

OPENING BILL AT ORPHEUM A REAL SCREAM

Every Imitation Known to Musicians Can Be Produced on the Specially Made Instrument
ALL LATEST EQUIPMENTS ARE ATTACHED

QUENING bill of the Orpheum theater for Monday consists of five of the best numbers that are obtainable for any vaudeville theater any place, at this season of the year, according to the Orpheum management.

Dave Ferguson, in the "Rounder of Old Broadway," is a musical comedy, character comedian, is an actor who can sing and specialize in the portrayal of character roles. The "Rounder of Old Broadway" is a classic of the night life of New York City. A street corner incident brings to a few minutes all of the humor, pathos and all of the emotion that could be expected. Every bit of sentiment is rounded out with a laugh.

Dave Ferguson cast his lot two years ago with vaudeville after many successes in the legitimate, including engagements with "Very Good Eddie," "The Kiss Burglar," and others.

Henry's Melody Sextette, in a harmonious offering of songs and music, is a group of six clever, charming girls. The sextette is not an ensemble, but a company of six pretty, stylish, attractive girls each of whom is a soloist.

Ned Northworth and Co., is a popular number. Northworth is a popular young composer who presents his latest laugh festival. He is a singing comedian and composer.

Baxley & Porter, comedy characters, will present "Neighbors," with singing, dancing and character acting.



DAVE FERGUSON

Feature on Orpheum First Bill in the "Rounder of Old Broadway"

Jack Baxley portrays the character of an old man in his apple orchard in the spring. Lillian Porter is the pretty and attractive Miss who proves to be the neighbor. They become acquainted and indulge in dances and humorous conversations.

Jack Baxley is the writer of the skit. He is the writer also of many popular song successes among them being "You Can't Get Loving Where There Ain't Any Love," "Never Let No One Man Worry Your Mind," and others.

Will and Harold Brown, presenting rag art, create pictures. By a judicious assembling of cardinal and shaded colors they create an effect resembling oil painting. When finished it is difficult to tell that the picture is not an oil painting.

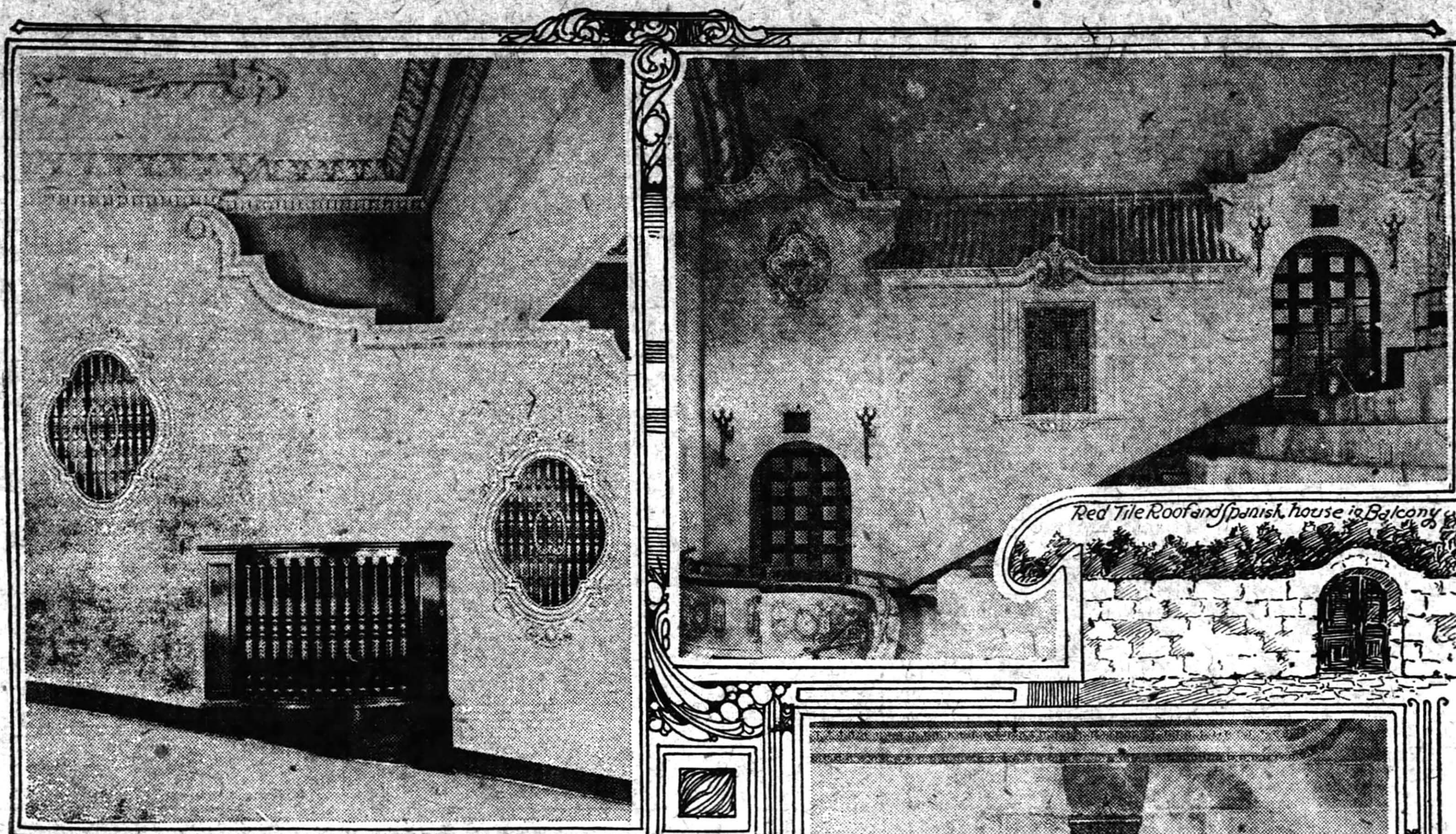
The opening bill will be played Monday, Tuesday and Wednesday and a new bill will be presented for the latter half of the week.

While Wichitans are watching the moving picture on the screen at the opening of the Orpheum theater Monday, an audience at the Strand theater in New York City will be for the first time in that city viewing the same picture. The picture, "Three Must Get Theirs," will be released in New York and in Wichita at the same time.

The picture is a five reel burlesque on the "Three Musketeers" in which Douglas Fairbanks plays "D'Artagnan." In the picture to be shown here tomorrow, "Three Must Get Theirs," Max Linder plays the character "Dart In Again."

WESTERN SHEET METAL WORKS
The ventilating system which carries the cool air throughout the Orpheum theater, was installed by the Western Sheet Metal Works, 441

BEAUTY SPOTS IN INTERIOR OF NEW ORPHEUM THEATER



Part of wall showing concealed air shaft

North Main street. This company had the contract for the vents, ducts, dampers, the reflectors which proportion the quantity of air and other parts of the system.

The Western Sheet Metal Works installed ventilating systems in four Wichita school buildings and also has had numerous out of town contracts, having installed ventilating systems in school buildings at Anthony, Augusta, Cedarvale and other places.

O. H. Cloud and H. F. Dobson are the proprietors of the Western Sheet Metal Works, which handles all kinds of sheet iron and tin work, cornice, sky lights, steel ceilings and slate roofing.

POURING ASPHALT PROVES HAZARDOUS

Men Tie Themselves Together and Build Safety Fences on Orpheum Roof

Placing the asphalt roof on the theater portion of the new Orpheum building at the corner of Lawrence avenue and First street proved to be a hazardous job; one involving a great deal of care and many precautions due to the unusual pitch of the big roof. Men worked in laying the four layers of asphalt by tying themselves together and by having safety fences built around the outer edge of the building. Portable ladders were also used to assist the workmen.

The asphalt roof cost approximately \$3,000 and covers about 21,000 square feet of surface, according to G. L. Mahaney, vice-president of the Charles E. Mahaney roofing company of this city. The Mahaney bid on the roof was the only one considered by the theater builders.

From the asphalt lake in tropical Trinidad to the roof of a Wichita skyscraper is a long cry but in the case of the roof of the Orpheum building it was almost a necessity. For many untold centuries the chemical action over an area of about 114 acres have caused a vast deposit of pure asphalt to be formed. While dynasties were rising and tumbling and religions were propounded and destroyed this lake of asphalt was forming, destined in the end to assist Wichitans in having a sure leakproof roof over a great playhouse.

The small portion of asphalt removed by the Asphalt company to serve the new Orpheum would cause amusement to any of the sages of the ages. The lake of 114 acres is deep, so deep that the bottom has never been found and the drills of the company have gone down nearly 200 feet. Today the work of the company in removing enough asphalt to supply the world for a week will be obliterated by the time the end of the next week comes around. The holes in the top of the lake from a depth of three to four feet are level with the surrounding surface in less than a week's time. It would seem that fresh asphalt must come to the top from underground sources but scientists hold to the contrary and insist that the level of the lake is slowly settling but that so slow that for centuries the world will be able to secure its supply of asphalt from Trinidad.

Digging asphalt is a quite simple

operation. Negroes armed with mattocks break the surface crust into large chunks of porous asphalt and carry the material to small cars which run a light railway from the lake to the refinery and to the loading piers. The cars are operated by an endless cable. The railway describes a loop and on one side of the loop the buckets that form the body of the cars are taken off and hooked onto a pulley which operates on a cable. From there the asphalt goes down hill. Some of the buckets are switched off and into the refinery which boils the natural water out of the product. This refined asphalt is then run into barrels and shipped to the different parts of the world.

The roofing on the new Orpheum building came from Trinidad, being manufactured by the Barber Asphalt company of New York. It was sold in Wichita by the Mahaney Roofing company and laid by them.

The Mahaney company has been in business in the city since 1888. It has laid roofs of all kinds in the city and of the late large jobs it has handled the following are among the most prominent: New Orpheum Building, Broadview Hotel, Eagle building, First National bank building and Miller Theater building. The firm has in addition secured the contract for the new million dollar high school to be constructed on the McKnight tract. This is the largest roofing contract let in the city during the past score of years. It will cover approximately 100,000 square feet of surface and cost \$9,052.

The Mahaney company represents three of the large roofing firms in the country; the Barber Asphalt company, Trinidad Lake built-up roofing; H. W. Johns-Manville asbestos built-up roofing and the Barrett company with its 20 year bonded roofs. The company handles asbestos and asphalt composition shingles, prepared roofing, asphalt cement, roofing paint and general roofing supplies. The new offices of the firm are at 501 Orpheum building. Their warehouse is still at Tenth street and the Missouri Pacific tracks. The new offices were opened when the company enlarged its territory and general line of business.

G. L. Mahaney is running the business during the absence of his father, C. E. Mahaney, who is at present in California.

M'NEAL PRAISES ORPHEUM BUILDING

Booster Since Keno Corner Was Here Thinks Orpheum Best Theater

The Orpheum is one of the finest theaters in the Southwest and worthy of the patrons who attend it, according to George McNeal, Wichita's oldest barber shop proprietor. He says through watching male theatergoers groom themselves just before going to a theater party he is sure that the theater will be in harmony with the residents of the great Southwest who depend on Wichita as their center of amusements.

And not a few Wichitans but realize that Mr. McNeal knows whereof he speaks, for he has served as a citizen and booster of the city since

Keno corner was more than a name, when it depleted bank accounts and broke business men. His shop was in one corner of the building and it was there that the pioneers would gather before and after their visits to the gambling hall upstairs. The Keno hall was then as popular as the Orpheum circuit is now. The wonderful show house is a great improvement over the pioneer form of amusement.

Tragedy has also stalked in the McNeal shop during the years he has dealt in the tonsorial arts in the city. Mothers have watched with tear-dimmed eyes as the scissors snipped the curls from the heads of their little boys, who were aspiring to be big men like their fathers. Such happenings that mean much in the life of the individual are but the common occurrence in the McNeal shop. With the greatest tact Mr. McNeal has handled each incident and through his thoughtfulness has built up a clientele of the best residents of the city, many men with grandchildren today patronize his shop and remember their first visit there when those abhorred curls dropped to the floor.

The present shop of Mr. McNeal's is located at 119 East Douglas avenue. The present force is made up of: C. W. Furry, Charles O'Hara, Walt Hatfield, Clyde Clark, Guy Madison, Martin Wolf and Charles Dickson.

METZ LUMBER COMPANY
Lumber for the Orpheum building was supplied by the J. W. Metz Lumber Co., 401 North Main street. Material supplied by the Metz company consisted of lumber for floors and rough lumber used in construction of the \$750,000 building. The J. W. Metz Lumber company operates a retail and a wholesale business. The general offices are in Wichita and the company operates 25 lumber yards in Kansas, Oklahoma and Texas. Officers are J. W. Metz, president; L. A. Heckard, vice president; D. O. Metz, secretary-treasurer.

PIPE ORGAN SPECIAL MAKE FOR ORPHEUM

Dave Ferguson in "Rounder of Old Broadway" Exceptionally Fine Musical Comedy

SIX REAL BEAUTIES IN SONG AND MUSIC

PERSONS who attend the opening of the Orpheum theater Monday will have the pleasure of enjoying music from a pipe organ which was made specially for the Orpheum. The organ, which is said to be the highest degree of modern perfection in operating facilities and in tone, was installed in the theater at a cost of \$12,000.

This organ, which was manufactured and installed by George Kilgen and Sons, St. Louis, was designed to produce real music, sweet toned and pure, according to George Kilgen, Jr., who supervised the work of installing and testing it.

"Imitation of cow-bells, engine whistles and the like is a thing of the past in pipe organs," said he. "The public wants pure music which expresses the feelings of the heart and mind—the human emotions, and that is what we have provided in constructing this new organ for the Orpheum theater of Wichita."

The Orpheum organ produces the vox humana and also Normandy chimes, and it has a wonderful range of expression from the faint, sweet trill of the flute to the highest, strongest pitch. It is designed to produce music which expresses emotions of screen actors in the moving picture program and help the orchestra on big numbers.

The organ is divided in two sections, one being on each side of the stage and being screened by the Spanish grill work over each box. The organist operates both sections of the instrument from the console located in the orchestra pit. It is operated and controlled by an electric system which is as perfect as modern development of electricity can produce. It is equipped with the Spencer blower and generator which furnish the key action and drives fans which furnish the air pressure. The organ, a large two manual, has twenty-six stops and couplers. Pipes in the organ range from one half inch to sixteen feet in length.

