

Reminiscent of Old Spain

In the new Kenosha theatre, Kenosha, Wis., the Spanish motif predominates. This theatre, just opened by Universal Chain Theatres, is the architectural conception of United Studios.

Universal's Spanish Theatre—

The Kenosha

New house in Wisconsin is unique in design

IT'S a far cry from the days when Spanish Galleons were the pirates of the high seas and Pizarro and Cortez conquered and plundered the fabulous riches of Mexico and South America to this age in which men span the ocean in less than two days. Yet when patrons of the recently opened Kenosha theatre, Kenosha Wis. looked about them, they beheld magnificence and dazzling opulence in an abundance undreamed of by those old Spanish conquerors.

In building the Kenosha theatre, a Universal chain house, the Milwaukee Theatre Circuit called on the best of modern talent and prominent concerns were called upon to help. Months were devoted to examination of sketches and to experimentation with color effects. Everything was worked out in the most minute detail by United Studios of Chicago.

The sketches showed a wonder palace, an example of great architectural beauty with interior appointments in harmony with the noble exterior. It was only after months of thoughtful consideration that it was decided to build the theatre on a Spanish design and to create an atmosphere of sunny Spain throughout the interior. Ultra modern in every respect, a fascinating playground of dazzling new luxuries and up-to-date conveniences, the effect on entering the lobby is that of an old world courtyard, patrons stepping over huge flagstones as they promenade. The breath of old Spain is in the air and one might fancy the sound of clicking castenets and the tap of Spanish heels.

The main amphitheatre itself is spectacular and brilliantly unique in design and execution. A note of grandeur and magnificence has been struck in the matter of coloring and general sweep. All the lure and loveliness of soft Castillian nights is reproduced so accurately it is easy to imagine dashing toreadors strumming their guitars beneath the windows of starry eyed senoritas, in just such a scene. The elab-

the feature picture, will be original and startling in their beauty.

In harmony with the architectural elegance and the extavagant furnishings and appointments will be the service rendered to patrons. It will be the aim of all those on the Kenosha's house staff to provide patrons of the new theatre with courteous and efficient service at all times.

A special B. F. Reynolds ventilating system has been installed.

Among those contributing to the success of the Kenosha theatre are: Josephson & Zimmerman, Kenosha, Wis.; Universal Contracting Company, 652 Builders Exchange Building Minneapolis; H. E. Conrad Company, 654 Builders Exchange Building, Minneapolis; Commonwealth Sign Company 4543 West Lake Street, Chicago, Ill.; Decorators Supply Company, Archer Avenue, Leo Street, Chicago, Ill.; Immel Construction Company, Fond Du Lac, Wisconsin; Davis Furniture Company, Kenosha, Wis.; Groosman Lewis & Company, Milwaukee Athletic Club Building, Milwaukee; Heywood-Wakefield Company, Chicago, Ill.; United Studios Inc., 28 West Lake street, Shicago, Ill.; Kenosha Boiler and Structural Company, Kenosha, Wis.; J. H. Clark & Barlow Hardware Company, Chicago, Ill.; The Valley Construction Company, Neenah, Wis.; Robert P. Carson Scenic Studios, 1507 North Clark Street, Chicago, Ill.

A Deluxe Projection Booth

(Continued from page 12)

films in feet per minute are installed on each projection machine, on the organ console, the orchestra pit and in the manager's office. This permits perfect co-ordination and allows the organist and

orchestra leader to follow their cue sheets exactly.

The ceiling lights in the projection room are placed 18 inches from the wall, rather than in the center of the ceiling, thus eliminating all light from escaping into the auditorium through the projection windows. The changeover switch automatically cuts off the current on the machine in use when the arc on the next machine is struck.

American Seating in New Plant

(Continued from page 10)

of waste.

