



The Grandeur *Of The* **UPTOWN** DOUGLAS AT HILLSIDE *Surpasses Old World* *Beauty*

THE UPTOWN is Wichita's newest and most beautiful theater, located in the rapidly growing shopping district at Hillside and Douglas avenues.

In the Uptown Wichita has a theater the Grandeur of which surpasses old world beauty. The architecture is unequalled for its ideal and harmonious splendor. Its coloring is gorgeous and the atmosphere is restful.

Greetings and a Hearty Welcome From The New Uptown Theatre

A significant chapter in the social and business history of Wichita has begun. A good suburban theatre is socially an institution and commercially an asset to the community it serves.

In the UPTOWN you will find a splendid structure, a theater unsurpassed artistically, architecturally and mechanically. And you may feel confident that the atmosphere of refinement you now discern will always be found here.

We believe our knowledge of your tastes and desires has

enabled us to select entertainment worthy of your patronage.

In dedicating this theater to you and in extending our most cordial welcome, we want you to feel that this is YOUR theater and will be operated and maintained for your recreation and enjoyment.

MAY THE GREATEST PLEASURE OF IT ALL BE YOURS

The Management

The
UPTOWN THEATER
.: Opens Monday, July 16th :.

UPTOWN THEATER OPENS TO PUBLIC MONDAY, JULY 16

One of Finest Show Places
in Southwest Ready for
Its First Play
FIRST SUBURBAN SHOW

The doors of the new Uptown theater, Wichita's first suburban play house, beautiful, artistic and a monument to the east side of the city, will open its doors Monday, July 16, to all Wichita and surrounding territory. It is a beautiful building, and reflects credit to the city and ability to the men behind the new move. The new Uptown theater, dazzling in its amazing architecture and interior beauty, is located in the heart of the community center at Hillside and Douglas. The handsome structure stands out as a thing of beauty both on the outside and particularly on the inside, and is an ideal spot away from the busy rush of the downtown crowds, to spend an hour or two enjoying the best plays that are to be had.

The Uptown theater is lavish in decoration, rich and refined in furnishings, enormous in size, and ranks with the finest and most beautiful in this section of the country. The owners, who have made it possible to give the city this magnificent structure, have sensed the long felt want of the people for a suburban theater, and are proud to join with them in the opening of this magnificent play house. The elaborateness, beauty and magnitude of this theater are surpassed by few if any other theaters in the entire country.

The main floor of the auditorium, in itself is greater than the average theater of the bigger cities and with the seating capacity of the balcony, the total seating capacity will be 1,500.

To comprehend the true size of this theater one must visit other cities, which give some magnitude of the size, beauty and grandeur of the Uptown theater.

The structure is of brick and concrete, built by the George H. Siedhoff Construction company, at a total cost, together with equipment, of \$250,000. It is absolutely fire proof, and as solid and safe as it is possible to make any building. There are seven exits to the massive structure entering into courts on either side, together with the front exit, makes it possible for comfortable exit or departure to the theater.

Although the theater is entirely fire proof, a packed house can be emptied in less than three minutes, thus eliminating any and all danger under any and all circumstances. It is possibly the only theater in the entire country where the crowd can get into the streets in three minutes time. By this rapid exit the long delay so often experienced when a play is over, is avoided at the Uptown theater.

The atmospheric architecture of the Uptown theater is a new departure in theater building. All over the east they are spending millions of dollars on this type of theater, and the new Uptown theater in Wichita ranks with the best in the larger cities.

The side walls represent Venetian garden scenes, with the blue sky in the ceiling. Twinkling stars and floating clouds bring out the general feeling of the great outdoors. And there is nothing more beautiful as a picture setting than natural scenery designed by a hand wiser than that of man.

In these Venetian walls are recessed openings with garden effects, and invisible lights, carrying out the idea of looking at the garden further in the distance.

The Pessennin are style at the entrance is of old stone structure in old Keystone effect. Heavy and massive in its construction and resembles the entrance to an old barbaric castle. On either side is a balcony hung with heavy drapes of Rayon silk plush bordered with heavy Bulyon fringe. Statues, vases, vines and flowers adorn these openings, which also constitute the organ grills.

The stage settings, scenery and draperies are the finest money can buy, consisting of Rayon silk plush, with imported silver cloth drops. The grand drapery, grand balance borders and tormentors are of heavy Rayon silk plush in gold and American beauty, with borders of deep fringe of black and yellow.

The carpets are of very barbaric design of five or six colors, laid over half inch felt.

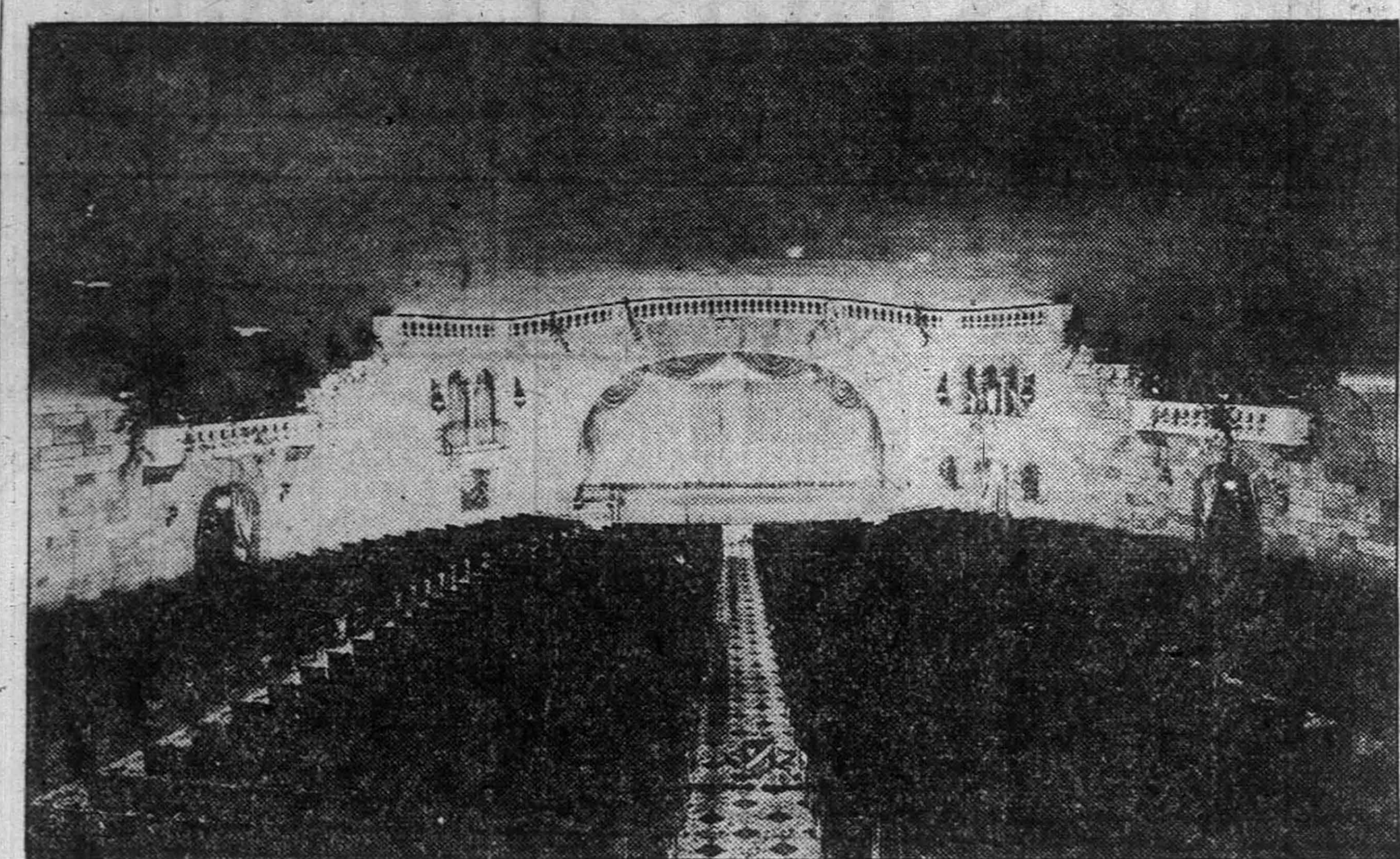
The arrangement of the 1,500 seats are so constructed that every seat is in perfect line of vision of the stage, and staggered on the sides so that there will be no obstruction from persons in front. The main auditorium is 100 feet wide by 110 feet deep, is bowl shaped, with perfect incline. Five spacious aisles will allow comfortable exit or entrance. One thousand two hundred and fifty of the seats are on the main auditorium floor. The small balcony is so well situated that seats on the balcony will be as desirable as any seat in the house.