Lloyd Hutson, organist, who arrived last week from Dallas, Texas, to act as organist at the Orpheum, will preside at the organ.

The Kilgen pipe organ has been manufactured by George Kilgen and Sons, pioneers in the field in their line, for 72 years. The business, started by the ancestors of the present management, in 1859, has always been operated by the Kilgens. Each gen-

eration has been reared and trained in the business of manufacturing pipe organs.

During the summer the Kilgen house has installed \$100,000 worth of pipe organs for the United States government, in chapels in various federal institutions. A total of \$2,000,000 worth of organs has been recently installed in theaters at San Antonio, Austin, Houston, Fort Worth and other Texas cities by this same concern.

Supervision of the work securing contracts and installing pipe organs in this territory is in charge of George Kilgen, Jr., who is in Wichita after completing the installation of the Orpheum organ. He has come to make Wichita his home and will move his family here in the near future, because he has formed a liking for this city and desires to make it his business headquarters.

Mr. Kilgen will install a pipe organ in a Catholic church at Hutchinson, starting the work next week. He has contracts for installing \$100,000 worth of pipe organs during the remaining months of this year. George Kilgen and Sons specialize in the manufacture of pipe organs for theaters and Catholic churches.

DAFFODIL SHOP WELL LOCATED

Candies and Light Lunches Prepared Especially for Show Going People

The Daffodil shop, 145 North Lawrence avenue, right in the heart of the theater district on Lawrence avenue, has already won a place in the hearts of the Wichita amusement public. Candies and light lunches served in the clean, dainty little shop have won it a place in the hearts of those out for a pleasant evening.

Mrs. Florence J. Banta has charge of the small shop. She employs five girls to assist in the preparation of the homemade delicacies and in serving them to the public. She has decorated the shop in black and orange with the daffodil flowers in prominence. The furniture is finished ivory and is kept spotlessly clean.

The shop has been in its present location for almost a month. Before it was under the Innes Tea room. Mrs. Banta has been operating the quaint little place since November.

EMPLOYEES FOR ORPHEUM
Among the employees selected by Manager Ed Raymond to operate the Orpheum theater are: Harvey Spencer, stage manager; G. C. Reedy, stage electrician; P. N. Branson, property master; A. N. McClain, projectionist; L. S. Jett, doorman; Mrs. Peggy Hall and Miss Elkins, cashiers.

Jess Felder, who is assistant to Manager Raymond, has also been given the title of treasurer.

Spencer, Reedy, Branson and McClain are well known in Wichita in their various lines of work, having operated at Wichita theaters for years. McClain, a Wichita product, returned recently from Hollywood, Cal., where he was projectionist at moving picture studios.

We are proud indeed that we were chosen to provide the lighting fixtures

for the

Orpheum Theater Building

"Central Service is Complete Service"

Appliances—

Our retail department is complete with every kind of electrical appliances for the home or office. Whatever your requirements—from a simple fuse plug to an electric range or washer—you'll find what you want. Drop in any time you are downtown and look around.

Engineering—

We maintain an Engineering Department to assist prospective builders in planning their electrical equipment and wiring. Not only is the modern home properly lighted, but it is also provided with very necessary service or "convenience" outlets for the use of accessories. This service is without charge.

Fixtures—

Lighting Fixtures—one of our strongest lines. Not only have we supplied the lighting fixtures for this building, but for the First National and Fourth National buildings, and any number of Wichita's finest new homes. New ideas are constantly being added to our showing—come in.

Construction—

Every contract entrusted to us is executed by our own organization of experts, under the direct supervision of our own electrical superintendent. Not only do we execute our work to pass a satisfactory city inspection, but with a high regard for the safety element. A Central job is as near right as expert workmen can make it.

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CENTRAL ELECTRIC CO.
ELECTRICAL CONSTRUCTION LIGHTING FIXTURES

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RELIANCE BRICK CO.

"Reliance Service Is the Best"

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Tulsa, Okla. Des Moines, Iowa Dallas, Texas Salina, Kansas
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WEDDED TO WICHITA AT FIRST SIGHT

Peerless Princess Catches Eye
of Strangers and Locates
Prominent Musicians
Here

GOOD FORTUNE PLAYS
TO HAND OF EDLER

EASILY in the summer a high powered motor car bearing an Oklahoma license tag and covered with dust, drove into Wichita. Out of the car stepped a man and woman, begoggled, motor togged and dust laden.

"This nice clean city," said the man to the woman. "This Wichita, it looks like paradise after all the heat and dust we have experienced. Here is where we stay and make our home."

The woman smiled approvingly at her lord and master and gave expression to an endorsement of his words.

This couple was Francis W. Edler, musical director of vaudeville theaters, and his wife, who until a year ago, was Gertrude Kaergel, Russian dancer.

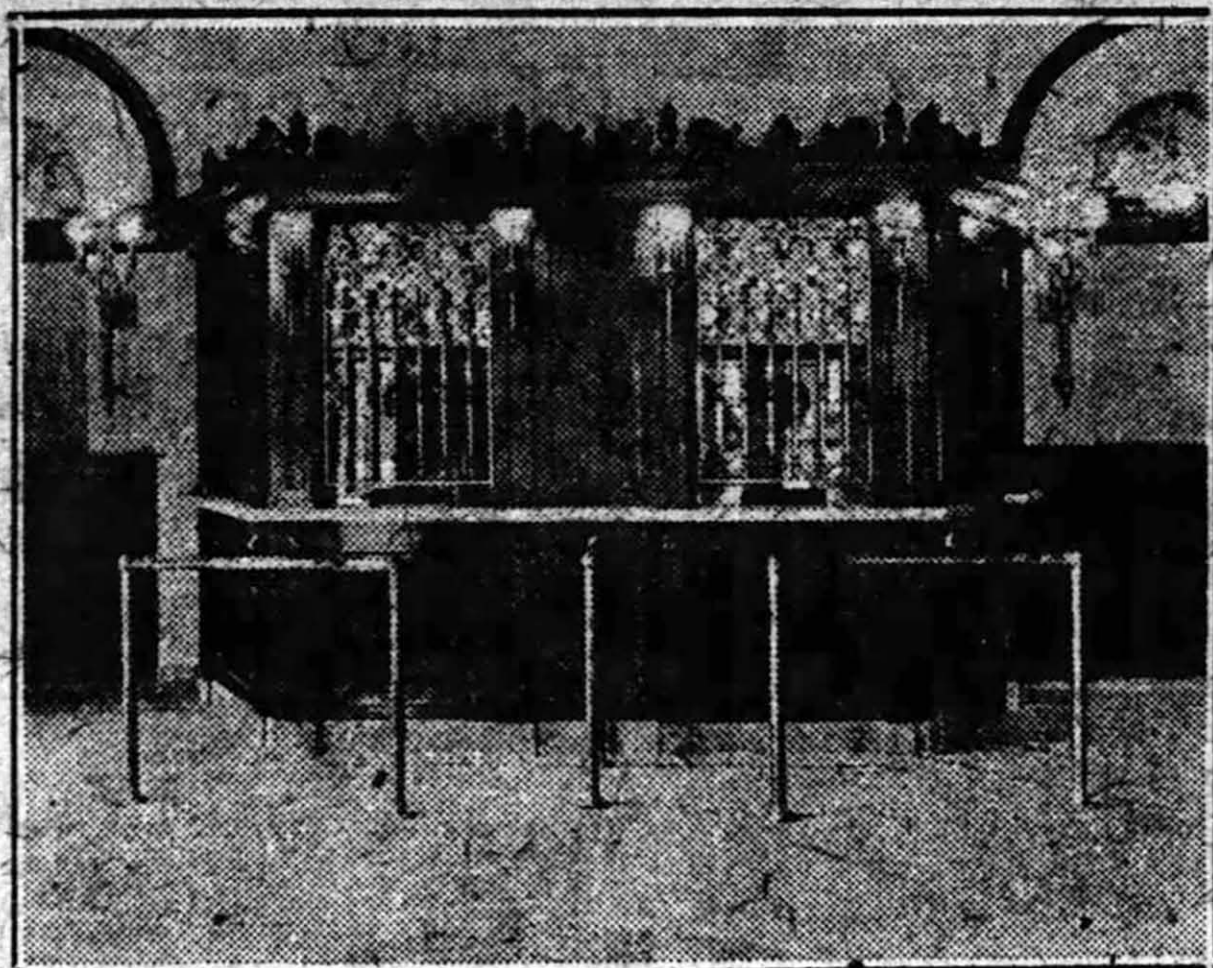


FRANCIS W. EDLER
Director of Orpheum Orchestra.

The next day Edler leased an apartment for one year, purchased furniture to equip it with completeness and settled in Wichita.

After being here but a short time and while he was still congratulating himself on having found so pleasant and desirable a place as Wichita, Edler ran "smack against" good fortune again. While passing along Douglas avenue, he came face to face with Ed. Raymond, manager of the Orpheum theater. Manager Raymond has known Edler for years and recognizes

ORPHEUM BOX OFFICE



his ability as a musical director. The manager offered the director the position at the Orpheum theater and it was accepted.

The result was that a chance meeting secured a widely known musical director for the new Orpheum theater and obtained a good position for the director.

"I regard it as good fortune," says Edler, "because I know Mr. Hoblitzelle and Mr. Raymond and have worked for them before. They are wonderful men to work for."

Edler was musical director for the Central States Amusement company, which is lessee of the Wichita Orpheum, at the Majestic theater at Dallas and at the Orpheum at Jacksonville, Fla. This season which he is starting with the Orpheum theater in Wichita, is the beginning of the twenty-third season which Mr. Edler has served as musical director of vaudeville theaters.

Edler played for their act, when Ed Raymond and Beatrice Tricey, who is now Mrs. Raymond, were in vaudeville years ago. The acquaintance of the Orpheum manager and the musical director dates from that time.

Among the vaudeville theaters at which Mr. Edler has been musical director, are the Empress, Denver, the Wichita at Wichita Falls, Texas, the Bijou at Savannah, Ga., the Majestic, Dallas, and the Orpheum, Jacksonville, Fla. For 18 years he has been musical director in theaters on the Orpheum-Kelth-Interstate Big Time circuit with the exception of one year which he was with a Pantages house.

"Musical director of a vaudeville is different than any other theater line," states Mr. Edler. "It is a specialty in itself. The director must know every cue so well that he can change to another number instantly. When everything goes properly with the music, the audience forgets the orchestra and enjoys the stage but if the slightest thing goes wrong with the music, it annoys the audience and de-

tracts from their enjoyment of the show."

Mr. Edler secured his musical education in Vienna, Austria, from one of the great masters. He has been in the United States for thirty years.

Since arriving in Wichita Edler says he has had the pleasant experience of renewing his acquaintance with P. Flath. Edler played for Mr. and Mrs. Flath a number of times when they were in vaudeville.

Mr. and Mrs. Edler have been married a year. They knew each other in a professional way for years. Mrs. Edler, then Gertrude Kaergel, appeared on the Pantages circuit at Denver where Edler was musical director and a courtship developed. She was then appearing as solo dancer in a Russian dancing act with the Tzigane troupe. She has appeared in her dancing acts in most of the countries on the globe and has danced for kings and queens in Europe.

Members of the Orpheum orchestra and their instruments are: Mr. Edler, violin, Mr. Cady, piano, Mr. Heltzel, cornet, Mr. Pauls, clarinet, Billy Hapgood, trombone, Cash Gard, bass, Mr. Shuts, drum.

Each member of the orchestra is a master of his instrument and has held good jobs in big theaters, according to Edler.

BLACK HANDLES ORPHEUM RENTALS

Has Reputation of Best Office Building Manager in Southwest

That increase in rental of space in Wichita's large office buildings since the pre war period is not a result of the effort of any interested person to increase profits, is asserted by Richard E. Black, probably one of the foremost authorities in the United

States on office building management. To bear out his assertion Mr. Black is prepared to show authenticated figures which prove that the gross amount of rental received in 1915 and 1916 from one of Wichita's largest office buildings, occupied at all times to capacity, fell short by \$18,000 of being enough money to pay the necessary operating expenses of the same building in 1920 and 1921. In fact the net profits of this building for 1915 and 1916 were nearly \$2,000 greater than for the two years of 1920 and 1921, the exact figures being \$22,413.95 for 1915, \$28,005.11 for 1916, \$23,425.62 for 1920 and \$25,490.21 for 1921. The present appraised value of the building is \$850,000, whereas the original cost was not much more than one half that amount and attention is thereby directed by Mr. Black to the fact that office rentals are not based on paying returns on the value of buildings after their construction creates more value to the property, but on the original cost.

"No man is responsible for increase in rents since the pre war days," said Mr. Black, "but it is entirely a result of economic conditions. Operating expense of that building advanced from 53 cents per square foot in 1915 to \$1.00 per square foot in 1921. The increase in the cost of labor, fuel and taxes is responsible for the difference."

The building referred to is but one of eight Wichita office buildings of which Mr. Black is the manager but it is a fair illustration of existing conditions, he states.

The new \$750,000 Orpheum building is the latest structure to be placed in Mr. Black's charge, the other seven under his management being the Blitting, Fourth National, Beacon, Union National, Sedgwick, Butte and Winifred buildings. Owners assert that expense of operating the buildings under the management of one expert in that line of business, such as "Dick" Black has proven himself to be, is much less than to manage each building independently. Supplies, equipment and tools are purchased in quantities that reduce the cost, under this system and Mr. Black is able to buy knowledge and experience among engineers, painters, carpenters and other workmen and distribute the same according to the needs of the various buildings at a lower cost to each.

Mr. Black employs about 150 persons in the operation of the eight buildings. In his office he handles all of the cash rentals for the eight buildings and has made the unusual record of having no loss whatever from non-payment during the ten years that he has managed office buildings in Wichita. All of his tenants have paid.

WOOLF BROTHERS WELCOME ORPHEUM

Floor of Company's New Building To Resemble That of Comfortable Home

When the new Woolf Brothers' store at Quality Corner is completed

there will be a unique and handsome department located here that has never been equaled in the Southwest. The company will have a complete women's department on the third floor of their building that will resemble a ladies' drawing room rather than a salesroom. There will be sold millinery, lingerie, ready-to-wear and blouses.

According to O. C. Matthes, manager of the store, the department will be opened by November 15. The floor will be finished in walnut with fix-

tures and furniture of green and silver on walnut. There will be an underlone of green and an overlone of silver. The floor will be covered with a heavy, luxurious black Wilton carpet. The walls will be finished in ivory.

