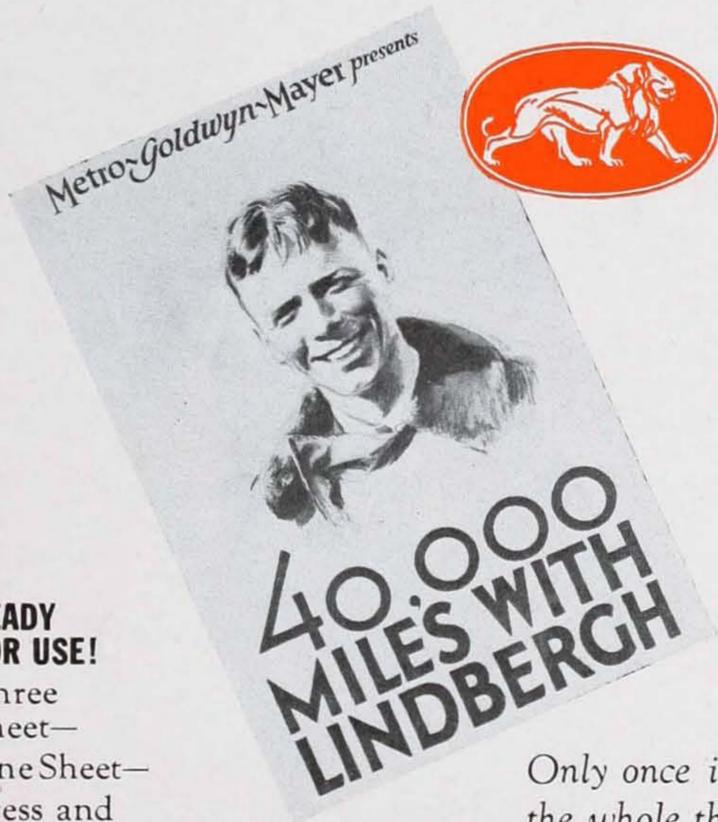


In This Issue: "The Showman"

# Motion Picture News

Reg. U. S. Patent Office

## LEAVE IT TO LEO!



READY FOR USE!

Three Sheet—  
One Sheet—  
Press and Ad Copy



Metro-Goldwyn-Mayer puts over the biggest showmanship coup of the century—

### PLAY IT TODAY!

THREE REELS OF LINDY'S COMPLETE AVIATION TRIUMPH—FROM OBSCURITY TO WORLD FAME!

Only once in history comes a Lindy—America waits for the whole thrilling story on the screen. Go get the dough!

WIRE OR TELEPHONE TO ONE OF THE FOLLOWING M-G-M BRANCHES:

ALBANY, N. Y.—1060 Broadway  
 ATLANTA, GA.—191 Walton St., N. W.  
 BOSTON, MASS.—60 Church Street  
 BUFFALO, N. Y.—509 Pearl Street  
 CHARLOTTE, N. C.—219 West 4th St.  
 CHICAGO, ILL.—831 So. Wabash Ave.  
 CINCINNATI, OHIO—526 Broadway  
 CLEVELAND, OHIO—  
 East 21st Street and Payne Avenue  
 DALLAS, TEXAS—300½ So. Harwood St.  
 DENVER, COLO.—805 21st Street  
 DES MOINES, IOWA—1111 High Street  
 DETROIT, MICH.—2310 Cass Avenue  
 INDIANAPOLIS, IND.—438 No. Illinois St.

KANSAS CITY, MO.—  
 1706 Wyandotte Street  
 LOS ANGELES, CAL.—  
 1964 South Vermont Avenue  
 MEMPHIS, TENN.—494 So. Second St.  
 MILWAUKEE, WIS.—102 Ninth Street  
 MINNEAPOLIS, MINN.—  
 74 Glenwood Avenue  
 NEW HAVEN, CONN.—134 Meadow St.  
 NEW ORLEANS, LA.—223 So. Liberty St.  
 NEW YORK CITY—729 Seventh Avenue  
 OKLAHOMA CITY, OKLA.—  
 515 So. Robinson Street