The huge organ is one of the main features in equipping the new theater. It is a three manual, special made Reuter, operated on hydraulic lift, to be used with special presentations. The console is gold, high lighted with red and green, which harmonizes with the general atmosphere of the theater. Mr. Floyd Richmond, the organist, was secured from the Capital theater at Chicago, and comes with a wonderful reputation as a specialty man. His ability is of such high character that his services are sought by the leading theaters of the country.

The projecting room is as fine as can be found anywhere in the country. With heavy transformers to regenerate the current carried to the powerful projecting machine, equipped with the latest Hall & Cowley high and low reflector arcs, will make the picture seem so realistic that you can almost walk into the scene. Walter Roberts is chief projectionist, assisted by Lee Pickel.

The Vitaphone, movie tone and non-schynchromist attachments have been installed and tested and declared by Steve Welch of the Electric Research company of New York to be the greatest installation he has ever made, have a most spacious booth and wonderful acoustics.

The effect machines for stage presentations are the very latest type



The Uptown Theater Auditorium with its comfortable seats, wide aisles and roominess between rows of seats, is one of the prettiest setting in the entire city.—Photo, by Dan Wiley.

bordered with heavy Bulyon fringe. Statues, vases, vines and flowers adorn these openings, which also constitute the organ grills.

The stage settings, scenery and draperies are the finest money can buy, consisting of Rayon silk plush, with imported silver cloth drops. The grand drapery, grand balance borders and tormentors are of heavy Rayon silk plush in gold and American beauty, with borders of deep fringe of black and yellow.

The carpets are of very barbaric design of five or six colors, laid over half inch felt.

The arrangement of the 1,500 seats are so constructed that every seat is in perfect line of vision of the stage, and staggered on the sides so that there will be no obstruction from persons in front. The main auditorium is 100 feet wide by 110 feet deep, is bowl shaped, with perfect incline. Five spacious aisles will allow comfortable exit or entrance. One thousand two hundred and fifty of the seats are on the main auditorium floor. The small balcony is so well situated that seats on the balcony will be as desirable as any seat in the house.

The huge organ is one of the main features in equipping the new theater. It is a three manual, special made Reuter, operated on hydraulic lift, to be used with special presentations. The console is gold, high lighted with red and green, which harmonizes with the general atmosphere of the theater. Mr. Floyd Richmond, the organist, was secured from the Capital theater at Chicago, and comes with a wonderful reputation as a specialty man. His ability is of such high character that his services are sought by the leading theaters of the country.

The projecting room is as fine as can be found anywhere in the country. With heavy transformers to regenerate the current carried to the powerful projecting machine, equipped with the latest Hall & Cowley high and low reflector arcs, will make the picture seem so realistic that you can almost walk into the scene. Walter Roberts is chief projectionist, assisted by Lee Pickel.

The Vitaphone, movie tone and non-schynchromist attachments have been installed and tested and declared by Steve Welch of the Electric Research company of New York to be the greatest installation he has ever made, have a most spacious booth and wonderful acoustics.

The effect machines for stage presentations are the very latest type

Get your new fishing license here
FREE
with a \$10 purchase of Fishing Tackle.
We have a complete stock by best makers—Shakespeare, Plüger, Heddon and others.
Golf, Tennis, Archery, Bicycles.
OPEN EVENINGS FOR YOUR CONVENIENT SHOPPING
College Hill Sporting Goods Co.
109 N. HILLSIDE AVE.
GEO. SCHOLLENBERGER, Mgr.

and design, enabling the operators to cast effect on the stage that is most desirable.

The new Uptown theater is a wonder show house, and the management invites the public to visit the opening show Monday and see the house.

FINE EQUIPMENT IN THE OFFICE

The Johnson Plumbing and Heating company, 249 North Main street, installed all of the plumbing in the new Uptown theater.

This company is recognized as one of the leaders in its line, in Wichita, and has completed several of the biggest jobs in the city as well as in other cities in the Southwest. It recently was awarded a contract in Oklahoma City, though its bid was considerably higher than that of local companies. It previously had installed a job for the same company, and its work was so highly satisfactory, that the builder preferred to give the contract to the Johnson company, though its figures were much higher.

As has been its practice on other buildings, the Johnson company installed the plumbing in the new theater in a manner that brought many compliments from the general contractors and owners of the building. Materials and workmanship were of the best, and the contract was carried out to the letter. R. P. Johnson, head of the company, holds to the old fashioned theory that a satisfied customer is the best advertisement, and is proud of the fact that any customer he does not satisfy is pretty sure to be hopeless.

The part which the Johnson Plumbers played in the building of Wichitas newest theater may not have been as large nor as important as that of other contractors, but it was just as important and equally satisfactory. At its North Main display room, the Johnson Plumbing & Heating company has one of the most complete lines of plumbing fixtures in the city.

JOHNSON AMONG BEST PLUMBERS

The latest and best will grace the offices of the new Uptown theater, as it does the theater proper, according to Bob Johnston of the Johnston Press.