There will be private fitting and dressing rooms for the benefit of the patrons. Each room will be equipped with all the requisites of a lady's boudoir. There will be mirrors, toilet articles and soft lounges in each room. The aim of the management will be

to have the floor resemble a private home rather than a store. There will be salesladies dressed in the most chic garments to serve the customers. It is planned to have on hand only exclusive lines of apparel at a medium price.

A WORK OF ART

The contract for the plastering of the theater and office portions of the new Orpheum building at First street

and Lawrence avenue was carried out by the Zander Reum company of Chicago. The best evidence of the art of the firm may be seen in the foyer and mezzanine floor.

The Zander & Reum company makes a specialty of plaster decorations in theaters, hotels, banks and office buildings. Ed Zander of the Chicago office was in Wichita supervising the work on the Orpheum building.

ANOTHER BIG JOB ADDED

to the long list of construction operations when I made the

EXCAVATION

for the new

Orpheum Theater Building

OTHER EXCAVATING JOBS

Miller Theater	Dunn Mercantile Warehouse
S. W. Bell Telephone Building	Red Star Tank Bottoms
Lassen-Hotel	Terminal Elevator
Wichita Flour Mills	Wichita Casket Company
Schwitzer Building	United Congregational Church
Rumley Building	Teitzel Jones and Dehner, Boot
Central High School	factory.

NO JOB TOO LARGE—THE BIGGER THE BETTER

E. E. KELLY

EXCAVATOR

643 Riverview

Mkt. 4631

Congratulations---

To the Southwest's newest and most Magnificent theater
--The Orpheum. From the Wichita home of the car known as "Standard of the World" CADILLAC.

May We Hope

That your faith in the Peerless Princess will be duly rewarded.



CADILLAC

There is no subtle nor secret explanation for women's preference for the Cadillac.

They require that the motor car of their choice shall be so sound mechanically that they need never give it a moment's thought, save of admiration for its consistent, flawless performance.

In addition, they require that it

be safe, simple, and easy to drive. Exquisite beauty, elegance of appointment and embellishment, restful travel, they expect as a matter of course.

But, first, foremost, and fundamentally their demand is for complete trustworthiness; for the sureness that alone spells satisfaction, the constancy of performance that promotes peace of mind.

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Standard of the World

"Orpheum Theatre— Congratulations"

We are glad you are here and we wish you success. All Wichita is proud of it's newest metropolitan show house —

Just A Word To Orpheum Patrons:--

Having in mind the maximum comfort of their friends who will enjoy many winter-evenings at THE ORPHEUM, the management has studied very exhaustively the matter of heating. The result is that FUEL OIL was chosen as the most ideal fuel, not only because it will cost less money, but because it is ALL FUEL; it is easier to handle than other fuels and leaves no dusty, dirty ash pile to be hauled away; it makes possible a more perfect control of the temperature of the house; it removes the possibility of an explosion from spontaneous combustion; and the neighborhood will not be annoyed by a fog of black, nasty soot from the Orpheum smoke stack.

(Your Orpheum Evenings" will be made comfy by the balmy warmth that flows from a furnace burning Derby Fuel Oil.)



Follow This Sign on Kansas Highways

The Derby Oil Company

THREE BIG BOILERS IN ENGINE ROOM

Air Distributed Evenly Over Building Through Score of Ducts in All Parts of House

VENTILATING SYSTEM MOST COMPLETE



HE heart of the fine new Orpheum theater is in the basement in the great ventilating and heating system. Operated from power generated in three huge Kewanee boilers the heating and ventilating is subject to the most minute control of the man in charge of the building.

In reality there are two heating systems in the building; the theater building proper which is heated and ventilated with an air washing and tempering device and the office building which is heated with radiators. The office portion is heated after a manner of the most modern office buildings and offers but little new. The theater is different. The building with its system of ventilation and heat control may be counted on one hand, that is those located in Wichita.

A visit to the heart of the building in the north east corner of the deep basement just east from the dressing rooms under the stage, is located the boilers and the ventilating system. The huge Kewanee boilers are being equipped with Ray oil burners so that fuel oil may be used. However there is a mammoth coal bin adjacent to the boiler room with a man hole in the alley permitting the use of coal in any emergency. The boilers are of the latest type made by the largest boiler makers in the country. Each boiler is set in brickwork and covered with asbestos.

Just south of the boilers in the basement is the mighty steel cage that houses the ventilating system. In many ways it resembles a great steel heart and the rushing of air through the equipment only tends to increase the impression. The air for the theater is taken in from the paved alley and sucked down into the big heart. As it enters it is pulled through a wall of water spray where all dust and dirt is removed. Just ahead of the spray chamber are sets of radiators to temper the air in winter time. Just back of the spray wall of water are sets of radiators to bring the air to the desired temperature before sending it into the building. In the winter time live steam through the radiators permits the coldest air to be heated to almost any degree before being forced into the theater. In the summer time the air being pulled through the water spray cools it and makes in fact cooler than any other system can short of refrigeration. This system is run by the use of a huge fan run by a special highpower electric motor.

With such power in the heart of the theater it would seem that the tem-

FAIRER FACES SELDOM SEEN IN WICHITA

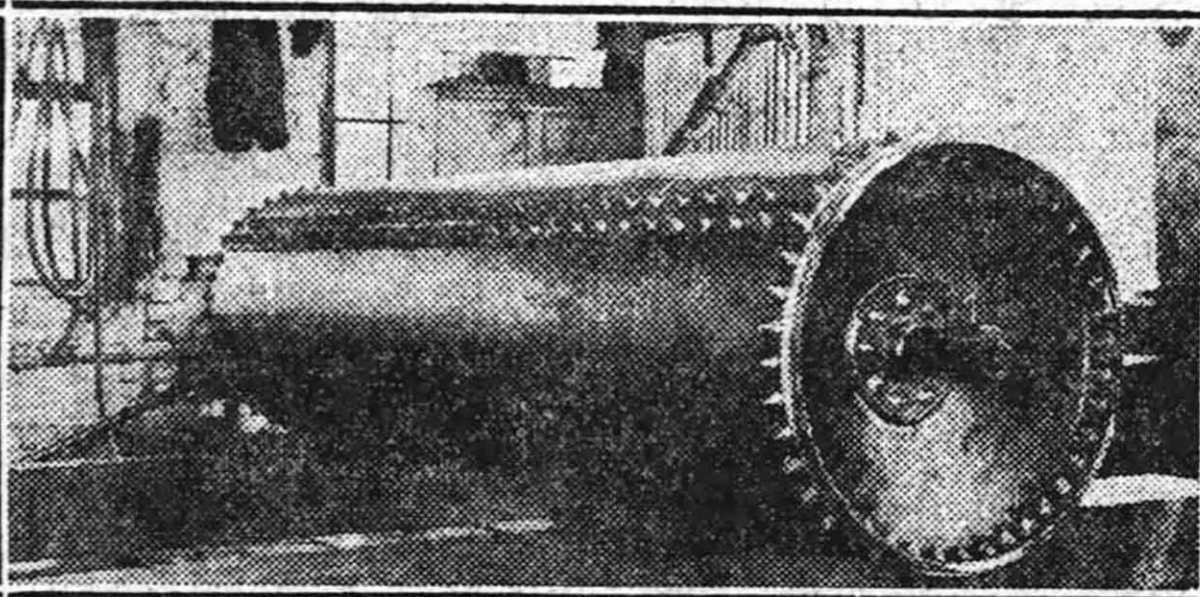


Six beauties in Henry's Melody Sextette, in a harmonious offering of song and music in opening play at Orpheum.

perature would be hard to control. It is not, for the air is distributed evenly all over the building through scores of ducts and on the various sections of the wall are cleverly camouflaged thermostats that regulate the temperature of the air through the duct if represents. This control is worked to the fraction of a degree by the use of compressed air. A special air compressor and storage tank being located in the engine room. The foul air is removed through the roof of the theater by the use of special fans. Then the overhead electric fans are used to stir the air. They are painted to match the decorations and are of the supplest variety and may be run during the acts without disturbing the audible sounds from the actors.

With this superb system of ventilation the theater will prove to be one of the coolest and most sanitary houses in the city. From the heart of the basement the air will be furnished the patrons of the shows in the cleanest and most rarified manner.

ONE OF THREE BOILERS IN ORPHEUM



HARRY CUMMINS FEEDS ACTORS

Show People as Well as Wichitans Patronize Cities' Most Popular Cafe

Harry Cummins is well known to the theater going world. Ever since 1912 he has operated a restaurant such as the patron of the playhouse is always glad to find. Partly on account of the theater frequenters he has evolved the plan of having his restaurant open 24 hours a day.

Mr. Cummins now operates a restaurant at 110 West Douglas avenue; just west of the new First National bank building. In choice of location Mr. Cummins has always preferred West Douglas avenue and he has always stuck closely to the first block. His various moves during the ten years

he has served Wichita patrons have all been on account of leases being sold.

Since July 21, Mr. Cummins has been at his present address; the old location of Sam's Kitchen. He has equipped his house with the most modern restaurant equipment in white enamel and ivory. The most modern devices for preparing food for the table have been installed in order to handle the rush crowds three times a day and also to efficiently serve the constant demand of customers during off hours. There are 24 tables, each with a capacity of from two to eight persons. There is an additional room for 16 persons at the glistening white marble counter.

Mr. Cummins employs 25 persons to carry on the work of the restaurant night and day.

HIGHEST TYPE MATERIAL
Model and cast ornamental plastering was supplied for the new Orpheum Theater building by the Architectural Decorating company of Chicago. This firm handles only the highest type of materials and furnishes exclusive designs in art plastering work.

The main office and plant of the firm is located at Chicago and from there the plastering art work was shipped to Wichita.

OPERATES SHOP 23 YEARS IN WICHITA

W. L. Bright is well known to many residents of the city as he has operated a barber shop here for the past 23 years. For the past two and a half years he has run a shop at 108 South Lawrence avenue.

The present shop has eight chairs and is one of the finest equipped in the city.

Wichita Business Directory

Still Here

WITH SOME CHANGES

More Room---
More Solicitors---
More Companies---
More Agents---
More Business---

INSURANCE

fone Frank

Market 4310

Ayer's Transfer
We Move Everything From A Needle To A Battleship.
MARKET 1908

Auditors—Accountants
Chas. A. Smith & Co.
316-324 Wheeler-Kelly Bldg.
WICHITA
Phone M. 75-819 Long Distance 147

The Whitney Paper Co.
WHOLESALE PAPER
Daily Supplies and Printers of Wrapping Paper
Wichita, Kansas

Hire a Ford
DRIVE IT YOURSELF
PHONE MKT. 356
124 N. EMPORIA

SUPERIOR AMBULANCE SERVICE
CITY UNDERTAKING COMPANY
LANEY & MARTIN
Expert Embalming \$15

MAGNETO SERVICE
We Repair All Makes of Magnets, Starters and Generators
Wichita Magneto Co.
301 S. Market "PRODUCERS OF PEP" Phone Mkt. 6853

PROFESSIONAL DIRECTORY

DR. INSCHO
Dentist
Gold Crowns as low as—\$3.50
Plates as low as—\$5.00
Plates Repaired—\$1.00 and up
Try Dr. Inscho's Pyorrhea Remedy
X-Ray Work
107 S. Main Phone M. 1932
Wichita, Kansas

Chronic Diseases
Special office treatment for the following: Skin, Nerves, Kidney, Bladder, Rectum, Stomach, Bowels, Liver and other organs and special diseases, habits, conditions, etc.
Modern method—Ambulatory diagnosis Office, 1410 S. Theater Bldg., Suite 2 & 4, 315 E. Douglas, Wichita, Kans.
Call, write or phone. Hours until 8 P. M.
DR. LEATHERMAN Specialist

THE ROCHELLE SANITARIUM
Years of experience, with successful treatment.
CANCER—TUMOR—SKIN DISEASES
Write for information—Don't delay 40 years in Wichita
THE ROCHELLE SANITARIUM
393 South Oak, Wichita, Kansas

Dr. F. T. JOHNSON
Practice limited to Skin, Kidney and Bladder Diseases
420 E. Doug. Mkt. 5820

DR. DAVID E. FINLEY
DENTIST
Graduate 1902
Has Opened a Modern Dental Office
125 North Main
PRICES REASONABLE

Base Ball Phone
M. 3968

J. R. Leatherman M. D.
DISEASES OF STOMACH AND CHEST
X-Ray Service
Special Attention to Treatment of Tuberculosis
DR. R. H. SHIPPEY
514 Biting Bldg. Mkt. 952

DR. LOUIS D. BLACHLY
719 First Nat'l Bank Bldg.
Phone D. 3789
Practice limited to extraction of teeth

DR. J. WESLEY LUCAS
Dentist
Announces his new location,
702 SCHWEITER BLDG.
Market 1817

X-RAY Examination \$1
The men or women who are ailing should hasten to avail themselves of this
Great Opportunity
before the offer is withdrawn.

COME, "KNOW THE TRUTH"
Through an X-Ray examination at the offices of
J. K. CHIPP, M. D.
Doctors have definitely established the fact that ordinary physical diagnosis is not sufficient in many instances to reveal the actual ailment of the patient. Hence the importance of X-Ray examination. For this reason Doctor J. K. Chipp has installed the most modern and efficient X-Ray apparatus obtainable. Our offer includes Blood Pressure Test, Physical Diagnosis, Chemical Analysis, Floriscopic Examination and Demonstration Treatment.

OFFICE HOURS:
9 a. m. to 5:30 p. m. Sunday 9 a. m. to 1 p. m.
Wednesday and Saturday 9 a. m. to 8 p. m.
227½ EAST DOUGLAS AVENUE
Wichita, Kansas

TILED FLOOR IS THING OF BEAUTY

Clay Used in Tile Includes Products Shipped From Holland and Florida

The first beauty spot which catches the eye of a patron entering the Orpheum theater, is the tiled floor of the vestibule, with its striking Spanish design and colors. Clay used in making this tile includes quantities of that product imported from Holland and other quantities produced in Florida, Pennsylvania and Ohio. The tile is of the semi-vitreous and enameled types. It was furnished by the Haines Tile and Mantel Co., 152 North Market street, and was especially made for the Orpheum theater.

