

New Theater Opens Thursday

Opening Program Offers Stellar Bill for Theater Patrons

First Program Sets Precedent Entertainment

Opening Bill at Kenosha Theater Feast of Fun and Frolic.

A beautiful and costly theater is a fine thing and undoubtedly dear to the heart of the community in which it is built, but it will defeat its own purpose if the quality of amusement offered is not on a par with the glories of the structure. Therefore, the executive force in charge of the new Kenosha has determined to present only the choicest entertainment available.

The opening program, on view for the first time tomorrow afternoon, at 1:30 o'clock, with performances recurring continuously until 1:30, will consist of a bill of vaudeville secured from the world's greatest circuit and a premiere presentation of a pictorial master production that the whole country is anxiously awaiting.

A distinguished star of the legitimate stage and a brand new type of vaudeville are presented, with the engagement of Nancy Gibbs, Welsh prima donna, and her company, in a tabloid operetta, which will feature the stage attractions for the opening.

Popular on Broadway

Miss Gibbs, who scored conspicuously in two editions of "Artists and Models," "May Time," "The Dancing Girl," "The Lady in Ermine," the revival of "The Belle of New York" and in numerous Gilbert & Sullivan revivals, made her American debut in 1921, having been brought from London by Gilbert Miller to be featured in his production of "Monsieur Beaucaire."

The career of Miss Gibbs in England, prior to her American conquests, was brilliant indeed. Her premiere appearance was in 1915 in "The Countess of Luxembourg." In operetta, in musical comedy, in light opera, she arose to impressive heights of popularity. Practically every well-known musical comedy in London sought her talents to exploit. She starred under C. R. Cochran's management, with Sir Alfred Butt and Teddy Gerard, and under the DeCourville banner.

She is singularly attractive and accomplished and a notable addition to this season's roster of stars.

Story of the Rebellion

The act which brings Miss Gibbs to the Kenosha is entitled "Dear Little Rebel" and its theme concerns the life of a southern belle in a West Point cadet from the north. With the story by Edwin Burke, and the music by Cliff Hess, the production can be safely regarded in advance as most exceptional.

No more excellent singing is to be heard in any current Broadway production than is offered by the splendid male chorus of Miss Gibbs, which includes Miss Gibbs. Most of the men have never before appeared in vaudeville, but have been recruited from light opera and musical comedy for this unusual presentation. Some of them were in the big male chorus of Countess Maritza, a musical success of last season.

"Desperate Sam" Coming

The appearance of Bert Gordon will be no less interesting. A score of sketches and sketches have been steps upon which Bert Gordon rose to vaudeville popularity. His present vehicle, however, is a whole flight of steps by itself and carries him in one bound almost to the top of the ladder. Mr. Gordon will be seen in an oddity called "Desperate Sam," in which he is assisted by a company of five including Edna Valentine, Wallace Eames, Florence Kern, Ralph Boyd and Mignon Runseer.

"Desperate Sam" is a screamingly funny sketch of the "out-where-the-west begins" variety. A Jewish lad who has been west "boasts of his heroic actions and desperate experiences in the great open spaces. He relates eloquently how a dozen notches came to the stock of his gun. According to his words he was the original bad man of the wild and woolly. Then the flash back shows what Desperate Sam really did in the west and the fun is on in real earnest. The sketch is exceptionally well written, full of laughs and of course some songs.

Picture is Pre-Release

Billed as "The Incomparable," the Arnaut brothers are considered as topnotchers in the business. Unique in the style of their entertainment and in appearance, the Arnauts are alone in their particular field. They are called montebanks and as such seek to win with a most uproarious and unique line which to date has had to win them plaudits.

Light of the bill will come presentation of the feature "Irresistible Lover," and Laemmle at this ahead of its release. In Kerry, brilliant "Go Around," "The Era," and innumerable, is the star. Lois Moran of heads the sup-

er-day life associated with N. J. BLUMBERG

Meet Miss Kenosha



JEAN LUCAS

From scores of contestants for the honor of being known as Miss Kenosha, Miss Jean Lucas, of 1114 58th street, a salesgirl at the Hurd Drug company store on Sixth avenue, was selected as the type most characteristic in beauty and poise.

She was awarded a cash prize of \$100 and in addition was given a complete wardrobe. She will be the official hostess at the opening of the new Kenosha Theatre on Thursday afternoon.

New Manager is Theater Expert

J. William Houck Knows the Show Business from the Ground Up.

J. W. Houck, managing director of the Kenosha theater, knows the show business from the ground up. Working in movie studios on the Pacific Coast, playing in a stock company in Portland, Oregon, and acting as traveling representative for a famous film company, helped him to learn all about the show game.

The manager of the new Kenosha was at the head of the Liberty theater in Spokane, Wash., for several years, after which he became associated with John Hamrick's chain of Blue Mouse theaters, with headquarters in Seattle. Here he was acting manager of all the Hamrick interests. His next connection was with the Jensen and Von Herberg circuit, where he was put in charge of opening all new theaters.

Came to Racine in 1926

In 1924, Mr. Houck went to Minneapolis to be with the Ruben and Finkelstein circuit as manager of their largest house. He remained there until June, 1926, when he took over the management of the State theater at Racine.

When Nathan J. Blumberg, district manager of the Milwaukee Theater circuit, a branch of the Universal Chain Theatrical Enterprises, was looking for a managing director for Kenosha's beautiful new movie house, he decided that Mr. Houck would be just the right man for the job. Mr. Houck's services were secured, and he

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Meet the Directing Genii for Universal Theaters Organization



N. J. BLUMBERG

Dan Michaelove (lower right), general manager of the Universal Theatrical Chain Enterprises, is the directing force of more than 350 theaters throughout the country among which are the houses of the Milwaukee Theater Circuit of which the new Kenosha theater is a unit.

Carl Laemmle Presents Story of An Ambition

Rose from Humble Helper to Head of World's Greatest Service

Another tribute to the work of the man who has done more for the development of the theatrical business from the artistic standpoint, opens in Kenosha Thursday afternoon.

It reflects in that man—Carl Laemmle, president of the Universal Pictures, Inc., the man behind the Kenosha theater, and the man to whom Kenosha looks forward today as a leading citizen—the confidence he has in the theatrical profession and the faith he has in Kenosha as a patron of the fine arts. It recalls the stirring story of a life of ambition.