Mr. Johnston's concern sold the theater its office equipment, which includes Globe-Wernicke steel desks, finished in walnut wood chairs to match. The safe is a Melink, of theft-resisting type. When the dial is knocked off, a pin on the inside drops, making it impossible to open the safe. This, Mr. Johnston explains, fools most amateurs. This feature saved \$600 for the Armour Produce company in a recent burglary attempt, he declared.

The Johnston Press is also printing the programs for the theater.

SIEDHOFF ERECTS UPTOWN THEATER

The George H. Siedhoff Construction company had the general contract for the new Uptown theater. It was fitting that this company should have a leading part in the erection of the building, for it was George H. Siedhoff, president of the company, who first conceived the idea of a theater for the Hillside and Douglas avenue community center.

Weeks before it became a reality, Mr. Siedhoff planned a theater for that district, neither the exact location nor the plans being thought out at that time. Always alert to do something for the progress of Wichita, he hit upon the theater as an addition to the growing College Hill district, with its suburban districts stretching outside the city limits still further to the East, as the thing most needed at this particular time. With Mr. Siedhoff, to get an idea that is right, is to act upon it. Once convinced that the eastern part of the city was ready for a theater of the Uptown type, he lost no time in interesting the necessary capital and theatrical men to put it across. He started the project off by subscribing for a big block of the stock himself, and thus gave evidence of his faith in it as a paying investment.

Since he came to Wichita, nine

GREETINGS
To Our Beautiful
New Theater—The
UPTOWN

Bon Marche
Just Across the Way

MIRRORS FROM WESTERN GLASS

Old Firm in Wichita Puts the
Trimings on New
Uptown Theater

As frequently happens when new buildings are erected in Wichita or the city's trade territory, the Western Glass company furnished the glass and made the many mirrors for the new Uptown Theater. All of the plate glass and double strength window glass used in the theater proper and in the store fronts, came from the Western.

In addition, the Western Glass company furnished all Kawneer copper for the store fronts, and an especially constructed ticket booth, supported by Kawneer bars, which are steel backed, thus taking care of an exceptional amount of weight.

The Western Glass company has been in business for the past 20 years during which time it has built up a large trade through the entire Southwest. Started on a comparatively small scale nearly a quarter of a century ago by Fred Leu, still at the head of the business, it has made a growth in keeping with the growth of the territory in which it's products are to be found. It now occupies commodious quarters in its own modern building at 243 North Water street, Wichita.

The company is equipped to make,

and does turn out the finest mirrors in the Southwest, whether the order be for a large number as one of 2,500 which is now going through the plant for a Wichita business house, or for a single glass. It retires hundreds of mirrors every year, while automobilists who chance to meet with accidents which destroys windshield or door glass, find the Western promptness itself in making replacements.

The Western Glass company also manufactures art, glass for churches and buildings throughout the country. "We have enjoyed a very satisfactory business this year, so far," said W. S. Leu, assistant manager. "Our business has not been exceptionally big, but it has been steady. Though this ordinarily is our dull season, we have not yet laid off a single man because of lack of work. We are finishing up a couple of nice jobs in Tulsa this week and one at Lyons, Kan. As a matter of fact out of town business this year has been very good, and there is enough business to keep the company busy through the usually dull season."

The Western Glass company's plant is one of the most complete business and manufacturing institutions in the city. The equipment is new and modern throughout, and impresses the visitor even though he may be unacquainted with the glass business in itself. There is an air of efficiency about the place, from office to ware room, that attests its standing as a successful business built on a firm foundation.

BRILLIANT SIGN GRACES THEATER

Blue Border with Red Letters
Makes Exceptionally
Brilliant Light

One of the most brilliant neon signs in Wichita graces the new Uptown theater, placed there by the Wichita Neon company. "It isn't the biggest in town," admits Sam Rich, president of the company, "but it is one of the brightest. It has a blue border all the way around, and the letters are red. The sign is 14 feet high over all, and each letter is 18 inches tall."

Mr. Rich is also president of the company providing programs for the new theater. He promises something exceptionally nice in the way of a souvenir for the opening of the theater.



Advertising
We handle the entire campaign: plans, ideas, copy, art, layout and careful supervision from start to finish. Our service includes direct mail, newspaper and magazine advertising, plus news publicity.

Printing
We are equipped to produce any style of printing from the simplest to the most elaborate multi-colored jobs. Our skilled and experienced personnel is a guarantee of quality workmanship.

Office Supplies
We equip the office completely: furniture, safes, filing systems, forms and all necessary modern accessories. We maintain a complete stock, ready for immediate delivery as needed.

We take pride in having been selected to equip the office of the
Uptown Theatre

The Johnston Press Corporation
132-134 N. Topeka

Welcome Uptown Theatre



As Usual--

Projection and Operation of Vitaphone
and Movietone Equipment by Members
of This Organization

Wichita Projectionists
Local No. 414

The New Uptown Theater Constructed by the Geo. H. Siedhoff Construction Co.