The Haines Tile and Mantel company furnished all of the tile, terrazzo and art marble work for the theater and the office building, including the art marble stairs of monolithic construction.

Mr. Haines came to Wichita with A. O. Rorabaugh when the latter established his Wichita department stores and was identified with the management of the Rorabaugh store for some time. Mr. Haines has been the head of the tile and mantel company for thirteen years. L. K. Fortney is vice president and has charge of the mechanical department.

Conversation with Mr. Haines on the subjects of tile, mantels, pottery and other articles for walls and floors, is an education in those things. Any Wichitan who originates a design for the bath room in his residence, may submit it to Mr. Haines and he will assemble the tile to form the design in the colors desired.

Some of the bits of interesting information which Mr. Haines imparts are: tile from Wales proves the most beautiful and of the most even shades; Japanese tile tends itself most readily to carry out decorative color schemes; Van Briggles pottery from Colorado Springs is choice decorative product in color shades of rose to blue and turquoise to blue.

The Haines Tile and Mantel company are dealers in garden pottery, bird bath pottery, andirons, Old English fireplace settees, fenders and gas heaters of hammered brass and Murphy-In-A-Door beds.

ICHEY, THE KNOWLTON ENGRAVING CO.
WICHITA, KANS.

KEEN CUTS—MADE QUICKLY

Capper Engraving & Artists-Engravers
5th Floor Butts Bldg. Wichita

STERNBERG MOTOR CO.
Leading Automobile Repair Men
222-224 So. Lawrence
Phone Market 858

GILKESON "The Brick Man"
WICHITA
Tel. Mkt. 89

Chas. Lawrence
149 North Lawrence Avenue
Kodaks, Films, Dry Plates, Albums
Orders for all sorts of Photo Goods filled at once.
WRITE US FOR PRICES
Wichita, Kan.

W. C. FIXTURE CO.
Manufacturers of
SHOW CASES, WALL CASES, SHELVING AND MILL WORK
400 West Maple St. D. 4189

J. R. Johnston Hide Co.
148 N. Musley Ave.
HIDES—WOOL—FURS
Consignments Solicited
Highest Market Prices at All Times

Everything for the Up-to-Date Cafe—Front Door to Back.
STEEL—VITROLITE—WOOD Construction
Counters, paneling, etc. We take complete remodeling jobs. Plans and estimates free. Out-of-town work a specialty.
BEDELL & PORTER
912-14-16 East Gilbert St. Wichita

The Kansas Gas and Electric Company
"At Your Service"

Phone M. 885
The Geo. H. Siedhoff Construction Co.
GENERAL CONTRACTORS
Reinforced Concrete a Specialty—Estimates Cheerfully Furnished
New Broadway Hotel Building

STEEL IRON
WESTERN IRON & FOUNDRY CO.
Structural and Architectural Iron and Steel
Reinforcing Bars, Special Plate and Tank Work
Oil Well and Refinery Equipment
General Foundry and Machine Work
Wichita, Kansas

Eagle Want Ads Bring Big Results

Discounting the Count

A COUNT used to be a man in charge of a count of 500 persons to whom he was a sort of overlord. This is not true today because of altered political conditions. We still have Counts, but the Count business has changed somewhat.

Business, of all kinds, has undergone something of a revolution. It was not so many years ago that pack peddlers were the sole distributors and transporters of many of the household articles of the day. Their legs set the limits for most distribution problems in those days.

Modern transportation, progressive sales methods—and advertising—have broken the shackles of time. They make a speedy job of what used to take years. Through advertising many an article has been introduced simultaneously in stores all over the country. Advertising today is the method used by business to tell you why you should have certain goods and how to identify these goods. The advertisements you find in The Wichita Eagle are a truthful catalog of needed merchandise.

Articles of all kinds and for all purposes are presented in a pleasant way through the medium of type and picture. The outstanding requirements of every member of the family are met by offers of good merchandise of proved value.

Use The Eagle advertisements for guidance and you will be a constant gainer.

FRESH AIR FEATURE OF NEW ORPHEUM

Forty-two Ton Steel Girder
Supports Balcony and In-
sures Safety to Patrons
ELECTRICAL CONTROL IS
BIG FEATURE

PATRONS OF THE Orpheum theater are assured of being supplied with fresh, pure air with which to fill their lungs at all times at which they are in the theater, according to H. E. Weaver, architect for John Ebersson, under whose direction the theater was constructed. This pure, fresh air is provided by means of a ventilating system operated with mechanical equipment.

Fresh air is being drawn constantly from the roof of the building through ducts and is carried to the mechanical equipment room. Here the air is drawn through sheets of water by a method which purifies and cools it. Then this pure, cool air is forced through concrete tunnels and delivered to each side of the theater. Through ducts this air is then carried to various openings in the garden wall, in the Spanish house and in the proscenium arch and distributed, through various grilles openings in these places, out into the theater to the audience. A never ceasing supply of this fresh, pure air is distributed into the theater. The air is kept circulating continually by 75 ceiling fans.

While the pure air is flowing into the theater, the atmosphere is kept clean and clear by exhaust fans which draw the impure air out of the building through grilles openings at the base of the garden wall, under the niches and through openings back of the roof of the Spanish house.

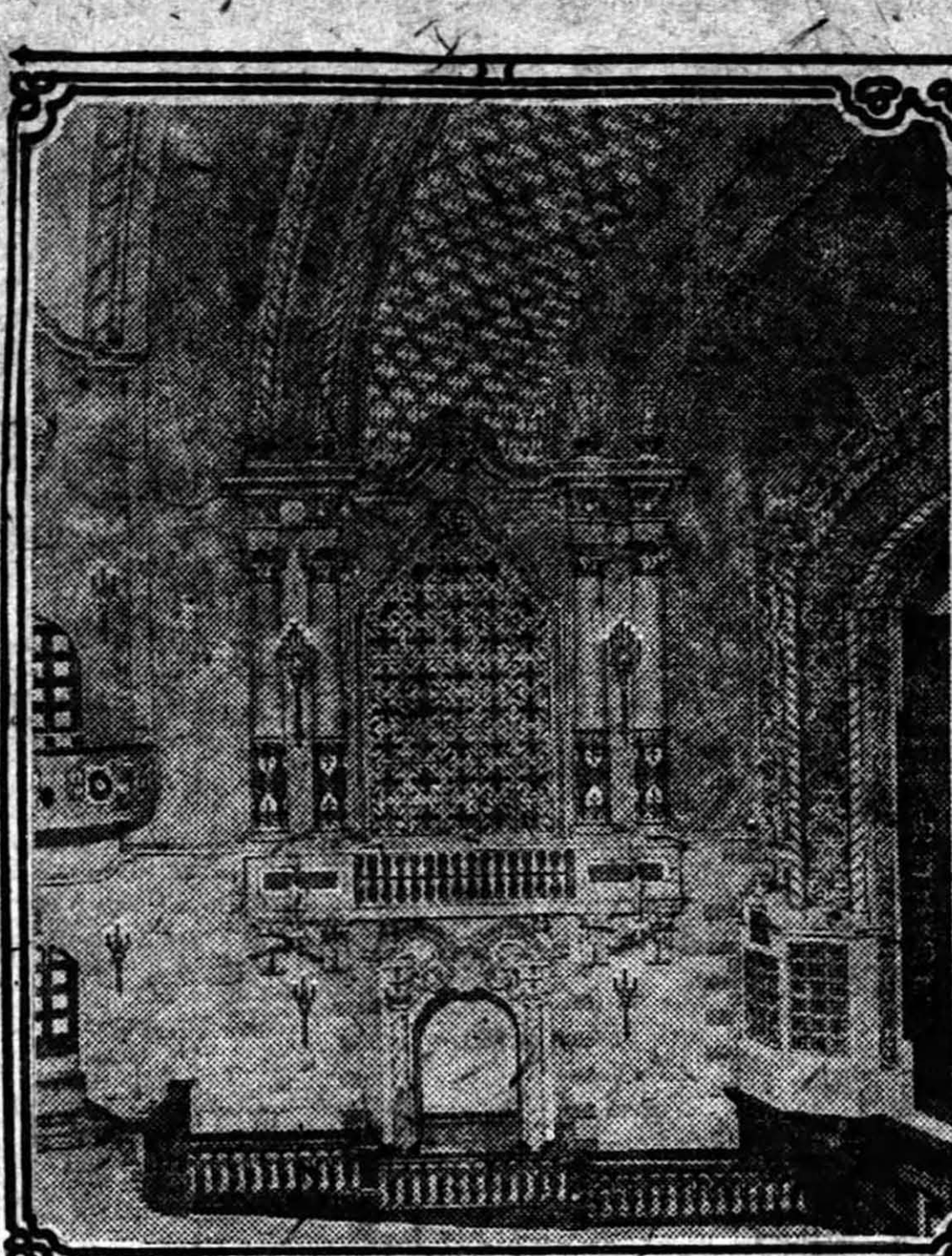
Proscenium Arch
Proscenium arch is of standard size and is 42 feet in width. The arch is elaborately decorated in ornamental plaster and composition work. Colors used in this decoration are burnt orange, oldrose, green and yellow.

Patrons' Safety and Convenience
Construction of the Orpheum theater was planned with every attention to the convenience and safety of the patrons.

The balcony is supported by a 42 ton steel girder, which is said to be the largest and heaviest girder ever shipped into Wichita. This girder eliminates any necessity for pillars and affords an entirely unobstructed view for patrons in the main auditorium.

The reinforced concrete roof of the theater rests on five steel trusses each of which weighs eight tons. The building is pronounced by Mr. Weaver to be the last word in fireproof construction throughout.

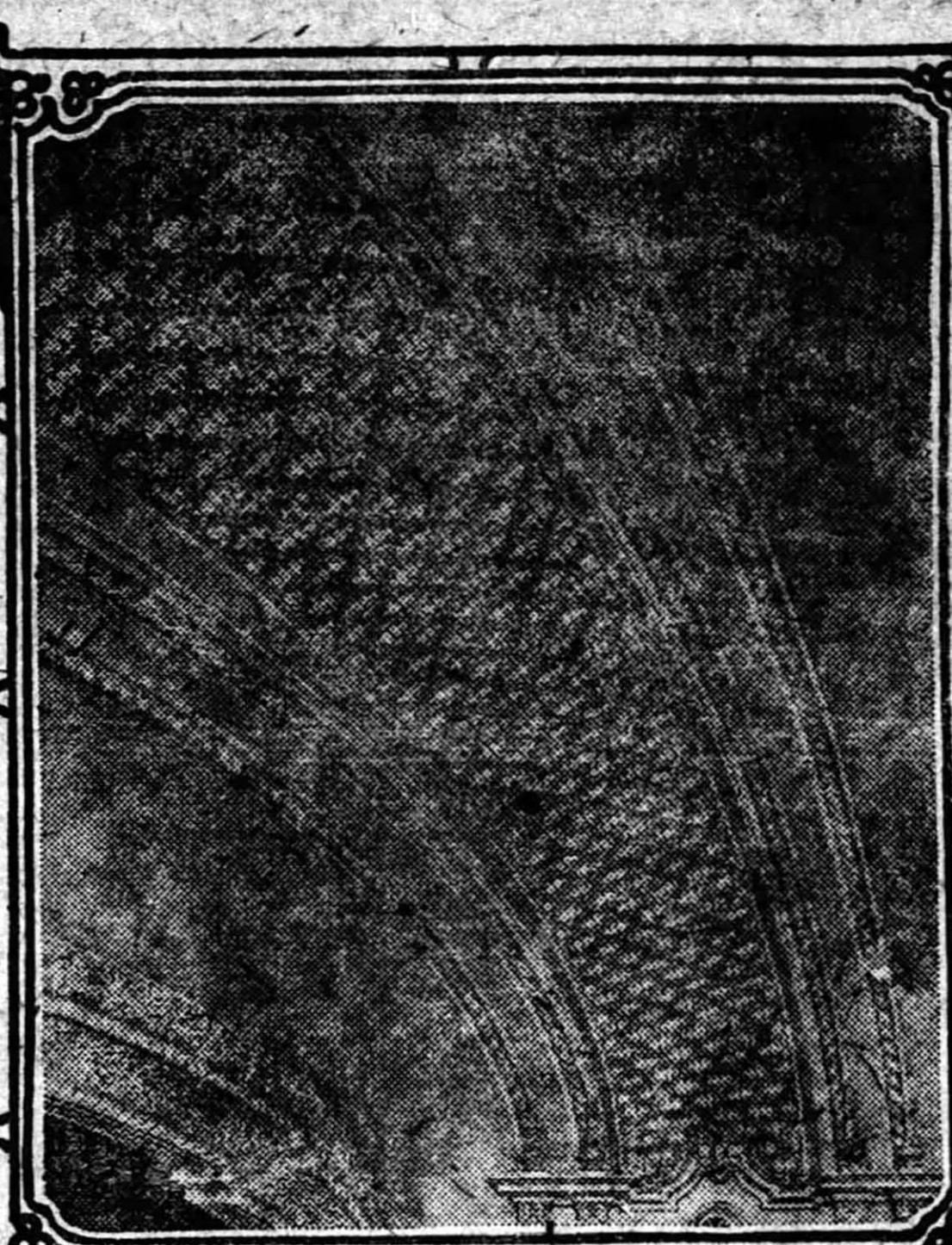
Stage Setting
Orpheum stage is of standard size.



Details of wall over proscenium boxes of Orpheum



The Beautiful Proscenium arch of the Orpheum



Details of decoration of Proscenium

adequate to produce any modern show. In the sub stage are ten dressing rooms which are spacious and are mechanically ventilated. The sub stage is also equipped with shower baths. At the east end of the sub stage is the mechanical equipment of the theater.

Electric Control

Vivid colors which reflect the night scene in Southern Spain, which main- tains in the theater, are produced by the operation of a major remote electric control board on the west end of the stage. The same control board selects colors and reflects them on the stage. At the point where the blue light shows above the roof of the Spanish house there are concealed X-ray reflectors throwing red and amber rays of light. Any amount of light in these three colors may be reflected in unison to create any color scheme throughout the house, such as sunrise and sunset.

Entrance and Exit

Entrance to the Orpheum theater is at the corner of Lawrence and First, with six pairs of doors which admit patrons from both First street and Lawrence avenue. Inside of these doors is a spacious vestibule, at the north side of which is the box office.