On St. Valentine's Day, 1884, a young man hugged a heavy telescope valve down the gangway of the steamship Neckar, just arrived in New York from Hamburg, and eagerly set foot in America—the land of opportunity. He had only \$50 in his pocket and his entire material goods and chattels were included in the telescope valve which carried his clothing and the few personal articles he had brought with him from his little home in Laupheim, Germany. But he had the fire and enthusiasm of 17 years and unbounded confidence in his own ability in this new land.

A few days later found him in his first job in America—handy boy in a little drug store in lower New York, running errands, making deliveries and sweeping the floor. It was an inauspicious beginning for an ambitious youngster. Neither did it appeal to his sense of hope and progress. He did not find the foreign quarter vastly different from any European city.

Started On Ladder

As soon as he could save railroad fare, he passed the drug store broom on to less ambitious hands and started for the Great West. This time he got as far as Chicago. Again stern necessity halted his craving for adventure and he was forced to sign his name to the payroll of a Chicago department store.

The West still called—the great open spaces beckoned, and several months later he moved on, this time to South Dakota, where he became a full-fledged farmer's helper, in a land that was only a few brief years removed from red skin raids and uprisings. For his day break to dark work, vieling with men twice his size and hardened by experience, he received the gigantic sum of \$4 a month and board. The hard work made a valiant ally of his appetite, which helped him to even up that \$4 a month proposition.

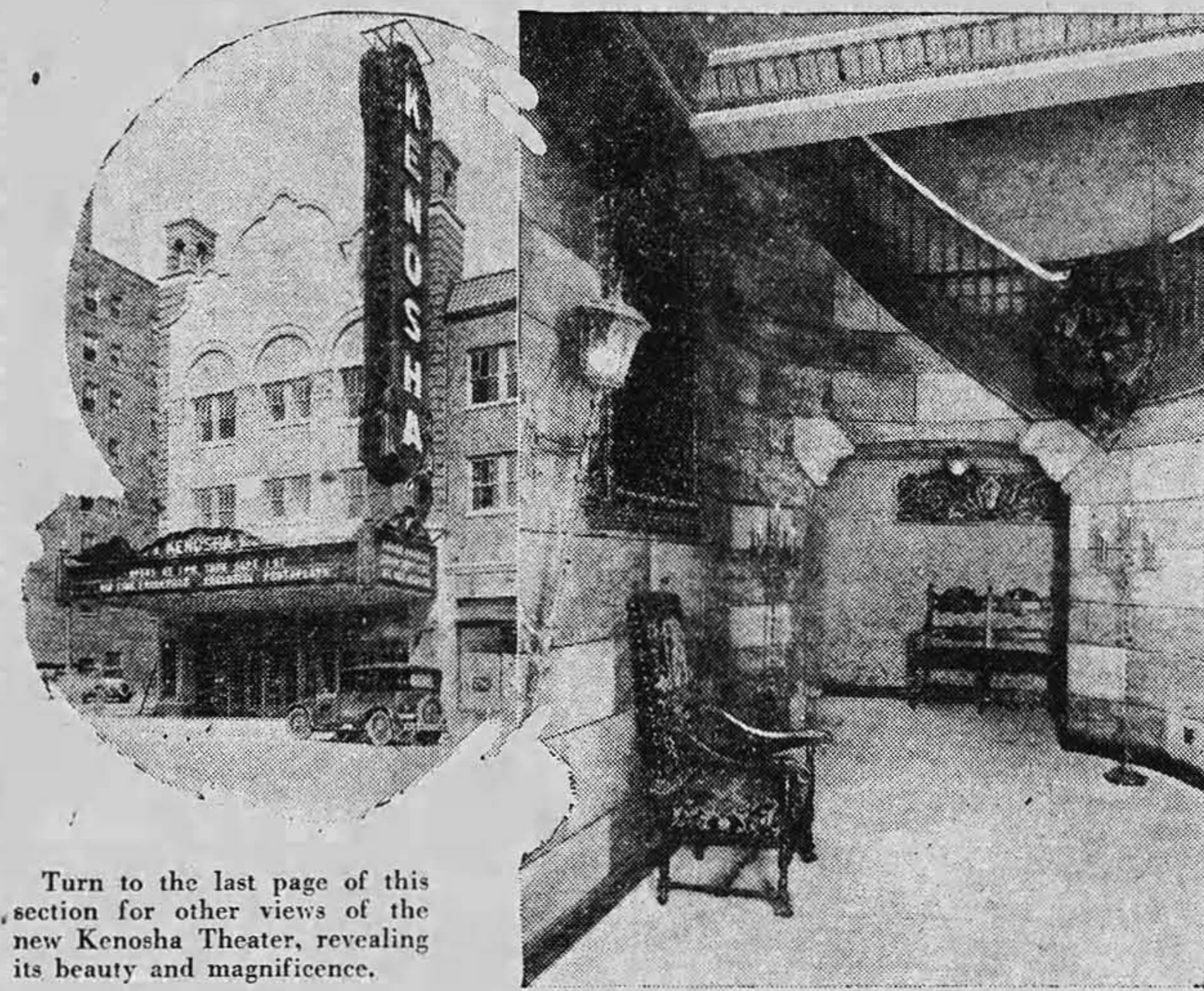
For an inexperienced and unhardened boy, of small stature and slight build, farm work is the last occupation in the world. He finally decided that his future lay in the city rather than in the field. Thus, 1886, the following year, found him back in Chicago, where he obtained employment with Butler Brothers. He began to develop a wizardry at figures and accounting that was to stand him well in the future.

