



DAZZLING OPENING FOR HOLLYWOOD'S FIRST HOME OF SPOKEN DRAMA

EL CAPITAN IS DREAM REALIZED

Hollywood to Open Its First Spoken-Stage Theater

Event Marks Beginning of New Producing Center

Pauline Frederick to Read Dedication Address

BY EDWIN SCHALLERT

A new dream of theatrical conquest will see its fulfillment with the opening of El Capitan Theater tomorrow night in Hollywood. The community of motion pictures has had its share of celebrations, but the premiere of this new playhouse, the first to be dedicated to the spoken drama within its confines, promises to be an event both brilliant and historic.

Already the air is surcharged with interest over the affair. Already there is evidence that it will bring a dazzle and glamor unprecedented.

It will be the occasion of occasions for the first-nighter. Despite the fact that the prices for seats are two or three times normal even for openings, a sold-out house for all the higher admissions has already been registered.

ON THE BOULEVARD

The opening attraction at El Capitan is "Charlotte's Revue," but the theater is to be used primarily as a production center. Its location on Hollywood Boulevard near Highland avenue endows it with a strategic significance for the picture colony, the major portion of whose activities are still concentrated in this general locality. Hollywood has already acquired an identity as a future theatrical center through the success of Grauman's Egyptian Theater, the initial first-run picture theater, built there more than three years ago. This picture theater is famous both nationally and internationally for the length of the runs of its attractions.

Already, too, there are various other enterprises of stage and screen theaters along or near the boulevard. Plans for three stage theaters have already assumed definite shape, the ceremony of ground-breaking for two of these having taken place yesterday, while almost directly across the street from El Capitan, is to rise the new Chinese Theater, for motion pictures, being built by Sid Grauman.