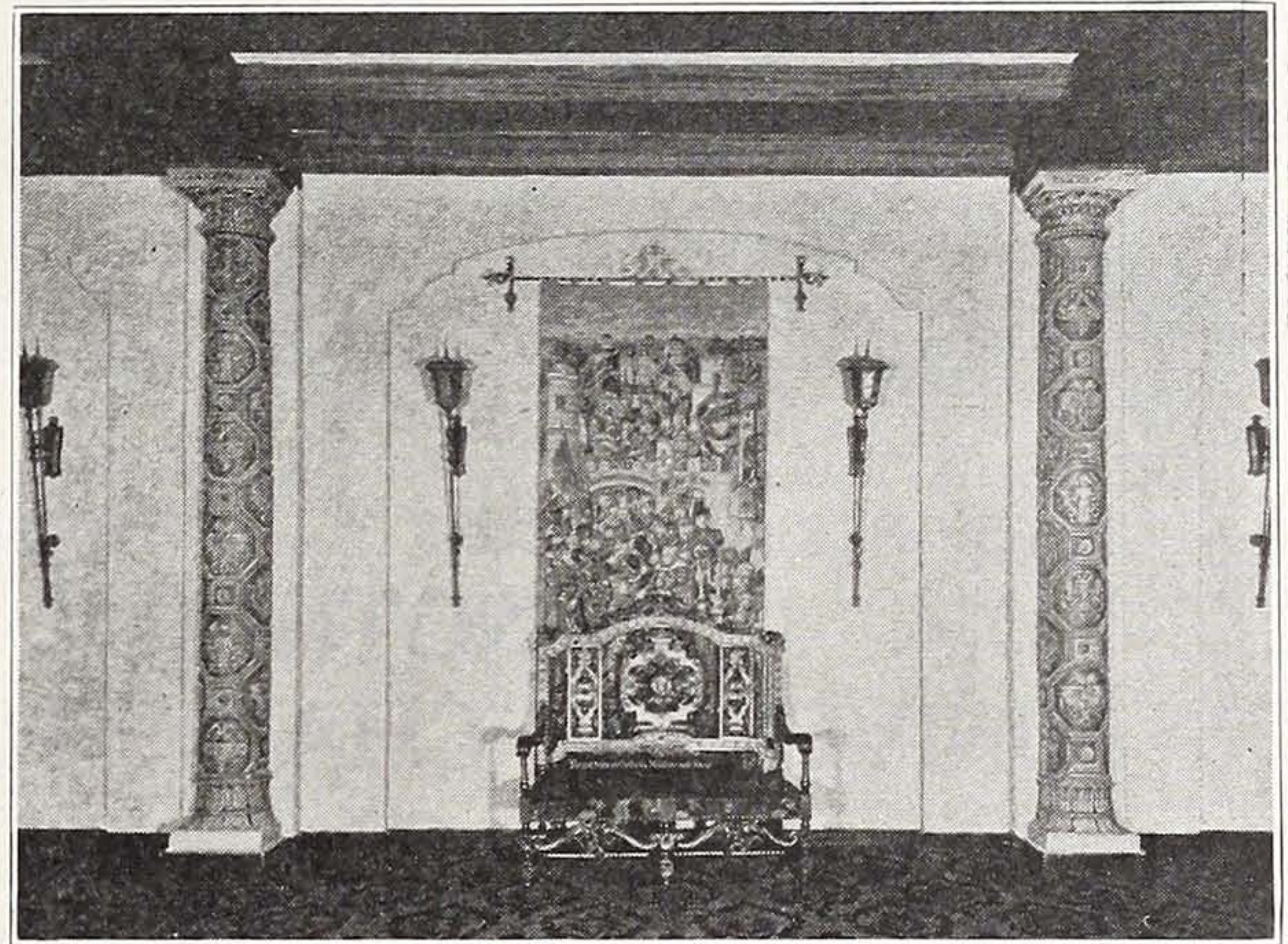
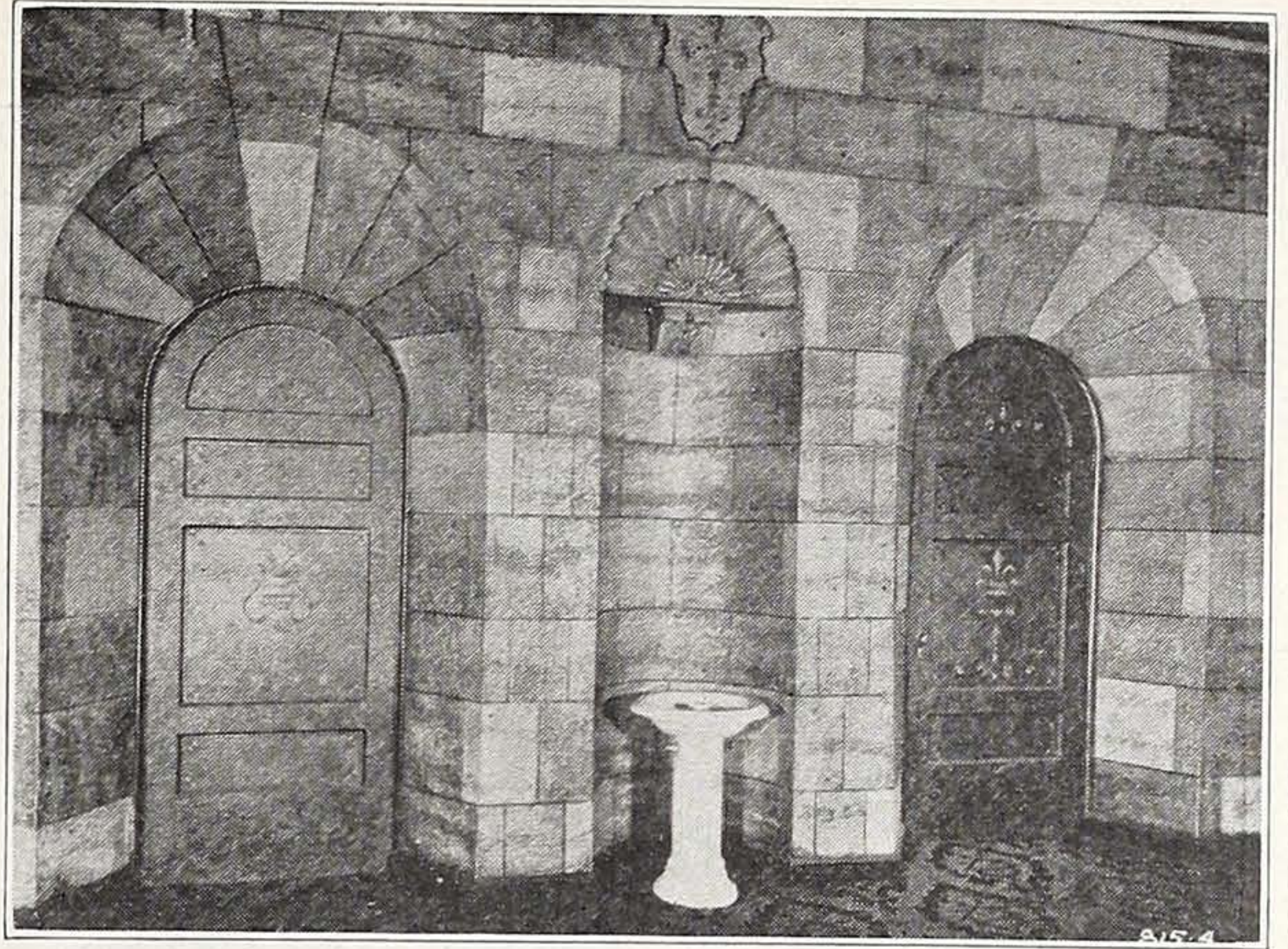
The new addition which the American Seating Company has recently completed is a modern building covering 177,000 square feet of floor space. It is four stories high and fronts a full block on Seventh avenue. With its completion it is declared that under no conditions will it be possible to experience any production delays.