OMAHA, NEB.—1512 Davenport Street  
 PHILADELPHIA, PA.—1228 Vine Street  
 PITTSBURGH, PA.—1014 Forbes Street  
 PORTLAND, ORE.—451 Glisan Street  
 ST. LOUIS, MO.—3332 Olive Street  
 SALT LAKE CITY, UTAH—  
 204 East First South Street  
 SAN FRANCISCO, CAL.—  
 215 Golden Gate Avenue  
 SEATTLE, WASH.—2401 Second Avenue  
 WASHINGTON, D. C.—  
 1009 New Jersey Avenue, N. W.  
 TORONTO, CANADA—  
 1205 Royal Bank-Building

Entered as second-class matter April 22, 1926, at the Post Office at New York, N. Y., under act of March 3, 1879

Vol. XXXVII  
No. 9

Published Weekly—\$2.00 a Year

New York

March 3, 1928  
PRICE 20 CENTS

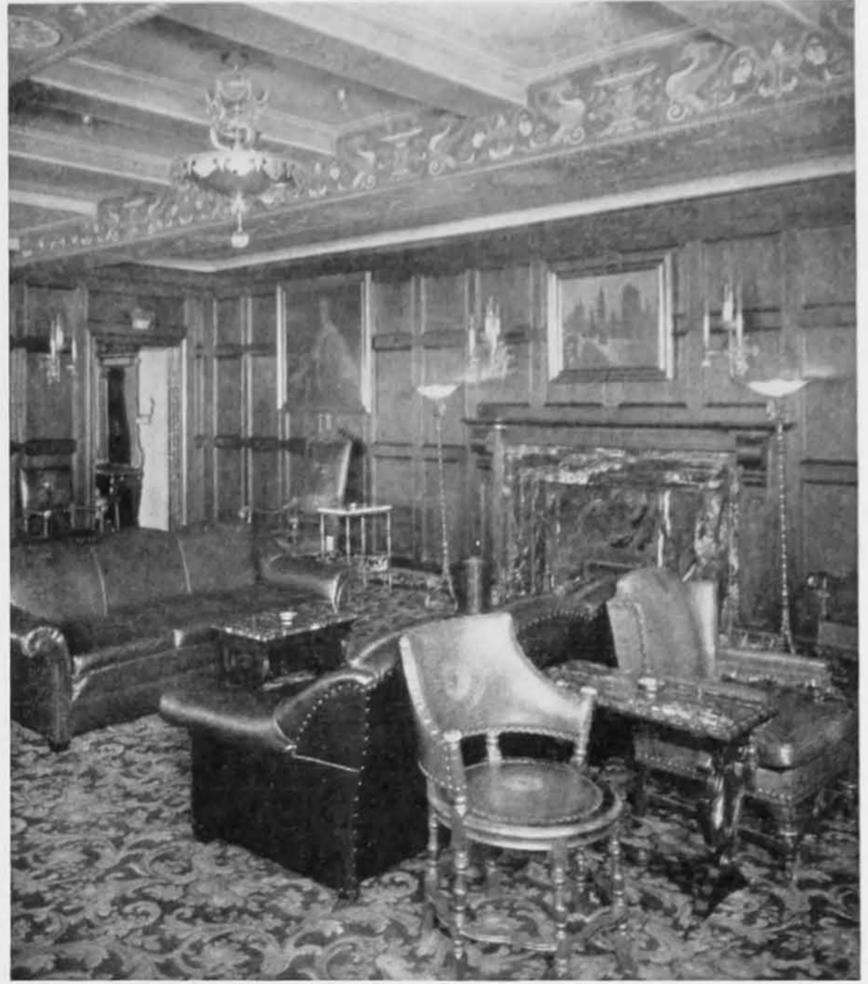


## SOLVING PROBLEM OF SPACE LIMITATION

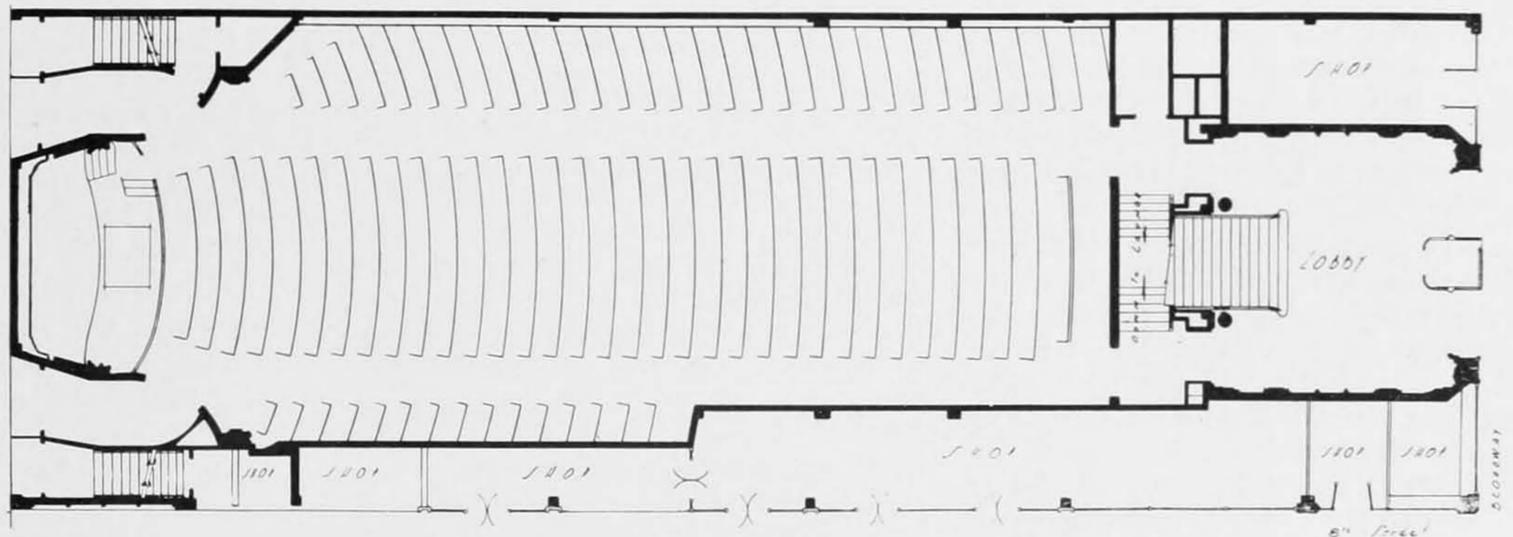
*Harnessed with seemingly an impossible situation, the architect of the Tower theatre, Los Angeles, has devised a most ingenious solution of the problem of erecting a de luxe type theatre with a seating capacity of 900 on a lot measuring fifty by one hundred and fifty feet. Above is a general view of the auditorium.*