Goes To Oshkosh

Two years later he became an expert bookkeeper, and for the next six

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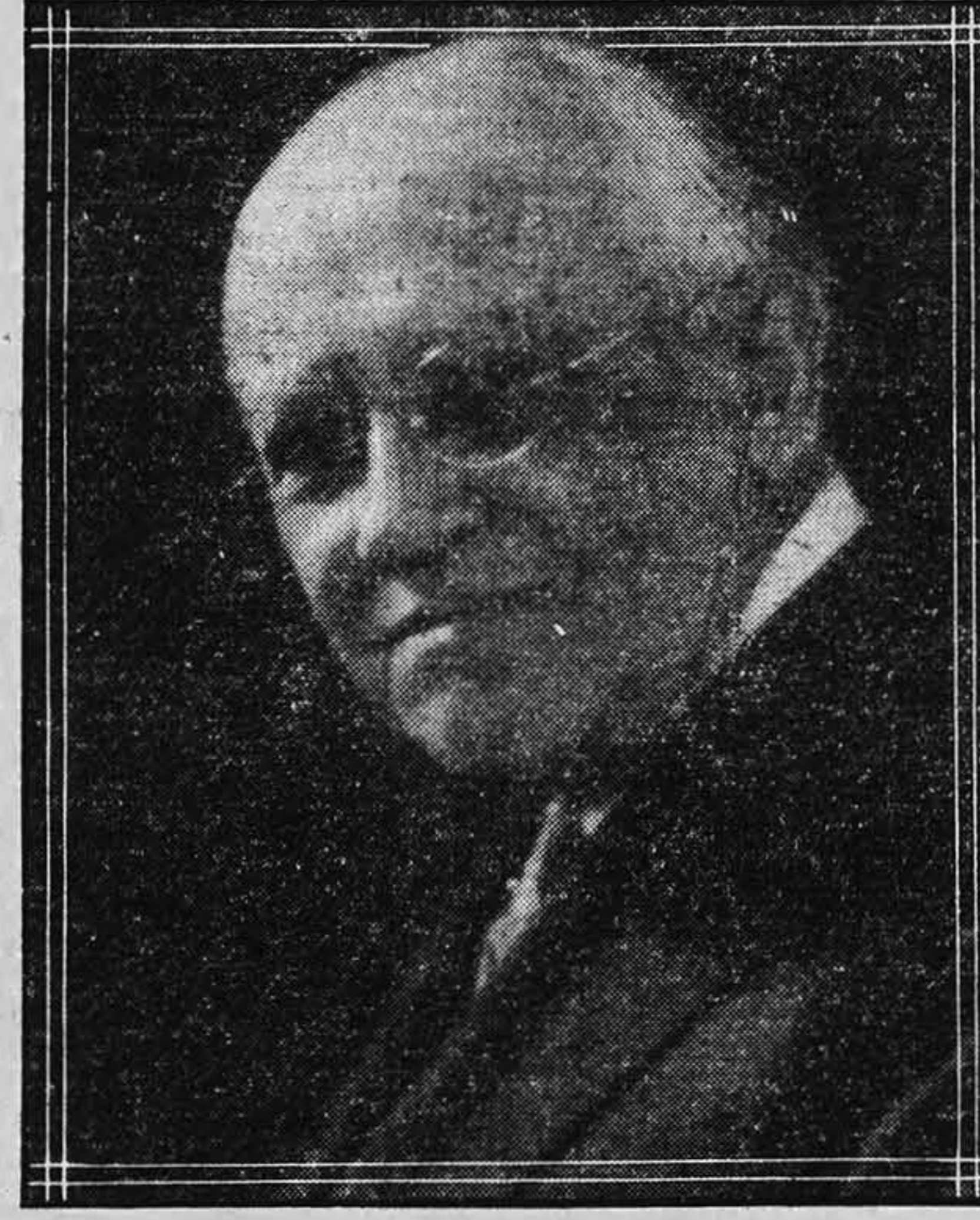
New Kenosha Theater and Man Behind It



Turn to the last page of this section for other views of the new Kenosha Theater, revealing its beauty and magnificence.

Above are shown two views of the new Kenosha Theatre which is to be opened formally on Thursday. To the left is a view of the entrance to the theatre; to the right is a picture of one of the beautiful corridors.

Below to the left is Carl Laemmle, president of the Universal Pictures, Incorporated, the man who made the Kenosha Theatre possible, as related in detail elsewhere in this edition.



CARL LAEMMLE

Ted Stanford New Organist

Comes to Kenosha Theater From State Theater at Racine

When the magnificent Wurlitzer organ is played for the first time at the Kenosha theater Thursday matinee, it will be by one of the best known and most popular of theater organists—Theodore Stanford, or "Ted" as most of his multitude of admirers know him.

"Ted" comes to Kenosha from the State theater, Racine, where he has made an enviable reputation for his work of the past season. In fact, his popularity is not necessarily limited to the Racine people, for a good many of our own folks have enjoyed his fine organ work.

His specialty is the presentation of unique and original slide novelties and community singing—a phase of the theater music which has met with such instantaneous approval throughout the country. It should be stated here that the presentation of original slide novelties means something more than just the mere playing of a set of music publisher's slides. "Ted" is meticulously careful in re-arranging his sets in a manner which would cause the publisher not to recognize the original set in the presentation at all. In fact, he has special slides made whenever necessary to give his novelty just that individuality and personal touch that is needed to make the presentation truly an attraction.

All of this interest in his work, coupled with a very magnetic personality assures "Ted" Stanford every success at the Kenosha theater and guarantees to Kenosha audiences a unique and distinctly different form of organ entertainment from anything they have ever heard.

News of the World Coming as it Happens

Direct from the laboratories in New York by air mail to Chicago and thence by motor to Kenosha. That's the way the International News will be rushed from its assemblage source so that patrons of the Kenosha may view in pictures the news of the day almost as soon as it happens. This is known in the film world as "pre-release news reel service," a method that will bring the International into the city of Kenosha so that it will be shown simultaneously with Milwaukee and Chicago. The management of the Kenosha expects that this will be one of its most popular features.

Kenosha Theater Ushers to Dress Like Toredors

The world adores brass buttons. Which accounts for the success of the uniformed ushers who have recently become the most popular attaches for the handsome theaters throughout the country.

The Kenosha is to have the very smartest corps of well trained boys to conduct its patrons about. For several weeks they have been drilled under the direction of the floor manager of the theater.

Because of the uniform Spanish note that has been maintained all through the theater, the attendants will be dressed as toreadors, boleros, plaited shirts and other items of colorful Spanish attire forming their costume.

Merchants Help Celebrate

Downtown business men are showing their appreciation of the work of Carl Laemmle and the Kenosha theater building project in the community by cooperating in decorating the main streets of the city. Everywhere are signs "Attend the New Kenosha Theater." Sixth avenue is entwined with lights for the big occasion tomorrow.

Music Treats Are in Store

VonHoppe Will Present Orchestra in Overture Creations.

The Kenosha theatre, in line with its general policy of the best in everything and particularly in its music, has engaged the services of Carl Von Hoppe who is very well known in local musical circles.

Mr. Von Hoppe will have with him nine of the finest musicians on their respective instruments making a brilliant ensemble which will lend itself auspiciously to the accompaniment of the various portions of the program. This will be, of course, the least of his work. Having such an aggregation of artists he is enabled to produce fine overture creations which he will do as a component part of the musical element.

