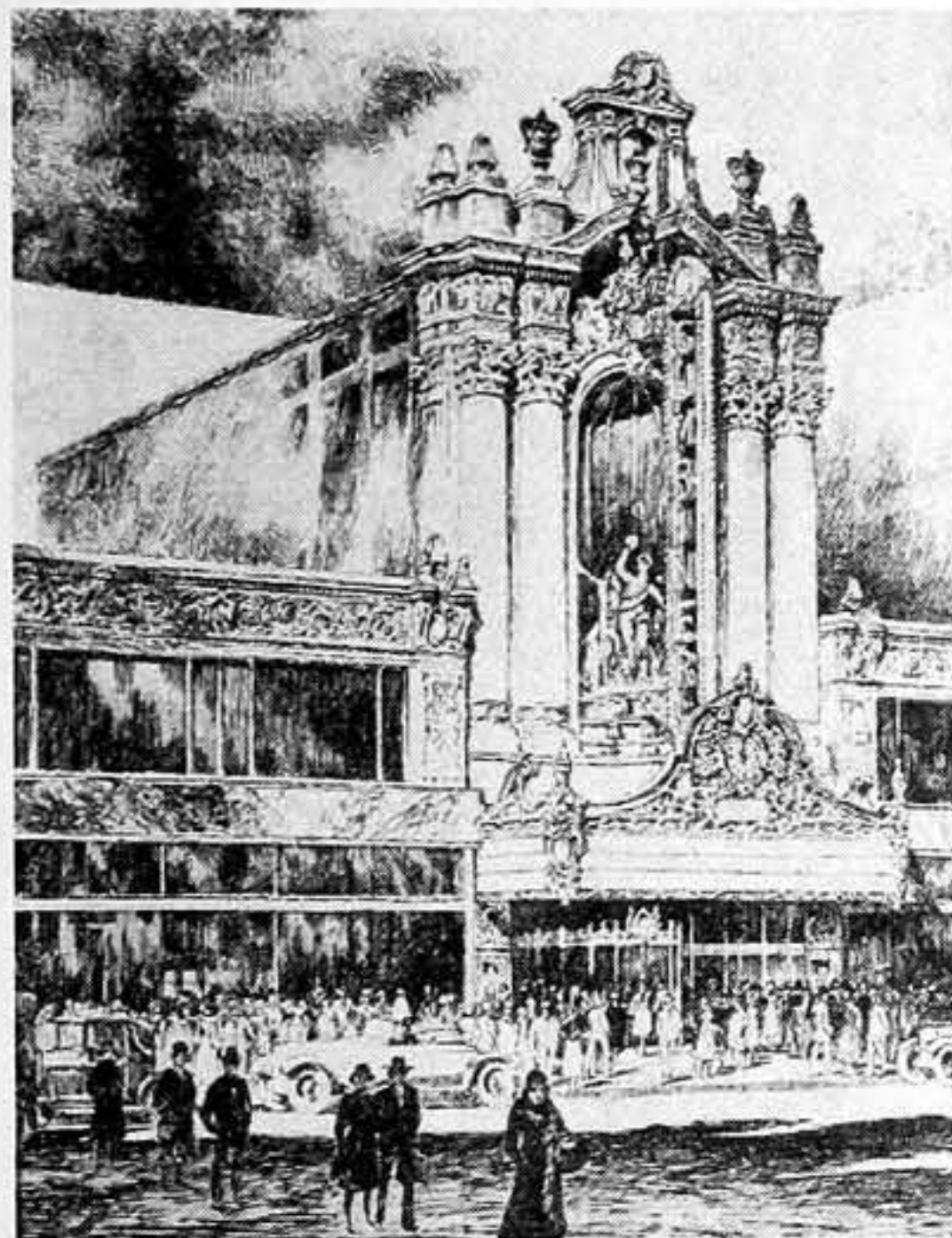


Designs for Los Angeles' Newest Theatre

LOS ANGELES, center of the motion picture industry and leader in the bizarre, the magnificent and the unusual in motion picture construction, bids for attention from the rest of the United



States with the completion of the Los Angeles theatre.

The theatre, the work of S. Charles Lee, architect, who has designed many

local playhouses as well as other buildings, will be opened to the public formally on or about January 1, 1931, and this opening will mark the world premiere of "City Lights," Charles Chaplin's silent product.

The theatre is in the heart of the city, being located on the West side of Broadway near Sixth street. It represents an investment, in total, of more than \$2,000,000. It is said to provide, in addition to many innovations and improvements, all of present day comforts and conveniences.

The decorative scheme of the entire building, which is modern in motif, follows the French Renaissance in the matter of decoration and equipment. The lighting system blends with the decorations. The work of equipping the theatre is estimated as having cost \$500,000.

