Corinne Griffith, blonde, petite, beautiful, acclaimed by many the most beautiful actress on stage or screen, will appear in the Hollywood delegation. So also will Conway Tearle, popular "movie idol," his wife, Adele Rowland, musical comedy star, and Charles Murray, comedian, termed by admirers "the funniest man in the world."

Miss Griffith and Murray will sneak, Miss Rowland will sing, Tearle serving as her accompanist. A little while after their personal appearance on the stage, the operators will watch Miss Griffith, Tearle and Murray, who are playing roles in the feature picture of the evening, "Lilies of the Field."

The feature novelty set for the opening performance will be produced by Fanchon & Marco. For this entertainment 14 players have been brought from San Francisco. The introductory performance of the Balboa theatre has been arranged by the manager of the new playhouse, Robert E. Hicks, to be indicative of what succeeding performances at the place will be.

TO MAINTAIN STANDARD "I don't mean to make a spurge on the opening night and put on mediocre entertainment afterward," he said. "This may sound big, but I mean to give San Diegans as fine a show tonight as they can see any place else in the city. The Balboa may not be the Capitol theatre, New York, but its feature entertainments will be just as good."

Hicks, in choosing Fourth and E street corner, below Broadway, as the site for his theatre, was criticized by some of his friends. His reply to them was: "I can only say that when I open the Balboa, it will be housing the kind of show that people would go to the bay to see. Fourth and E streets will be a location then."

The completion of the new motion picture house rounds out more than \$1,000,000 in investments in San Diego directly traceable to Mr. Hicks. Coming to the city 12 years ago, he leased the Plaza, 10 years ago, erected the Cabrillo and 10 months ago began the construction of the Balboa, the last named marking a big step in progress commensurate with the growth of the city.

BALBOA CATERS TO MUSIC LOVERS "Music in these days of strenuous endeavor is as essential as food or drink."