For example, his first production will be characteristically Spanish potpourri of world famous classical and popular airs. He will visualize for you indolent Dons, romantic toreadors, sensuous senoritas, matronly Donsellas and, in keeping with the

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Larson Bought First Suit from Laemmle, Now Builds Theaters

Larry Larsen, school boy of Oshkosh, was about to be confirmed and he was to have a new suit. He was told that it could have long pants and as he opened negotiations for its purchase with Carl Laemmle in his little Oshkosh clothing store it was one of the proudest and happiest moments in his life.

And now today as Larry Larsen, master builder of theaters, puts the finishing touches on the splendid Kenosha theater, he comes to another moment fraught with import and intimately associated with it is the man of his earlier experience for he created and built the theater for Carl Laemmle, president of the Universal Pictures, Inc.

"Our first transaction," says Larsen, "was a matter of some fifteen dollars or so. Now our deals involve the exchange of millions but the same happy, kindly, honorable spirit dominates negotiations for 'Uncle' Carl Laemmle knows just one way of doing business."

Another Oshkosh Product

L. P. Larsen, president and general manager of the United Studios, Inc. of Chicago, a concern which designs and builds theaters complete, is a native of Copenhagen, Denmark, where he studied art in the Royal Academy. When he was a lad the family came to the United States, going directly to Oshkosh.

Young Larsen, his soul hungry for art tuition unavailable in his home town, ran away to Chicago where he studied by night and acted as a scenic

Kenosha Theater is Marvel Building in Spanish Architecture

Theater Lovers of Kenosha Will Be Thrilled at Splendor and Magnificence of Kenosha's New Dramatic Shrine to be Formally Opened on Thursday

It's a far cry from the days when Spanish galleons were the pirates of the high seas and Pizarro and Cortez conquered and plundered the fabulous riches of Mexico and South America to this age in which men span the ocean in less than two days. Yet when patrons of the Kenosha Theater, which opens tomorrow afternoon at 1:00 o'clock, look about them they will behold magnificence and dazzling opulence in an abundance undreamed of by those old Spanish conquerors.

In building the Kenosha Theater the Milwaukee Theater Circuit endeavored to eclipse not only the theaters of the past but also all contemporary efforts. The best of modern talent and the biggest of concerns were called upon to help. Months were devoted to examination of sketches and to experimentation with color effects. Everything was worked out in the most minute detail. The sketches showed a wonder palace, an example of great architectural beauty with interior appointments in harmony with the noble exterior.

Carries Out Spanish Motif

It was only after months of thoughtful consideration that it was decided to build the theater on a Spanish design and to create an atmosphere of sunny Spain throughout the interior. No detail has been overlooked and the completed theater exudes the exotic romance and splendor of Spain with such fidelity that it might well be an exact replica of the Alcazar, the famous old castle of Madrid.

Ultra modern in every respect, a fascinating playground of dazzling new luxuries and up-to-date conveniences, the effect on entering the lobby is that of an old world courtyard, patrons stepping over huge flagstones as they promenade. The breath of Spain is in the air and one might fancy the sound of clacking castanets and the tap of dancing Spanish heels.

The main amphitheater itself is spectacular and brilliantly unique in design and execution. A note of grandeur and magnificence has been struck in the matter of coloring and general sweep that is seldom attained in any building. All the lure and loveliness of soft Castilian nights is reproduced so accurately it is easy to imagine dashing toreadors strutting their guitars beneath the windows of stary eyed senoritas, in just such a scene. The elaborate lighting effects and wall decorations are faithful to the atmospheric note of the rest of the theater. Seats are of the most soft and comfortable type and are richly upholstered to blend with the gorgeous coloring in the floor carpeting.

Stage of Startling Beauty

On the stage a costly and exquisite fridescant curtain will be lowered during the overtures and vaudeville acts. Stage settings for the stage show augmenting the feature picture, will be original and startling in their beauty.

In harmony with the architectural elegance and the extravagant furnishings and appointments will be the service rendered to patrons. It will be the aim of all those on the Kenosha's house staff to provide patrons of the new theater with the courteous and efficient service at all times.

A special ventilating system has been installed which will provide continuous fresh air the year around with its temperature regulated to the whims of the thermometer.

It is the claim of the Kenosha theater that it will provide its audiences with the best amusement available. Vaudeville will be on the world's greatest circuit will be on every bill. Only the cream of photoplay productions will be shown. The best pictures made will always be booked so that Kenosha theater-goers will be assured of the finest film entertainment.

Yon Hoppe Orchestra Leader

An orchestra under the direction of Carl von Hoppe, widely known violinist, has been carefully assembled for its ability to synchronize music to motion pictures and to accompany visiting vaudeville acts. This versatile aggregation can play jazz and classical music equally well, and will undoubtedly find great favor with patrons of the theater. The majestic Wurlitzer organ will be played by Ted Stanford, one of the most able and well known organists in the middle-west.

All the splendor and daring beauty of sixteenth century Spain when the Invincible Armada sailed against the English fleet and dauntless Balboa set out for America to discover the Pacific ocean, lives again in this gorgeous and stupendous new Kenosha theater.

Used Kenosha Employment

The construction of the new Kenosha theater came as a boon to employment conditions in Kenosha. It was the policy of L. P. Larsen and Daniel Ledermann, contractor and structural engineer and supervisor, to employ Kenosha labor wherever possible. The labor conditions were ideal and throughout the period of progress on the building there was no trouble of any kind.

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Carl Laemmle Presents Story of An Ambition

Rose from Humble Helper to Head of World's Greatest Service.

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years he was engaged in that capacity by several Chicago concerns. In the meantime, he had thoroughly made up his mind that America was his land henceforth, and as soon as his five year period was up, completed his naturalization.

