

Los Angeles Sunday Times



Vol. XLV.

by an actieve-

beauty and richness in playhous

construction are flung wide for the housewarm

ing of the new

fied entertain ment, located mid

Eighth and Ninth

Streets on Broad

The New Or

pheum is without

loubt one of the finest in the coun-

try. It raises the status of the va

ricty presentation

to a new level of class and quality

It is that per

fected crystalliza

tion of the mod

orn art in theater

building that cor

ceals its modern

SUNDAY MORNING, FEBRUARY 14, 1926

WHERE TO GO

New Orpheum Is Magnificent Addition to Los Angeles Theaters

Latest Word in Comfort and Beauty Is Expressed In Broadway Playhouse

BY EDWIN SCHALLERT

GOLDEN ELEGANCE against a background of ivory-

forbidding, but possessed rather of that peculiar warmth that perrades the French renaissance.

The new theater is the fourth abode occupied by the Orpher vaudeville-essentially a western development. The first is still to be

throw of the wholesale district on old Main Street near First. Tho second, also a small-time picture house, known as the Lyceum. It was New Year's Eve of 1894 that the first historic program was given at the old Main-Street playhouse, then called the Grand Opera House, and it was nearly ten years later that the acts of the circuit

been known as the Los Angeles, and had housed the principal travel ing attractions from the East.

Eight years more saw the Orpheum in their third domicile, and the first that they had built for themselves. This is the playhouse that they will occupy to the end of tonight's performance.

The new theater, with its 2300 seats, is nearly double the size of the original Orpheum, and though it has only a single balcony it holds 300 organia orpavani, and inouga it nas only a suage outcomy it Roots Jov more persons than the structure further north on Broadway, which is now to be turned over to a combination of musical shows and vanadely. The gallery good of the Orpheam will find himself in a strange en-vironment if he should venture to the new playhouse. His position used to be topolity in test he could look down with a certain disdain on the stage, and the public on the lower floor of the theater. He will and under the new regime that he will be part of the general group

> nen in the front portion of the balnore he will also tors-one that is canable of carry

ticipated that the new Ornheum will appeal to a far more exclusive audience, however, than the vaudeville then ter of the elder dards of this en tertainment are to he materially im mand. The entire theater reflects in its architecture a type of intimacy which makes all seats, even those toward the real strable because width rather than depth has been

construction

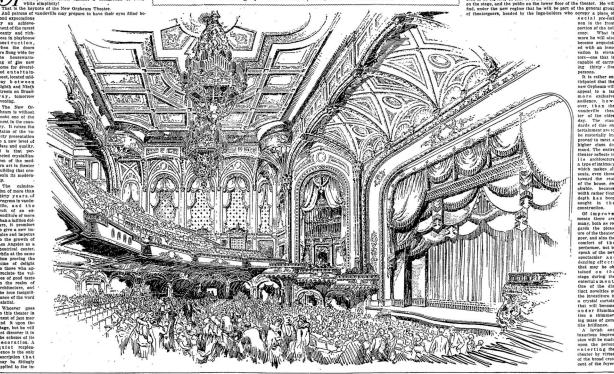
Of Improve ments there are many, both as regards the pleas ure of the theater goer, and also the comfort of the dazzling effects stage during the tinct poyeltles of the investiture is a crystal curtain that will become under illumina tion a shimmer ing mass of gem tike brilliance. A' lavish and luxurious impres non the nersor

enterting the theater by virtue

cent of the fover

Elegance Without Jazz Is Keynote of Interior

The spacious proportions and artistic finish of the new Orpheum are illustrated in this drawing by Charles H. Owens, Times Staff Artist.



The culmina tion of more than thirty years.of progress in vaude ville, and the penditure of more than a million dol to give a new im pulse and impetu to the growth of Los Angeles as theatrical center. while at the same time proving the preciate the val ues of good taste architecture, and the true insignifi cance of the word nalatial. Whoever coe

to this theater in quest of jazz may stage, but he will the scheme of its decoration A quiet resplen description tha may be fittingly