Through its house organ, The Seater, workers at the American Seating plant are kept continuously in touch with results of their work through publication of pictures of American Seating installations in various theatres in the country. They take pride in these installations and feel a keen interest in their contribution to the comfort of the theatre-going public.

Clune Convalescing

(Special to the Herald)

HOLLYWOOD, Sept. 27.—W. H. Clune, pioneer motion picture producer and theatre owner, who was taken suddenly ill Saturday at Los Angeles Athletic Club, is improving according to his physician.



orate lighting effects and wall decorations are faithful to the atmospheric note of the rest of the theatre. Seats are of the most soft and comfortable type and are richly upholstered to blend with the gorgeous coloring in the floor carpeting.

On the stage a costly and exquisite iridescent curtain will be lowered during the overtures and vaudeville acts. Stage settings for the stage show augmenting



**KENOSHA THEATER
DESIGNERS—BUILDERS**

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Theater Architects and Owners thruout the United States are demanding REYNOLDS SYSTEMS for the comfort of their patrons. There is a design ideally suited to your requirements.

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118 West Ohio Street

Chicago, Illinois

Modern Installations

The tendency among theatres, both large and small, throughout the country is to modernize. Evidence of this encouraging situation is found in the many installations of equipment reported by leading manufacturers.

(Continued from page 13)

Colonial theatre, Akron, O.
Milledgeville Times, Milledgeville, Ga.
B. J. Davis Agency, Roanoke, Va.
H. L. Breinig, Rockford, Ill.

Hertner Electric Company TRANSVERTERS

Houstley Brothers, Hot Springs, Ark.
Cameo theatre, Bristol, Conn.
Palace theatre, Norwich, Conn.
Broadway theatre, Norwich, Conn.
Phiel theatre, St. Petersburg, Fla.
Rose theatre, Thomasville, Ga.
Capitol theatre, Chicago, Ill.
Miller theatre, Woodstock, Ill.
Eastland theatre, Indianapolis, Ind.
Rivoli theatre, Indianapolis, Ind.
C. J. Le May, St. Mary's College, St. Mary's, Kan.
Morel theatre, Fetzer theatre, Shreveport, La.
Mar-va theatre, Pocomoke City, Md.
Broadway theatre, Baltimore, Md.
Lyric theatre, Boston, Mass.
Redford theatre, Redford, Mich.
Birmingham theatre, Detroit, Mich.
Royal Oak theatre, Royal Oak, Mich.
State theatre, East Lansing, Mich.
Loyal theatre, Detroit, Mich.
Ready theatre, Niles, Mich.
Wayne theatre, Wayne, Mich.
Hollywood theatre, Detroit, Mich.
New Rochester theatre, Finkelstein & Ruben, Rochester, Minn.
Star theatre, Columbia, Mo.
Hansom Hamre, Miles City, Mont.
Block's State theatre, Woodbridge, N. J.
Union theatre, Union, N. J.
Leonia theatre, Leonia, N. J.
Loew's State theatre, Newark, N. J.
Paramount theatre, Patroon Theatre Corporation, Albany N. Y.
Genesee theatre, Buffalo, N. Y.
Variety theatre, Baldwinsville, N. Y.
Capitol theatre, Binghamton, N. Y.
New theatre, A. Newberger, Jamaica, L. I., N. Y.

(Continued on page 27)

Do Your Seats Need Repairing?

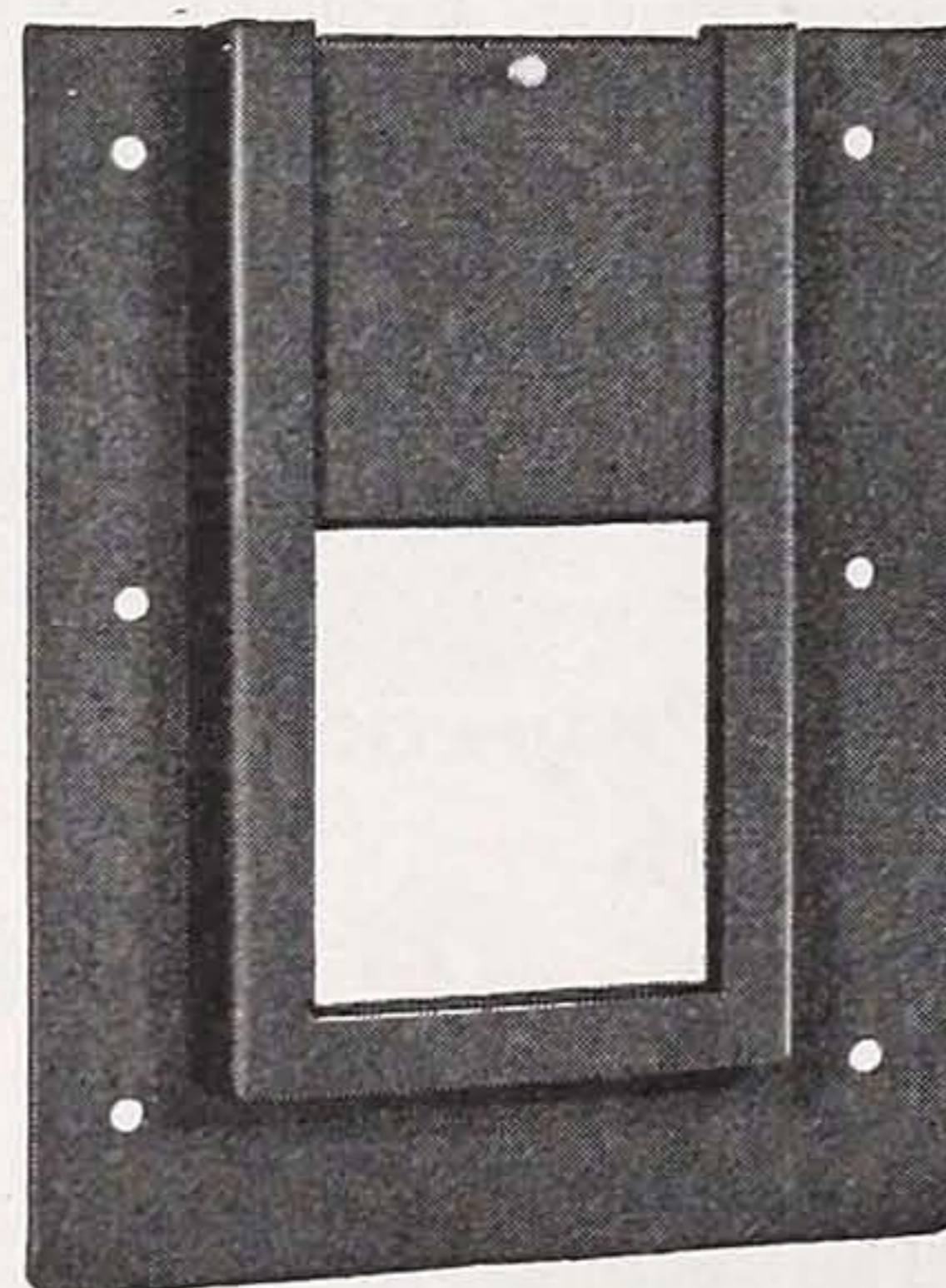
Get our prices on seats and backs, we carry a full line of parts for all makes of theatre seats, also Leatherette and cotton for Re-upholstering. We conduct our business on a small profit. Give us a trial.

