

# PANTAGES THEATER OPENS

## New Hollywood Showhouse Declared Step Beyond Others in Modernity

BY EDWIN SCHALLERT

The galaxy of bright lights on the film capital's boulevard is richer by another glowing marque. The Pantages Hollywood Theater is open, and it will be a new and magnetic goal for the seeker of entertainment.

The housewarming was held last evening, and gave a new dazzle to the vicinity of Vine street—which is furthest east along Hollywood Boulevard for big premieres.

Crowds thronged the streets as only crowds can when the show is programmed to have all the stars present. The huge lobby of the new theater was ablaze with lights. The radio hummed with the introductions of the sparklers of cinemaland, and their brief comments. Fashion and display prevailed as only fashion and display can prevail when a new theater for pictures is to be dedicated.

### BEYOND OTHERS

Pantages Hollywood Theater is a step beyond any other theater that has been opened here in its note of modernity. Indeed, architecture seems to have progressed to new moods since the last playhouse made its debut, which was several years ago.

There is an inviting bigness to the new theater that is reflected in the spacious foyer, with its stairways on either side, its glamour of gold, its groupings of statuary and its permeating and soft light.

Within the auditorium itself an equal splendor prevails, subdued to the presentations of the stage and screen, but nevertheless abundantly felt.

Unquestionably the theater opening took precedence over everything else last evening. The recent absence of such premieres caused it to be an event and the maximum of residence therefore attended.

Even what took place in the scheduled diversions on stage and screen seemed of secondary import, and well could, for the actual show was late in starting, as shows invariably are, anyway, on the first evenings.

There was human interest surrounding the premiere elsewhere than in its programmed attractions. Not the least evidence of this was a natural and unaffected speech of thanks by young Lloyd Pantages from the stage, and the applause that greeted him when he was introduced by Eddie Cantor, master of ceremonies.

Throughout the evening, too, he stood at the door of the theater as the official host of the occasion, welcoming friends with a becoming dignity. He thanked the audience when he spoke to them in behalf of his brother Rodney and himself.

### CARRYING FORWARD IDEALS

In the program it was stated: "It is the pride and responsibility of Rodney and Lloyd Pantages to carry forward the ideals of this theater, and this will be done successfully with the sturdy support of that extra measure of ability that springs from loving faith and confidence, and the inspiring influence of the man who made this shrine of amusement possible, their father Alexander Pantages."

The first presentation, it may be said appraisingly, tends to the conclusion that the Pantages Hollywood Theater is going to cater most broadly to a popular public. It is a well-rounded presentation, in that it is splendidly embellished as regards its stage divertissement, and incidental numbers.

The feature picture is "The Floradora Girl," with Marion Davies as the star, humorously and sentimentally portraying the gay nineties. Lawrence Gray, Walter Catlett, Sam Hardy, Vivian Oakland and Ilka Chase are in the supporting cast, and the film was directed by Harry Beaumont.

Additional films include notably the Walt Disney cartoon comedy, "Cactus Kid" with the irresistible Micokey Mouse.

### ROSE GARDEN IDEA

The Fanchon and Marco revue, "Rose Garden Idea," is more elaborately staged than any of their familiar divertissements and is a triumph of costuming. The dancing and the trapeze finish are enticingly proffered, and some exceptionally clever specialty numbers are introduced. This is distinctly an ocular treat and the "Rose" theme is carried along consistently in the songs.

The audience also responded to the work of "Slim" Martin and his jazz band, but after all, what can equal a Walt Disney cartoon, and this western rhapsody is a whirlwind of mirth.

"The Floradora Girl" has as its high lights a color sequence showing the famous old sextette, glimpses of long-skirted bathing suits, the old "Merry Oldsmobile," and many other mirth-provoking conventions and inventions of the good old days.

These incidents will doubtless contribute to the picture's interest more than a story which runs true to the Cinderella type. Catlett, Mr. Gray, Mr. Hardy and Miss Chase contribute effective performances, and Gray is heard in song. The production is notable chiefly in recalling a musical hit of the olden golden stage days and the atmosphere surrounding the plot.

### PANTAGES IN JAIL

#### LISTENS TO PROGRAM

Although efforts of friends to have Alexander Pantages temporarily released from the County Jail to attend the opening of the new Pantages Hollywood Theater failed to materialize, Pantages last night enjoyed the program, nevertheless. From his hospital cot in the County Jail Pantages listened to a complete radio broadcast of his theater's opening.

All the music, songs and the applause of the audience were heard by Pantages and a number of other prisoners in the jail's hospital. The entertainment was brought to them through a radio system controlled from the office of Dr. Benjamin Blank, jail physician.

Earlier in the day friends of Pantages interviewed Robert P. Stewart, chief deputy District Attorney, and asked him to state his attitude toward the motion. Stewart declined to have anything to do with the matter stating that his office has no jurisdiction in such motions for court orders and advised them to present their arguments to the court direct.

Following a brief interview with Pantages in County Jail hospital, Earle M. Daniels, the theater man's attorney, said no request for his client's temporary release from jail was made by him. Pantages was not well, he said, and informed him that he had spent an uncomfortable night and could not leave the hospital because of his condition.