Passing from the vestibule to the east through another set of doors, patrons enter the theater lobby. Both in the lobby and the vestibule space has been planned for patrons to linger while awaiting the arrival of friends.

Up a stairway of art marble at the north end of the lobby is the route to the mezzanine floor and balcony, also to the men's smoking room.

ladies' retiring room, nursery and to the offices of Manager Ed Raymond. To the east side of the lobby is the entrance to the main auditorium and the foyer.

The stage is at the north end of the theater, the main auditorium extending back to the south toward First street. Thus, when a patron is seated in the theater, he is facing north, and his back is toward First street.

The foyer, back of the main auditorium, runs east and west along First street. The regular exits from the main auditorium and from the stairways leading from the mezzanine and balcony open from the foyer south into First street. These exits have been so arranged in order to allow persons leaving the theater to make exit without experiencing inconvenience either to themselves or the patrons entering the show house.

Numerous emergency exits open from the theater into the alley on the east side of the theater and into a court on the west between the theater and the Orpheum office building.

The Foyer

Foyer of the Orpheum is spacious and elaborately decorated and furnished. On the floor is carpet of old rose color. Comfortable chairs, upholstered in old rose colored plush, provide comfortable lounging or waiting accommodations for patrons.

On the south wall of the foyer are large mirrors in ornamental plaster frames, treated in old ivory, burnt orange and blue colors. This color scheme predominates in this portion of the theater. At the east end of the foyer is a ladies' retiring room.

CENTRAL INSTALLS ELECTRIC FIXTURES

Youth Quits Job and Works for Nothing to Learn Trade and Start Business

Because he had a strong desire to learn a business which appealed to him as possessing great commercial possibilities, a Wichita youth, E. P. Violette, quit a \$12 a week job on a grocery wagon fifteen years ago, and offered to work for nothing for Homer Caldwell, Mr. Violette is now head of one of the most prominent institutions of his chosen line in the country, the Central Electric company, 133 North Market.

Young Violette was proprietor of a laundry at Herington when the panic of 1907 swept the country. Altho but a youth, his business acumen asserted itself even that early and before the panic was well started, he had found a cash buyer for his laundry business. He returned to Wichita and on his first day at home read a news story in the Eagle which interested him and started him on the road to the success and prominence which he has since attained in the business world.

The story was a report of Homer Caldwell's activities with the United Electric company. The youth decided that the electrical business offered a field of unusual commercial opportunities and that he desired to get started in it. With the promptitude which has characterized his subsequent busi-

ness activities, Violette immediately sought to get action on his idea.

He called on Caldwell and asked him for a job, stating that it was his desire to learn the business. Caldwell informed Violette that he had no job for him. This failed to affect the determination of the youth to secure a chance to learn the business.

"Put me to work doing any old thing, around here and I will make good," proposed Violette. "My desire to learn this business is strong enough that I will work for you without pay to get a chance."

Caldwell was impressed with the earnestness of the lad and he agreed to keep him in and advise him of the first opening. Violette went to work for Harry Wolfberg, East Douglas grocer, driving a delivery wagon for \$12 a week. Two months later Caldwell sent for Violette and the latter quit his job, believing he was to have an opportunity to work for the United Electric company without pay. Instead, Caldwell gave him a job with a salary attached to it. Violette applied himself to learning the electrical business, worked through various departments and within a couple of years, he started in business for himself. Efforts of his own and his partners made that concern a success and gave it prominence in Wichita.

Violette went to California two years ago and spent a year touring thirteen states in the Pacific coast region. He decided that business conditions were much better in Wichita and the surrounding territory than in any place in those thirteen states. He returned to Wichita a year ago and organized the Central Electric company.

During the ten months in which this company has been operating, it has sold and installed the lighting fixtures in several of Wichita's largest new buildings. Among these contracts is that of the Orpheum theater and office building. Officers of the Central Electric company are: E. P. Violette, president and manager; Jerry Dico, vice-president; Carl Meeker, vice president and superintendent of construction; Harry McGinley, secretary-treasurer; H. S. Violette, Henry Lampl, D. W. Shaffer, directors; C. A. Bruner, in charge of apparatus department.

FOURTH NATIONAL MAKES ADDITIONS

Opening New Quarters Will Be Feature in the Growth of Wichita

The next large business building to be completed in Wichita after the opening of the Orpheum theater and office building at the corner of First street and Lawrence avenue will be that of the Fourth National bank building. George Siedhoff, contractor and builder, will soon have the addition to the bank completed. This will include another story on their present magnificent structure on the northeast corner of Market street and Douglas avenue, and an entire basement for the use of the bank.

The late Col. R. T. Bean with other enterprising business men of the Peerless Princess, organized the Fourth National bank in 1885. The capital stock was then \$50,000, while today it is a million.

A few months ago, the Fourth National bank was strengthened by the merger with the State Savings bank, another strong financial institution that had been in business here since 1902. It was established by M. W. Levy, Thomas B. Wall, H. W. Lewis and associates.

The opening of the Fourth National Bank building in their new and remodeled quarters will be another feature of the development of the city, equaled only by the opening of the new Orpheum theater and office building.

"THE HAT BOX"

"The Hat Box" is a r w game to be applied to the Parks and Osborn Hattery at 125 North Lawrence in the new Miller theater building. This applied as the want of men and women in regards to hats and caps were filled in every part by the new store. It is possible to buy new headgear from the stock, have it made to order or to have old hats or caps cleaned and blocked.

This shop is operated by Harry Parks and J. C. Osborn, who have been in their present business here for more than three months. The shop is one of the most artistic in the city; the interior being in a clear shade of grey.

VISIONED GROWTH OF VAUDEVILLE

Karl Hoblitzelle Realized Business Opportunities When Presented

When vaudeville began to develop 17 years ago, Karl Hoblitzelle, now president of the Central States amusement company, lessee of the Orpheum theater of Wichita, visioned the growth vaudeville would make and realized the business opportunities which it offered.

Hoblitzelle was both a lover of art and possessed of much business ability.

At that time theater control of the country was practically located in New York, Boston and Philadelphia, with St. Louis, Chicago and New Orleans trying to become theatrical centers and Kansas City, Denver, San Francisco still farther on the outer edge. Hoblitzelle had an ambition to develop vaudeville in the West and South and he laid his plans and then started action toward that end.

His faith in the West and South was great enough that he began to plan a great vaudeville organization and to vision his contemplated territory

dotted with beautiful theaters. Hoblitzelle wanted something different in the way of theater architecture than had been his custom. He wanted new and original designs for the theaters he was to build, and he employed architects who were talented so they could give him what he wanted. The Wichita Orpheum with its atmosphere and appearance of Southern Spain is but one in the series of beautiful theaters which Hoblitzelle has established. He has realized his ambition and his vision. During the last few years Hoblitzelle has built a chain of theaters valued at \$5,000,000.

WHO'S WITH AT ORPHEUM

C. G. Reedy, the man who puts a blue, amber and pink colors in the sky scene and makes the stars twinkle in the ceiling at the Orpheum theater, is electrician at the theater. Reedy is widely known in Wichita because he has been active in about every branch of the show business.

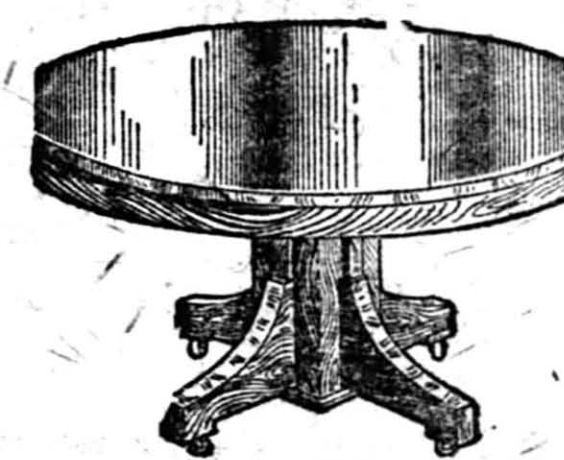
Reedy came to Wichita fourteen years ago when the movie game was starting good, engaged in the motion picture business and married a Wichita girl. He has been in the dramatic, in musical comedy, in vaudeville and during the past two years he has been superintendent of a carnival organization. Reedy was associated for a number of years with the late E. J. Olsen in vaudeville, operating theaters and in operating film exchanges. He resides at 516 North Handley avenue.

Harvey Spencer, a native son of Wichita, is stage manager. Spencer is known to all the group of Wichitans who are connected with the show business as he started working at theaters when he was a youngster.

Pearl Branson, property master, or native son of the Peerless Princess is known among showmen everywhere. He has trouped all over the country and spent the last two years as assistant manager and of the Rodda-Royal circus.

Lloyd Hutson came from Dallas, Texas, last week and will serve as organist at the Orpheum. Hutson is young, single and of good appearance. At Dallas he played pipe organ in the \$1,000,000 Hope theater. He also was organist and choir-master in the Episcopal cathedral.

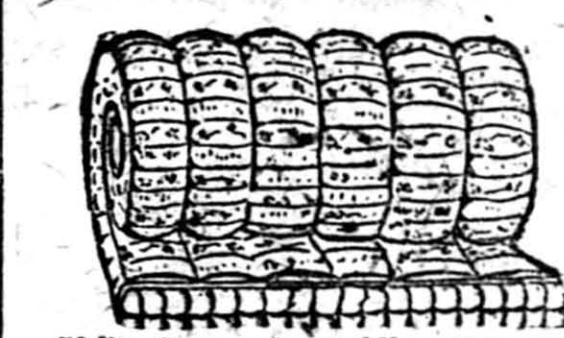
Just a little money will start you to housekeeping. We can and do make easy terms to suit. Hundreds vouch for our easy payment plan.



GARLAND COMBINATION COAL AND GAS RANGES

The recognized leader for over 50 years. Large oven, changed by single lever action from gas to coal or wood. Burns any kind of fuel. Beautifully finished in glistering hard enamel or semi-enamel and nickel. Easy to keep clean. A model for any size kitchen. Your old stove taken as first payment and balance in small weekly payments to suit.

ACT NOW—USE YOUR CREDIT



50-lb. Guaranteed All-Cotton Mattresses

Feather Pillows, per pair

Genuine Leather Nufolds, quartered oak frames

Genuine Mahogany Davenport Tables

\$8.50 \$2.00 \$66.75 \$27.50

JOHNSON'S
Two Big Stores
213-215 North Main
253 North Main

Waxed Oak Round Dining Tables, like cut, on terms

Waxed Oak Buffet, on terms

Oak Dining Chairs, priced at

8-piece Jacobean Dining Suite, has round table, buffet and 6 leather seated chairs, terms

Drop-Leaf Mahogany Breakfast Tables, large ones

\$18.50 \$32.50 \$3.70 \$140.00 \$23.25

Waxed Oak Princess Dressers, on terms

Walnut Bow-Foot Beds

Quartered Gum Dressing Tables

Walnut Chiffonette on terms

Solid Walnut with Cane Seat Benches

Waxed Oak Aerial Wood Beds

Walnut or Oak Finish Steel Beds

\$26.00 \$35.00 \$30.00 \$29.50 \$10.15 \$12.50 \$14.00

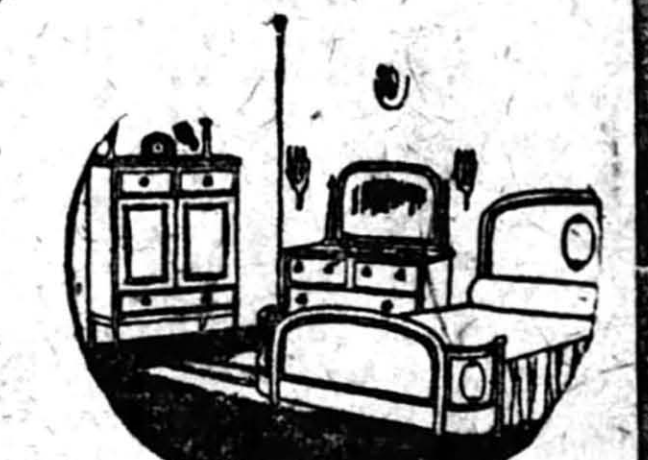
LINOLEUM

\$1.00 Cash \$1.09 Weekly

LIVING ROOM SUITES

3-piece Over-Stuffed Suite, has long davenport, large rocker and chair, removable cushions, Marshall spring, constructed, upholstered in taupe velour, a real value on easy terms at

\$185.00



Waxed Oak Princess Dressers, on terms

Walnut Bow-Foot Beds

Quartered Gum Dressing Tables

Walnut Chiffonette on terms

Solid Walnut with Cane Seat Benches

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3-piece Over-Stuffed Suite, has long davenport, large rocker and chair, removable cushions, Marshall spring, constructed, upholstered in taupe velour, a real value on easy terms at

\$185.00

Send a Roomful Home

ALL THE Carpentering and Wood Work

ON THE
Orpheum Theater

WERE DONE BY
E. C. BAKER

Contract Work a Specialty

Let Me Figure Your
Contracts

E. C. BAKER

252 No. Hydraulic Phone Doug. 2979J

DARE DEVIL HORCHEM

Hangs by his toes from his plane, flying upside down with a dead engine and propeller. He holds the world's record for this original feature.

WICHITA
SEPT
23rd-24th

HORCHEM'S AERIAL CIRCUS

7 Ships With
Fearless Aviators

DOUBLE PARACHUTE JUMP

In Which Horchem and His Wife Leap Off a Flying Ship Together—
Nearly a Mile Above the Earth.

FIFTEEN OTHER THRILLING ACTS

Sept. 23-24

The Circus Will Be Held at
THE CALIFORNIA SECTION—
WATCH FOR DETAILS!

ORPHEUM HAS LARGEST SIGN IN SOUTHWEST

Stands Perpendicular Over
Entrance to New Show
House at Lawrence
and First

LATEST TYPE IN LIGHT
AND VARIED COLORS



WICHITA is now in a class with Chicago. In fact these two cities stand out in an exclusive class of their own from all other cities in the world. This is because Wichita and Chicago have the three largest electric signs on theaters in the world.