We also manufacture mattress and pillow spring seat bottoms to fit your present squab seats.

Reliable Theatre Seat Repair Company

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Are You Planning a

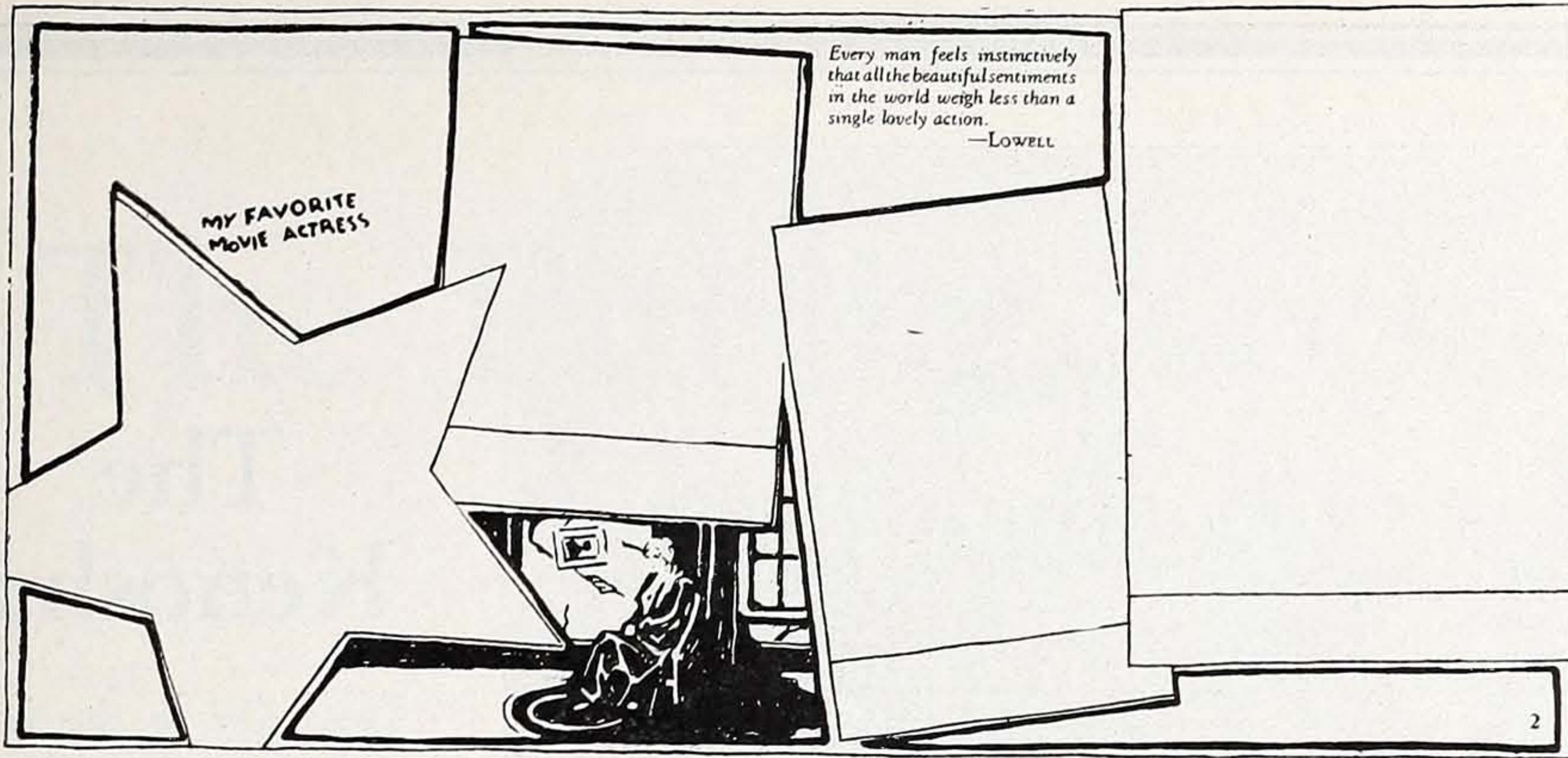
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John C. Becker & Bro.
2824 Taylor St. Chicago, Ill.



