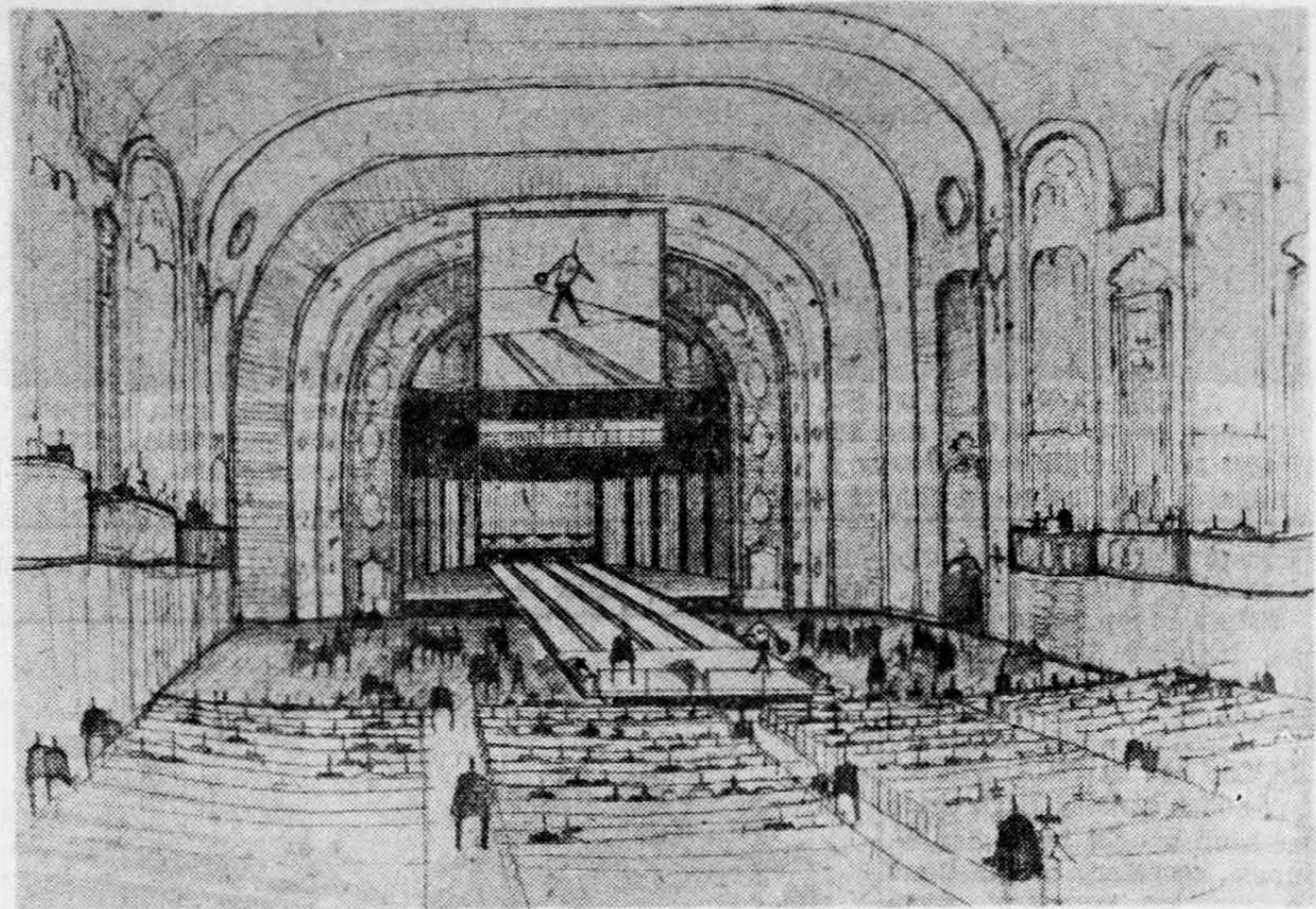


IN A THEATER, BOWLING.



PROPOSED creation of a bowling arena in the orchestra section of the Loew's Midland theater at Thirteenth and Main streets has caused considerable comment among downtown real estate and business circles. The plan was announced last Thursday by Ben F. Weinberg and associates, who have formed one company — the Thirteenth and Main Realty company — to acquire the theater property, and another — Recreation Enterprises, Inc. — to operate a new professional bowling league franchise in Kansas City, in the theater.

This sketch by Kivett & Myers & McCallum, architects, shows how the four bowling lanes will be installed at the present stage level, after several rows of orchestra seats are removed.

Over the lanes will be a new scoreboard and a large screen for closed-circuit television projection of the actual bowler, as viewed from behind the pins themselves. Capacity of the arena will be about 3,500 seats on the main floor level, in loges and boxes and in balcony space.

Improvements inside and out are to cost about \$200,000, the promoters of the project estimate. However, existing movie equipment—projection items, sound adjuncts and screen—is to be kept intact, and the elaborate interior trappings, statuary, chandeliers and baronial decor are to remain.

Use of the arena by the Kansas City Stars, Kansas City's entry in the newly-formed 12-city professional National Bowling league, is

to start October 20. The season is to last 26 weeks, and 13 weeks will be played at home.

Remodeling of the theater is to start after the Midland ceases its daily movie routine February 1.

The Thirteenth and Main Realty company acquired control of the theater property from Loew's, Inc., of New York. Ground ownership is in four parcels involving seven entities, in this lineup: Lot 70—held by the Wells Fargo Union bank, San Francisco, for the account of Florence K. Lane; the High Oaks Realty company, in care of the Finley Marlborough Realty company of Kansas City, and Herbert V. Jones & Co. Lot 71 (north half) Lighton, Inc., in care of Woolf Brothers. Lot 71 (south half), Edith G. Moss, Phoenix, Ariz. Lot 72, Union National bank, Kansas City, and the Wetherill Investment company, Kansas City. Involved is a 121-foot frontage on Main and 134.8 feet on Thirteenth street. Part of the stage extends into the Midland office building at Thirteenth and Baltimore.