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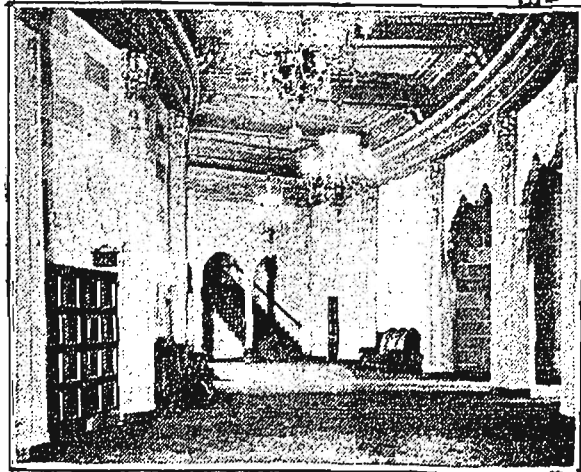
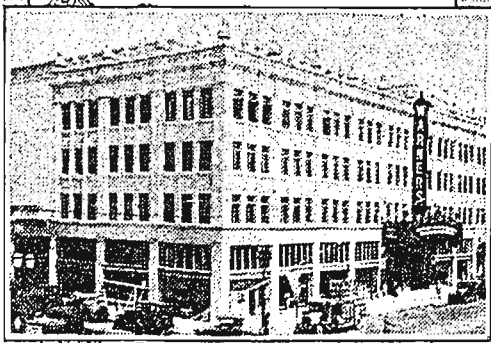
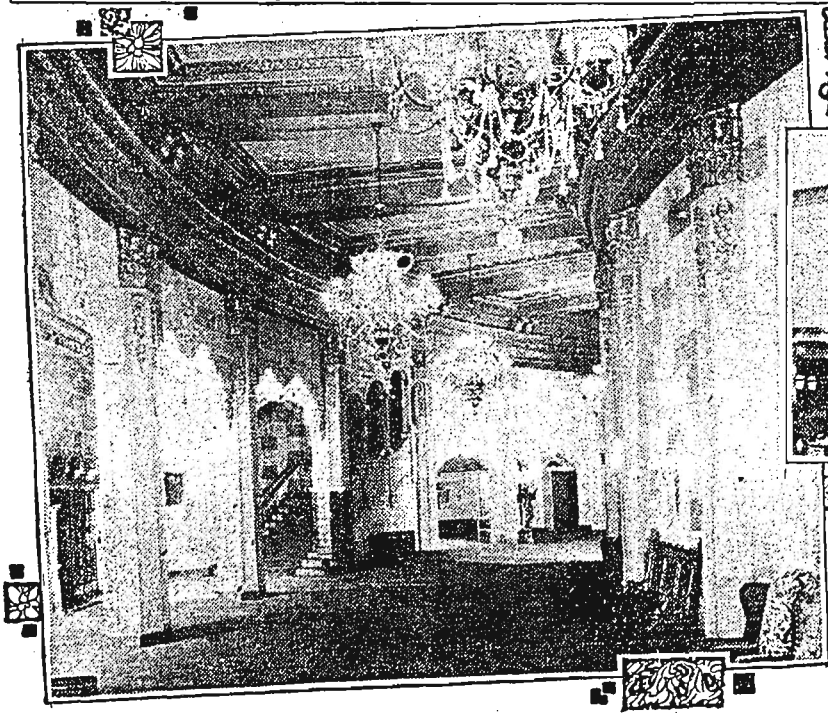
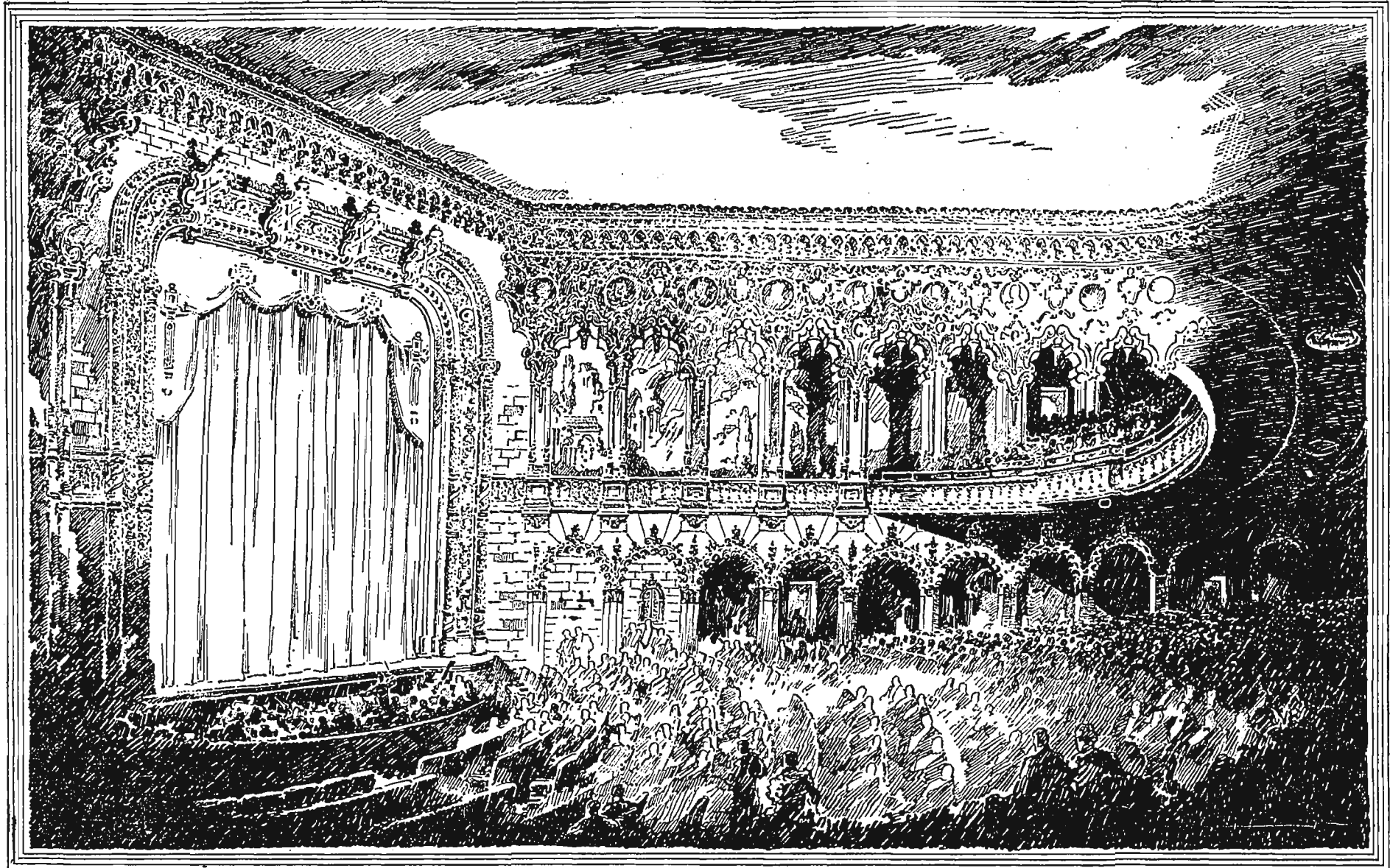
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NEW WARNER BROTHERS' THEATER READY TO OPEN DOORS TO THE PUBLIC