Some Other Wichita Buildings Constructed
By This Firm

Union National Bank Building

Innes Building

Brown Building

First National Bank Building

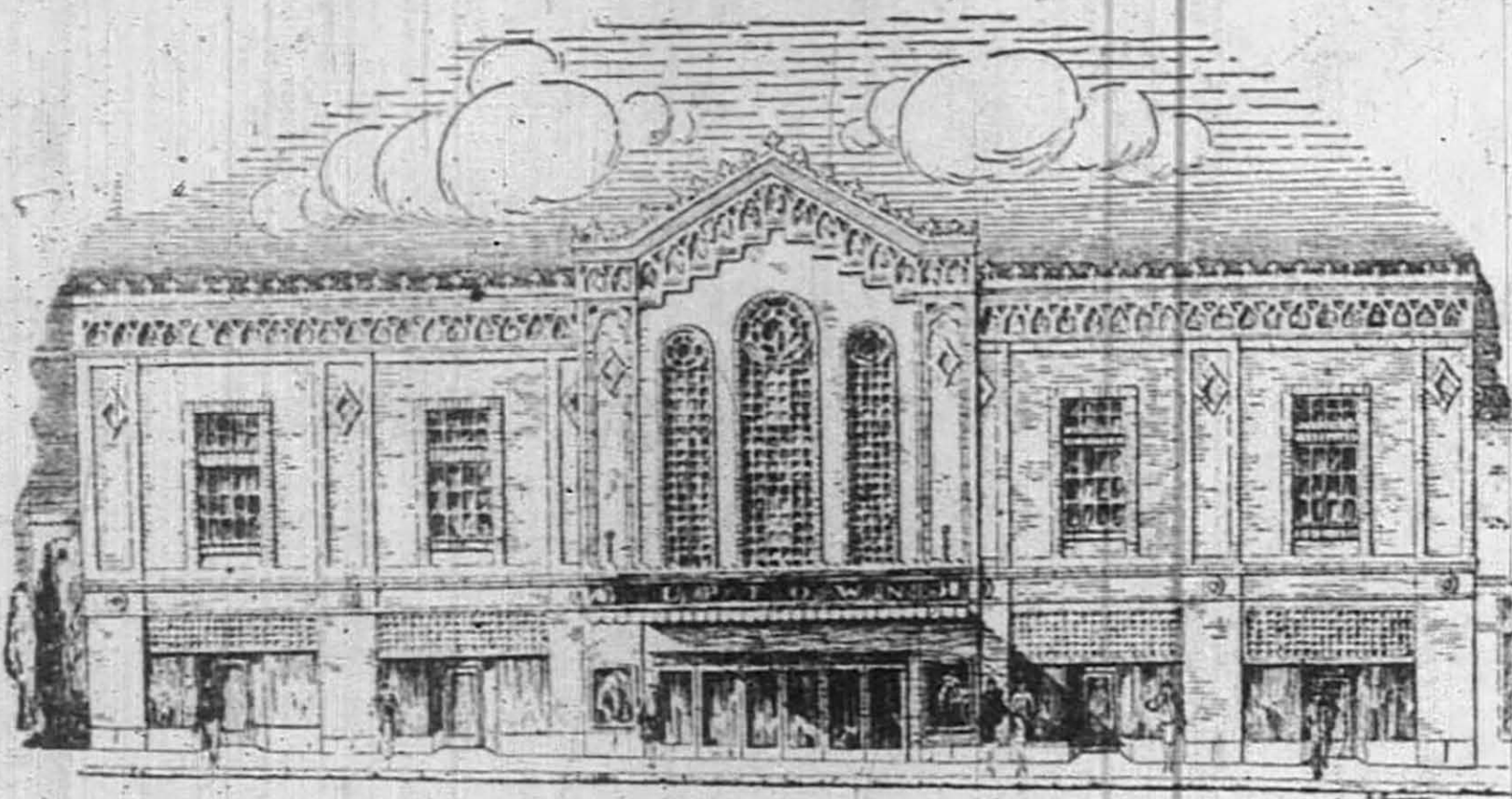
Fourth National Bank Building

Broadview Hotel

Elks Building

Wheeler Kelly Hagny Building

Wesley Hospital



The Decorations of the Beautiful Uptown Theatre

Were Executed Under the
Personal Supervision of
L. A. McAllister

Devoe and Raynolds Paints
Used Exclusively

**L. A. McALLISTER
DECORATING CO.**

Our Work and Ability Speak For Themselves
116 S. Chautauqua Market 3863

VITAPHONE

AT WICHITA'S

UPTOWN THEATRE

Douglas at
Hillside
Phone Mkt 2769



HOWDY

I'se

FOLKS!

In Town

Al Jolson

**Opens Monday
July 16th**

and May McAvooy in

"The



a full

VITAPHONE

Release

Singer"



*Via Warner Bros
Vitaphone Picture*

VAUDEVILLE

Donna Dameral
Personality Girl Singer
Agnes Wagner & Ann Jackson
Dancing Specialties
3 Other High Class Acts

**Opening Show
Monday 7P. M.**

Beginning Tuesday
Doors Open 12:30 p. m.
With
Two Shows Matinee
and
Two Shows Night

HEAR HIM SING

"April Showers"
"Dirty Hands, Dirty Face"
"Mammy"
"Blue Skies"
"Mother, I Still Have You"
"Kol Nidre"

PRICES:

Matinee
10c and 35c

Evening
15c and 50c

Harry Hunt's
Imperial

Stage Band

Lloyd Richmond
At The

Reuter Organ

May the Greatest Pleasure of It All Be Yours

UPTOWN

The

EVERY LINE IS SOLD IN CITY ON EAST SIDE

Hillside and Douglas a Community Center That Is a City in Itself

ANDREWS LEADS WAY

There is an old saying that "there is more peace, happiness and contentment in a cottage out where the pavement ends, than there is in all the big city," and Charley Andrews, proprietor of the Andrews Drug store, evidently had this in mind 18 years ago, when he moved out at Hillside and Douglas and opened his store. At that time Hillside and Douglas was "out where the pavement ends" so far as population and business industries were concerned, and the same was practically true ten years ago. But the past ten years have wrought many changes at Hillside and Douglas. What at that time was almost a barren prairie today is the liveliest community center in the city.

When Charley Andrews opened his drug store at Hillside and Douglas, old-timers in the neighborhood tell us, if business was dull and times a little hard, Mr. Andrews could always take his dog or his gun and have a jack rabbit for dinner. And even Mr. Andrews himself tells this story. "When I first opened the store here it was practically all prairie. I counted the trade territory to include eight blocks in all directions from the store, and had a mailing list of 500 names in that entire territory. Today this section of the city has grown to such an extent that we can only claim two or three blocks in the different directions as our trade territory, and we have a mailing list of over 5,000 names.

"The rabbit story," Mr. Andrews says is a little exaggerated, but I did see a dog start a jack rabbit in the

block just east of the store, and chase it straight down Douglas avenue for four blocks without meeting anybody or anything to turn it off the street. In the fourth block the rabbit turned north, and I never learned whether the dog caught it or not."

In the early days of Wichita, during what is referred to now as "before the boom burst," this section of Wichita was a community center, and possessed a three story building, under which was an exclusive restaurant, so much so that after six o'clock no man was admitted unless he wore a full dress suit. Then the boom burst and the restaurant, like the buffalo and the Indian passed on toward the setting sun. The building was later torn down by its owners to avoid the taxes, as it would not rent for enough to keep the taxes paid.

But the suburban district was destined to again take its place in the city of Wichita, and with the passing of the years business men with a vision saw the benefits of the district at Douglas and Hillside.

"On one occasion," Mr. Andrews says, "about ten or twelve years ago, I ordered some straws for the soda fountain, and the wholesale dealer failed to get them here that day. I was 'pretty hot' and next morning called him over the phone and reprimanded him for his negligence. He listened attentively while I 'bawled him out,' but when I ran down and gave him a chance to talk, he explained the matter by saying, 'I didn't think there was any rush about the order. Out there where you are you ought to be able to get plenty of grass straws to run you for a few days.'"

But the suburban district was destined to again come into power as Wichita grew and expanded, and other business men with a vision followed Mr. Andrews to Douglas and Hillside. Today this section of Wichita is a city within itself. Every article that can be bought in the downtown district can now be had by dealers at Hillside and Douglas. The stores in this suburban district keep up with the times, and only the latest and best are carried in stock. On



Officers of the Uptown Theater and high class business men. They are, left to right: Harry J. Stockman, president; George H. Siedhoff, vice-president and J. C. Hartman promoter and manager.—Photos of Stockman and Hartman by Larson, and Siedhoff by Fred H. Reed.

