

# TOWER PLAY HOUSE WILL OPEN SOON

*Architecture of Unique  
Design is Main Feature;  
Many Innovations*

When the new Tower Theater at Eighth and Broadway opens on October 12, interest will center not only in the many film stars who plan to attend and the special features to be added to the regular program for the colorful premiere, but in the building itself—said to be the most expensive amusement building for its size in the United States.

Elaborate in every detail, the new Tower is rich in color, lavish in ornamentation and according to Edwardes Sprout, architect, is planned to create an atmosphere of beauty and gaiety.

The walls of both the lobby and the main auditorium are of marble specially imported from many coun-

tries and arranged in effective varicolored geometrical designs. Completing the impressive effect of the entrance is a huge stair of pure white Italian marble rising from the center of the lobby. This is flanked by two Corinthian columns that are the largest of this particular marble that have been imported into the country in many years.

No expense has been spared in making every detail contribute in some way to the enjoyment and comfort of the theater's patrons. A glass inclosed "cry-room" overlooking the balcony, where mothers may quiet their children and watch the show at the same time—a nursery adjoining the lounge where children may be "checked" while mother watches a "grown-up" show or attends to her shopping—an exquisitely furnished lounge of extraordinarily large dimensions—all these add to the unique attractiveness and convenience of the new Tower.

The theater has been under construction for eight months, and when every detail is complete, every tapestry, every silk curtain in place, there is a gala opening planned for the new Los Angeles amusement palace. Numerous film notables are making reservations for the Tower premiere, and special opening-week attractions in addition to the feature film have been announced by H. L. Gumbiner, manager.