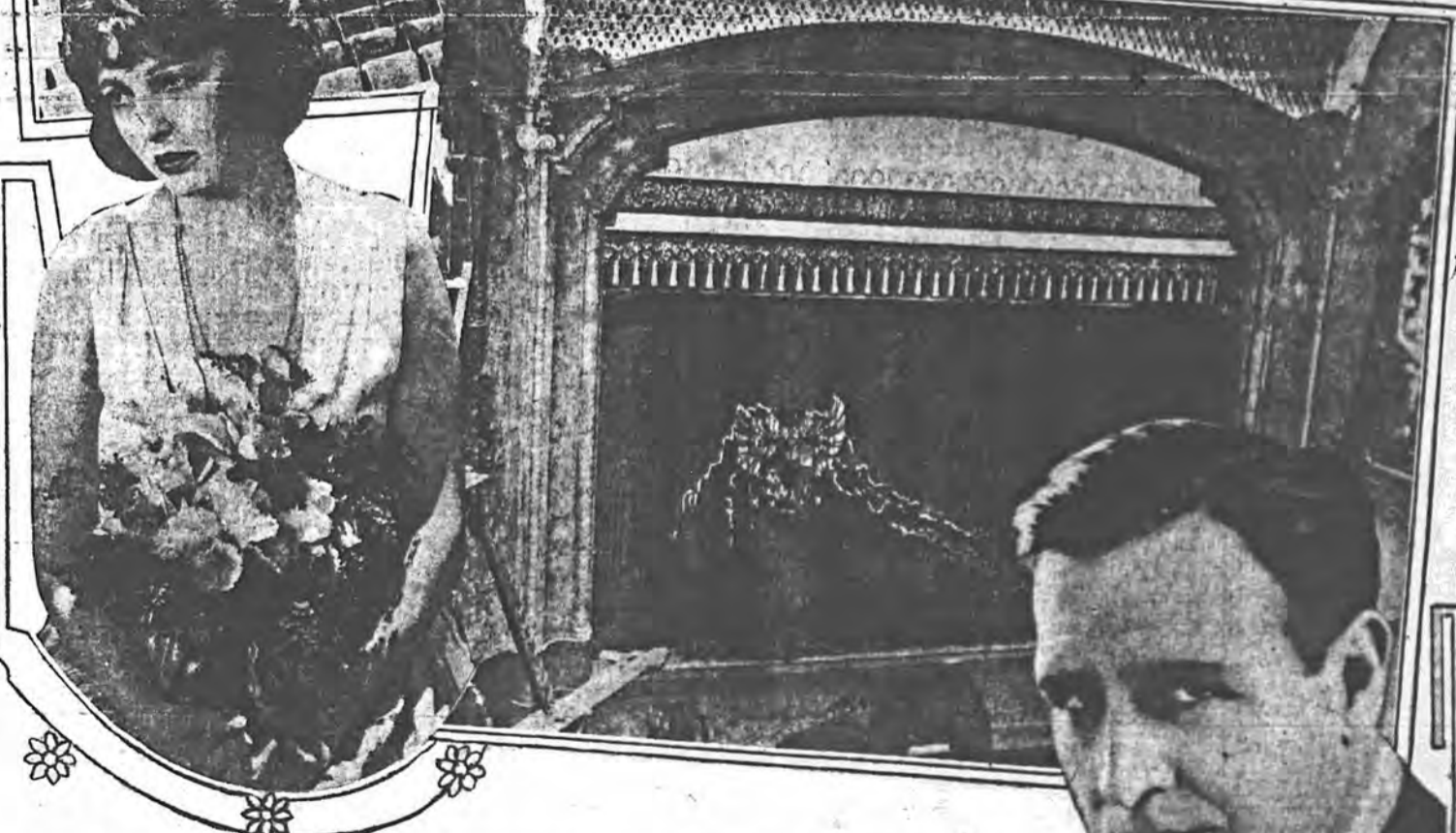
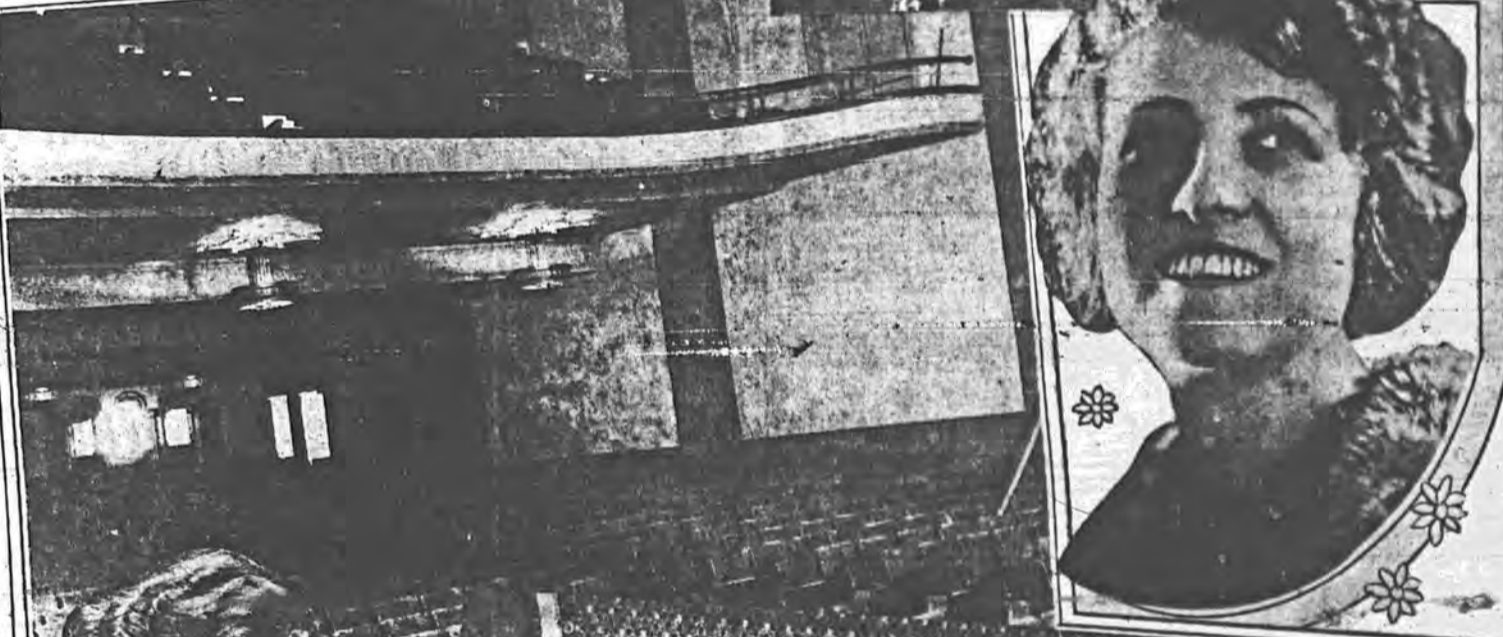
Bearing in mind this thought, expressed by an eminent authority on human happiness and longevity, Robert E. Hicks in building San Diego's newest motion picture theatre gave great consideration to the part music is to play on the Balboa's entertainment program.

