

# NEW PLAYHOUSE MAKES ITS BOW

**Uptown, Beautiful in Appointments, Opens Doors to Audience of 2,500.**

Kansas City theatergoers assembled last night, 2,500 strong, to open officially the new Uptown theater, Valentine road and Broadway, the city's largest and most pretentious suburban motion picture playhouse, representing an investment of more than \$1,000,000.

Something out of the ordinary and striking in effect greeted the capacity audience which attended the premiere performance. The entire interior of the theater is done in Italian garden motif, renaissance of the fifteenth century.

### **Many Picturesque Effects.**

The ceiling represents the blue sky, with twinkling stars and lazily floating clouds, while to the left and right are represented the aged and mellow walls of a Mediterranean garden.

Reproductions of statuary now in the Vatican museum and other Old World treasure houses stand in niches and on terraces. The colonnades are hung with tapestries and banners, and even the carpets and seat upholstery, done in a rich pattern of old brocades, add to the atmosphere.

The theater represents the last word in amusement houses, and, according to H. F. McElroy, city manager and only speaker at the opening, shows the great faith in Kansas City of Universal pictures, builder and operator of the Uptown.

### **Features of Program.**

On the initial program are an overture by the Uptown Symphony orchestra, Hans Flath conducting; current events; an organ solo by Mr. Flath; a funny Snookums comedy; a cartoon subject; a colorful stage show of dance and song, and the feature photoplay, *The Irresistible Lover*, starring Norman Kerry and Lois Moran.

The picture is good, clean comedy drama and tells the story of a gay young bachelor with many loves—and as many breach of promise suits—who finally loses his heart to the winsome daughter of a burly police officer. It's nice entertainment.

The same program will be repeated today, tomorrow, Monday and Tuesday. George Steiner is managing director of the Uptown.