

# Thousands at Dedication of Beautiful Eastwood Theater

## New \$200,000 Enterprise Formally Opened Last Night

**W**HILE a capacity audience of 1,000 jammed the auditorium, nearly 1,000 more crowded into the lobby awaiting the second show at the formal opening and dedication of the new Eastwood theater on Atwood ave. Friday night.

Nearly one hour before the doors opened, crowds were lined up for a block in both directions from the theater, which was built through the enterprise of the East Side Business Men's association at a cost of more than \$200,000.

The first theater in Wisconsin constructed for talking pictures, the Eastwood is unique in Madison in its atmospheric effect. The illusion is of open sky above with stars that twinkle convincingly and soft fleecy clouds floating along.

The impression conveyed is of an open courtyard with arch at one end, under which is the stage, and at the other end another arch against what would ordinarily be the hacienda, but in the theater plan is the balcony.

"This building is absolutely essential to the progress of the East side," Mayor A. G. Schmedeman asserted in a brief address. He was introduced by Lowell T. Thronson, East side attorney, who presided and his speech was followed by talks by Alvin E. Gillett, secretary of the Madison Association of Commerce, and Herman J. Loftsgordon, president of the East Side Theater Co., Inc., chairman of the building committee, and vice president of the Security State bank.

Mr. Loftsgordon introduced contractors and directors of the East Side Business Men's association who had been active in promoting the theater.

"To the builders of this theater I want to extend the congratulations not only of the people of the East side but also of all the people of Madison," Mayor Schmedeman said.

"A mayor can have no distinctions, but I can sincerely say that I believe the East side is the only section of the city that could construct and support such a project. We need amusements."

"More organizations like the East Side Business Men's association," said Mr. Gillett, "and we would have a better city. What is done in each section helps the city as a whole, and I want to extend the congratulations of the Madison Association of Commerce upon another successful achievement by the East side."

Mr. Loftsgordon pointed out that a survey had indicated the need of a community theater in the section, just as a previous survey indicated the need of the present high school, although scoffers in each case did not consider the buildings necessary.

### First Picture Pleases

"Midnight Daddies," the first full-length feature talkie turned out by Mack Sennett, pleased the numerous children who attended the opening immensely.

Done in Sennett's inimitable slapstick style, the adventures of a certain good business man from Iowa, with his wife and his mother-in-law, both of whom were the nicest in the world, start out through the regular Sennett formula—plenty of pretty girls to make life a difficult thing for a man who has been married to the same wife for 25 years.

The dangers of the big city are all illustrated vividly in slapstick fashion—but in spite of the dangers surrounding the midnight daddies, the picture ends with everybody happy.

### Excellent Equipment

The \$15,000 sound equipment showed to splendid advantage last night, and it was simple to catch the faintest sound from the screen with the splendid reproduction.

In the vaudeville short subjects the reproduction was even more evident with the words of the various songs recorded without a blur.

To end the program, the audience was given a ride on a runaway train, and the gasps and shrieks that arose as the illusion of the audience plunging into space was maintained, mingled with the alarming sound of the train whistle coming from the screen.

It was a rather informal premiere, with nothing elaborate about it, but as the reviewer left, in the midst of a pushing crowd, somebody's voice was heard amid the buzz—

"Now that's an opening what I call an opening."