COMPANY MADE UP OF BUSINESS MEN OF ABILITY

General Manager Has Years of Experience in the Show Business

BUILDS FINE STRUCTURE

The Uptown Theater company was organized a year ago for the purpose of building the finest suburban theater building in the country at Hillside and Douglas, Wichita. How well the work of the company has been accomplished can be seen by all

Wichita when the theater opens to the public Monday night, and presents the first show in the new house.

The Uptown Theater company is composed of Harry J. Stockman, Chanute, Kan., president; George H. Siedhoff, of the Siedhoff Construction company, vice president; H. A. Hamilton of Colorado Springs, secretary; Chas. H. Smyth of Wichita, treasurer and J. C. Hartman of Wichita, promoter and general manager.

The officers of the company are well known in Wichita, and are all high class business men who have made a success in their chosen professions, and who will guide the operations of the new Uptown theater to a success that will be pleasing both to the company and to the entire city of Wichita.

general manager, who will have full charge of the management of the new show house is a man with years of experience in the show business from every angle. Beginning at the bottom a number of years ago, Mr. Hartman has come from the bottom round of the ladder to the highest points in the show business, and is recognized as among the leading men in the moving picture industry in the Southwest.


He was one of the first men in the country to operate picture houses, when the industry was in its infancy. He has been connected with the game in all its stages, and was for a time connected with the S. A. Lynch enterprises, subsidiary of the Paramount people in the south, and at one time owned and operated seven theaters of his own.

Mr. Hartman has had experience in every angle of the show business, from the publicity department of the Triangle people of Culver City, from the selling of films and building theaters to operating legitimate shows, and the fact that this beautiful and magnificent theater is completed and ready for operation is a monument, not only to the city, but to Mr. Hartman's ability as a show man and business man of the highest type. A monument which is one of the most beautiful in the show line in the entire Southwest. The manner in which he has promoted and handled the new theater building, and the men connected with him in this enterprise show that his ability, integrity, sincere work and knowledge the theater and moving picture profession has not been neglected.

Devised for deaf people who cannot hear the ordinary alarm clock, a joiner of Bavaria has invented a machine for dropping a rubber ball on the sleeper's head at the designated hour.

Forest rangers in the Northwest have received instructions to bury glass bottles wherever found on theory that the sun's rays will start fires.

QUALITY DRUGS
LOWEST PRICES



HARRY DOCKUM SAYS:

All Wichita can well be proud of the beautiful new Up-Town Theater just across from our new store No. 5 at the Corner of Hillside and Douglas.

George Siedhoff, Harry Stockman, J. C. Hartman, C. Hamilton, and Chas. Smyth, Jr., as directors have certainly given a beautiful present to College Hill in this new theater and YOU are going to be surprised by its wonderful beauty when you see it.

George Siedhoff gave me a personally conducted tour thru the entire building last night and I was truly amazed by the beautiful settings, the comfortable chairs, the grand pipe organ, the thick gorgeous carpets, all of which go to make this "The Theater Beautiful."

George told me they would have the very best first-run films besides the Vitaphone and the Movietone and with their excellent equipment I predict that they will play to a filled house every hour.

The Grand Opening is tomorrow (Monday) night. DON'T MISS IT.

DOCKUM DRUG CO.
SEVEN REXALL STORES

301 East Douglas
400 East Douglas
21st. & Lawrence

111 East Douglas

Hillside & Douglas
Seneca & Douglas
Harry & Lawrence

Compliments and Best Wishes To The Fine New Uptown Theatre

And to Those Who
Made it Possible

THE STRUCTURAL STEEL
& IRON FOR THIS NEW BLDG.
FURNISHED BY WICHITA FIRMS

G. C. CHRISTOPHER
& SON
BEN SIBBITT
IRON & FOUNDRY CO.
WESTERN IRON &
FOUNDRY CO.

Congratulations and Best Wishes

to those responsible
for this beautiful New
Uptown Theatre

All the plumbing in
this fine new building
was installed by us.

If you are anticipating any
kind of plumbing or heating
for your home or business,
call us for estimates, etc.

**Johnson Plumbing
& Heating Company**

249 N. Main St.

M. 955

FAN BLAST USED TO COOL THEATER

Heating and ventilating of the new Uptown theater, were in the hands of the American Corbice Works company, 237-241 North Water street, of which Fred Buckley is president and treasurer, M. T. Buckley, vice president, and Roy B. Buckley, secretary.

A fan blast system was used, which provides a circulation of heated and fresh air at the same time, insuring constant removal of foul air without a lowering of temperature. In summer both fans are used to force 45,000 cubic feet of air through the ducts per minute. This air, while not artificially cooled, is not touched by the sun and keeps the interior of the building comfortably cool at all times.

A feature of the new building heating and ventilation, is that the outdoor atmosphere of the theater is maintained through the absolute absence of visible registers. One might search for hours without finding a single air duct. Heat in winter, passes through the same duct that are used to cool the building in summer, and none is visible to the patrons of the theater. Air is forced from the building through mushroom openings under the seats.

UNITED MILL WORK COMPANY

The United Mill Work company, which has been a Wichita institution for more than 40 years, did all of the mill work for the new Uptown theater.

Display cases, ornamental grills, doors, trim and standing rails all were turned out from the mills at North St. Francis avenue and First street. Red oak and yellow pine were used.

The plans for the new theater call for less of this class of work than did those of the theaters of earlier years, but what the new idea may lack in amount it made up in demanding that each portion be artistic and in harmony with the other features. To this end the United workmen labored, and that they delivered the goods in a highly satisfactory manner is attested by the final results. Every piece fitted to a nicety, and each was delivered at the time it was promised, which accounts for the continued success of this leading Wichita institution.

The manner in which the United Mill Work company turned out its portion of the new building is not exceptional with it, but rather is the rule in its long and successful history, according to a Wichita builder. Its record thus established is taken to be the reason why O. G. Donnell, general manager of the company, when asked how business was, could make the statement that "It has been very good with us this summer. Maybe," he added modestly, "we are more easily satisfied than some of the others, but while some in the other cities of the Southwest have been complaining of poor business, ours has been more than satisfactory."

