

New House Has a Mammoth Screen

The new Loew State Theatre which opened in Los Angeles Nov. 12 has a screen 24 by 44½ feet. It is twice the size of any other screen in use in that city and pictures are furnished for it by what is said to be the largest projection booth in the world. It will be interesting to note how the public takes to this mammoth picture sheet.

The new theatre is of Spanish renaissance architecture, in



Sam Harris



Marcus Loew



Irving Ackerman

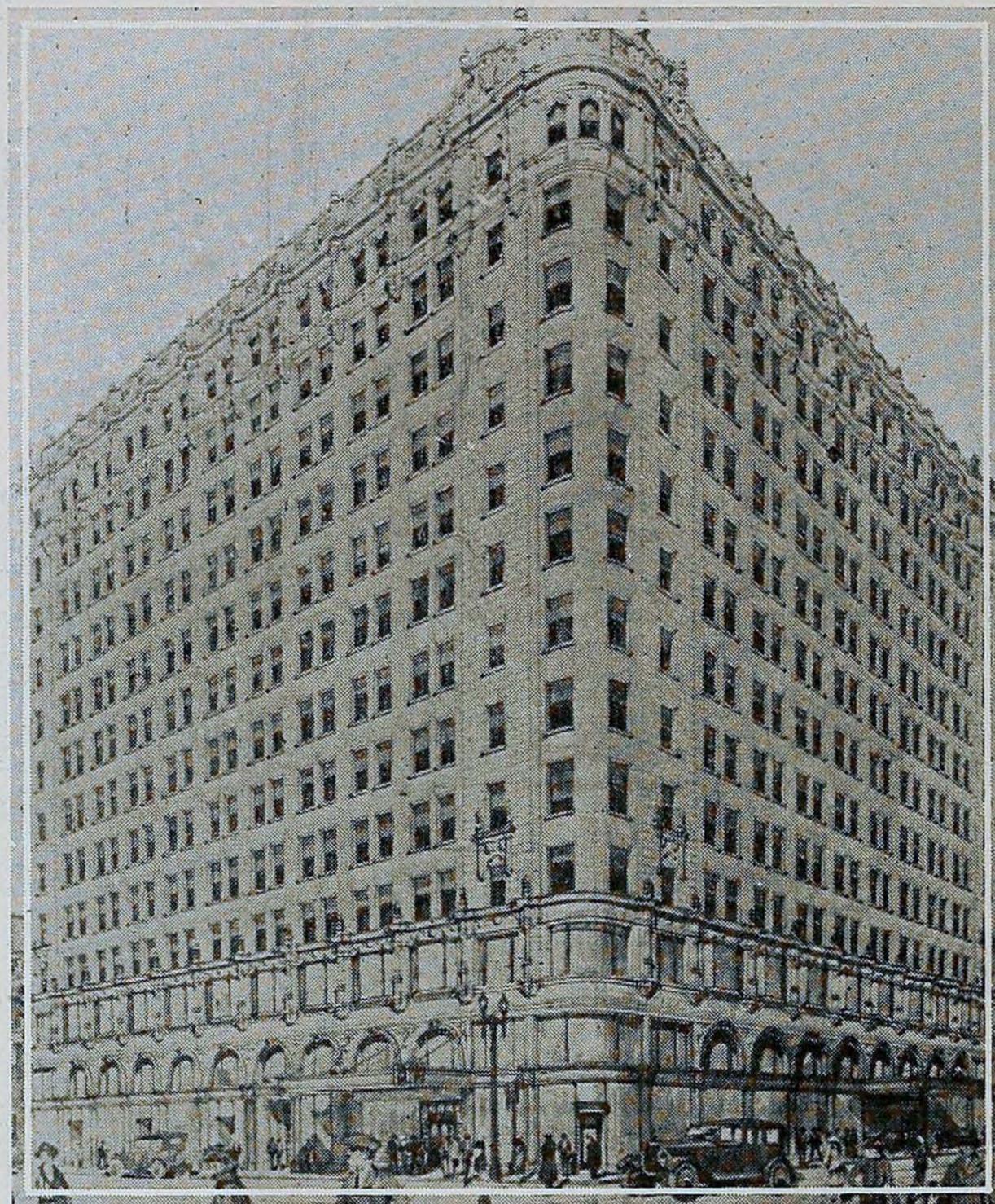
keeping with a California style. It is combined with a Moorish effect, which gives gorgeous interior decoration. Every seat in the house gives a broadside view of the stage.

The ventilating system provides a mushroom distributor under each seat. A vacant seat call designed by Manager Holt and W. F. Scott, the house stage director, and which is known as the Holtscott system, has been installed. The stage curtain weighs 1100 lb., and is made of velour. Special scene shifting apparatus makes it possible by means of pulleys to whisk the medallions from the stage floor in a few seconds. The stage can be changed from three to fifty feet in size instantly. A six-manual Moller organ, costing \$50,000, and an orchestra leader with twenty-five pieces furnishes the music.

The theatre was christened by Viola Dana with a bottle of real champagne broken over the facade of the building on the opening night. Of the 2800 seats, one thousand were sold to the public at a box office sale which started Thursday, Nov. 10, at 10 o'clock and closed at noon the same day.

Stars who participated were Buster Keaton, Ora Carew, T. Roy Barnes, Wanda Hawley, George Beban, Herbert Rawlinson, Bebe Daniels and Wallie Reid. Fred Niblo was master of ceremonies and Bert Lytell introduced Mr. Loew.

The theatre was a blaze of lights both inside and out. It



is the 200th theatre built by Marcus Loew and is the most completely equipped on the coast. It is housed in a twelve-story building costing \$2,500,000. The theatre proper cost \$1,500,000. It was built by Woods Brothers, Weeks and Day, and is under the direction of Ackerman and Harris, Western managers for Loew in San Francisco.

Manager Nat Holt was formerly in charge of the Hippodrome.