

# FILMS

## The Times

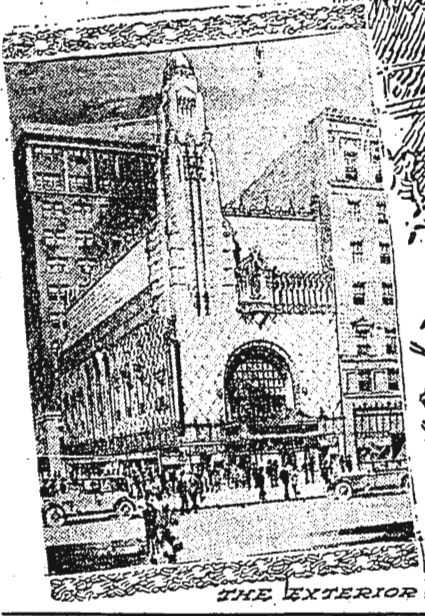
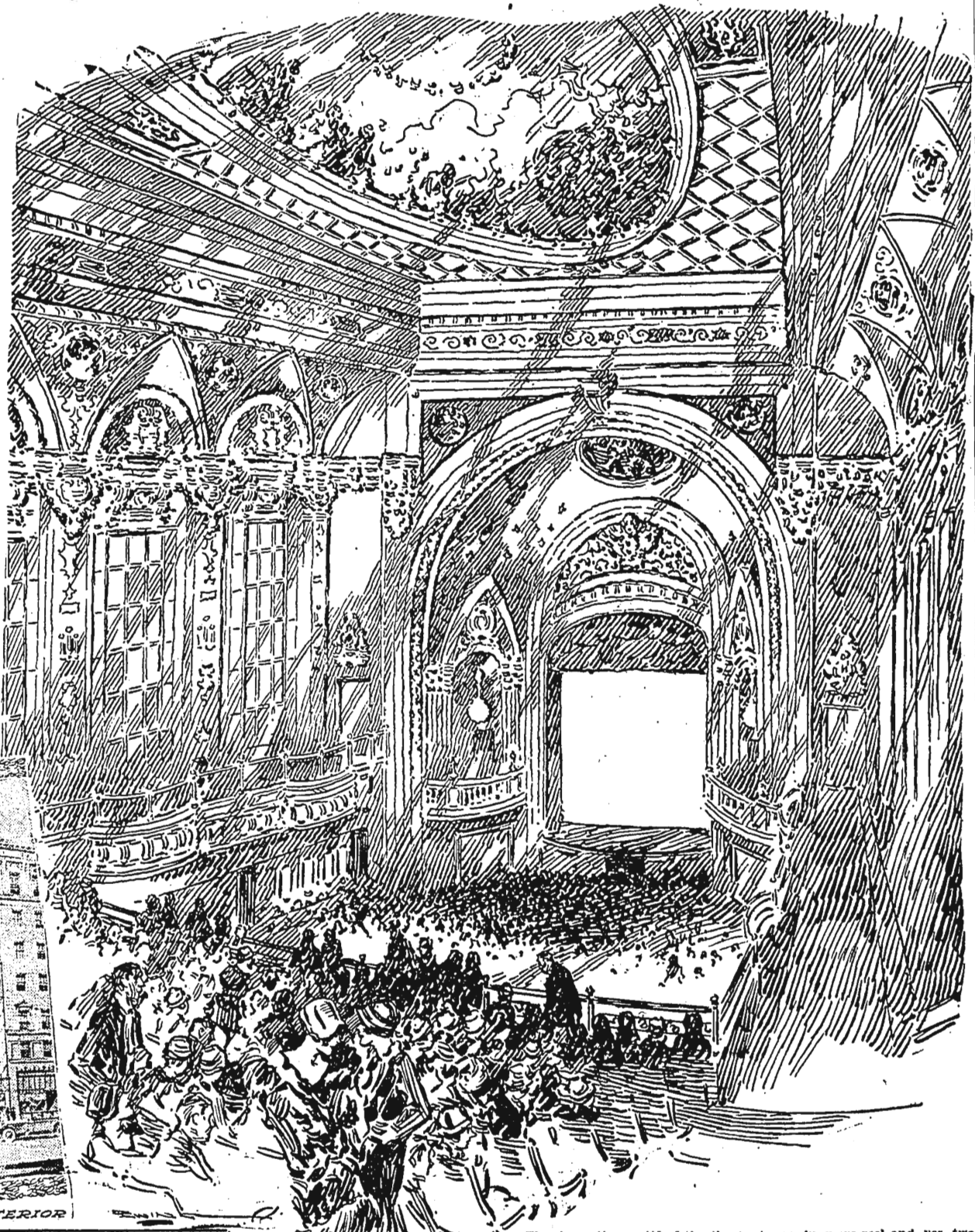
LOS ANGELES