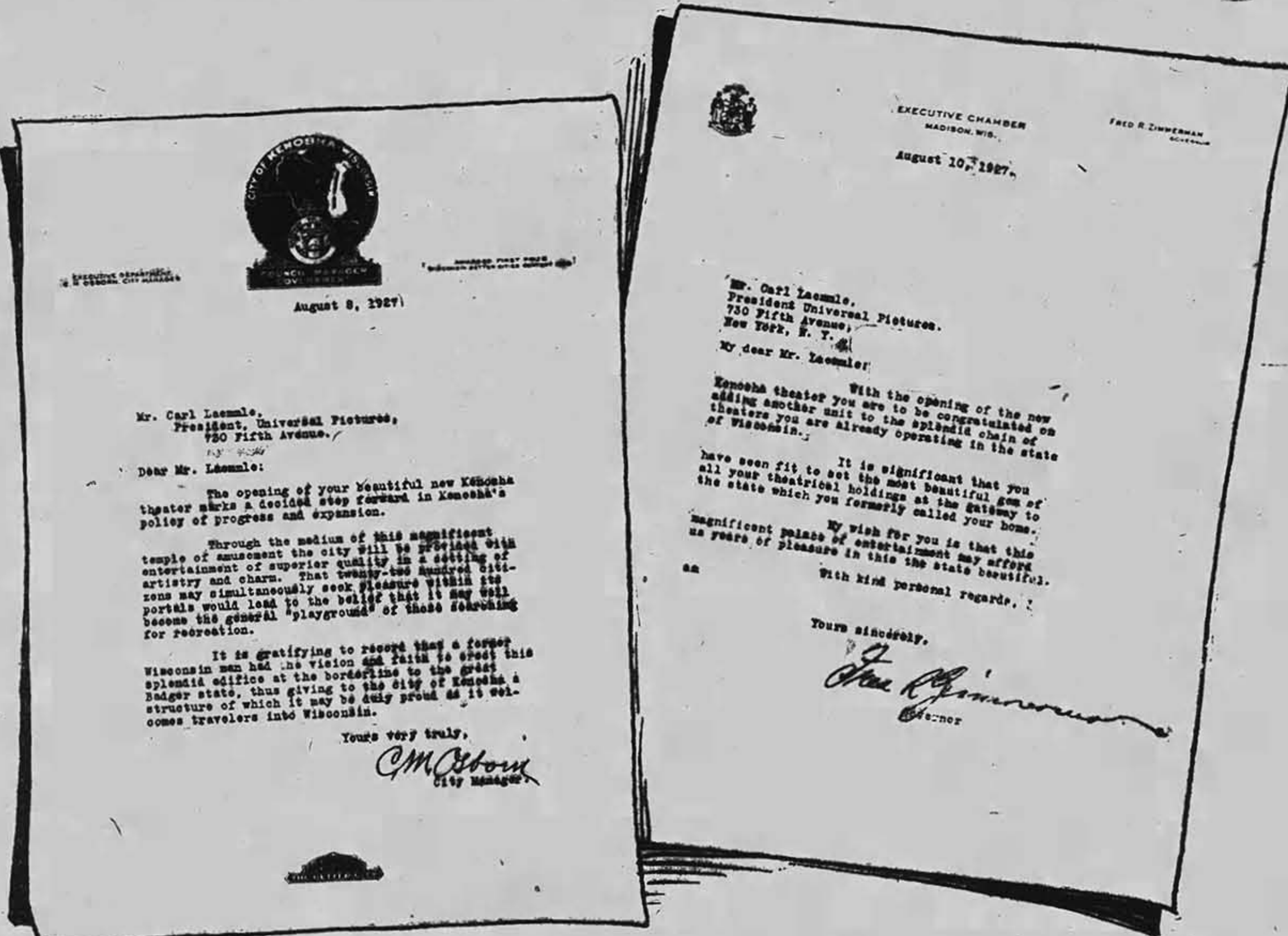
Then, in 1894, just ten years after landing in America, he went to Oshkosh, Wis., to fill an important position as bookkeeper in a big department store. Four years later he was made general manager of the company, a position he occupied for eight more years. During the latter part of this time he began to take an interest in motion pictures—not a personal interest but a more than usual interest in this new and uncanny amusement, then represented by occasional store-show lecturers with assorted motion picture shots. As he rode to and from the clothing store on his bicycle, he noticed these stores and frequently stopped off to get in line and see them. They were a marvel to him as to others. The only thing he thought peculiar was that all of the pictures seemed to have been taken in the rain.

Comes To Chicago
In 1904, he took stock of his success. He matched his progress with the dreams of that day long before when he sailed up New York bay past the Statue of Liberty and greeted the Land of Opportunity. He balanced his accounts. He found to his credit, \$2,600, a good steady but unprogressive position, plenty of ambition still left, and the health and vigor of a man in his prime, 39 years old. On the other side of the ledger was the fact that he was getting in a rut. There was little chance for advancement, and his private fortune did not promise to accumulate any faster than the first \$2,600.

He decided to move on again. This time back to Chicago. There he started to look around for a business where his \$2,500 would double, treble and pyramid. He thought of a Five and Ten Cent store and while he was looking, he found the opportunity to visit several new motion picture shops such as the now famous Hale's Tour. With the store converted into the resemblance of the interior of a railroad coach and the motion picture thrown to represent the scenery as viewed from the rear of a train.

Movies Showed the Way
What astounded him the most, however, was not the pictures but the streams of people who marched in unending line up to the ticket window, paid their dimes, marched in, saw the picture and were out again in a few minutes. Here was a Five and Ten Cent idea for you! Over and over again he saw the little coach filled and emptied, all in a single day, and

City and State Send Congratulations on Kenosha Theatre Opening



The fame of the magnificence and beauty of the new Kenosha Theatre is spreading far beyond the confines of the city. Governor Fred R. Zimmerman at Madison sends his greetings as shown in his letter to President Carl Laemmle, on the right above. The congratulations of City Manager C. M. Osborn, on behalf of the official city of Kenosha, are shown on the left above.

his eager eye glimpsed the owner staggering to the bank with his bags of dimes and other coin—the day's intake.
Right then and there he decided that the sure road to success, the short cut to fortune, was in operating a moving picture theater. After consulting with a young Chicago advertising man whose advice he esteemed, he acquired a store in Milwaukee avenue, Chicago, and on February 24, 1906, opened the White Front theater—store front, camp chairs and everything.
It is unlikely that you have not already guessed the identity of this pioneer moving picture man, whose career in the industry so closely parallels the twenty years of the moving picture world. The story of the young immigrant from Laupheim and his wanderings from New York to Chicago, to the farm lands, back to Chicago and his long stay in Oshkosh before entering the cinema field is known all over the world. The name of Carl Laemmle has become synony-

mous with youthful ambition, determination, fighting spirit and far-sightedness.
Big Step For Carl
The day of Carl Laemmle's decision to forsake the clothing business in Oshkosh and to launch his ship upon the moving picture sea was a momentous one, not only for him, but for the industry. Almost every progressive step taken in the industry from that day to this bears the stamp of his initiation.
Two months after his first theater was opened, he opened another one, also in Chicago. The young advertising man was, constantly at his right hand and in his councils. He has been so ever since. His name is R. H. Cochrane, now vice president of the vast Universal interests to Laemmle's president. The industry offers no parallel to such a continued and successful teamwork on the part of two men.
Laemmle's rise to position and power in the moving picture industry since that eventful day in 1906 has