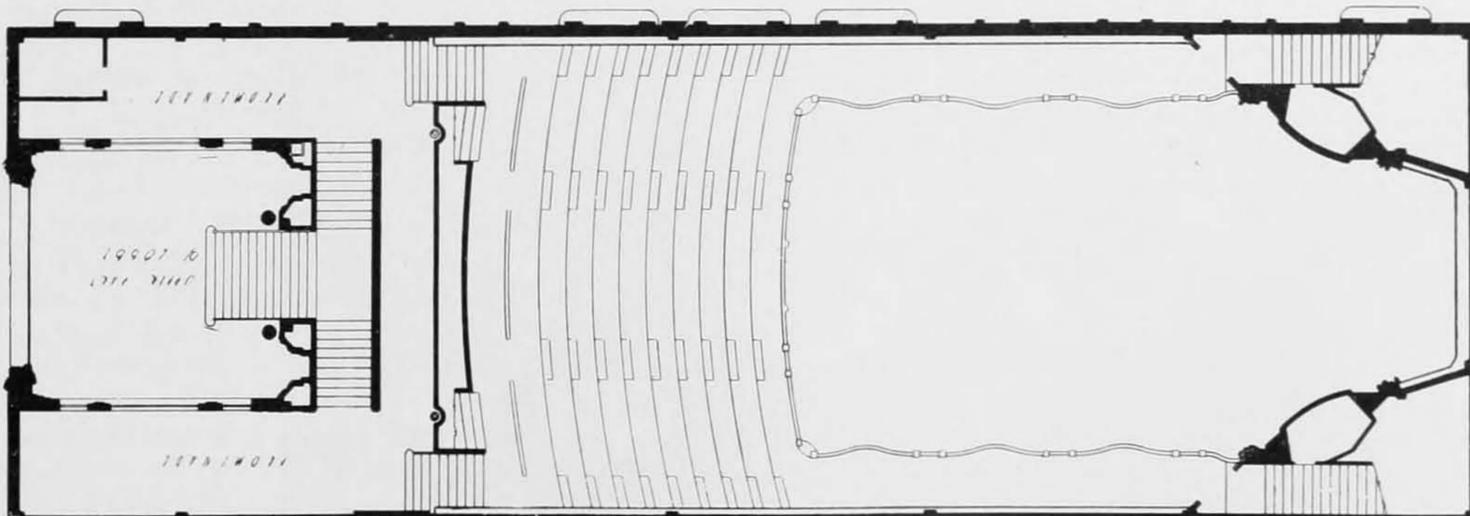
The main stairway located at the end of the grand hall, achieving on a small scale the impression of strength and dignity which is one of the outstanding effects of the massive de luxe picture theatres.



The main lounge, a luxuriously appointed resting place for the patrons of the Tower theatre. There is spaciousness and a richly comfortable note in the decorative treatment and furnishings found in this lounge.



Orchestra Floor Plan



Mezzanine Floor Plan

## A THEATRE BUILT ON A LOT 50 X 150 FEET

*Ingenious Design Overcomes Space Restrictions in Los Angeles Playhouse*

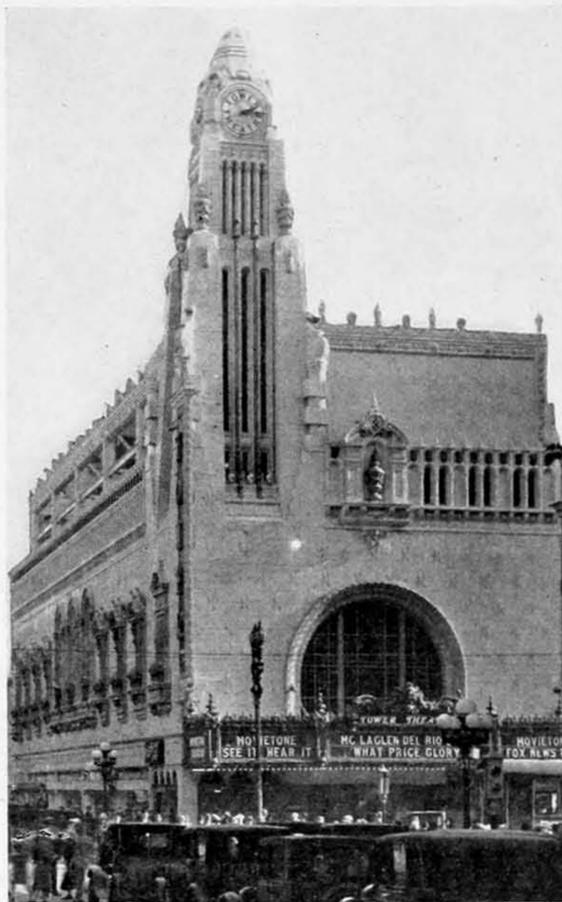
*Seating Nine Hundred, S. Charles Lee, Architect*

**P**ROBABLY one of the most difficult things for this publication to locate for its readers is a building without precedent, and we are publishing in this issue what we believe to be a find. Harnessed with seemingly an impossible situation, the architect of the Tower theatre, Los Angeles, has devised a most ingenious solution to the problem.