Above: One of the pages of the fan's scrapbook, and at the right is the rotogravure of stars to be cut up and pasted into book for a permanent record.



The Scrapbook as Builder of Patronage

Plan Is Used by Many Theatres in Exploitation

WHEN the public shops for pictures, as it is now doing, it requires initiative on the part of the exhibitor and the exploitation man if the seats are to be filled.

An exploitation feature which has been used widely among many of the larger theatres is the distribution of "My Movie Scrapbook."

To best illustrate how the book, published by Bishop Publishing Company, may be used, the following example is given: The

Rialto theatre, Colorado Springs, offered awards of Publix Chex Books to patrons who prepared the neatest and best looking book, completely pasted up, with equal awards in case of ties. The contest was in two divisions, the first for children under 16, and the second for persons over 16.

The possibilities of this book are limitless, as the live exploitation man will realize.

There are 17 star heads on each roto-

gravure. It is possible for the exhibitor to distribute the books at one time, and follow at intervals with two or three star heads. In other words, it is not necessary to give out the complete rotogravure.

In case the exhibitor publishes a house organ, it might be wise for him to print in each issue the picture of a star so that patrons may add to their scrapbook.



MADE RIGHT FOR BETTER LIGHT

Equipment in this most up-to-date house had to be the finest obtainable.

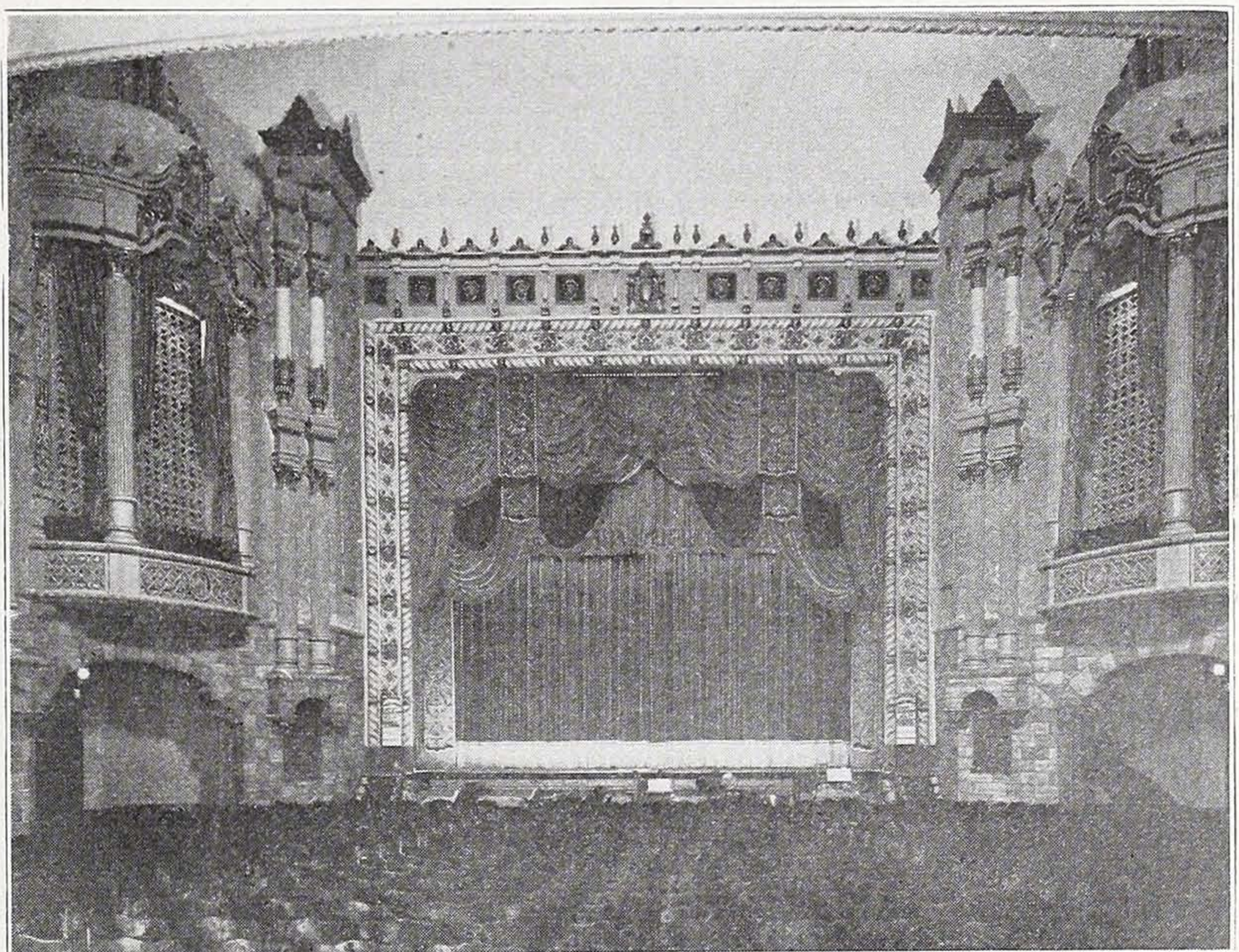
An atmospheric theatre calling for lighting that was just right and no makeshift.

Write for our catalogue on Theatre Lighting Equipment. It will pay you to investigate

BELSON MANUFACTURING CO.