been continuous and along epochal lines. It is a clear-cut demonstration of the axiom that far-sightedness is the greatest element of success. Opportunity never had to knock on Laemmle's door but once. He always answered promptly.
Decide to Make Own Films
The ascendancy of Carl Laemmle may be readily catalogued. An analysis shows the definite steps of his growth. His second great step, and it was epochal for him, occurred in October, 1906. As an operator of two theaters, he found great trouble in obtaining good and sufficient films to show. Ergo, he decided, the solution of my problem would be to have my own film exchange. So he established the Laemmle Film Service, in Chicago, to provide a proper supply of films for his own theaters and to add to his profits by supplying others.
The new venture grew by leaps and bounds. He knew the problems of the exhibitor because he was one himself. Other exhibitors found his service best

calculated to their needs. In 1907 he increased his service by establishing exchanges in Evansville, Memphis and Omaha. The next year saw new Laemmle exchanges in Minneapolis, Portland, Ore., Salt Lake City, Montreal and Winnipeg. The exchange activity dwarfed his theater interests, but for a time he continued to hold onto his original houses for the purpose of keeping his fingers on the pulse of the exhibition game, the better to serve his exchange customers.
Fights Film Combine
It was about this time that the great patents fight began to come to a head in the film industry. The Patents company, later absorbed by the General Film company, was very exacting towards exhibitors, charging them special fees for the privilege of using projection machines and threatening those using independent pictures not made under the paternal wing of the Patents company and its patented cameras.
Laemmle took another big step—

daring step because he pitted his puny power against the might of the big money interests in the industry. He severed his relations with the Patent company and declared himself an independent.

This was in April, 1909. Immediately Laemmle became the rallying point for the independents. He soon was their recognized standard bearer. In May of that year, Laemmle took another great step. He became a producer of film. This step was forced by his desire to get a proper supply of pictures for his exchanges. It was a move similar in motivation to that which forced him into the exchange field to get a supply of pictures for his theaters.

Makes First Picture
Entry into the producing field was brought about by the formation of the Independent Moving Picture company by Laemmle—this name abbreviated to IMP, the brand of pictures which led the vanguard of the independent forces struggling against the General Film company. The first picture made by the IMP concern was "Hiawatha," which had the astounding length of 989 feet, a long picture in those days. This initial production was released in October, 1909. A second, "Love's Stratagem," 954 feet in length, followed several weeks later.

The next three years saw that epic battle between the independents, led by Carl Laemmle and IMP pictures, against the film trust, in which fortunes were made and lost and the entire industry at stake time and time again. This war, month in and month out, saw that novel and brilliant series of cartoon advertisements and statements evolved by Laemmle and R. H. Cochrane, which pounded, ridiculed and deeply wounded the "General Filmco" as the trust was amusingly depicted in the campaign. This campaign forced a federal investigation of the trust and ultimately led to its dissolution by the government, although by the time the decision was handed down, the independents had won their battle and the industry had taken a new lease on life.

Organizes Universal
The next big step taken by Laemmle was the formation in May, 1912, of the Universal Film Manufacturing company, composed of six of the leading independent producers, controlled by such veterans as Laemmle, Chas. Bauman, David Horsley, P. A. Powers and W. H. Swanson. Offices were opened at No. 1 Union Square, New York City. During the summer of this same year, Laemmle initiated another important move in the industry. He established the first European exchange for independent American pictures.

The history of Universal from 1912 has not been without its struggles, its bitter fights and its perilous periods, but nevertheless it has been one of continuous progress and rapidly rising prestige. Struggle for control of the company existed over a number of years, one after another of the original incorporators dropping out. The control finally narrowed down to Laemmle and his ally, Cochrane, on the one hand and P. A. D. were on the other. This status quo existed until 1920 when Powers sold out to Laemmle and Cochrane and the corporation was reorganized into the Universal Pictures corporation.
Builds His Own City
In the production field, Laemmle

forward steps were, in turn, the moving of his production unit to New York, early in his fight with the film trust, and shortly after Universal was formed, the beginning of production in California, in a studio in Hollywood, more recently known as the Stern Brothers studio, which burned last summer. In 1914, Universal bought a large tract several miles from Hollywood, and in 1915 Universal City, the first big production plant, was opened as the wonder of the age. Today this plant stands unique in the production field as the most elaborate and complete production center in the world.

Although Universal later built a studio and a factory at Fort Lee, N. J., the bulk of production has continued to be handled on the west coast. Laemmle has never swerved from his belief that California and his Universal City plant offer the best opportunities for picture making. The Fort Lee studio long has been used by Universal solely for renting purposes. The factory, however, is going at full blast, turning out the millions of feet of positive supplies to Universal customers throughout the world.

Even in its physical moves, Universal led the way to the industry. It was the first company to move uptown from the Union Square section. This plant, made late in 1912, was to 1600 Broadway, and shortly was followed by other companies, until that section became the recognized film center. In 1924 Universal again moved, this time to the beautiful Heckscher building, Fifth avenue and 67th street.

Great Theater Holder
In 1925, the Universal Pictures corporation issued its first stock to the public and became established upon the New York stock exchange. This year also saw another big move on the part of Laemmle. During the years between his first theatrical venture and the final entry of Universal into the full strength, power and prestige, Laemmle's theater holdings were nominal, being merely enough to enable him to keep touch with the exhibitor's problems, and to serve Universal pictures in a few of the key centers, not only in the United States and Canada, but also in other parts of the world, where the far-flung Universal banner was rapidly being pushed to complete the encircling of the globe with Universal exchanges, now an accomplished fact.

Late in 1925, Laemmle launched upon a gigantic theater enterprise with 1,000 theaters as the first objective. Since that time, by construction and purchase, Universal interests have acquired about 300 theaters throughout the United States and Canada, with the Kenosha the latest and most beautiful in this section. Others are going up in various parts of the world. With keen perception, these theaters have been obtained in localities where Universal formerly suffered by reason of sufficient outlet for its product. Also, they are strategically located and the Laemmle organization now finds itself in an enviable position by reason of its combined producing, distribution and exhibition facilities.

Laemmle's 20th anniversary in the industry last year was celebrated far and wide by film men, exhibitors and other in the industry. His ever fluttering banner of "Give the exhibitor a fair break" has made him the best liked producer in the industry. Thus, when he was stricken with appendicitis on his trip to Europe last sum-

mer and barely escaped with his life, undergoing a severe operation and weeks of recuperation, bulletins from his bedside were eagerly read throughout the cinema world.

