

Loew's Midland, Kansas City, Mo., Said to be Artistic Triumph

IMPRESSIVE as the great size of Loew's Midland Theatre at Kansas City, Mo., will be, the feature which probably will remain longer in the memory of visitors will be the artistic treatment to be accorded the immense lobby and the interior of the amusement place.

The theatre is to occupy the entire block between Baltimore Avenue and Main Street, on the north side of Thirteenth Street.

The architect of the theatre, Thomas W. Lamb of New York, has spent months on the artistic detail which is to embellish the theatre. A new standard in theatre construction was sought. In the opinion of M. B. Shanberg, managing director designate of the theatre, the hope of the architect will be realized.

The Main Street lobby of the theatre will approach the Roman type of construction in grandeur. Its ceiling is to be three and one-half stories above the floor. With an opportunity of that kind to carry out an artistic conception, the architect has sought a treatment which will yield an outstanding artistic result, compared with any other theatre in the United States.

The theatre will seat 4,000 persons. Because of its great size, the interior creates an opportunity for treatment on a superb scale. The effort will be to obtain an effect of coziness, a feature which adds greatly to enjoyment of theatrical offerings.

The stage will be of modern size. The height of the interior will be broken by mezzanine and balcony floors.

The ground floor of the building, other than the space reserved for the theatre proper, will be used for shops. Present plans call for the development of thirty business places on the three sides of the theatre building.

Elevators will give tenants access to offices on upper floors. The Baltimore Avenue side of the building will be twelve stories in height, rising in a tower effect from the top of the remainder of the building.

The theatre will have individual elevators. These will be placed in the lobby and will reach the two upper floors. A stairway, which is to be an essential part of the art scheme of the lobby, will give upper floor patrons convenient access to

the street. A costly pipe organ will be built in the theatre.

An estimate of the cost of the building and theatre site is more than \$4,000,000. The site has a frontage of 553 feet on the three streets. Assembling such a huge tract at the edge of the retail business section of the city was a task calling for months of hard work on the part of Max Skeer, realtor in the Bonfils building, who acted for the owner of the building, the Midland Investment company. Mr. Skeer will have charge of the rentals and leases of the building.

New House at Tonawanda Well Under Way

The new house at Tonawanda, Pa., is well under way. The house is being built on a lot of 100 acres. The house is being built on a lot of 100 acres. The house is being built on a lot of 100 acres.

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Make Rapid Progress on Georgia Theatre

Construction work on the new theatre for the Southern Investment Company, at 1000 Peachtree Street, N.W., is being carried rapidly. The work is well advanced and the theatre will be ready for occupancy in a few months. The theatre is being built on a lot of 100 acres. The house is being built on a lot of 100 acres.