As fine a pipe organ as can be found in any theatre in the land, supplemented by echo organs in the rear of the house, has been installed by Hicks in the new cinema palace. As if that were not enough, he has engaged the services of professional musicians for a symphony orchestra and has placed over them as their director "Bob Gaderer, the genius who has presided over the Cabrillo's orchestra for the last three years, thus guaranteeing the musical ability of the new theatre's programs.

'USHERETTES' LAST WORD AT BALBOA Persons with an eye for pulchritude will find that the winsome "usherettes" at the new Balboa theatre will not be the least of its attractions. Rich costumes will give them the appearance of diminutive Spanish cavaliers.

Trousers of black velvet, ending in colorful flares; vivid sash, gold bodice and cunning bolero will be worn by the "usherettes" in their work yesterday. This afternoon at 2 o'clock everyone in the house, including the "usherettes," musicians and electricians, will have a final rehearsal for the parts they will play tonight and at succeeding performances.

Five men and two women will be the principal figures in tonight's celebration of the opening of The Balboa, San Diego's newest and finest motion picture theatre. They are shown here with two views of the theatre interior. At the top left is Harry C. Arthur, general manager of the West Coast Theatres, Inc., with which organization the Balboa is affiliated. Next to Arthur is Michael Gore, president of the West Coast organization. Next is Bob Hicks, proprietor of the Balboa, and the man who has been largely responsible for its erection. William Wheeler, at the right, is the architect who drew the plans for the Balboa and for its beautiful decorations. Below him is Adele Rowland, musical comedy star, who will assist in the opening celebration tonight. Below, at the left, is Corinne Griffith, star of "Lilies of the Field," the feature film to be shown tonight. She will be present in person to greet the Balboa's first audiences. Below, at the right, is Conway Tearle, leading man in the feature picture, who will also be present in person to appear with Miss Rowland, who happens to be Mrs. Tearle in private life.



Obregon Captures Rebel Leader, On Joy Ride MEXICO CITY, March 27.—President Alvaro Obregon, at the point of a gun, today made prisoner of Gen. Jose Anay, one of the leaders of the recent revolt. The episode occurred on a crowded spot in the Calle Hollar. The president drew his revolver when Anay started to run after Obregon had called on him to halt. Obregon turned his prisoner over to the police immediately and continued on his way by automobile.

Announce Program to Open New Balboa Theatre Tonight Slight changes from the previously announced program have been made for the opening performance of the new Balboa theatre tonight. The program will be as follows: 6:00 p. m.—Doors of theatre open. Half-hour concert by orchestra of 24 musicians, directed by "Bob Gaderer." 6:30—Orchestra will play Spanish march while tableau depicting Balboa's discovery of the Pacific ocean will be presented by Fanchon & Marco, notably act players. Overture by orchestra while gorgeous lighting effects are displayed, and falling cascades in grottoes revealed. News weekly. Presentation of moving picture stars, with Charles Murray, famous comedian, as master of ceremonies. Singing by Adele Rowland, musical comedy star, with her husband, Conway Tearle, at the piano. Novelty reel of comedy nature. Spectacular act, entitled "A Musical Melange," produced under the direction of Fanchon & Marco. Feature picture, "Lilies of the Field," Corinne Griffith and Conway Tearle in leading roles.