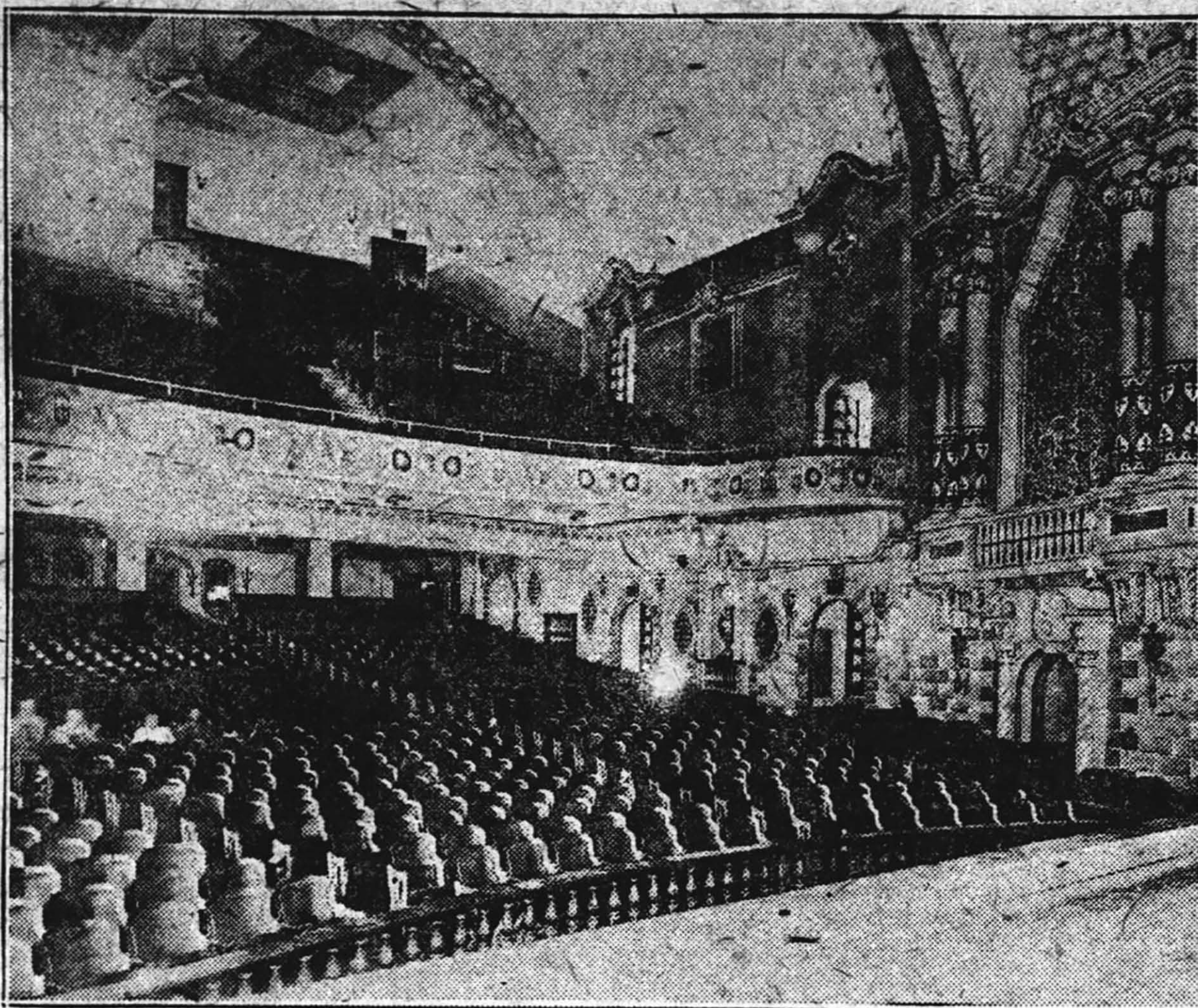
The electric sign on the Orpheum theater in Wichita is one of the three largest theater signs in the world, according to Nathan Herog, representative of Electric Lu-Mi-Nus Signs Inc., of Chicago, who is in Wichita completing the installing of the sign. The other two are on the Chicago and Tivoli theaters in Chicago.

The Orpheum sign is fifty feet in length and twelve feet wide. It stands perpendicular over the entrance of the Orpheum at the corner of Lawrence and First. The word Orpheum in monster letters makes a steady showing in the newest and latest type of light, which is known as the day-light blue. Around this word is a chasing border which is produced in variegated colors by ten volt lamps covered by colored caps. The color flashes are controlled by flasher devices.

The Orpheum sign is of a value of \$7,500, Mr. Herzog states. The quantity of electricity consumed by the operation of this sign every night equals that consumed by all of the residents of the average city of 7,500 population in all of their residences, stores, churches, street lights and other places in a single night.

The sign is but one of many illus-

EIGHTEEN HUNDRED SEATS IN ORPHEUM



trations of the effort of the Central Amusement company, lessee of the Orpheum theater, to give Wichita the very highest degree of quality in every appointment of the theater. John Ebersohn, architect for the theater, visited the Lu-Mi-Nus sign factory in person and gave attention to designing the sign in order to "tie in" the colors to harmonize with the Spanish color scheme carried in the lighting throughout the interior of the Orpheum.

WESTERN ART GLASS CO.

All of the glass used in the interior and in the windows of the Orpheum

theater and office building was furnished by the Western Art Glass Co., 331 North Market Street. The beautiful glass mirrors in the lobby, in the foyer, in the Mezzanine and in the ladies and children's rooms and the dressing rooms are products of the Western Art Glass company. This company, of which Fred Ley is the head, also produced all of the hand-blown glass and art glass in the theater and the plate glass in the store fronts of the building.

DERBY MOVES TO LARGER QUARTERS

In Its Upward Career Wichita's Largest Oil Company Goes Up a Step

The Derby Oil Company has moved its offices. Baggage, desks, typewriters, files and all the firm has changed its offices from the third floor of the Fourth National bank building to the fourth floor. In fact, the whole of the fourth floor is now given over to the offices of the new company.

The move to the fourth floor made it possible for the office room of the firm to be increased materially. The main business office or work room occupies a space 50 by 40 feet in the new addition to the building. It is here that the detail work of the vast organization is handled. To the west of this huge room is the office of the president, A. L. Derby and those of the secretary, J. R. Atchinson, E. C. Moriarty, assistant to the secretary and assistant to the president, has his offices next to those of the other officers of the firm.

Along the hall running north and south through the building are the offices of the heads of the various departments. C. A. Keller of the traffic wholesale sales department is one of the first along the hall. The station office is in charge of C. A. Guinn; the city sales office under the direction of Otto Exter and Irene Allan in charge of the coupon department sales. The purchasing agent, R. S. Meeker and his assistant, Louis Gensch, occupy the north offices. The reception room is replete with the best of furniture. It is at the north end of the hall, and close to the elevators.

The new office enables all departments to have ample room and the few offices on the fourth floor, at present not occupied by the Derby company, gives some room for additional expansion.

The officers of the Derby company are: A. L. Derby, president; E. C. Moriarty, assistant to the president; S. P. Wallingford, vice-president; I. R. Watts, vice-president; Dan F. Callahan, treasurer; J. R. Atchinson, secretary; other directors are J. H. Elen, A. H. Hill, W. E. Jett, Robert Campbell, C. M. Jackman and C. G. Yankey.

SERVICE SUPREME AT WICHITA CAFE

New Place on West Douglas Has More Than \$30,000 in Fixtures

Service supreme seems to be the motto of the latest in Wichita dining places. The Wichita Cafe, 105 West Douglas avenue, was opened last Saturday and Wichitans were given a chance to inspect the cafe that has more than \$30,000 worth of equipment and fixtures. Flowers were given away as souvenirs.

The cafe is one of the show places of the city. All the furniture is of American walnut and the trim of the equipment is of the same wood. The walls are in grey with artistic stencil designs. Green art glass is used to bring out the beauty of the place. The floors are of black terrazzo in walnut and grey blocks.

The cafe will seat more than 100 patrons. There is a marble counter for the busy business man and walnut tables with the most expensive linen for the other patrons who have more time. The kitchen equipment is of the latest design and finish. Special charcoal and gas broilers are features of the kitchen.

The cafe specializes in their pastries and coffee.

The cafe is owned by the Khlentoz brothers. It is managed by O. R. Conner, who has been in the cafe and general restaurant business in the Peerless Princess for the past nine years. Mr. Conner has a legion of friends in the city and many have congratulated him on the new business, which sets a new mark in cafe service and accommodations for Wichita.

Jim and Gus Khlentoz have been in business in Wichita for the past six years.

REAL PAINTER IN PEERLESS PRINCESS

Home Man Paints and Decorates Wall in Orpheum in Beautiful Taste

By giving personal supervision to the work, using only the best quality of materials, the most skilled workmen, and never leaving a job until the customer is entirely satisfied has made his business successful in Wichita, according to Edward Spangenberg, painter and decorator, 2027 North Waco avenue. Mr. Spangenberg did the decorating on the walls and woodwork of the Orpheum office building and on the radiators and woodwork in the Orpheum theater.

Mr. Spangenberg has been in the painting and decorating business in Wichita 24 years. He makes a specialty of decorating and painting office buildings, banks and hotels and fine residences. Among contracts which he has performed are those on the Lassen Hotel, Northern building and residences of the following widely known Wichitans: Jerome Harrington, R. D. W. Clapp, J. H. Van Arsdale, Tex Jones, W. O. Van Arsdale, Dr. Hloem, Dr. H. G. Norton, Marc Clapp, Deering Marshall, Dr. H. W. H. n, John Engstrom, Harry Gee, Dr. D. I. Maggard, L. W. Clapp, Howard Potts, Winn Holmes.

FINE DRESS SHOP

Milady's dresses from house frocks to evening gowns are the specialties of the Edythe-Ann Shop at 313 East Douglas avenue, over the Bowen Booterie. The shop is operated by Ann Timberman and Edythe Hughes.

The shop has an attractive fitting room with all the requisites for the fittings of gowns. The room is decorated with harmonious colors and is one of the little beauty spots in the dressmaking world of the city. The waiting room is furnished in red upholstered in colorful chintz.

World's
Largest
Chain
Department
Store
Organization

A NATION-WIDE INSTITUTION -
J.C. Penney Co.
Incorporated

Buying
for Our
371 Stores
Assures
Lowest
Prices

371 DEPARTMENT STORES
122-24-26 North Lawrence Avenue

VALUE AND VARIETY for Young and Old!

Every member of the family finds inspiration in visiting our store. There's constantly a broad variety of merchandise to make selection a matter of pleasure and satisfaction. That's not all. There's the plainest kind of evidence in every department of the unmistakable superiority of our values. Have you tested us lately?

Girls' School Frocks

Truly Remarkable Values

\$2.98 to \$10.90



All Wool
Blue Serge
—the ever
dependable
fabric!

Dear to the heart of the little Miss and attractive to mother, will be the sou-tache trimmings in white, red or green, or adorning red flannel collar and cuffs. The trim little belt and natty pockets, so secretive, are a joy to childhood.

This Offering Is One of the Big Surprises of the Early Autumn Season—Immediate Selection Is Advised.

Natty Tailored Suits

In Fall's Newest Browns



Tricotine favors this suit. When trimmed with self straps, silk embroidery and stitchings, and silk-lined, its value is incomparable.

Yalama Cloth develops this box model. A smart note is gained by the fur collar, slash pockets and clusters of cordings.

\$19.75 to \$44.75

Other Styles in Our Display

FROM NEW YORK

and Brooklyn come the real style Shoes of the world. Our buyer has picked some winners and you should come while the selection is complete. Satin, brocade, suede, patent and kid in pretty combinations. New strap patterns and tongue effects predominate. The price, if you consider the style value, is reasonable at \$10.00 to \$12.50. We have plainer models as low as \$5.75.

*Only three days from New York is a reality. We buy them by wire and they come by fast express.

HOSIERY

From Onyx, Kayser, Van Raalte and Eiffel, insures us the latest fashions as well as good wear.



321 EAST DOUGLAS PURDUM'S Palace Theater Bldg.

BULLINGER SAYS

No Doubt the New Orpheum Theater will be rewarded with the Success Which the Southwest's Greatest Playhouse is Entitled to.

Anything that offers the people of Wichita real quality for the money always meets with a warm welcome--Take The New

DORT

Sedan
At

\$1250

F.O.B. Wichita, For Example

Bullinger Motor Co.

236 So. Market

Phone M-883

Coats for Kiddies!

In Preparation for School!



School days—the happy days! The 10 to 14 year Miss will revel in this velour coat and invites you to behold the beaverette collar, twill lining, new raglan sleeve, panel back, "grown-up" patch pockets, and bids you take notice of the attractive stitching and fancy buttons.

\$6.90 to \$16.50

The boy, 3 to 8 years, will feel his importance in the many grey chin-chin coat, double-breasted, with wide belt terminating in a buckle. A black and white checked lining will assure mother it will stand hard wear.

\$7.50 to \$8.50

Smart Coats for Fall

Boast Their Brown Hues!



We must all agree that the most essential of essentials in the Women's Fall Wardrobe is her Coat, and bearing in mind, our buyers have combed the markets to secure the newest, the best values, the most serviceable. Brown, the Coat so becoming to all women, reigns supreme. Cloths of Bolivia and velour, trimmed with fur and embroidery.

\$16.50 to \$39.75

Women's Herringbone and Tweed Coats

\$12.50 to \$24.75

The Open Door to Real Value-Giving

Every store in this great Nation-wide chain is an "open door" to real value-giving.

The prices of the J. C. Penney Company are exceptionally low the year 'round, but it's what you get here—the quality—that counts most.

From a small seed of service planted twenty years ago, has grown this the World's Largest Chain Department Store Organization with stores in 371 cities and towns, in 29 States.

Our policy of giving our customers the most of the best for the least money, is possible by our large purchasing power and economical selling policies.

J.C. Penney Co.

Girls' Shoes

DRESSY STYLES



Service
Comfort
Economy

Black Gun Metal and All Mahogany Shoes, for girls, misses and children, lace style, imitation tip, half double McKay sole, English last.

Sizes 8 1/2 to 10 1/2 \$1.98
Sizes 12 to 2 \$2.49
Sizes 2 1/2 to 7 \$5.50

Boys' Good Strong Shoes At Money-Saving Prices

Made of wear-resisting leather with stout soles and durable soles. Splendid values.

Boys', Youths' and Little Gents' Dress Shoe; black box leather, whole quarter Blucher-tip, half-double McKay sole.