We Extend Congratulations To Our New Neighbor THE UPTOWN THEATER

SOUTHWESTERN
OSTEOPATHIC SANITARIUM
and Hospital
Douglas Avenue at Rutan

Staff of Physicians and Surgeons

<p>DR. H. C. WALLACE Practice Limited to General and Orthopedic Surgery Office at Hospital DR. P. C. SCHAEFER Obstetric and General Practice 1001 West Douglas DR. E. M. BURKERT General Practice 719 First National Bank Bldg. DR. C. A. TEBRICK X-Ray and Physiotherapy Office at Hospital DR. W. S. CORBIN Physical Diagnosis Office at Hospital DR. R. L. BELONG General Practice 721 First National Bank Bldg. DR. E. N. RHODES General Practice 312 Orpheum Bldg. DR. L. S. ADAMS Eye, Ear, Nose and Throat General Practice 837 First National Bank Bldg.</p>	<p>DR. E. C. BRANN Practice Limited to Eye, Ear, Nose and Throat 705 First National Bank Bldg. DR. C. E. WILLIS General Practice 705 First National Bank Bldg. DR. S. H. NOLEN Anesthesias, General Practice 601 Union National Bank Bldg. DR. H. E. WELLS Obstetrics and General Practice 633 First National Bank Bldg. DR. O. W. WILSON Laboratory, General Practice Office at Hospital DR. MARY PEARL ADAMS General Practice 837 First National Bank Bldg. DR. K. A. BUSH X-Ray DR. E. G. NIGH Internist DR. J. W. WILLIS Internist</p>
--	--

44,000

Cubic Feet of Air
Every Minute Will
Greet You at the

Uptown Theatre

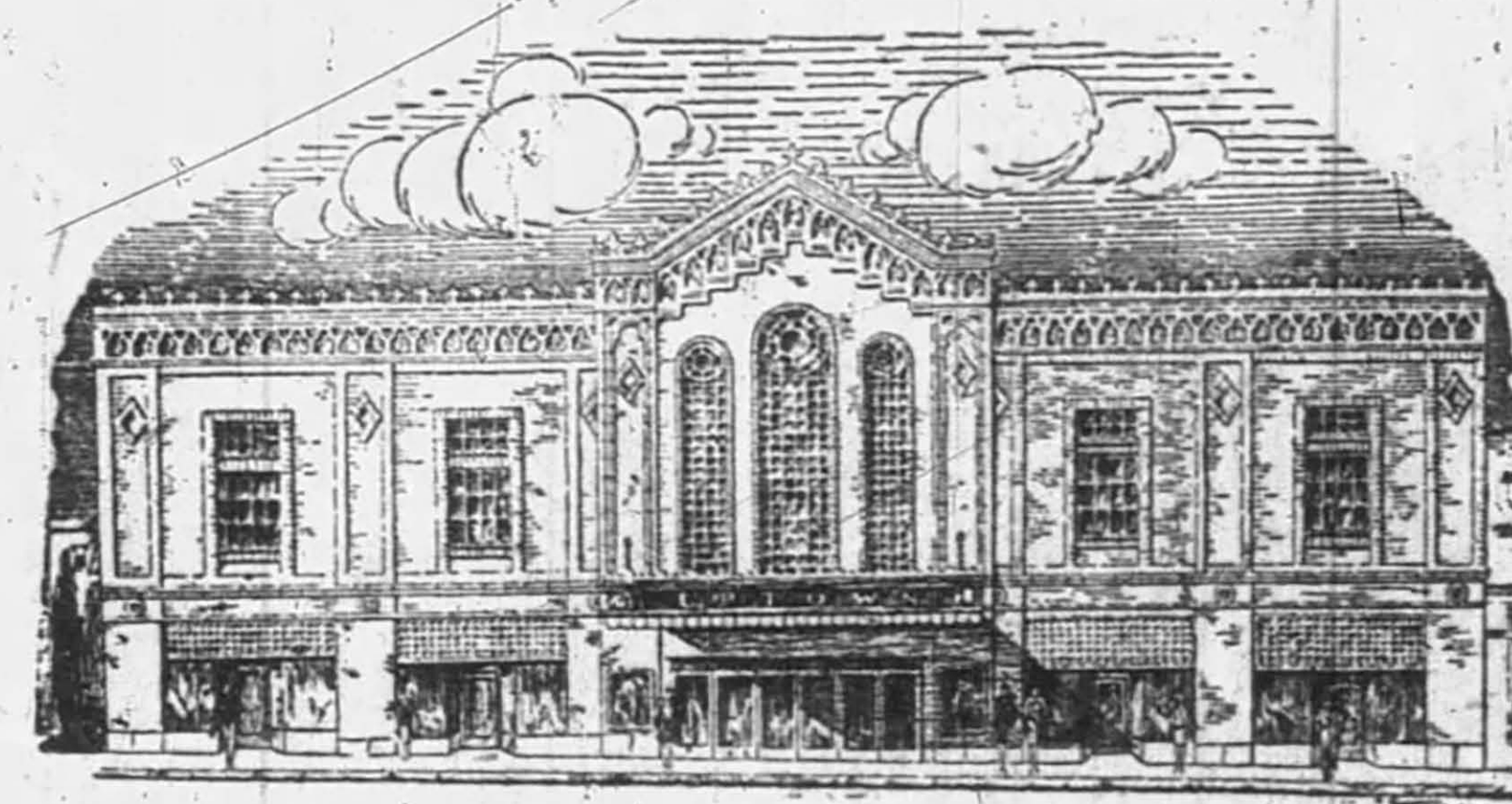
It is Equipped to Heat
the Building in Win-
ter With Fresh
Warm Air

This Equipment and
all Other Sheet Met-
al Work Furnished
and Installed by

**THE AMERICAN
SHEET METAL CO.**

Wichita

Kansas



Vitaphone

—the delicate mechanism
which actually humanizes
the motion picture screen

was completely installed at
The Uptown Theatre
by
Shelley

This is a very complicated mechanism, and required the ut-
most electrical skill to install. Shelley was called upon to
do this, because he fills the bill regardless of how simple or
complicated the job.

**Shelley
Electric Co.**

123 S. Main

Phone M. 1868

AL JOLSON PLAY WILL OPEN CITY'S UPTOWN THEATER

Greatest Picture Now on the
Screen Will Be Shown in
New Theater Monday
VITAPHONE CONNECTION

THE OPENING
In addition to the Al Jolson picture, the opening program of the new Uptown theater will contain Harry Hunt's Imperial Stage band and five acts of high class vaudeville, including Donna Dameral, the "personality singer," (an Orpheum circuit headliner), Agnes Wagner and Ann Jackson in dancing specialties and three other acts.

The opening show will be at 7 p. m. Monday. Beginning Tuesday there will be two shows for the matinee, starting at 12:30 p. m., and 2 p. m., and two shows at night.

When the doors of the new Uptown Theater, Hillside and Douglas, open for its first entertainment Tuesday, June 16, Wichita theatergoers will be given the opportunity of seeing the highest attraction that money can bring to the city.

In selecting the opening play the management scanned all the latest and best productions, and secured



Al Jolson in "The Jazz Singer" with May McAvoy.

what in its judgment was the best feature that could be obtained—a feature that will be enjoyed and ap-

preciated by all Wichita, and convince the public that the new Uptown theater stands for all that is best in entertainment.

The opening play will be Al Jolson in "The Jazz Singer," a Warner Bros. production in which Al Jolson relives his own life in the sweetest heart song ever sung. It is the dazzling life story of Broadway's idolized jazz singer, full of tense drama of laughter and tears, in which love of fame lured him from home, but greater love brought him back.