CRAFTSMEN GIVEN CREDIT FOR WORK Master craftsmen (they were, many of them representing San Diego concerns, who are responsible for the completion of the beautiful new Balboa theatre. The following list names companies and individuals who constructed and furnished the edifice: Wurster Construction company, Ed Thayer, plastering contractor; J. Campbell, sculptor and modeler; Novelty Sheet Metal works, City Ornamental Iron works, Southwest

Onyx & Marble company, San Diego Hardware company, Denton Roof & Paint company, National Iron works, Austin Safe & Desk company, San Diego Tile & Woodstone company, Steele & Nelson, John Hanson, rock and sand; Pioneer Truck company, excavating; W. J. Bailey company, plasterer; Spreck- Portland cement; W. C. Merritt, plumbing; M. J. O'Neil, brick contractor; McCormick Lumber company, Frank Reinemund, Theodore F. Snyder, Perry Christensen & Campbell, W. Scott May, painting; Blodson Furniture company, Armstrong-Power Studio, Inc. The architect was William H. Whipple.

BALBOA THEATRE COMBINES BEAUTY, COMFORT, CHARM

Spacious Lobby and Foyer Lead to Alluring Lights, Beckoning to Fairyland.

"First of all, I thought of comfort. I wanted a spacious lobby, and a foyer that wouldn't remind me of a box of sardines, and above all, seats where a person can stretch his legs out if he wants to. Then, I thought of beauty and the pleasure that comes from beauty, and I visualized soft, alluring lights that would beckon one to a fairyland of melody and charm. And after my visualizing, I set out in the hopes of realizing my dreams."

That the dream that Robert E. Hicks, builder of Balboa theatre, tells about in the foregoing paragraph has been made into substance is mutely evidenced by the tall, dome-topped, buff-colored building which occupies the corner of Fourth and E streets and which tonight will be opened to the public for the first time.

The new theatre which Hicks has built at a cost of \$850,000, easily takes its place with the finest houses of the country. Placing harmony above ostentation, simplicity of design above excesses of furnishing, it is a gem of theatre construction which will not fail to delight the most fastidious.

OF SPANISH MISSION TYPE The exterior of the structure is of Spanish Mission renaissance architecture; appropriately so, for the playhouse has been named by its owner after the discoverer of the Pacific, and everything about it is suggestive of the beauty of Spain and the history and traditions of early San Diego.

The architecture is simple, rather than ornate, and its black and gold tiled dome is virtually its only embellishment. The structure, besides the theatre, which occupies a major part, also houses 34 offices and six stores.

The spacious lobby of the show house, viewed from Corinne's sheltering marquee, leads into the handsome foyer. Through the foyer the auditorium is entered, and from it, on the right, a sloping concrete floor paves the way to the balcony and plateaus.

The plateaus is a special feature of the new theatre, designed as a lounging and meeting place for patrons. Inexpensive and comfortable chairs invite leisure and amiable rest; soft music emanates from grills to charm the ear; the decoration of the room done by the same artists who decorated the famous Theatre Interoceanico in Mexico City, delights the eye.

AUDITORIUM IDEAL The auditorium, spacious, comfortable, beautiful, is an ideal of theatre construction. Leather cushioned opera seats, 24 inches apart, engage the sloping floor from the rear of the room to the orchestra pit.

The orchestra pit, will accommodate 75 players. Two doors, one on either side, lead the musicians into club rooms which have been provided for them in the basement. The dressing rooms for the feature act performers also are in the basement. They will accommodate 26 persons, and more room can be improvised. Other compartments are for electricians, carpenters, and stage hands.

The feature of the interior decoration of the Balboa, said to be unique, is the replica of works famous water falls, created by falling water and the superb lighting effects of the showhouse. For this, two immense grottoes, nearly 25 feet high, have been built into the wall on either side of the proscenium arch. The lights will play upon the water, which tonight will represent cascades during intermissions, providing charming diversion.

LIGHTING SCENESCAPE The lighting arrangement for the Balboa is declared the best of any in the state. Having four colors—red, blue, white and yellow—which will produce any blend desired, and creating scenes of entrancing beauty. Cast upon the ceiling of the auditorium, they will reveal a decoration having the appearance of a beautiful Persian rug; on panels of the side walls, rich tapestry.

The hues used to decorate the theatre's interior are so blended and harmonized that they are undefinable, although a glistening bronze might be termed the predominant shade.

TITLE CURTAIN COST \$2000 One of the three curtains used to hide the stage is of particular interest. Designated as the title curtain, it has the appearance of a silver sheet perforated by green holes. The cost of this one item was \$2000.