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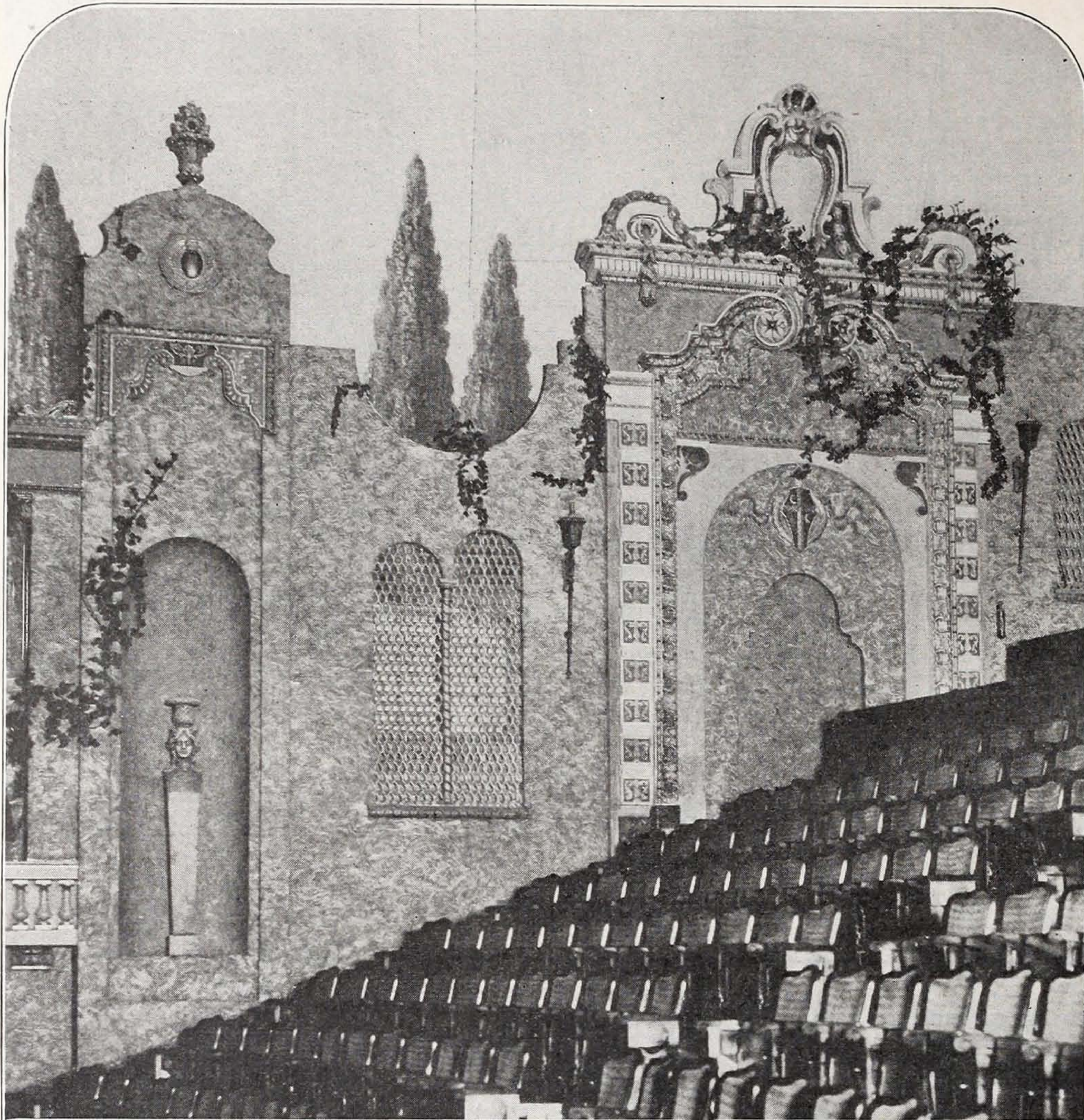
Representatives at
New York, Philadelphia, New Orleans, St. Louis,
Denver, Kansas City, Omaha, Minneapolis, Milwaukee, San Francisco, Los Angeles, Seattle



KENOSHA THEATRE (Universal) Kenosha, Wisc.

