

TOWER, NEW PLAYHOUSE, WILL OPEN

*First-Run Photoplays to be
Presented; Premiere on
October 12*

The new Tower Theater at Eighth and Broadway will have its gala opening on October 12.

According to H. L. Gumbiner of the Tower, the new palace of entertainment will have a "brilliant premiere." Some of the country's leading stars will be present to take part, he says. Many special features have been scheduled for the first week, in addition to the motion-picture production, which is to be announced later. First-run films are scheduled.

The management of the \$1,000,000 theater has a representative in the East at present who is gathering new ideas for presentations.

The theater is reported negotiating for an orchestra which is now making a hit in New York. If secured, it will be here in time for the first week. An eastern organist has also been secured.