An elevator, which will carry property from the basement to the stage, is a mechanical feature of the building. Operation of stage scenery by switchboard is another. The switchboard is said to be the finest in the state. The moving picture machines, in a roomy projection room, are of the latest model.

The completeness of detail which has been worked out in the new theatre was aptly characterized when Ed Grauman, Los Angeles theatrical man and a personal friend of Mr. Hicks, said after viewing the new Balboa: "You haven't forgotten anything, have you, Bob?"

Hunts for Leak With Match; Home Wrecked (Associated Press) EL MONTE, March 27.—Mrs. E. D. Judson was seriously injured and her husband received numerous cuts and bruises when an explosion of illuminating gas demolished their home here early this morning. The explosion was caused when the Judsons sought to find a leak in a gas pipe with a lighted match, according to Constable Burdett. Mrs. Judson was removed to a Los Angeles hospital.

These Concerns Join With All San Diego in

Congratulations Balboa Theatre

on your fine new building. Congratulations also on the excellent location you've chosen. We've been here at Fourth and E for over twenty years now, and believe us, it's an ideal spot.

Here's to your lasting success!

THE HUB

CLOTHING COMPANY

Northwest Corner 4th and E
(A Union Store)

Congratulations

To the New
Balboa Theatre
on the Occasion
of Their Formal
Opening

We are proud to state that we furnished the finish hardware.



Corner 6th and C Streets
Home Furnishers and Decorators

THE rugs, carpets and draperies in the handsome new Balboa Theatre were designed and furnished throughout by the various departments of Bledsoe's.

When making replacements or furnishing your new home, apartment, studio or office, this store is always at your service with the helpful suggestions and sketches certain to give the entire interior an atmosphere of artistic expression and homelike restfulness.

Terms to suit your convenience on
Furniture, Carpets, Rugs, Draperies Etc.

Bledsoe's

BEST Wishes
for Success

Armstrong-Power
Studios, Inc.

Modern Stage Equipment, Drapery
and Fabrics for all Theatrical Use.

2301 Miramar St.
Los Angeles, Calif.

I extend my heartiest congratulations to R. E. Hicks and the West Coast Theatres, Inc., on the completion and opening of San Diego's finest photoplay house.

William H. Wheeler, A. I. A.
Architect

Spreckels Building San Diego, Calif.

Congratulations

To Mr. Hicks on
the Opening of
the Balboa Theatre from the

**CITY ORNAMENTAL
IRON WORKS**

R. G. Bloess, Prop.

2673 N. Street
PHONE MAIN 5455

With best wishes
to Mr. Hicks and
Associates, for the
success of the

Balboa Theatre

A Theatre that
they and all San
Diego may be
justly proud of.

**Chas. R. McCormick
Lumber Co.**

Office and Store Space
in the New
Balboa Theatre Building

Now Available
For Full Information

See
STARKEY INVESTMENT CO.
Agents

Real Estate-Mortgage Loans-Insurance
Mazzanine Floor-Watts Bldg. Fifth and E Sts.
Main 929

Compliments
of the

**SAN DIEGO TILE
and
WOODSTONE Co., Inc.**

758 Front Street

Compliments of the
Benton Roof & Paint Co.

Roofing Contractors
1035 7th St. Main 1860

Compliments of—
J. Campbell Johnson
Sculptor and Modeler

Artist in Fibrous-Plaster Decoration
5542 Romaine St. Hollywood, Calif.

Compliments of—
M. J. O'Neil
Brick Contractor

I had the pleasure of completing the brick contract for the Balboa Theatre.
1647 D's Street. Phone 653-52.

**SCHOOL OFFICES
WILL BE MOVED**

Offices of the city board of education and the city superintendent of schools, which for a number of years have been in the Southern Title and Trust building on Third street, will be moved this week to the fourth floor of the United States National bank building, according

to an announcement made last night by Superintendent H. C. Johnson. The change has been made necessary by the great increase in the amount of clerical and supervisory work due to the gain in enrollment in the city schools and the new quarters will provide more adequate space for those who direct the local school system. Members of the office force will take up their work in the new offices next Monday morning. A road-construction crew between Yakima and Ellensburg, Washington, has been killing hundreds of rattlesnakes daily.