United Scenic Studio, Chicago, Architects

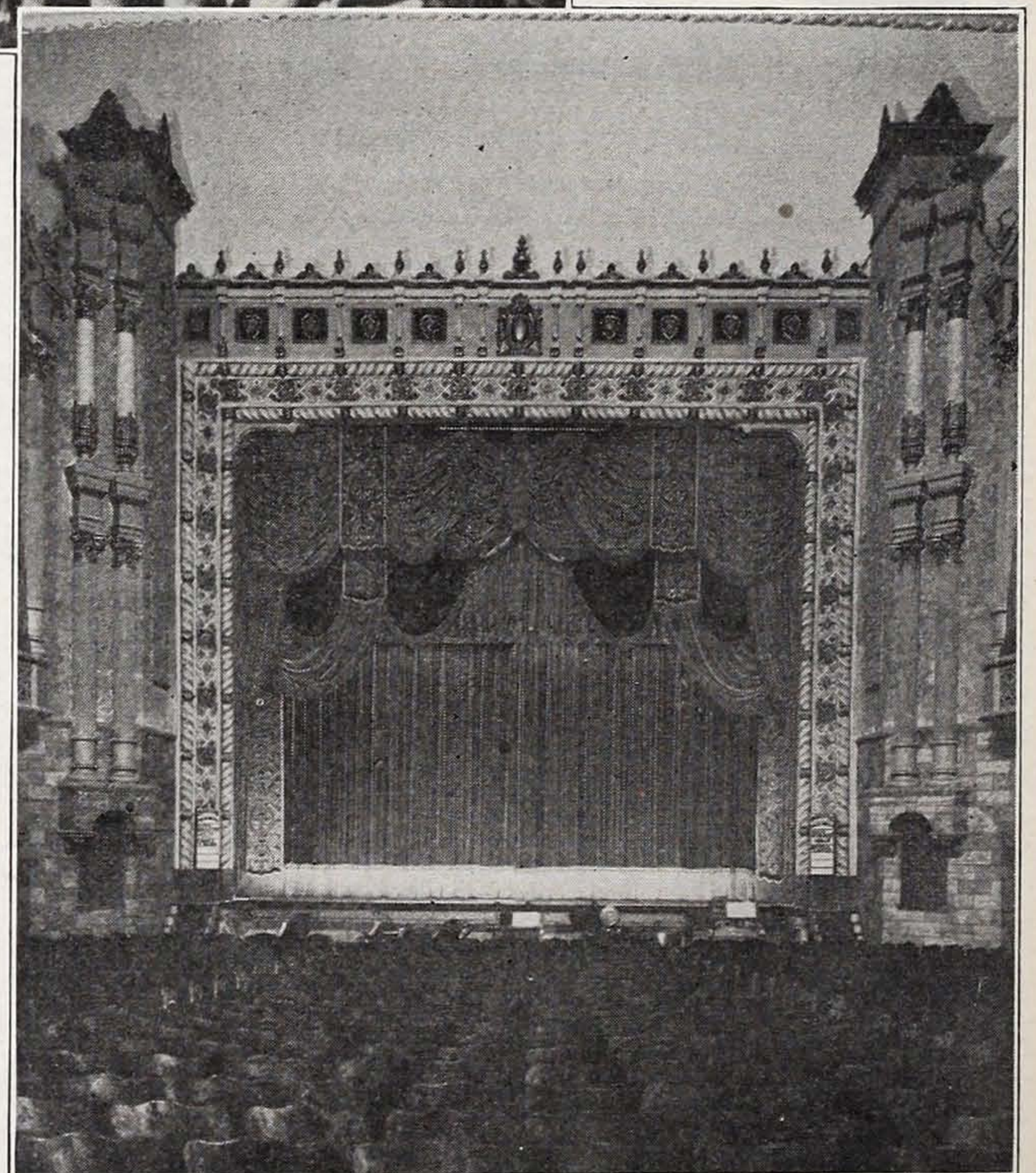
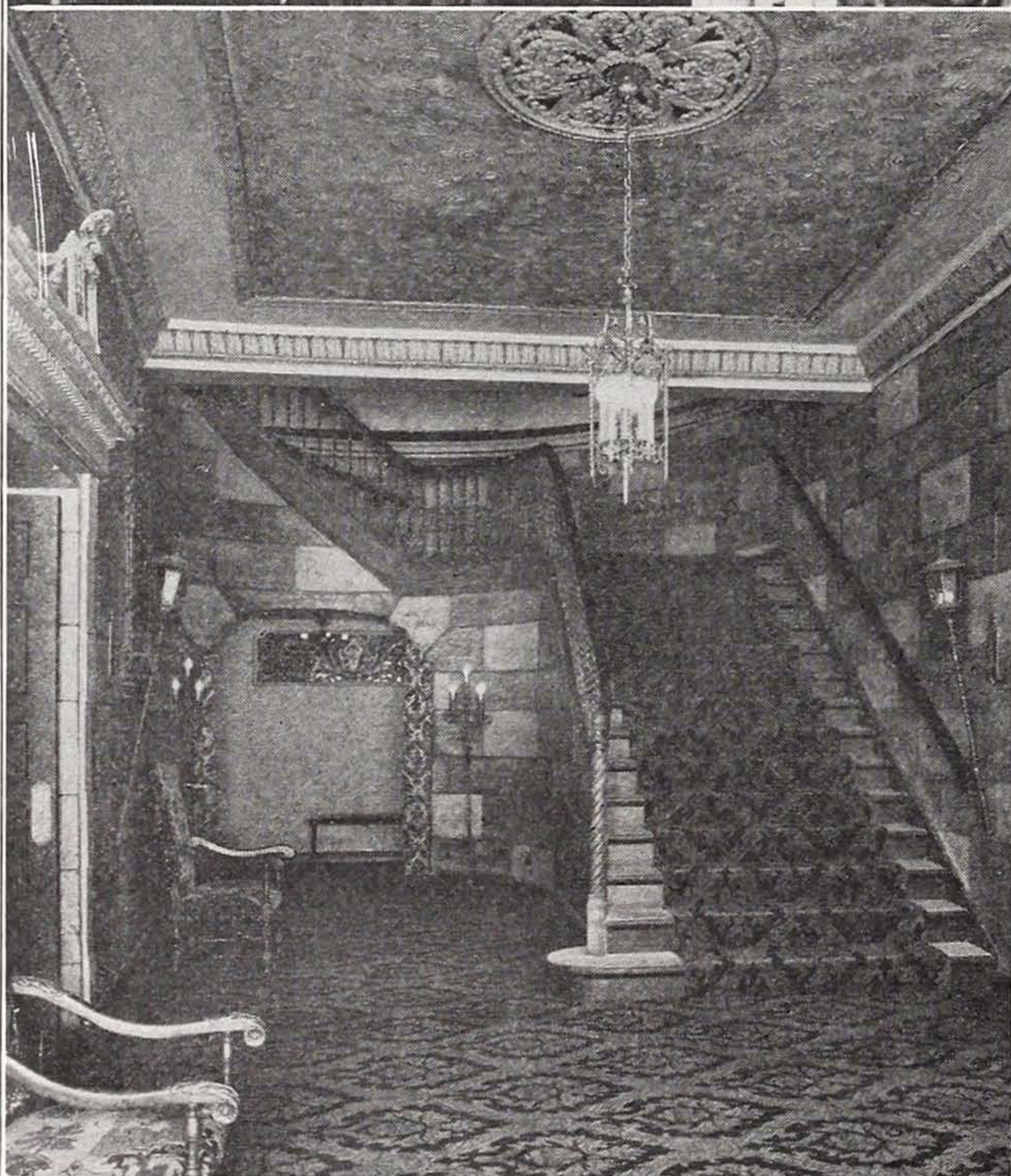
Our Equipment in this beautiful house includes Borderlights, Footlights, Spotlights, Floodlights, motor driven Cloud Machines, Moon Machine, Star Effects, Act Announcers, Cove Troughing.



