

Interior of the new Oriental Theatre,
Milwaukee, Wisconsin.
Dick and Bauer, Architects.

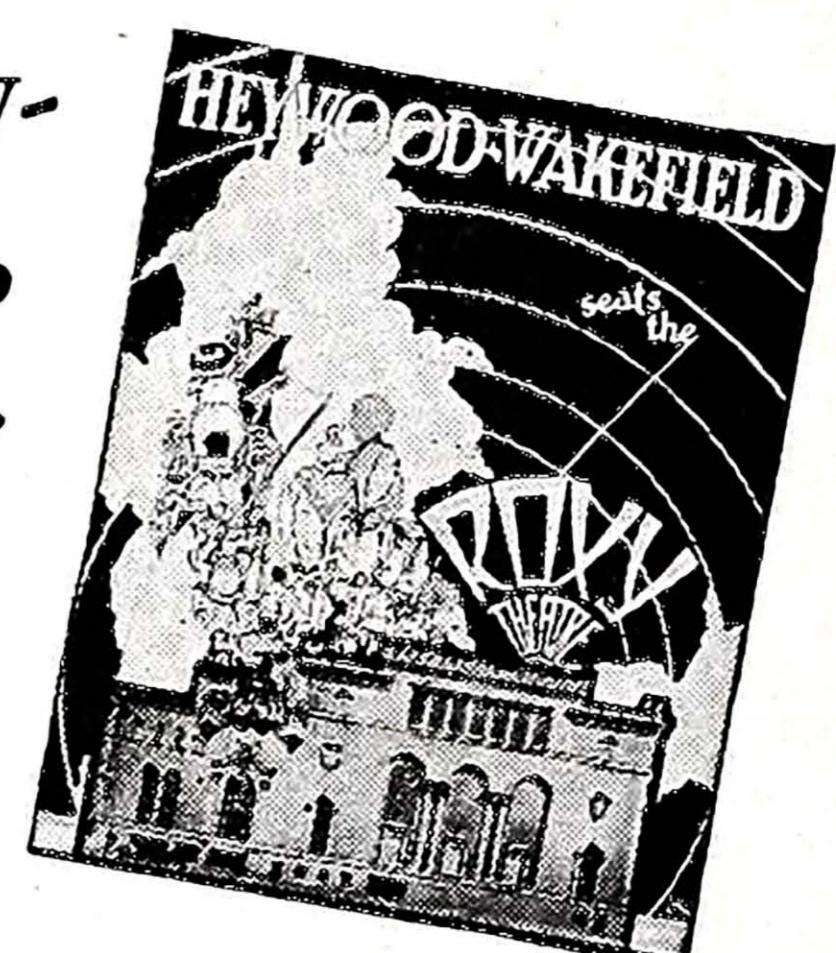


A GOOD PAYING SEAT FOR THE SAXE ORIENTAL!

THE Saxe Amusement Enterprises sought a comfortable seat for their new Oriental Theatre in Milwaukee. They wanted a chair that would provide the kind of comfort that would build steady, profitable patronage. They found it in OC 431, the beautiful Heywood-Wakefield chair shown above. This practically designed seat is paying good box office dividends at the new, magnificent Oriental Theatre, one of the finest in the entire Saxe chain.

We will be glad to tell you more about this and other Heywood-Wakefield chairs which have been installed in Saxe, Publix, Orpheum and other circuit houses all over the country.

Send for your copy of our new booklet "Heywood-Wakefield Seats the Roxy." This interesting pamphlet illustrates and describes in detail the Heywood-Wakefield seating in the Roxy Theatre, New York City.



Heywood-Wakefield

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