

INNOVATIONS IN A THEATER

UPTOWN AT VALENTINE AND BROADWAY TO OPEN NEW YEAR'S EVE.

It Will Be of "Atmospheric" Design and Will Pioneer as First Run House Outside Downtown Area—Capacity 2,200.

With the heavy construction work on the Uptown theater at Valentine road and Broadway approaching completion, a large crew of artificers and artists soon will be hard at work on creating within the great steel and brick shell of the theater an Italian garden. It will be a garden in effect only, of course, for this will be the theme of the interior decoration of the theater. The decorator's task—and it is of large proportions and trying detail—must be completed in two months and a half, for New Year's eve has been set for the opening night.

The Uptown, with 2,200 seats, will be the largest "suburban," or residence district, theater here. It also will become the first run house for the Universal or Capitol Enterprises chain in Kansas City. It is the present plan of the organization to show first run pictures at the Uptown. This would be the first attempt at such a policy by a Kansas City motion picture theater outside the downtown district.

UNIVERSAL GROUP HERE LARGE.

The Uptown, therefore will become the flagship of the Universal fleet here, which is composed of the Isis, the Apollo, the Linwood, the Gillham, and the Gladstone. The Madrid at Thirty-eighth and Main streets recently passed back to George Trinastich, from whom the Universal interests had obtained it. Mr. Trinastich headed the company operating the Isis theater until the time of its acquisition by Universal.

In all, eighty theaters in Missouri, Kansas, Iowa and Nebraska are under the supervision of the Kansas City office of the Universal interests. Charles G. Branham is the district manager here. The district offices, now in the Davidson building, probably will be moved to the Uptown building, adjoining the theater of the same name. The two structures share the southwest corner of Valentine road and Broadway, the theater in the rear or at the west of the site, with its entrance at the immediate corner of the property and a foyer connecting the entrance and theater proper.

PLAN NOVEL DECORATIONS.

The interior of the theater will be of the sort termed "atmospheric." The side walls and their ornamentation will convey the impression of an Italian garden. There will be representations of shrubs, trees, garden walls and even birds. Above, the ceiling will represent a sky. Small electric lights will have the blues, greens and yellow of the stars. They will be obscured momentarily by the passage of swift clouds. Projection machines, in principle similar to those employed in flashing pictures on the screen, will be used to obtain this effect.

John Ebersson of Chicago, a specialist in theater architecture, will supervise the finishing and decoration of the interior, which is his own design.