To analyze his problem from the outset, the owner of the theatre, H. L. Gumbiner, well known operator of a chain of theatres, owned a lot on the southeast corner of Eighth and Broadway, Los Angeles, a major intersection of the main downtown thoroughfare. This lot was only 50 x 150 feet, with no possibility of acquiring more ground. The location formerly contained a theatre of 650 seats. The owner wanted a new house to seat 900, and in addition must have shops or stores on the two street fronts in order to keep a flow of people past his doors. The difficulties of the project can be seen at a glance, by the experienced; a small area with which to work; bringing the people into the house off center; an architectural treatment so as to obtain spaciousness on the inside; and an architectural motif for the exterior that would denote the prominence of the location and not be dwarfed by a ten-story building adjoining it.

It is conceded by those who have studied the situation that the architect, S. Charles Lee, of Los Angeles, has succeeded to an unusual degree in obtaining a perfect solution for this building. The exterior has been treated with a large clock tower that is visible for many blocks down the street. The type of architecture he has emphasized is a modified French Renaissance. The theatre canopy has been beautifully handled from an advertising and lighting standpoint as well as its architecture. The "Tower Theatre" sign has been built integral with the building, of Terra Cotta. Space has been provided on the roof of the building, with terra cotta sign frames, which will be used by commercial advertisers.

The interior of the house is done in French Renaissance. The lobby is French Napoleon and Italian Botticino marble with bronze hand rails and bronze column caps. The auditorium has a very high, domed ceiling with exquisite mural paintings, and the balcony has an exit condition never before achieved, and upon this revolves the entire ingenuity of building this house on a fifty-foot lot. The basement con-



*The exterior design features a large clock tower and offers an interesting adaptation of the French Renaissance style of architecture*

tains a lounge room capable of comfortably holding half the capacity of the house. In addition to the ladies' and men's rest rooms and marble toilet rooms, there are two children's rooms: one in the basement with the usual toy and play room arrangement, and one in the upper part of the auditorium, behind sound-proof glass partitions where a mother may care for her young child and see the performance at the same time. Music is brought into all rest rooms, play rooms, etc., through microphone transmission.

The house is designed for motion pictures only, and is equipped with Vitaphone and Movietone. It is the most expensive house per seat of which we have a record; however, the wisdom of its arrangement and expenditure has been upheld by the receipts since the opening, and the owner has pronounced it a sound financial undertaking.

H. L. Gumbiner, owner of the theatre, has given Los Angeles a new amusement palace that is a tribute to the motion picture industry.

Charles Michelstetter, general manager of the Tower theatre, has been associated with Mr. Gumbiner in the theatrical business for more than 15 years. He has guided the destinies of

some of the largest motion picture houses in the United States.

When work commenced on the building of this marvelous theatre, the contractors were given orders to use the best materials obtainable. Expensive imported marbles from Italy, France, Alaska, and Vermont quarries have been used in the building of the expensive structure. Genuine solid bronze which is beautifully cast has been used in the interior and exterior fittings.

A unique feature of the Tower is the mammoth chandelier which hangs in the entrance lobby. The beautiful fixture is made of crystals, marble, and bronze and cost a small fortune.

Imported walnut was used in the finishing of the entire building. The furniture in the theatre is also made from this same material in order to bring about complete harmony.

The mammoth refrigeration machine in the basement of the theatre is the only one of its kind west of Chicago. This great machine will control the heating and cooling of the entire theatre.

The huge clock on top of the tower of the theatre is also unique. It is the only tower clock on any theatre in the West. Several weeks were spent in assembling and placing the clock in position. It has faces on all four sides of the tower.

The convenience and comfort of his patrons was the foremost thought in the mind of Mr. Gumbiner in the designing and building of this beautiful theatre.

A model nursery for children is one of the many results of his forethought. Since this theatre has opened this nursery has taken care of 250 children in one day. Two nurses are always in attendance. Mothers check their children, thereby enabling them to see the presentation of a picture without having to care for a young child.

The Tower is the first popular-priced theatre in Los Angeles to install Vitaphone and Movietone equipment.

Another feature of this theatre is its drinking system. Patrons of the theatre can drink cool, sterilized water at any time. All water served in the theatre is sterilized and cooled, fountains being placed at a number of convenient points.

The Tower theatre recently had its gala opening which was attended by most of the greater stars and producers in the moving picture industry.