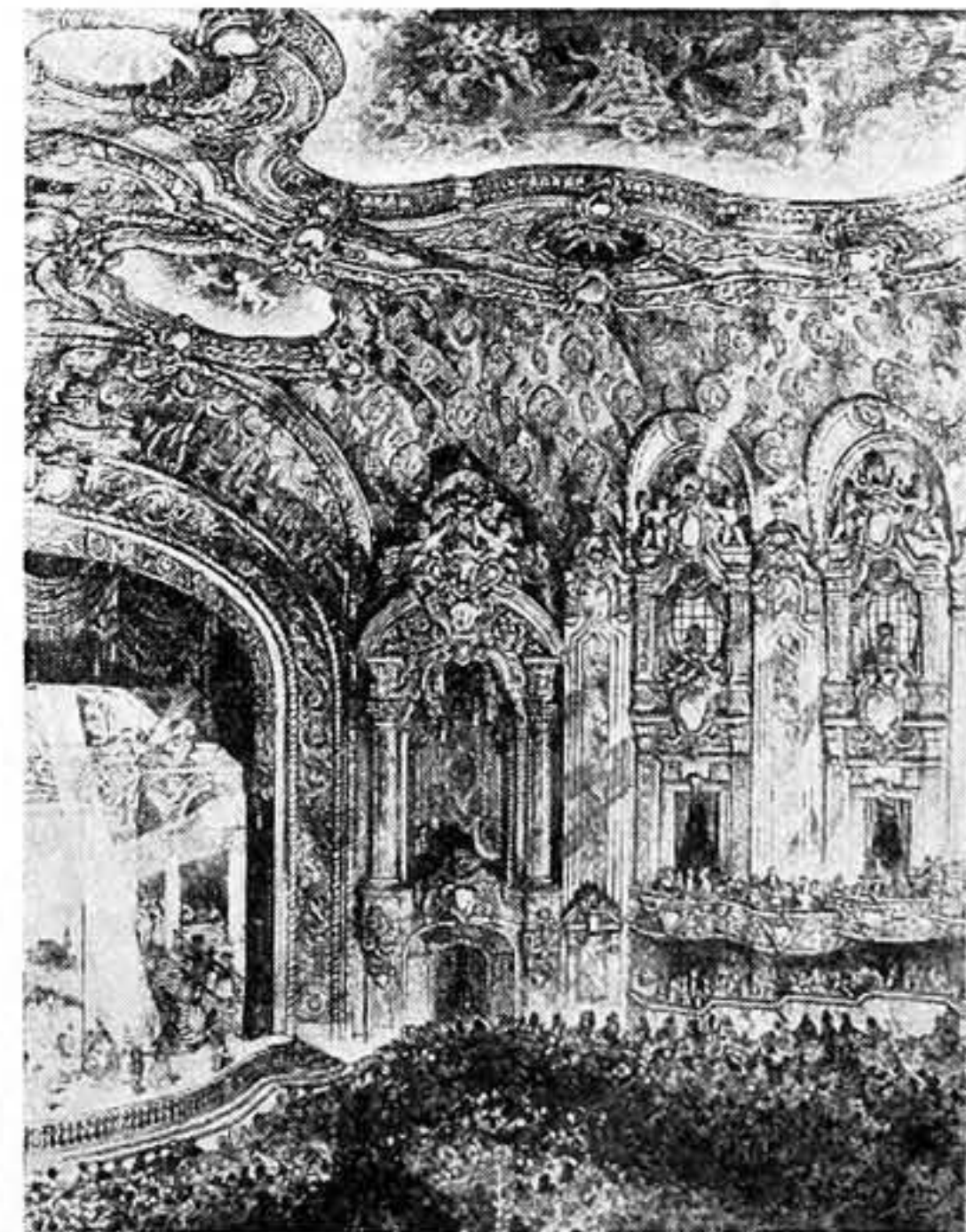
The seating capacity is 2,500.

Probably the most interesting innovation to be developed for H. L. Gumbiner, the owner, and his guests, is the projection of the identical picture being shown on the main theatre screen on miniature screens located in the lounge rooms and nursery.

Gumbiner, also owner of the Tower theatre, will devote his time to operating the modernistic new playhouse. It brings to a culmination dreams of a "perfect theatre" which he long has cherished.

Among the outstanding features are the limitation of seats between aisles,

there being but six. This does away with the annoyance of late arrivals. There is an exhibition room for objects of art, as well as a mammoth club lounge with a dance floor; a French cosmetic room



for women, with cosmeticians and maids in attendance; two rooms for children, which are playrooms and nurseries and a model cafe.—*Edward Churchill.*