Story of Ambition
He recovered, returned to America, and bought the Thomas Inc. plant near Hollywood, announcing that henceforth he would spend most of his time near the Universal City studio and personally supervise Universal's great output of pictures for the future. The occasion of his 60th birthday recently was the signal for a celebration in Hollywood, such as never before was accorded to a man in the film industry.

It is a far cry from the little immigrant boy of 1884 and the venturesome theater pioneer of 1906 to the Carl Laemmle of today, with an organization extending into every civilized country of the globe and a prestige such as never could have been dreamed of by him in his early days. The answer is simple and it will be found in an lexicon. It is summed up in the words—Ambition, determination, daring, far-sightedness and above all, humanness.

Book Best Films At Kenosha Theater

(CONTINUED FROM PAGE 1)
Paul Loni, Irvin Willat, Fred Newmeyer, Henry MacRae, E. A. Dupont, Edward Laemmle, Mel Brown, Wesley Ruggles, James Young, Reeves Eason, George Melford, Emory Johnson, Robert Hill and William Craft.
Much emphasis is being laid this year on the two-reel features. Universal has always been a leader in this field of moving pictures. It is making a second series, for instance, of its tremendously popular "Collegeians." There will be ten pictures in this group with the same cast as the first, George Lewis, Dorothy Gulliver, Hayden Stevenson, Eddie Phillips and Churchill Ross. The second series is directed by Nat Ross.
Snookums will make twelve pictures.
Universal, as heretofore, will release one hundred and four International News Reels, with a finer and more complete organization for news gathering.

Electrical Designs Are Distinctive in Theater

Electrical equipment of the Kenosha theater was installed by the Valley Construction company, designers and installers of theater electrical equipment, of Neenah, Wis.
The installation was a big job of intricate planning and design, and the perfection of the work will be apparent instantly to patrons as the lighting effects are unfolded to them.

Button, Button?
Gadsden, Ala. — Man's eternal search for his collar button has brought Will Norton, farmer, a unique experience. After hunting for a highly prized gold button he had lost, Norton was notified it had been found in the craw of a chicken he sold the day before at the curb market.

Best Wishes—

Plumbing Equipment Installed by

Josephson & Zimmerman

KENOSHA WISCONSIN

Best Wishes

Realty Transactions

ARRANGED BY J. D. ROSENBLUM

NORTH SHORE REALTY CO.

KENOSHA

PLAYGROUND OF THE NORTH SHORE

GALA OPENING!

THURSDAY
SEPTEMBER 1ST

at 1 O'clock—Continuous to 11:30

BIGGEST AMUSEMENT BUY IN AMERICA

TWO BIG BILLS IN ONE

DE LUXE

VAUDEVILLE PHOTOPLAYS

THURS.
FRI., and SAT.

From the World's Greatest
Vaudeville Circuit

NANCY GIBBS

Star of "Artists and Models," "May Time," "The Belle of New York," "The Dancing Girl," "The Lady in Ermine."

AND COMPANY OF TEN

In a Smart and Sparkling Operetta

"Dear Little Rebel"

Beautifully Staged — Georgerously Costumed

Good for a Million and One Laughs

BERT GORDON

—in—

"Desperate Sam"

With Evan Valentine, Florence Kern, Ralph Boyd, Mignon Ranseer, Wallace Eames

Greatest of All Musical Clowns

ARNAUT BROTHERS

"The Incomparables"

THURS.
FRI., and SAT.

FIRST TIME ANY PLACE

Grand Premiere Showing

CARL LAEMMLE PRESENTS

NORMAN KERRY

—IN—

"The Irresistible Lover"

—with—

LOIS MORAN

The Comedy — CHAS. PUFFY

—IN—

"Horns and Orange Blossoms"

INTERNATIONAL NEWS



3 CHANGES OF SHOWS EVERY WEEK

Sunday — Monday — Thursday

Continuous entertainment from 1:30 to 11:30 P. M.
Weekdays—Vaudeville starts at 3:00, 7:30 and 9:40
Sundays—Vaudeville starts at 2:40, 4:40, 7:00 and 9:30

TED STANFORD

At the \$50,000

Mighty Wurlitzer Organ

TWO BIG SHOWS

(Vaudeville and Photoplay)

FOR A SINGLE BARGAIN ADMISSION

Mon. to Sat. up to 5 P. M. Mon. to Fri. after 5 P. M.
ADULTS - - - - 25c ADULTS - - - - 40c
CHILDREN - - - 10c CHILDREN - - - 15c

Saturday Nights, Holidays and Sundays
ADULTS - 50c CHILDREN - 15c

KARL VON HOPPE and His
Kenosha Theatre Orchestra

Compliments of
Universal Contracting Co.

*Plain and
Ornamental
Plastering
Contractors*

652 Builders Exchange Bldg.

Minneapolis, Minn.

Compliments of---

H. E. Conrad Co.
Metal Lathing, Iron Furring,
Corner Beads, Etc.

*654 Builders Exchange Bldg.
Minneapolis, Minnesota*

Musicians of High Rank in Big Symphony

Hoppe Has Group of Musicians, With Each a Soloist

Kenosha Theater, the final in De Luxe theaters, and the best theater in the entire state of Wisconsin, has lavishly spent money to piperly introduce to Kenosha audiences the finest programs in an ultramodern house with the latest equipments for comfort, convenience and pleasure. However, the meticulous care which has been exercised in the physical appointments of the theater has not caused the more important artistic side to be penalized. To the contrary, even more thought has been put into this department of the theater than perhaps any other phase of the theater organization.

Naturally, the selection of a first class musical organization entailed nothing but conscientious consideration of the various abilities of the leaders and musicians available. In the final summing up no mistake was made in the election of Mr. Karl Von Hoppe to the position of musical director. The selection of his personnel was a matter entirely left up to his good judgment and that his appointment was not a mistake is clearly shown in the various musicians he has selected to assist him in carrying on the high musical standard he will always maintain.

