

The new Tower, picture house, at Eighth and Broadway, had a brilliant turnout at its opening Oct. 12. The event was unusual inasmuch as the theatre is comparatively small, though pretentious enough, with a grind policy of straight pictures and an organ. No orchestra. With 1,000 capacity, scale is 25-35-50; latter for loges. Second-run flickers will be in effect, with weekly changes.

Layout inside and out great. For a grind house of this size it is even too lavish. Pattern is of the French Renaissance period, and uniquely effective, featuring a huge clock in front.

A convenience is the "cry room" overlooking the balcony. The room is inclosed in soundproof glass, allowing for infants to do their sobbing without disturbance. The structure is a credit in architectural design to Charles S. Lee, architect, and to H. L. Gumbiner, owner. It must have tapped the latter for plenty. Gumbiner is a former Chicago exhibitor and realty man, and has been on the coast for a number of years. He also operates the Cameo, small picture house further down the street.