Sizes 2 1/2 to 5 1/2 \$2.98
Sizes 12 1/2 to 2 \$3.49
Sizes 3 to 12 \$5.25



Boys' Knicker Suits For School and Fall Wear

Mother! You're interested in our new Fall display of Boys' Suits, for quality, for quality, style for style, make for make and dollar for dollar you cannot outfit your boy more advantageously.

Boys! Here are the clothes you want. They are made just like dad's—for style and service! The model illustrated is just like big brother's. We also have other handsome styles.

The Biggest Values
in Town at

\$4.50 \$5.90
\$7.90 \$9.90



In cassimeres, serges, tweeds and corduroy and a pleasing variety of colors and shades. Hard wear is provided for. Decidedly serviceable and excellent values. Sizes 6 to 18 years.

Two-Pant Suits in all-wool cassimeres and tweeds—double seats and knees. Serges without the double feature \$14.75

MANY SPECIAL CONVENIENCES IN ORPHEUM

Eighteen Hundred Seats of the Latest Design in Auditorium and Balcony

LADIES REST ROOM AND NURSERY IN BUILDING

REATONS SITTING in seats in the rear of the Orpheum theater may enjoy a perfect view of the stage as those seated closer to the stage.

declares H. E. Weaver, resident architect for John Ebersohn. This is a result of the fact that the floor has exactly the proper incline for a perfect view. Occupying a seat in the rear row of the main auditorium, a patron is seated four feet higher than those occupying seats on the front row.

Including the boxes, there are 1030 seats in the main auditorium and 770 seats on the mezzanine and balcony, making a total of 1800 seats in the theater. There are six boxes, three on each side, in the main auditorium, seating 60 persons.

Seats throughout the theater are opera chairs, designed and upholstered for the comfort of patrons. These are upholstered in genuine leather of a vivid red color, trimmed in green. Shipment consisted of 10 car loads of opera chairs, five car loads of furniture and furnishings and four car loads of scenery.

Men's Smoking Room
Wichita smokers may enjoy their tobacco, while attending the Orpheum in the section of a pleasant, comfortable smoking room. The walls of the smoking room are done in Tiffany leather effect to match the furniture. Massive furniture upholstered in genuine leather provides comfortable seating and lounging accommodations for the smokers, with ash trays and match holders and other facilities conveniently accessible. The floor is of the leather effect in old ivory and deep red. The smoking room is at the east end of the mezzanine floor.

Ladies' Retiring Room
Ladies' retiring room on the mezzanine floor of the Orpheum theater should please feminine patrons. Walls of this room are treated in a mottled deep yellow and old ivory with ornamental plaster cornice in old ivory, yellow and black. The furniture, consisting of chairs of various types, davenport, divans and tables, is upholstered and finished in black and gold. Carpeting room is also gold and black to match the furniture in color scheme.

The Nursery
Care of babies and small children need not interfere with Wichita parents attending the Orpheum theater. Ed. Raymond, resident manager of the Orpheum has provided a nursery on the mezzanine floor, and equipped it for the care of children. Parents may attend the theater and place their babies in the nursery with the assurance that they will be safely cared for and given proper attention while the parents are watching the show with their minds free from concern about the welfare of their kiddies.

The mother may know that if her baby does need her presence, the colored maid in charge of the nursery will promptly send word to her at her seat in the theater. When the baby is left at the nursery, the maid will check in the youngster making a record of the seat number of the parents in order that communication may be immediately established with them if necessary.

The nursery is furnished with cribs for babies and other furniture for children's comfort and with toys and facilities for playing. The nursery is on the south side of the mezzanine, overlooking First street.

Lounging Niche
On the north side of the mezzanine is a niche for the convenience of patrons who desire to lounge there. Furniture appropriate for that purpose equips the niche.

PLAYING TOGETHER FOR LIFE



When Ed Raymond and Miss Beatrice Tricey became partners in presenting the comedy playlet, "A Mr. and Miss Mistake," a number of years ago, at a Brooklyn theater, little did they think that it was the starting of a life-long association which would disprove the theory of the title of their play. After presenting the playlet for three years, Mr. Raymond and Miss Tricey were married and the years since then have been a continued success in business and home life.

At their marriage Mrs. Raymond retired from the stage and Mr. Raymond began a career in the business end of the show business, which has led to his present position of resident manager of the Orpheum theater in Wichita. Mrs. Raymond will arrive in Wichita in the near future and they will make their home in this city.

Mrs. Emerson is a graduate of Emerson College of Oratory at Boston. In her stage days she acted in drama, filling dramatic stock engagements with traveling organizations and in permanent stocks in Boston and Brooklyn. Neither Mr. Raymond nor Mrs. Raymond have acted since 1906.

PUTS ON SHOWS IN LAIRD PLANES

Horchem's Aerial Shows Draw Large Crowds at County Fairs and Other Gatherings

Horchem's Aerial Shows are well known throughout the Southwest as a feature attraction at fairs. His present reputation has been built up in a year's time.

In the exhibition work of the Laird planes, Clyde Horchem features upside-down flying, ten consecutive loops, 2,000-foot fall in tail spin, performing on trapeze 2,000 feet in the air, standing on the top wing while the pilot loops the loop and does dives, mile-high parachute leap, aerial photographs and double parachute jump by man and wife.

Mr. Horchem has a long list of accomplishments to his credit that has served to draw large crowds to his attractions. Some of these accomplishments are: crossed the continental divide at altitude of 17,000 feet, has flown more than 300,000 miles, has carried more than 9,000 passengers, has made more than 7,000 flights, and is the holder of the world's record in up-side-down flying.

Mrs. Horchem is as good an aviator as her husband and in the parachute jump she has been called her husband's better half. The two often make the leap together, one from each wing.

BUILDING RESTS ON SOLID FOOTING

Force of Ten Men Spent Two Months in Making Foundation Solid as Gibraltar

The hardest footing ever placed in Wichita for modern buildings went underneath the new Orpheum theater building and the Richardson building, which is just north of the theater. This condition was caused by the depth necessary for the footings and because of the seepage of water into the pits for the bases. In reality, according to E. C. Baker, who had charge of placing the footings, the concrete bases were floated on water, or a mixture of water and sand, three and a half feet deep.

It was quite an engineering feat to place a new foundation under the Richardson building. With the excavation of the basement to the new

PRETTY SCENERY THRUOUT HOUSE

Orpheum Ranks With Any Vaudeville Theater in Entire Country

Scenery in the Orpheum theater ranks with that of any vaudeville theater in the entire country, according to J. A. Bannon, who came to Wichita from Chicago, to install the scenery for the Fabric Studio, the makers. Bannon should be an authority since he is an old timer in the show business and has installed scenery in theaters in nearly every city in the United States.

Bannon is very enthusiastic about the gold gauze curtain which he says is an unusually fine production. It portrays an exterior garden scene and was painted by Max Schroeder. A wonderful work has been accomplished in the floor perspective of the scene in this curtain. The perspective is only twenty five inches in extent but gives the floor an appearance of being twenty five feet.

The second piece which is known as the fine curtain and made of asbestos, shows a Spanish market scene. The valance or first piece, is of silk velour. The third curtain is known as a grand drapery. The fourth is a silver gauze tableau curtain. The sixth piece is the picture sheet. Then there two interior and two exterior oleos and drops, complete conservatory setting, consisting of borders, leg and cut and back drops, palace scene richly decorative, with two borders, one leg and cut and back drops, light and dark, fancy interior sets. Gothic set with tapestry effect and one plain setting. The asbestos curtain weighs 1,000 pounds.

Bannon started "trouping" as a property man with Karafe's Water Queen in the eighties. He soon became stage carpenter and traveled as such for years, visiting Wichita many times.

AUTOS BEAUTIFY CITY'S STREETS

Memories Retained by Man Who Travels and Added to Home Town

"Main Street is being beautified through the automobile," said Floris Nagelvoort, president of the Nagelvoort-Stearns Cadillac Co., in commenting recently on the great increase in interstate touring by automobile owners. "The man who travels retains many memories of civic beauties when he returns from a trip through some other part of the United States," asserted the Cadillac dealer. "He is

anxious to have his own town transformed into a place which invites tourists. He votes for better pavements, boulevard lights and modern school and municipal buildings. His pride in civic affairs can often be traced directly to the trip he took with his wife and family through some town in a different state."

"States are becoming neighbors through the motor car. Another great link in our democracy has been welded by the automobile which brings officials of the state and nation together while solving the problems of good roads," stated Mr. Nagelvoort. Pointing out a specific instance of the great gain in touring, one people of different states, he told how while driving through New York, a friend counted license plates from 36 states on one stretch of highway.

GRATITUDE

The Guest: I suppose your husband is very fond of yachting?

The Owner's Wife: Well no; he ain't really. Sometimes it makes him awful sick, but he made his money outa feels he kinda owes it to the sea.—Life. canned salmon durin' th' war an' he it fine.—Life.

OLD BILL NICKEL

Elmer Hopkins put up a crowbar for a hen roost an' the rooster liked it fine.—Life.



Congratulates

The New Orpheum Theater

We suggest you look in the Hat Box for your New Fall Hat

PARKS & OSBORN

HATTERS

125 N. Lawrence Miller Theater Building



A Section of the Orpheum Theater Roof

Greeting to The New Orpheum Theater

All the roofing material and work were furnished by

The

Chas. E. Mahaney Roofing Co.

Phone D. 4157

501 Orpheum Theater Building



KNOX Fifth Avenue Special

If you went to New York to buy your fall hat, and stepped into the smartest shop on Fifth Avenue, this is one of the first blocks they would show you. Just the hat for early fall,

\$7

Order by Mail

Woolf Brothers
SUCCESSORS TO GREENFIELD'S
Temporary Quarters, 123-125 E. Douglas

MOVES OFFICE TO ORPHEUM BUILDING

Great States Life Insurance Company Makes Rapid Growth in Few Years

The Great State Life Insurance company has made phenomenal strides since established in Wichita in 1919. Where a small office sufficed for their company the first year they now have ten rooms in the new Orpheum theater building. Their new offices have also been furnished with the most modern fixtures and furniture. Their rooms extend around the south end and west side of the building giving them suites of the lightest and most airy rooms in the city. Their offices are on the fifth floor.

The original location of the company was in the Bittling building but they moved to the new Butts building in order to have more room. The Butts building offices soon proved too small so this year they decided to move to the Orpheum building where their offices would be larger and they would have room to expand in case of need.

The firm has expanded greatly in amount of insurance issued. At the end of the first year the total amount of insurance outstanding was \$2,000,047. By the end of the year 1920 they had more than doubled the business of the first year and their books showed a total of \$5,032,000 in insurance outstanding. By June 30, of this year the firm had a total of \$7,600,000 in outstanding insurance on their books. The Great State Life Insurance firm. It was organized by James P. Sullivan.

The late Dr. F. B. Lyon was the original medical director but he died before the company had been in business more than three months.

The present officers of the company are: Fred B. Stanley, president; W. F. Benson, vice-president; W. B. Crandall, secretary; James P. Sullivan, manager of agencies; J. T. Botkin, treasurer; Dr. W. P. Callahan, medical director; Dr. Martin Hagan, medical director; Benj. F. Hegler, general counsel and R. M. Webb, consulting actuary.

FIRST NATIONAL BANK

The home of the First National bank of the city, northwest corner of Main street and Douglas avenue, is a building of this years completion as is the Orpheum theater. Their ten story structure is one of the improvements here that is always pointed out to the visitors.

The bank has been in its new home since early spring and the officers and other employees have become acclimated to their new surroundings. The First National bank is the result of a combination of the Kansas National bank and the National bank of Commerce on February 24, 1920. Since the consolidation the bank has had a capital of \$1,000,000 and a surplus fund of \$1,000,000. Both of the banks started as state banks.

C. Q. Chandler is chairman of the executive board and C. W. Carey is president. F. L. Carson is cashier.



Greeting From The Rorabaugh Dry Goods Company to The Orpheum Theater

WE PREDICT for you success in proportion to the remarkable enterprise and enthusiasm that has been displayed by your promoters. We and the citizens of Wichita are proud of you, and if we can add by word of mouth or action one single ounce to your pulling power, we are yours to command.

Gentlemen—you who are responsible for the Orpheum—accept our congratulations. You are citizens of whom any metropolis might well be proud. With your help, and a number of others equally as persistent, Wichita will soon be able to boast a population of 125,00.

It is a "feather in our cap" to have been awarded the contract for supplying the floor coverings for the Orpheum. They are of a type that reflects favorably upon our ability to please the most exacting for it required a true conception of art and a liberal amount of skill to properly place them.

THE **RORABAUGH** DRY GOODS Co.
INCORPORATED
117-27 NORTH MAIN ST. WICHITA, KANSAS.

