

Coast Movietone Opening in Los Angeles Theatre Creates Sensation

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LOS ANGELES, November 10.—Nothing short of a sensation is the initial success of Movietone in this city. H. L. Gumbiner, owner of the Tower Theatre on South Broadway has installed the Fox sound producing device and it has proved an astounding attraction.

There have been long lines waiting each day and at all hours of the day for admittance since the premiere six days ago. Attendance is reputed to have increased suddenly 50 to 75 per cent because of the innovation, and extra shows have been run.

The Tower Theatre is one of the newest in the city. It opened about six weeks ago and has virtually reinstated in this city the film house of small capacity and intimacy. Mr. Gumbiner has relied on his musical program, supplemented by Vitaphone as an added feature. Vitaphone has been a draw and Movietone is now demonstrating itself an additional puller.

The picture is "What Price Glory" (second run) with Movietone accompaniment, in addition to a news reel with sound effects. This reel centers around the convention of the American Legion in Paris, and comprises views of Marshal Foch and General Pershing, as well as a speech by the Legion Commander. The football game between Notre Dame and the Navy is part of the program, and there is one view of youngsters diving into a swimming hole that wins applause when the splash of the water is heard, as well as the cries of the jubilant kiddies.

Mr. Gumbiner will combine Vitaphone and Movietone in his program. Conservatively, the gross for the first week of Movietone will exceed \$15,000, it is said. The house was kept open one morning until 2 o'clock to take care of the extra crowds, and increased admission price has been charged for evening performances. The scale varies from 25 cents in the morning to 50 cents evening. The first show starts at 9 o'clock in the morning.

I listened to the preview program and the results obtained with Movietone were exceptionally clear, and blended remarkably with screen action. The news reel seemed a notable innovation.

Another theatre is said to be contemplating early installation of Movietone or Vitaphone. This house is of larger capacity than the Tower.