The picture is based on play by Sampson Raphaelson as produced on the stage by Lewis and Gordon and Sam H. Harris. The scenario is by Al Cohn, the assistant director Gordon Hollingshead and Hal Mohr is the camera man. They are all stars in their respective lines, and neither have spared any pains in making this the greatest play of the age.

The play is woven around the Ghetto—a city within a city—gray beard, worshippers, raucous shysters, gay children, devout women, sharp tongued gossipers—a pushing, yelling seething civilization living in New York City's most congested area. Here, for generations, the men of the Rabinowitz family have been the cantors of the Orchard Street Synagogue. Here, in a little apartment over a store next to the synagogue, Cantor Rabinowitz teaches the youth of his congregation to sing the age-old songs of Judea. Jackie Rabinowitz, his son, at thirteen, sings "Kol Nidre" as appealingly as his father. The cantor's life ambition is to have Jackie follow in his footsteps and succeed him as the cantor. But Jackie is of the smiling eyes and the sob in his voice doesn't want to be a cantor. He wants to sing in a theater. Though Mama Rabinowitz understands that the synagogue is not for her light hearted boy, the stern father cries "Better Jackie had not been born than to sing in a low-life den."

The last rehearsal takes place on the night before Yom Kippur. When Jack returns to his dressing room, he

finds Yudelson there with the news that the cantor is very sick, he cannot sing "Kol Nidre" on Yom Kippur. Never has there been a Yom Kippur without a Rabinowitz to sing "Kol Nidre." Will Jackie come and sing?

Jack tries to explain that he can't desert his friends on the opening night of the show, and while he argues, Mama arrives. "Jackie must come to see Papa! He wants him! He should come!"

The next day, as the hour of the opening performance draws near, Jack kneels at the old man's bedside. The cantor is no more the stern, unrelenting father. He pleads with his Jackie. "My son, I want it you, a Rabinowitz, should sing 'Kol Nidre' tonight."

Sombre shadows flood the sick room. The congregation begins to gather in the synagogue for their Day of Atonement. Uptown, at the theater, a restless crowd waits for the curtain to rise on an evening's entertainment. Bejeweled women, men in faultless evening attire, converse lightly on the topics of the day. There is a hush—then an angry murmur—the manager has just announced that the performance has been postponed!

Mary and the producer speed to the synagogue. Through the open windows like a message from another world comes a sweet, sad voice, the sobbing message of a man who battles fate, singing the sorrow of life. Mary's face lights up, her heart is happy; she knows he will come to her soon.

A year later Broadway's first nighters are packing the Winter Garden. Jack Robin is opening in "The Jazz Singer!" In the first row sits Mama Rabinowitz. Yudelson beside her. Mama is all smiles. Isn't her son, Jackie, the idol of millions. On the stage Jack Robin sings to an enchanted audience, "I'd walk a million miles for one of your smiles, my Mammy." Just inside the wings Mary watches the shining eyes. Mama, too, smiles happily. She is the only one in the vast audience that Jack sees as he sings again to wild applause, "I'd walk a million miles for one of her smiles, my Mammy!"

UPTOWN THEATRE WELL DECORATED

One of the Prettiest Jobs Ever
Done in the Southwest,
Observers Say

It is doubtful, according to Ralph J. Pope, manager of Devco & Reynolds, 127 North Market street, if ever there has been done a finer job of interior decorating—at least, in the Southwest—than that which makes of the new Uptown Theatre a most delightful place in which to watch a program. Much of this is due, he says, to the class of work done by the L. A. McAllister Decorating company, which had the painting contract, and which fairly outdid itself in its efforts to prove, not only to the public, but to the architect who planned and supervised the building, that Wichita could turn out work of this kind would compare favorably with that to be procured in the larger cities of the East.

During the progress of the work, Mr. McAllister spent at least 90 per cent of the time on the job, supervising personally every part of it to be sure that it would be done right.

In Mr. McAllister's crew was an artist, Joe Townsend, who did all of the scenic effects. He helped with the similar decoration of a San Antonio, Texas, theater, which is said to be the only one in the Southwestern part of the country that approaches the Uptown, and after which the new Wichita theater was designed.

All of the painting and decorating is handwork. There was but one stencil used, and it was hand cut. The biggest problem for the painters, was to produce colors that would carry out correctly, the outdoor atmosphere which is a feature of the theater construction. Amber lighting was demanded, and that caused the painters no end of trouble. Ordinary blues, which would have been used to produce the midnight blue of the ceiling, were impossible, because under the amber lights they turned to green or to grey when the cloud producers were in action.

It finally was solved, just when the painters were on the point of giving up, when a proper mixture was found, after days of work in a dark room lighted by the same amber bulbs that are in the new theater. It was found that only zinc paints, not the flat water colors commonly used for theater ceilings and interiors, would produce the necessary shades. As in the ceiling, and interiors, would produce ceiling, so also, did the colors have to be worked out especially for the plastic stone finish of the sides. All combinations were finally worked out under the amber lights to which they would be subjected when the theater is thrown open to the public.

SUBURBAN SHOW PLACE IS LATEST CITY ADDITION

Community Spirit Is Found
Here Where Neighbors
Visit and Enjoy Show
NO PARKING WORRIES

The suburban theater is something new in Wichita, but it is an innovation that will be welcomed by the theater going public. It has been exceptionally popular in many other of the larger cities, and has proven a success financially and otherwise in every city in which it has been started.

The suburban theater has come to stay. In cities not so large as Wichita as many as two and three suburban houses are to be found, and in every instance all of them are proving financially successful.

The reason of the suburban theater's popularity is easy to discern. The down town parking facilities have long been an issue that has not been solved, and at the present time appears to be a thing of the past. Those who wish to drive from other parts of the city, or from outside the city limits, have a fifty per cent better break for parking places for the reason that many theatergoers in the immediate vicinity of the suburban theater walk to the show, which

leaves room for the fellow from the other side of the city to find parking space.

The most important feature, however, of the suburban theater is the community feeling which exists. Here the theatergoers are associated with neighbors—people that live in the vicinity, many of whom you know by sight, and by their first names. The community house is patronized by a steady class of trade who have learned the value of the entertainment the management is putting on, instead of a general patronage of transients who come and go with the times.

It is an exceptionally nice place for children as well as grown ups, for there is a different atmosphere in the suburban districts, and the children become known to the theater management, and attendants, and are more carefully looked after.

While the suburban theater is a new venture for Wichita cities like Kansas City, Denver, Dallas, Tulsa and other like cities, have the suburban houses, and have paved the way for the future building of suburban play houses. The suburban houses in all of these and other cities have been fully tried out, and have proven a success both financially and socially, and the Uptown theater will do the same in Wichita.

Venezuela's laws requires every automobile to have two horns, but the really well equipped cars carry three.

It is said that retarded or mentally defective child has three times as many brothers and sisters as the brilliant, gifted child.