Greetings---
and best wishes
to the new
ORPHEUM THEATER
Marple Theater

Clarence E. Blackley
INSURANCE
Representing
G. W. Smith & Son
Ground Floor
Room 5
ORPHEUM THEATER

Congratulations to The New Orpheum Theater

WOOD'S SHOE STORE

Upstairs 309 1-2 E. Douglas

2 Doors West of Palace Theater

ONLY THREE HOUSES LIKE NEW ORPHEUM

Architect's Object Was To Surround Audience With Atmosphere of Coolness and Repose

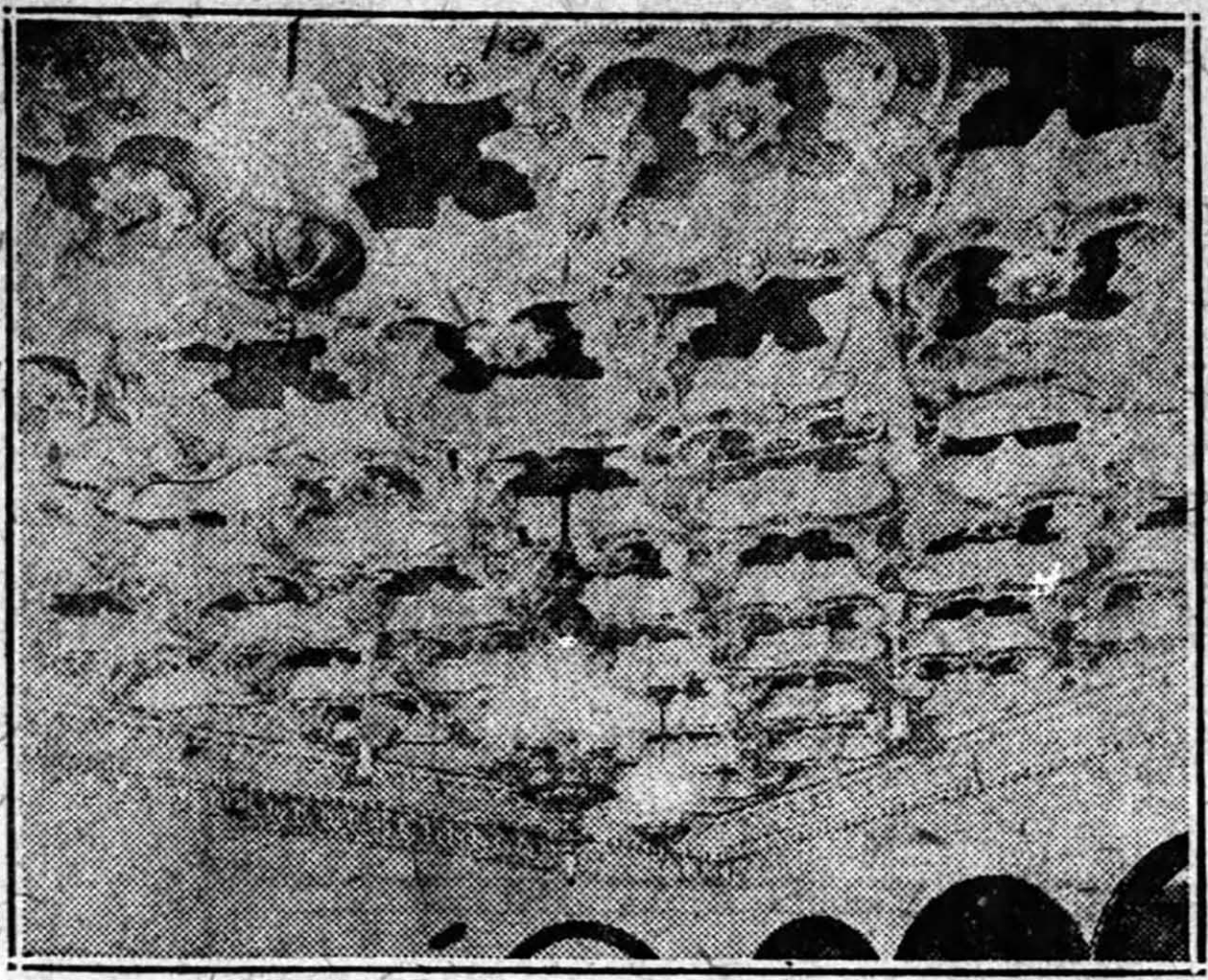
ANDALUSIAN SCENES WITH VIVID COLORS

CREATING AN atmosphere which surrounds the audience with an effect of coolness and repose, of depth and distance, was the objective sought by the architect of Chicago, architect for the Orpheum building, when he designed the Spanish garden, house and sky in the Orpheum theater. Mr. Ebersson has been introducing designs in the treatment of interiors to create this effect in theaters, especially those in hot summer climates, for a year or more, in preference to the Adams period of the French style of architecture which has been greatly overdone. Mr. Ebersson's plan to accomplish this effect, is to treat the interior as an exterior and in the Orpheum he designed an Andalusian scene with all of the vivid colors belonging to that style of architecture and to the people who live happily in the southern provinces of Spain.

The Orpheum is one of only three of these theaters in the United States, according to Mr. Ebersson. The other two which he designed are at Terre Haute, Ind., and Flint, Mich. Mr. Ebersson arrived in Wichita Thursday to confer with Harry E. Weaver, architect in charge of the construction of the theater. Mr. Ebersson is in command of an organization in Chicago which specializes in the designing of semi-public buildings of a monumental character. For years John Ebersson has specialized in the planning of theaters and hotels. He learned his profession in Europe and has been a resident of the United States for twenty-three years. Ebersson has designed more than 100 theaters in all parts of the United States.

"I find that to be a successful architect it is necessary to translate to the owner the engineering problem as to the strength and fire resisting qualities of the building and the cost and commercial value, which are of more importance to the owner than the appearance of the structure. That means that owners are not seeking to erect costly monuments without regard to the commercial value, but they are demanding that architects design structures with attention to details which will provide the greatest strength and

SPANISH FAIENCE CEILING IN ORPHEUM VESTIBULE



fire resisting qualities combined with architectural appearance and at a cost that will make it possible for the building to pay as a commercial proposition."

By operating on those lines Mr. Ebersson has built up a large clientele for whom he has designed buildings that pay, his clients declare.

LIKE TANGLEFOOT THEY CATCH THEM

Anti-Automobile Thief Association Best Protector to Man With Car

Anti-Automobile-Thief Association of America, with general offices second floor, Sedgwick building, Wichita, now has the largest membership ever experienced in the history of this association, according to the management. Arrangements are being made by B. B. Brown, general manager, to open branches of the association at Pueblo and Denver, Colo., and Casper, Wyo. E. F. McIntyre, former manager of the Wheat Show here, is manager of the East Texas branch at Dallas, Harry Moore, manager West Texas branch at Wichita Falls, J. Paul Tedford, manager Oklahoma branch at Bartlesville, and M. L. Stewart, manager Coffeyville branch at Coffeyville.

REAL WESTERN SPIRIT
In no city which has ever visited has he found a more genuine Western spirit of welcome and goodwill than extended to the stranger than that which he has experienced in Wichita, declares Ed Raymond, resident manager of the Orpheum theater. Mr. Ray-

mond has been in Wichita a month and his business and social relations during that period have caused him to form a genuine liking for Wichita and Wichita people.

"I have been in so many cities that going to a new one did not mean much to me until I settled in Wichita," said Raymond. "I became so that visiting a new town meant to me merely securing good hotel accommodations and getting my business transacted, but in Wichita it is different. This city interests me and I know I am going to enjoy making my home here."

At San Antonio, Texas, where Raymond has resided for several years he was popular in business and social circles, being an active Rotarian and a golf enthusiast.

PURDUM SHOES FIT THE FEET

Handles High Grade Lines at Prices Suitable to the Depression

Feet are never too large for the Purdum shoe store of this city to fit. And they are never too small for the store makes a specialty of custom, special designed shoes. The woman who has paid a good sum for a magnificent party dress can always have a pair of slippers made to match the dress.

The Purdum store also handles a large line of shoes of high grade lines at prices that have remained almost stationary during the different periods of inflation and depression, according to Mr. Purdum. These lines run in

size to 15 for men and to 11 for women.

Mr. Purdum, who is sole owner and manager of the store, started in business here in 1914 when he opened a store in the first block on East Douglas avenue in the store room now occupied by the Kansas City Trunk company. Two years later he opened up a store at 321 East Douglas avenue in the Palace theater building. He consolidated the two Wichita stores in 1920 and now operates in the Palace theater building.

In 1918 Mr. Purdum opened a store in Tulsa. This store is now serving the people of that trade territory as the Wichita store does here. Mr. Purdum established a store in El Dorado in 1919 but sold out there in 1921.

CHAIN STORE IN THEATER BUILDING

Penny Company Carries Complete Line of Dry Goods, Notions, Etc.

The largest chain department store in the world has its branch in the heart section of the city. Within easy range of a majority of showhouses and especially the Orpheum theater is the J. C. Penny store. It is managed by J. Rickman.

The Wichita branch has been here since 1920 in the modern building just north of the Innes store. The sale of goods is for cash alone but the trade has prospered in spite of the fact that no sales have been held. The Penny company holds that shoppers prefer to buy at stores where the goods are sold at uniform price to all, no matter how the weather or the season. From the business handled by the Wichita store the method that has made J. C. Penny famous over the entire United States is also quite popular with Wichitans.

Last year the 312 Penny stores over the country did a business of more than \$50 million dollars. This year there have been 59 new stores opened and by the end of the year the business will run over the \$60 million dollar mark, in the opinion of Mr. Rickman.

The Penny store has complete lines of dry goods, women's and men's ready-to-wear, notions, men's, women's and children's shoes and other allied lines.

MOVES HOME TO ORPHEUM BUILDING

Leading Wichita Insurance Company Gets on Ground Floor of Structure

The new home of the G. W. Smith and son insurance company is in the Orpheum theater building on the ground floor of the building. They were formerly in the Beacon building. The officers of the firm are: G. W. Smith, Dwight M. Smith, Clarence E. Bleckley and Howard Hershberger, cashier. The lines now handled by the company are: The Standard Accident Insurance company of Detroit, Michigan; The Franklin Fire Insurance company of New York and the Central States Fire Insurance company of Wichita.

G. W. Smith and Son have been in the insurance business in the city for the past 16 years. They have written all kinds of casualty insurance until many people believe this is about the only kind they handle. However, they handle many other lines.

PARTICULAR JOB OF PLACING TILE

American Cornice Works Tackle Dangerous Undertaking in Placing Roof

One of the most dangerous building undertakings in the city during the past year was the placing of the tile roof on the south end and west side of the new Orpheum theater building. The green Spanish clay tile was laid on sharp angle with the street six stories below. It was impossible to erect any scaffolding and the laying of the tile developed into a dangerous job where the care alone saved the workmen from plunging into the street. The tile was laid without any casualties.

The work was handled by the American Cornice works of this city. The firm had the contract for the tile and for all the metal work in the building. This included the canopy over the front entrance, ornamental iron and zinc work and metal doors.

The American Cornice works have handled the largest sheet metal contract in the city, that of the First National bank building. The contract was for more than \$42,000 and it kept nearly two score of men busy to keep up with every phase of the work in the construction of so large a building.

Another large contract the firm has received lately in addition to the Orpheum theater contract is that of the new million dollar high school on the McKnight tract. The contract is for \$22,000 and includes the installation of the largest skylights in the state of

VALUED SLAVE MORE THAN RICHES

Real Estate That Atlantan Swapped for Negro Worth Much

ATLANTA.—If Thomas Peacock had clung to a piece of Atlanta real estate that he swapped years ago for Ran Peacock, a negro slave, he would have been worth at least \$100,000 before he died. But he never regretted it, according to his statement.

Death now has claimed them both. Mr. Peacock died a few years ago, and "Uncle Ran" passed away the other day at the age of 83. The property increases in value yearly as Atlanta grows, but it was the best bargain ever made, was the white man's re-

mark a few years ago when he saw a great office building going up on the lot at Whitehall and Alabama streets, one of the most valuable corners in the city.

The story behind the trade is that of the affection of the old-time southerner for the slave boy who was his especial playmate. Seventy years ago before Lewis Peacock died, in apportioning out his property he left Ran to his daughter, Mrs. Thomas Connolly. Young Thomas Peacock, a few years later, gave his sister his fourth interest in the Alabama-Whitehall corner for Ran, who, as a likely young negro, was worth around \$1,500. Mrs. Connolly's son now owns the lot and the Connolly building which stands on it. Real estate men say the lot itself is worth \$400,000 or more.

"Peacock said it was the best bargain he ever made because when he went away to war he left Ran to take care of Mrs. Peacock and the children and it was Ran who worked the plantation near Atlanta and foraged for the wife and children of his master, after Sherman's soldiers had burned the city and stripped the countryside of food.

ASKS DIVORCE AFTER 37 YEARS

HONOLULU, T. H.—Colburn H. MaEmae, Hawaiian, waited 37 years for his wife, Emily to return to him before he brought suit for divorce on the ground of desertion, he testified here at the hearing of his case. MaEmae and his wife were married

in Ewa, Aahu, in 1884, the year following the coronation of King Kalakaua, and she left him four months after the marriage, he testified. Since then he has waited for her return but finally concluded that she "meant to stay away," he said.

Mrs. MaEmae now is a "fisher-lady" and resides on one of the small islands in Kailhi harbor, adjoining Honolulu bay, her husband testified.

BRITISH CONFIDENT

LONDON.—Great Britain's faith in the capital ship is unshaken. In the House of Commons Colonel Charles Amery, Financial Secretary to the Admiralty, declared that so far as the British Admiralty was aware, there was not in the Royal Navy nor in the navy of any other country, an airplane capable of sinking one of England's dreadnoughts by either bomb or torpedo.

PLAN BIGGEST FAIR

EMPORIA, KAN.—The Central Kansas Fair in Emporia, October 4, 5 and 6, will be the biggest fair ever held in Lyon county, according to officials. Although the program is not complete, the tentative premium list includes prizes for more exhibits than ever offered before. No entry fee is charged for exhibits at the Central Kansas Fair and every one in Lyon and adjoining counties is invited to "show their wares." Frank Lostutter is secretary.

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You will be served with the best the market affords in season. Just think, home made ice cream, ice cold watermelon, and candies that will melt in your mouth.

Moderate Prices



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Music noon and evenings

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"In the Heart of Wichita"

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We pay postage and guarantee.

Orpheum Theatre

Patrons may dine at 5:30 to 6:00 o'clock at the Innes Tea Room and be in ample time for the first performance beginning at 6:45 p. m. Also by being seated before 7:45, when Tea Room closes, there will be ample time for the second performance beginning at 9:00 p. m.

When possible make reservations when your party is over five.

The Miller Theater, across the street
The Orpheum Theater, 400 feet north
The Wichita Theater, just around the corner
The Palace Theater, just across Douglas Ave.
The Princess Theater, 400 feet south
The Kansas Theater, 400 feet southwest

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of the Andalusian
gardens of old
Spain to imperial
Kansas is a far
cry but not too far
to transplant its
romance, its color
and its beauty

For the gardens of
old Spain lent their
colorings, the rare
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We hope that the
Orpheum will give you
joy, please, happiness
and unsurpassed
entertainment



OPENS
SEPTEMBER 4th 1922

MATINEE
1:45 PM.

EVENING
6:45 & 9 P.M.

DAVE FERGUSON & COMPANY
IN "THE ROUNDERS OF OLD BROADWAY"

NED NORWORTH & CO. THE POPULAR YOUNG COMPOSER
IN "HIS LATEST LAUGH FESTIVAL"

HENRY'S MUSICAL SEXTETTE IN A HARMONIOUS OFFERING
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BAXLEY & PORTER IN "NEIGHBORS"

WILLA & BROWN IN "RAG ART"

For:-

Back to the
Very first beginning
Out to the undis-
covered ends,
There's nothing
Worth the wear
Of winning but
Laughter and
The love of friends"

Karl
Hoblitzelle



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with artists from the operatic,
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interwoven with the rarest
Vaudeville artists..