Brilliant Premiere of "Glorious Betsy" Will Inaugurate Distinguished Addition to Hollywood White Way



Dedicated to Amusement
Hollywood's skyline takes on new importance with the formal opening of Warner Brothers' Theater Thursday night. The first attraction at the new playhouse is "Glorious Betsy," with Dolores Costello and Conrad Nagle. The sketch above was drawn by Times Staff Artist Charles H. Owens.

BY EDWIN SCHALLERT

Sea blue—terra cotta—gold—a triune harmony of color. Warner Brothers Theater—a picture house of distinction, and elaborate simplicity. This new home of motion pictures, located at Hollywood Boulevard and Wilcox avenue, will open Thursday evening, and from all indices of popular opinion will be the delight of the theatergoer.

Its premiere will be the culmination of a series of housewarmings for play and picture theaters in Los Angeles and Hollywood. There are no other major institutions of entertainment at present under construction. The Warner Brothers Theater is consequently a climax, and for this reason perhaps, and the fact that a play or picture house has not now opened in Hollywood for nearly a year, there is a remarkable interest in the first evening.

Warner Brothers Theaters is a marked departure in construction. For one thing the ground plan is utterly different from any other playhouse hereabouts. Instead of facing either Hollywood Boulevard or Wilcox, the stage is set at an angle.

The purpose of this arrangement, is to permit a long promenade in back of the main auditorium. It was the late Sam Warner who conceived this floor plan, and it was carried out by G. Albert Lansburgh, the architect. The arrangement is most attractive in that it will necessitate no crowding of the foyer or lobby, and will secure a maximum of comfort for the patrons of the theater upon entrance to the theater, and during the intermission.

The interior of the auditorium suggests spaciousness. There is very little ornate decorativeness. There are no posts or pillars. The width and depth of the theater immediately intrigue the vision. The sea blue, terra cotta and gold

color scheme is exemplified throughout, with alluring variation. It is a lovely combination. Under the lights the sea blue takes on a delicate greenish cast, which is essentially restful.

The theater belongs to the type termed "atmosphere." It expresses a specific ideal in its general design, the motif of a Spanish garden.

There are decorative effects to convey this on either side of the walls of the auditorium. One represents, pictorially, the ruin of a wall that might almost be taken from an old California mission. The other sketches an imaginary Spanish castle and its environs.

Close to these pictorial evocations are bas reliefs of the Spanish lords and ladies. There are fresco effects embellishing these.

Lighting fixtures throughout the auditorium are very attractive. Many of these suggest the Moorish influence.

The seats in the theater alternate in color. Some verge on the terra cotta, others are of the sea-blue character. There is a very efficacious blending of the two shades throughout.

Innovations are numerous. One of the most interesting is the room for children, decorated in pastel colors. Here parents may leave their youngsters if they wish, while witnessing the presentation. Chiefly, though, it is anticipated that the room will prove merely an adornment.

EMERGENCY HOSPITAL

One decided innovation, is the emergency hospital on the ground floor.

The lounge room is so ornately furnished. The motif of decoration is similar to other portions of the theater.

Warner Brothers Theater, is of course to have the very latest Vitaphone installation. It is expected that this will be an advance in synchronization.

Instead of being in the orchestra pit as often happens, the horns which project the sound will be directly behind the screen. They are portable. As the theater will present prologues, they have to be removed from the center of the stage, while these are being produced. The first prologue at the theater will be staged by Larry Ceballos, famous for his dance ensembles in the Music Box Revue, of several seasons ago. This prologue will depict the evolution of Hollywood, going back to the days before the movies were known in the now great cinema center.

Warner Brothers Theater will seat 3000 persons. It is on two floors—ground and balcony. It is a triumphant addition to the metropolitan theatrical progress of Hollywood and Los Angeles.

The decorative scheme of the Warner Theater was devised by Albert Herter, and Frank Murphy was responsible for the installation of the remarkable electrical equipment.