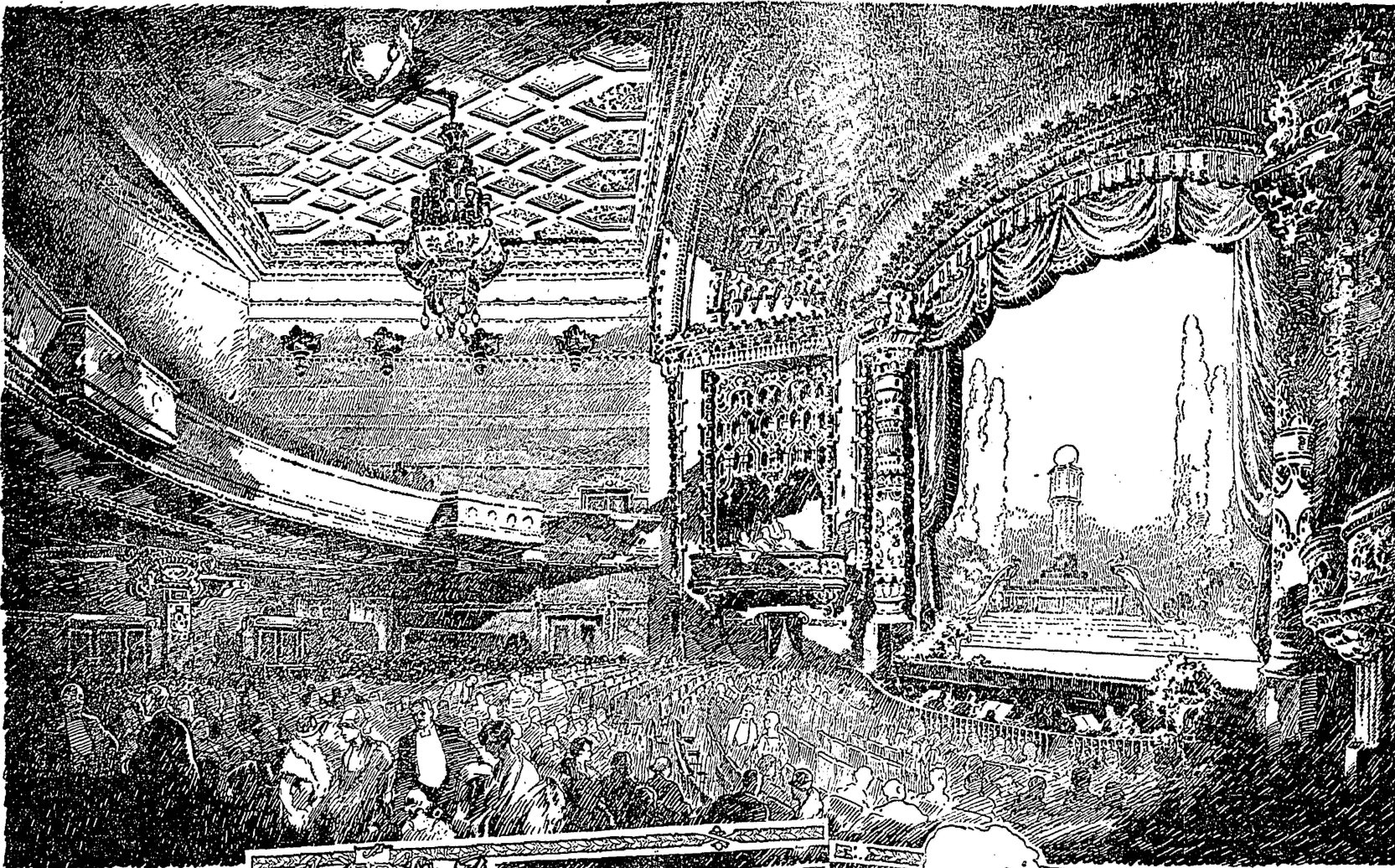
COLORFUL INTERIORS

The oriental motif seems to prevail in all of Hollywood's theaters and El Capitan favors this strongly in the embellishments of the interior, which interior is modern in mood, though attractively subdued.

To the decorative scheme of the theater the exterior of the Toberman Building in which it is located, gives little clew. This exterior is a sedate gray—a pillared and imposing edifice. High up near the top may be noted a representation in bas-relief of various Shakespearean characters, to suggest the primary aim of play-giving to which the building is dedicated.

The East Indian note is paramount in the decorations of the auditorium. It is a harmonious mingling of the more vivid colors, with the red hues perhaps impressing themselves the most upon the gaze of the spectator. Rich gold, and blues and greens also provide alluring contrasts.

The carpets and seat tapestries are of a neutral tone.