**PLANS TO ATTEND
STATE CONVENTION**

Members of the Exchange Club of San Diego, under the leadership of President Byron F. Walters are making preparations to attend the annual state convention of Exchange clubs of California at Fresno April 23 and 24 and probably will stay to ride post convention activities April 24, Raisin day, when Exchange clubs will have an entire division in the carnival parade which will be the morning feature of Fresno's big celebration. More than 20 clubs of California already have signified their intention of sending large delegations to the convention, and 95 percent of those clubs have also notified headquarters in Fresno that their delegates will remain to participate in the parade Raisin day. About 500 delegates are expected to attend. Business sessions of the convention will be held Tuesday and Wednesday, April 23 and 24, with headquarters at the Hotel Fresno. Committees of the Fresno club are making elaborate preparations for the entertainment of delegates and their wives. A Detroit man, who was a soldier in the United States army. He is 6 feet, 6 1/2 inches tall. A Colorado young man had to marry before Armistice day, 1918, or lose a fortune of \$62,999.

Excavating
For Balboa Theatre by
**PIONEER TRUCK
COMPANY**

Grading Excavating Trucking
954 Third St. R. E. HAZARD, Pres. Main 5200
E. E. GOULD Jr., Sec.

Welcoming the Opening of the Balboa Theatre

Congratulations!

to R. E. Hicks and the West Coast Theatres, Inc. On the Completion of San Diego's Finest Theatre Devoted to the Cinema Art

—from—

Wurster Construction Co.

Contractors and Engineers

637 Spreckels Building

San Diego, Calif.

Also Office in Los Angeles



We sincerely hope that the Balboa will enjoy the success that is merited by a photoplay house of such marked beauty and thoughtful preparation. We are certain that the cinema and music loving public will appreciate Balboa programs from the start.

Riverside Portland Cement

for the Balboa Theater Bldg. furnished by the--

Spreckels Bros. Commercial Co.

Santa Fe Wharf

Automatic 655-03
Main 385

HICKS REALIZES CHIEF AMBITION

Robert E. Hicks, builder of the Balboa theatre, commenting yesterday on the new playhouse and San Diego in general, said: "It has always been my ambition to operate a first-class theatre in San Diego. This ambition will be realized tonight with the gala opening and dedication of the Balboa. "However, with the completion of this edifice I will not be satisfied, for my aim is to please my patrons with every performance, and I will be most happy when I see them emerge from the theatre with expressions of delight and satisfaction. "I wish to thank each and every one who had anything at all to do with the building of this, my latest venture, and I cannot find words befitting enough to express my appreciation of the hearty cooperation and stick-to-it-iveness of the Wurster Construction company."

Glass for the Balboa Theatre
Furnished by

Frank Reinmund

—Ruud Heater Agency—

862 7th St. Phone Main 172

Sand and Rock Furnished for this job by—

John Hanson

Teaming Contractor

3168 J St. Main 4155

Congratulations to the Balboa Theatre

Theo. F. Snyder

Manufacturers' Agent

Building Material Specialties

Phone 619-30 Spreckels Bldg.

Congratulations

to R. E. Hicks and the West Coast Theatres, Inc.

on the successful completion of the

Balboa Theatre

from

E. F. THAYER

Plastering Contractor

826 Glendale

San Diego, Calif. Phone Main 6639-J.

My son, worry not over loss of thy position, for with the Union Want Ads ever at thy command another job is easy to obtain. No one ever lost a position by using The Union Want Ads and many are finding positions that way daily. The Union Want Ads are far reaching in their influence—they may aid you in solving many a problem.

CONSIDER EVERY THEATRE ANGLE

West Coast Managers Explain Elements Entering Into Choosing Show Cities.

The definition of that much-abused word "showmanship" is, today, somewhat different from the time when a blare of trumpets, a freak offering designed to fool the public, served to cover a multitude of theatrical sins under the cloak of showmanship.

West Coast Theatres, Inc., is a California institution. Formed three years ago, the growth in the past few months has been rapid.

Back of that growth is a story of personalities, the personalities of half a dozen men, M. Gore, A. L. Gore, Sol Lesser, Adolph Ramish, the executives of West Coast Theatres, Inc., Harry Arthur, general manager, and David Bershon, booking agent.

M. Gore is the executive who selects the sites for the new theatres, and who studies the conditions of the prospective neighborhood and who finally chooses the location for the new theatre to bear the blue and gold trademark of the organization.