Congratulations To The
Uptown Theater

from
Wichita's Uptown
Radio Shop

Real "Uptown" Service
For All Makes of Radio
Sets. Uptown Headquarters
For
GENERAL ELECTRIC
REFRIGERATORS

Home of
Cy Cology

MKT 2112
COLLEGE HILL RADIO SHOP
108 N. HILLSIDE AVE.



Barclay's

Uptown Flower Shop
Welcomes

The Uptown Theatre

to Wichita's
Uptown Shopping Center!

Phone
Market
5892

BARCLAY
FLOWER SHOP

Phone
Douglas
7124

3210 East Douglas

Straight Across the Street from "The Uptown"

Again---

"Mill Work by United"

We Congratulate the
Owners of the New

Uptown Theatre

On Their Achievement
And Are Proud to Have
Had a Part in This New
Addition to Wichita

United
Mill Work Co.

200 N. St. Francis

Market 169

To swing the ten-ton trusses of a German church into place, engineers constructed an enormous traveling crane of wood instead of steel.

It is the dream of Cuba to have Havana the hub of all the Commerce of the Caribbean.

It took over sixty years of research and experiment to make silk fiber with out the aid of the worm.

Compliments and Best Wishes to Our New Neighbor THE UPTOWN THEATRE

TWO STORES

If it's in town, we have it
STEEL
HARDWARE COMPANY, INC.

OPPOSITE POST OFFICE MKT. PHONE 2483-2484

Cor. Market and William—Cor. Hillside and Douglas

For 18 Years

We Have Featured

Steffens
Ice Creams

To The Mutual Satisfaction
Of Our Customers
And Ourselves

When You Go to the "Uptown"
You Will Want to Stop Here.

When You Want Quick Delivery
to Your Home, Call Market 5058.

ANDREWS Drug Company

3062 East Douglas

Mkt. 5058



---Introducing
Market
2769

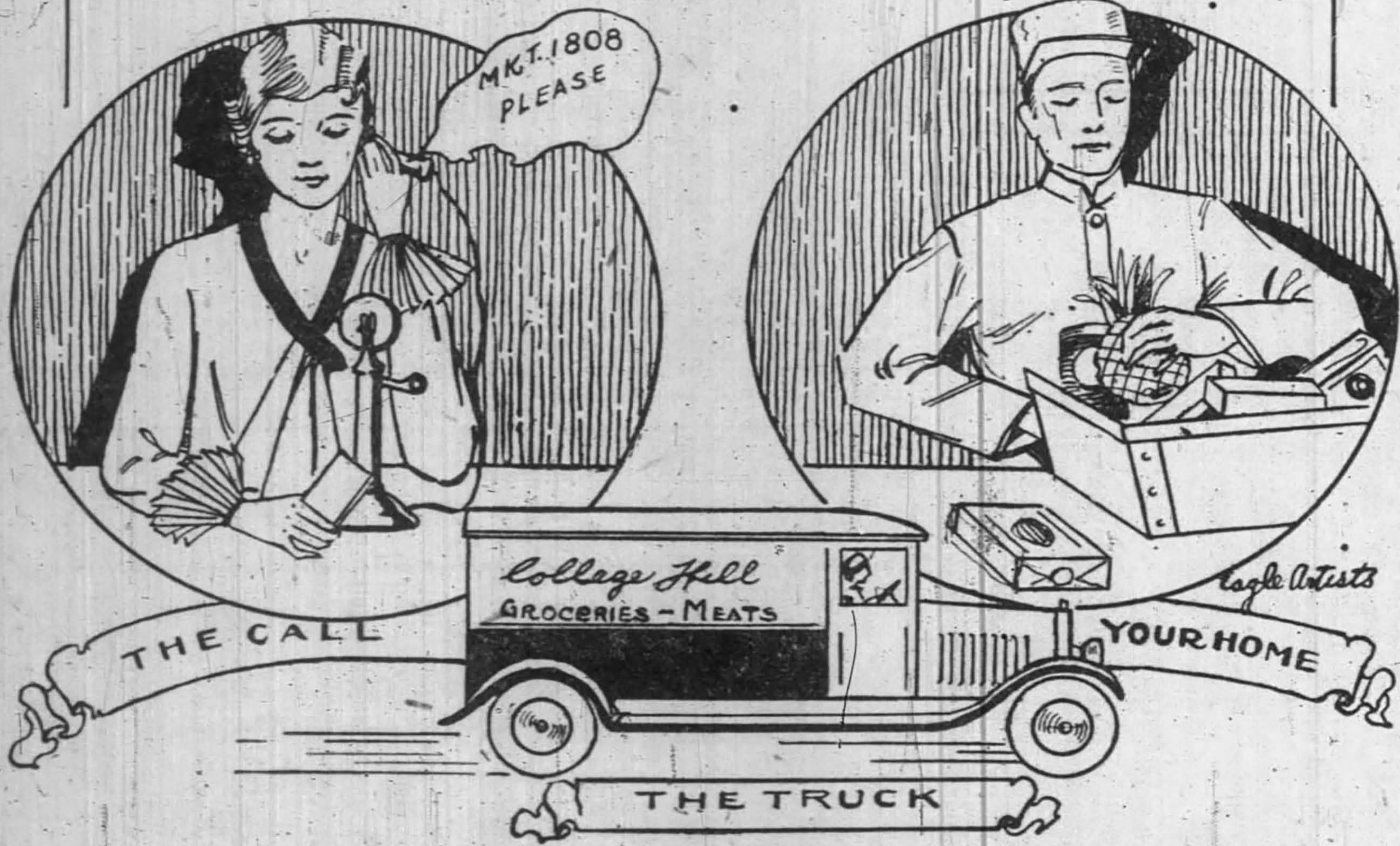
The Telephone Number of
The Uptown Theatre

WE feel proud of the development in the new shopping center, marked by the completion of Wichita's newest theatrical enterprise, The Uptown Theatre. It is this sort of thing that illustrates the fact that Wichita is a fast growing city of over a hundred thousand civic proud people—the development of our suburban communities. WE HEARTILY WELCOME THE UPTOWN THEATRE!



The Southwestern Bell
Telephone Company

Phone Your Order In The Morning



Go To The Uptown Matinee!

Uptown Opening Specials

Swiss Gruyere Cheese, worth 75c	48c	English Walnut Meats	45c	A 65c Value
Dold's Delicious Loaf, lb.	38c	Tuna Fish, Light Meat	40c	Worth 40c Each
Home Baked Ham, lb.	68c	Pure Maple Syrup, worth \$1.25, per qt.	88c	
Imported Switzerland Cheese, lb.	75c	Deviled Ham, Monarch Brand, No. 1/4 can, worth 25c, special for	20c	
Cold Pickled Tripe		Monarch Coffee, worth 60c, per lb.	52c	
Cold Pickled Pig's Feet				
Cold Wet Shrimp				
Cold Sardines				

Douglas
at
Hillside **College Hill
Grocery & Meats** Phone
Market 1808