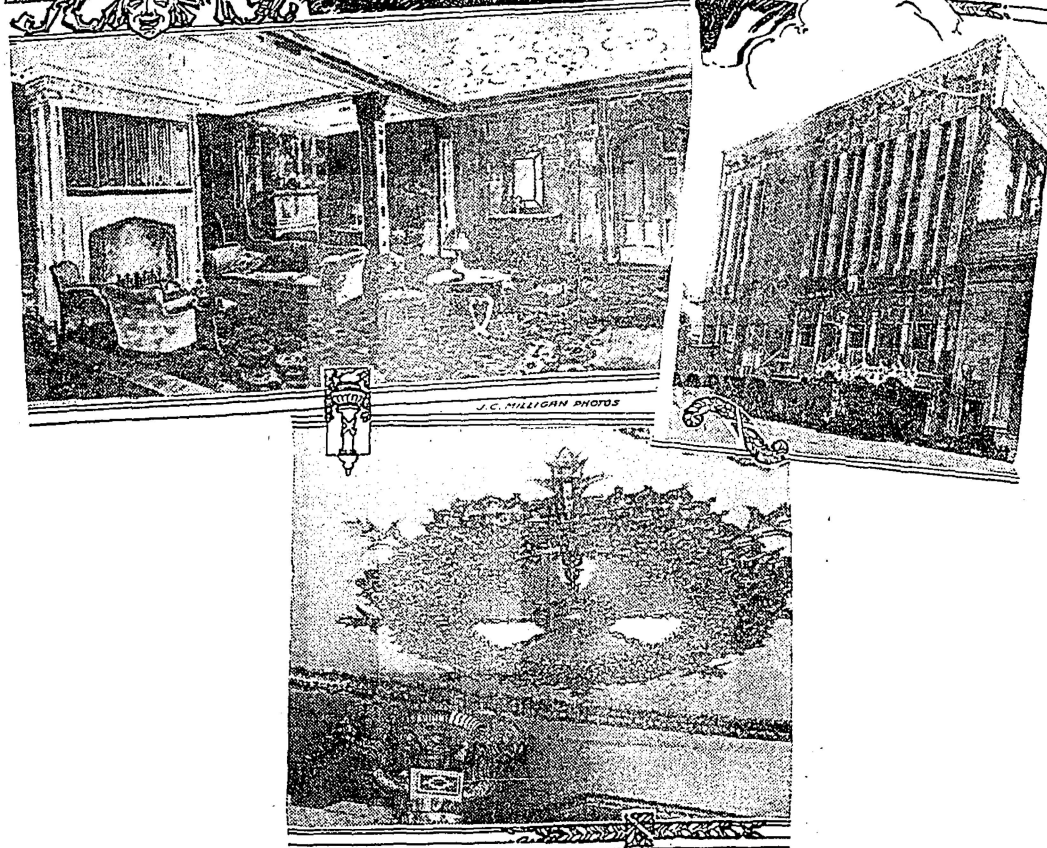


ARTISTIC DECORATIONS

An asbestos curtain that conjures a spell of the exotic in its two huge peacocks is also a feature. It was painted by John B. Smeraldi, who was responsible for the decorative scheme of the Biltmore Theater here and more recently completed the Miami-Biltmore Hotel at Coral Gables. G. Albert Lansburgh, who designed the new Orpheum Theater here, was the architect for El Capitan, and J. V. McNeil who built the same theater, the general contractor.

The lobby of the theater will be spacious and very resplendently lighted. Beyond this is the grand foyer half-circling the auditorium. On the second floor is also a similar promenade. Extraordinary and very satisfactory to those who attend will be the fact that every seat seems to have a proximity to the stage that is unusual. This is partly owing to the exceptional breadth of the theater.

I have sought to tell this in such detail because El Capitan Theater has been so admirably designed for the pleasure of its special type of audience—that type which desires above everything the notes of comfort and of intimacy, as perhaps do all audiences, for that matter. El Capitan, however, among the theaters here has a charm that will, I believe, prove very individual.



Interior of Beautiful El Capitan

As seen by Staff Artist Charles Owens, together with some of the luxurious details of Hollywood's new playhouse

GREEN ROOM FEATURED

The intimate note will be carried out with an especial degree of novelty in the green room, building beneath the stage in the fashion of most modern green rooms. Trustworthy actors—if actors happen ever to be truant, in this day of efficiency in the studios of Hollywood—will probably be found there henceforward, especially those who retain an especial devotion for the stage.

Edward D. Smith, lessee of El Capitan, plans to make this a feature meeting place for the professional, a sort of clubroom, where an hour or two of leisure may be spent in close proximity to the stage.

"There is not an actor who has ever been on the stage, I believe, but will be a regular visitor to this green room," he said. "No matter how long an actor has been away from the stage the desire to return to its precincts is irresistible, and we hope to gratify that desire by making this green room an institution, a place where the player may feel the atmosphere of the theater all about him."

OPENING ATTRACTION

The Charlotte Revue which opens the theater is a novelty among revues. It is a production of English origin, that in its various editions has been in this country for about two or three seasons. The company that will play here will have as its principals Beatrice Lillie, Jack Buchanan and Gertrude Lawrence, the recollection of most hit in New York, and have been acclaimed wherever else the production has been played.

Novelty, too, will characterize the fact that the opening dedication speech is to be made by Pauline Frederick. It is the first time within the recollection of most theatergoers that a leading feminine star has done the honors on such an occasion.

The Charlotte Revue is booked for a run, and the intention is to maintain this precedent of long engagements for all the successful productions at the El Capitan subsequently. With the resources of talent that this institution will undoubtedly have at its command, and its strategic place on the theatrical map, it goes without saying that everything is more than propitious for such successes.