

# **Avalon Theater Opening Is Set for August 29**

All is in readiness for the opening of the Avalon theater, 79th st. and Stony Island ave., on Monday, August 29. This ultra-modern Persian theater, with its oriental trappings and exotic atmosphere offers a new contribution to Chicago's thespian life.

The idea of the Avalon was first suggested to National Playhouse executives during a trip to an old relic shop in the French quarter of New Orleans. It was here that the sight of an ancient, brass, pierced Persian incense burner gave birth to the thought of a theater with all the enchantment of the Orient.

The color scheme of the Avalon is blue and gold, enveloping the side walls in an interesting, though non-symmetrical fashion. There is the embellished palace on the left, the tall walls of a Persian rose garden on the right, the sacred pilgrim's fountain and shrine, the entrance to the Sacred City courtyard, mystic pierced brass lanterns, rich tent hangings, colorful Mosaic panels; jeweled door heads; mirrored curtains, all under the starlit sky of the Near East.

The Avalon has a seating capacity of 3500, and is provided with the first overhead cooling plant ever in operation in this city. The cool air insures a 70 degree temperature the year around without the discomfort of breezes playing about the show-goer's ankles. Another feature is

the pearl, hand inlaid furniture from Syria. This furniture was imported for the Avalon theater and will be seen in the men's smoking room; the ladies' lounge and other rooms throughout the building. A nurse maid will be present to relieve the mothers of worries over their children while they enjoy the performance.

The theater will operate under a band show policy, with Buddy Fisher heading his "Buddies" in stage performances of beauty and melody. Buddy is Chicago's youngest orchestra leader, and brings to the Avalon stage a wealth of youthful vim and sophisticated mastery. He is a gifted musician, able to play every instrument in his band. The musical corps will be augmented by the appearance at the huge Wurlitzer organ of Leonard Smith. This organ is one of the city's largest, and with Smith's talented fingers running over the keys many happy moments are promised for organ recital lovers.

A magnificent opening performance, attended by stars of the screen and stage, is now being prepared. Harry Richman, of the "Scandals" cast will officiate as master of ceremonies at the premier, and will introduce a coterie of stars, headed by Ann Pennington.