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### TOWER THEATER DESIGNED TO TYPIFY CINEMA IDEALS

With its decorative motif carried out in the spirit of the French Renaissance, the new Tower Theater, which will open on the 12th inst. with "The Gingham Girl," new F.B.O. release, will be one of the loveliest of small picture houses, it is said. Although it lifts its spire in the heart of the downtown business section, Eighth and Broadway, it has a seating capacity of less than 1000 and will cater to those who like to take their movies straight, minus all vaudevillian extras. It has been built by A. L. Gumbiner, Chicago theater man, a newcomer to the Los Angeles rialto. Above is a sketch of the interior by Staff Artist A. L. Ewing.



### NEW BROADWAY THEATER IS FOR MOTION PICTURES ONLY

Motion-picture theaters should be motion-picture theaters. Not vaudeville houses. Nor yet palatial palaces with great yawning orchestra pits and wide, spacious auditoriums containing hundreds upon hundreds of seats to be filled only by "colossal" entertainment programs. They should be just what the name, favorite pictures without being sub-"motion-picture theater" signifies, where movie fans can go to see their (Continued on Page 14, Column 4)

ected to added flourishes in the way of vaudeville, singing, dancing or long concert programs. That's the theory of A. L. Gumbiner, veteran in the motion-picture-theater game, but a newcomer to the Los Angeles rialto, and on this basis he had designed and built the new Tower Theater, whose spire rises into the air at Eighth and Broadway, Los Angeles.

The Tower is for motion pictures only. Built in the heart of the downtown business district, it has a seating capacity of less than 1000. It lifts its spire but about three stories into the air and, look as you may, you will see nothing but theater. There has been no provision for store or office space, despite its somewhat "choosy" and expensive location. It is what Gumbiner intended it to be, and what he calls it, a theater.

**ALL COMFORTS**  
If it's small, it's very nice and has all the comforts of home, club, even playground within its walls. There are deep-cushioned lounges and big roomy chairs for patrons in lobby and smoking room. Kiddie cars and sandpiles for the children in the "playground" room, where the faces of Mother Goose, Bo-Peep and the Three Bears have been stenciled on the light-tinted walls. There's a balcony promenade. And something very new to Los Angeles, "a mother's room," where mamma may go with her restless and opt-to-wall offspring and view the picture behind sound-proof plate-glass walls.

The decorative motif of the theater is French Renaissance and the architect has succeeded in achieving a main auditorium which gives a slender, graceful impression. There are tapestry-hung walls and marble floors and much bronze and gilt work to be seen. Gumbiner says he has spent about \$750,000 on the building. "For pictures and people who like pictures," he says. "I think there is room in Los Angeles for a small theater which shows good films and has no vaudeville. People don't go to the movies to see vaudeville. "I did not build a large house, although I have a choice location, because I want to keep my theater filled all of the time. A big house means big overhead and constant expense for special stunts to get enough people to come. I will be consistent and attract a regular class of patrons, and when they come to my theater, they will see pictures and hear good music. I will have the feature, a

comedy, news reel and, yes, two Vitaphone acts, but no fancy dancing or long vaudeville programs." Gumbiner came to Los Angeles from Chicago, where he has a string of fourteen small houses. He owned and operated the Cameo Theater in Los Angeles with success before he launched his new Tower Theater. He is married and has two children, a girl, 12 years of age, and a boy, 7 months. And how the family does like California. That's another reason why the Tower was built.

The new theater is to open on Wednesday with "The Gingham Girl," a new F.B.O. picture.