From every angle the prospective location is studied. Is it near a school? Near street car lines? Do children have to cross street car tracks to get to the theatre? Is a traffic officer stationed at the nearest corner? Are the residents of the neighborhood of the type who do not enjoy going to the larger theatres to see on account of the street car ride?

There are many financial angles, buildings, cost of property and other questions, most of which are handled by Adolph Ramish.

That is why the many houses that were barely able to struggle along became successful when taken over by the West Coast Theatres, Inc. Nothing is left to chance or to snap judgment. Everything is considered from a scientific angle, as near as possible.

In many places where theatres have been erected by West Coast Theatres, Inc., the work of operating starts long before the first earth is turned for the foundation. The local political and religious situation is considered and "blue laws" and other things given proper consideration. The publicity is started and the entire situation thoroughly-thrashed out and understood before actual construction work is started.

COUNTRY GETS GOOD SOAKING

(Continued from Page 1)
the city, yielding an additional .17 inch in an hour. At 4:10 o'clock there was a driving hailstorm, and from 4:10 to 4:15 San Diego had the heaviest five minutes of rain it has had this season, .63 inch falling within that time. It required 45 minutes more to bring the total to 1.27 inches. The total for the storm, recorded at 8 o'clock yesterday afternoon was 1.25 inches, making a total of 4.74 inches for the season. The precipitation at this date last year was 5.75 inches, showing a deficiency for this season of 1.01 inches. Normal for the whole season to July 1 is 16.18 inches, so that before July 1, 1924, San Diego needs 5.22 inches to keep up with normal. Precipitation for March to date is 1.25 inches. Last year at this date March had donated 2.27 inches of rain.

The present storm, according to the government observers, is centered in southern Nevada, and may be expected to give several more showers. And in addition to the possibility of more rain immediately, comes the cheering news that another big rain storm, centered in British Columbia and is moving slowly south. If the southern movement continues rain can be expected over the entire state from that date on.

IMPOUNDING SYSTEM
In the city impounding system, the total for the season up to 7 o'clock yesterday morning was 12.92 at Morena, 8.42 at Barrett, 9.24 at Dulzura Summit, and 8.40 at Lower Otay. To this was added during the day up to 4 p. m., .20 at Morena, .10 at Barrett, .14 at Dulzura and .14 at Lower Otay. The Cuyamaca system reported a precipitation of 2.07 inches and three inches of snow up to 7 o'clock yesterday morning at Cuyamaca lake, 1.43 inches at the diversion dam, 1.65 inches at El Capitan, 1.64 inches at Los Coches, 1.70 inches at El Cajon, 1.28 inches at Grossmont, and 1.35 inches at Murray dam.

BAROMETRIC TROUGH
(Associated Press)
SAN FRANCISCO, March 27.—The Pacific slope formed a sort of barometric trough today into which so much unsettled weather was dumped that it will be at least another day before it is all cleared up, the United States weather bureau here indicated tonight. "The storm forms a trough of low pressure extending from New Mexico northward to British Columbia," said the bureau's summary of weather conditions. "These conditions have caused cloudy and unsettled weather over the Pacific coast and Rocky mountain states with light rain in Washington, Oregon and the southern part of California, and snow in Nevada and Utah. "The outlook is for unsettled weather in this district Friday with rain in the North Pacific and rain or snow in the plateau states."

Rainfall in the 24 hours ending tonight was less scattered over the state than in the last few days. Sacramento and San Francisco had only a trace to report; Eureka, Red Bluff and San Luis Obispo none at all.

VALLEY GETS RAIN
BRAWLEY, March 27.—Traces of rain were reported today throughout the Imperial valley. Heavy rain is reported from the lower end of the Gulf of California. Valley ranchers, however, who depend entirely on irrigation and to whom rain is unwelcome, are hoping the storm will pass over them.

WE extend our heartiest congratulations to R. E. Hicks and the West Coast Theatres, Inc., on the opening of San Diego's newest and finest motion picture theatre.

The Balboa

—and we are proud to have had the honor of furnishing the COMPLETE ELECTRICAL EQUIPMENT for such a magnificent Photoplay house.