The Kenosha

The view to the left and those below exemplify how faithfully the Spanish Motif was carried out which inspired the Kenosha Evening News to say:

"No detail has been overlooked and the completed theatre exudes the exotic romance and splendor of Spain with such fidelity that it might well be an exact replica of the Alcazar, the famous old castle of Madrid."

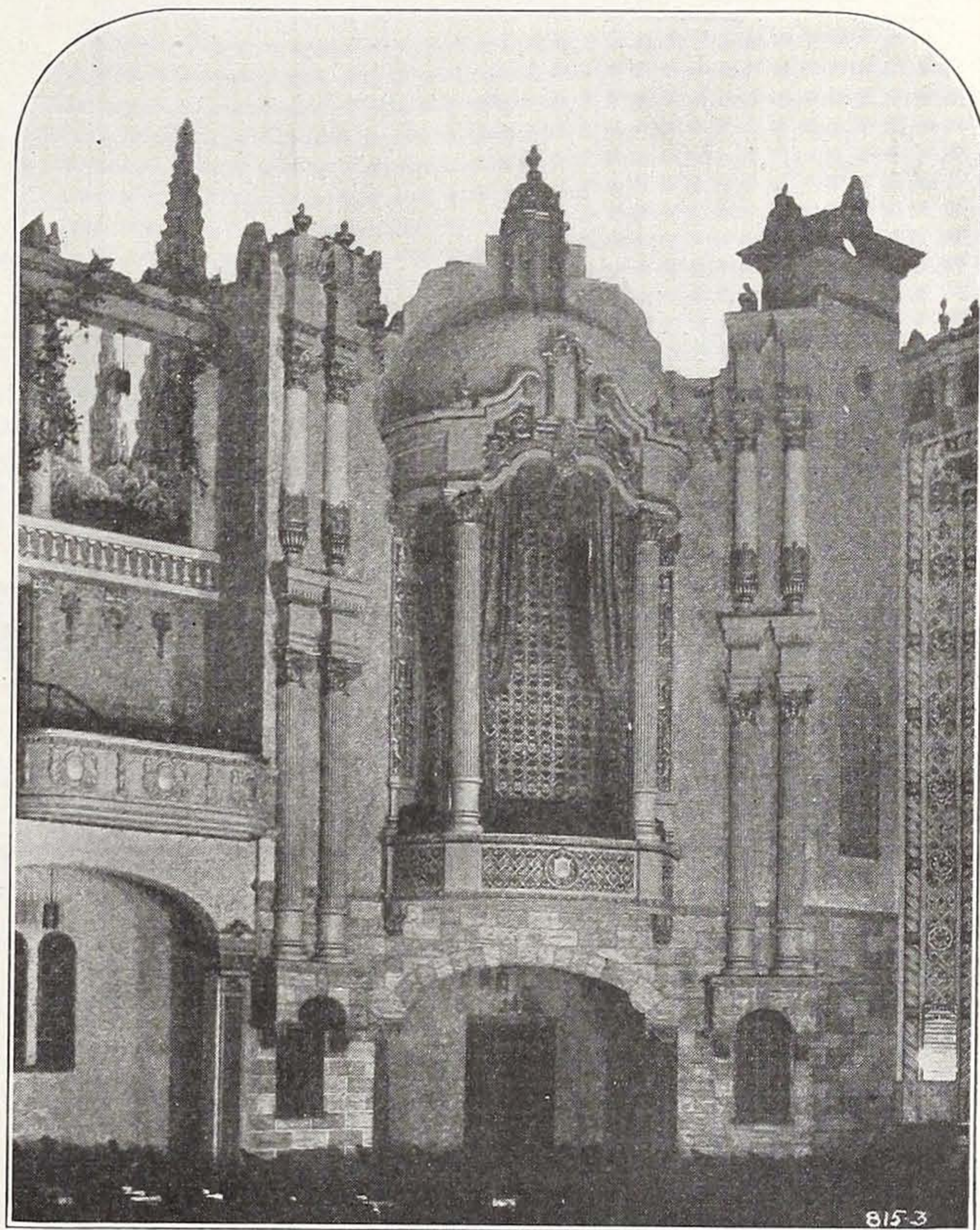


The Public Approves United Studios Service

CONGRATULATIONS, topped by those of Governor Fred R. Zimmerman of Wisconsin, and C. M. Osborn, City Manager of Kenosha, poured in on Carl Laemmle, praising the *magnificence, beauty, comfort and convenience* of the Kenosha Theatre, following its opening to the public early in September.

And congratulations to Carl Laemmle meant genuine public approval of United Studios Complete Service. For United Studios designed, erected and equipped The Kenosha.

Universal long since "okayed" United Studios Service by awarding us contracts for theatre construction totaling more than \$2,300,000. Such confidence can only mean one thing—the ability to deliver.



IF you are contemplating a new theatre or the remodeling of your present one, we suggest a thorough investigation of our Service. United Studios is an organization of experts in all phases of theatre construction, embracing men who know that showmanship must be built into a theatre from the ground up.

UNITED STUDIOS, Inc.

28 West Lake St.

Chicago, Ill.

L. P. Larsen, Managing Art Director