

**G**UESS what the Uptown theater has done now!

It has installed an innovation absolutely new in Kansas City houses or, its management swears, in any houses in the world, for that matter, a Fragratone, whereby the theater is flooded with an odor to harmonize with the content of the picture being shown on the screen.

Barney Joffee, Searcy Ridge, Johnny Proctor and C. A. Golding worked the idea out and they're all hipped up about it. When a "Moonlight and Roses" scene is shown, the theater is flooded with the odor of roses. When that good old anthem, "An Orange Grove in California," is harmonized from the screen, oranges are in the air.

Entertainment for the eye, the ear, and now the nose. That's the Uptown! Can you imagine it?