Southern Electrical Co.
3rd & E
7th & BDWY.
MAIN 4730

TO BE ASSOCIATED IN MANAGEMENT

Although it was Robert E. Hicks who planned and built the new Balboa theatre, the West Coast Theatres, Inc., producers of high class entertainments, are to be affiliated with him in conducting the business, he said yesterday. M. Gore, president of the West Coast Theatres, Inc., is one of the best known figures in the cinema world today. Starting in a small way with his brother, A. L. Gore, secretary of the organization, he has built up a company that has expanded with the rapidity that southern California has grown. Associated with the Gore brothers are Adolph Ramish, a financier, and Sol Lesser, a showman.

Quarantine Circus To Curb Epidemic

(Associated Press)
LONG BEACH, March 27.—Quarantining of the Al O. Borgnis circus, constituting hundreds of head of horses and wild animals, and the appointment of two veterinarians as inspectors here for the state board of agriculture, marked developments here today in the efforts to prevent spread of the foot and mouth disease. The circus, arriving here yesterday was today served with quarantine notice. None of the circus livestock is infected with the disease it was stated, the quarantine being put into effect as a preventive measure. Managers of the circus said it would probably return to its quarters at Venice and remain until restrictions are lifted.

GETS \$100,000 DAMAGES

YREKA, Cal., March 27.—A verdict giving \$100,000 damages to Frank Borgnis of Weed as a result of injuries he suffered when a steel fishing rod came in contact with a dangling power wire of the California-Oregon Power company was returned by a jury today in the superior court here. Borgnis lost a hand and a foot.

Congratulations---

To Bob Hicks, the Owner,
William Wheeler, the Architect
Wurster Construction Co.
General Contractors

NATIONAL IRON WORKS

Foot of Seventh Street

BALBOA THEATRE

ANOTHER LINK IN CALIFORNIA'S GREATEST CHAIN OF THEATRES
 Direction of R. E. Hicks and West Coast Theatres, Inc.

GRAND OPENING TONIGHT AT 6 O'CLOCK

Two Complete Performances at 6:30 and 9:15

PLEASE
 NOTE

Regular
 Prices
 Will
 Prevail
 Opening
 Night

OPENING PROGRAM

A
 Tremendous
 Event

Corinne Griffith
 and
 Conway Tearle
 —in—
"LILIES OF THE FIELD"
 From the play by Wm. Hurlburt
 Directed by JOHN FRANCIS DILLON
 A FIRST NATIONAL PICTURE

A
 Wonderful
 Bill



FANCHON & MARCO'S
 MUSICAL MELANGE

Featuring
 Elsie Meyerson's Jazz Symphonists
 King Sisters, Dorothy Lamdin, Cecilé Jaffe
 and JOHNNY PERKINS—FAST, FAT and FUNNY



Special Comedy
 Kinogram News

BALBOA CONCERT ORCHESTRA
 OF 20 PICKED MUSICIANS
 "Bob" Gaderer - - - - - Director

Novelty Reel
 Lighting Effects

Please
 Note

The beard which
 Charlie Murray
 wears is occasioned
 by the fact that the
 picture he is now
 making calls for him
 to do so.

Special Opening Night Features
POSITIVE PERSONAL APPEARANCE

of
CONWAY TEARLE ADELE ROWLAND
CORINNE GRIFFITH
CHARLIE MURRAY--AND HIS BEARD

PLEASE
 NOTE

Box
 Office
 Will
 Open
 at
 6 o'Clock

Please
 Note

The opening pro-
 gram (minus the
 special features)
 will be presented
 for the
 following
7
 Days

Commencing Saturday, Continuous Performance 1 to 11

BALBOA FACTS

In the presentation of facts about the Balboa Theatre in these columns, during the past few days, the management have tried to submerge all idea, of boasting or attempting to extravagantly praise the accomplishments in construction and equipment of this newest home of masterful photoplays and theatrical presentations.

The Balboa Theatre will mean to the citizens of this city an amusement center of immeasurable delight, and it is the sincere hope of its promoters that they will feel the Balboa to be an institution established to cater to their tastes in a manner befitting this great city of progress.

The success of the Balboa Theatre will be almost entirely in the hands of the public and the widening of the scope of entertainment will be dependent upon the support received.

Having no doubt in their minds, however, as to this support the management have arranged a series of attractions extending throughout the year which in point of expense has never been equalled in a city the size of San Diego.