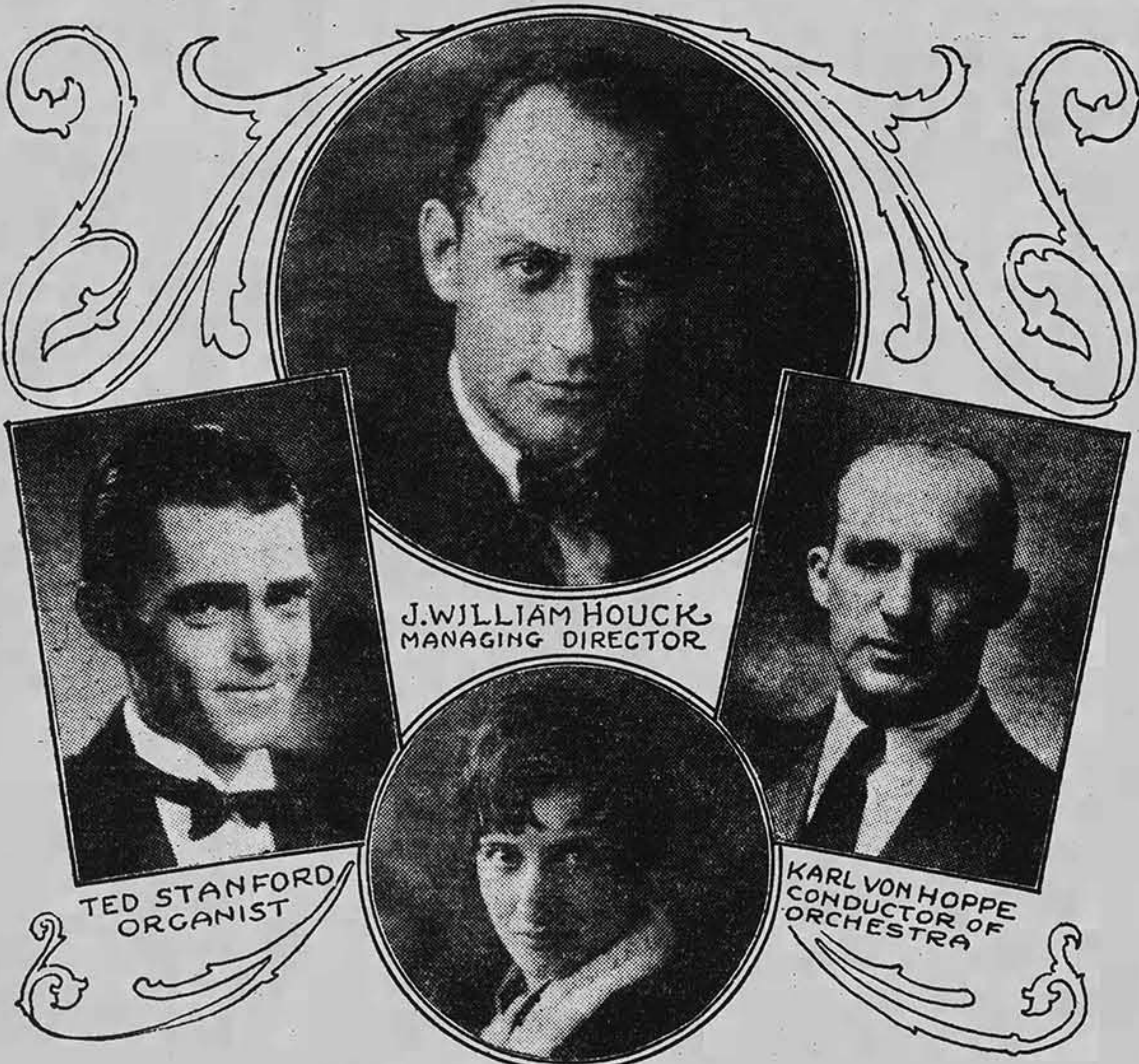
Noted Musicians on Staff

For instance, his cellist, Mischa Sorrell, is a graduate of Berlin conservatory, and has prefaced his work here with such notable contacts as Waldorf-Astoria Hotel orchestra, New York, the Copley Plaza Hotel orchestra, and the Opera company of Boston; his trombone, Max Streck, has just concluded a summer season with the Maco, Rochester (Minn.) band—a nationally famous musical organization; the trumpeter, Al Ceska, was identified for over a year with Roy D. Smith's Scotch Highlander's band; even the usually maligned trap drummer is A. C. Ranz, an artist who was connected with such notable musical organizations as "Dunbar's" "Robin Hood" and "The Chocolate Soldier" and is played with the President's band on the Presidential yacht, "The Mayflower." Finally, such musicians as Le Johnson, violin and saxophone; Marian Jimeon, clarinet and saxophone; Joseph Riese, contra bass; assisting timpanist, Robert Cooper; and also, M. Sullivan—all these make the Kenosha Theater is highly and the city recognizes as a musical institution.

ty at Northwestern

Ill.—The "campus honor" on Northwestern University publication has from 20 to 50 towels are daily or stowed away in Pattern gymnasium. They a loss of \$15 to \$37.50 daily.

Important Members of Kenosha Theatre Staff



J. WILLIAM HOUCK
MANAGING DIRECTOR

TED STANFORD
ORGANIST

KARL VON HOPPE
CONDUCTOR OF ORCHESTRA

LAURA GOODMAN
ASST.-MANAGER-TREAS.

Affairs at the Kenosha theater will be under the direct supervision of J. William Houck, managing director, a man who has had a wide experience in the show business and who comes here directly from Racine where he had charge of the State theater. Laura Goodman, who acted as Mr. Houck's assistant at the Racine theater, has transferred the scene of her activities to Kenosha in order to serve in a similar capacity. Karl Von Hoppe and Ted Stanford are to have charge of the music, Mr. Hoppe holding the baton as conductor of the orchestra while Mr. Stanford will preside at the console of the Wurlitzer organ.

Draw on Science for Theater Ventilation

Water Sprays Purify Air That Goes Into Theater Building at Even Temperatures

One of the most essential features of the successful operation of a theater is an adequate supply of fresh air. Ventilation was given very serious consideration when the plans were drawn for the new Kenosha theater. Every patron entering the house can be assured that the air which he breathes is entirely pure.

One hundred and thirty thousand cubic feet of air per minute is forced into the main auditorium. Before this great volume reaches the audience it is drawn through a water spray which

entirely cleanses it of all dust and foreign substances. The intake is located on the roof of the building so that the air may be as free from dust as before being blown into the wash-er. It is then carried along a gigantic duct where it comes in contact with the heated surfaces of five furnaces. The heat serves to bring the air to a proper temperature for otherwise it would be too cold for comfort even during the warmest weather after passing through the various sprays. A rotary fan, fifteen by twenty feet, has been installed to move the great amount required for the theater. The fan is enclosed in a steel housing the size of a small ballroom. To produce the water spray pressure is supplied by an electrically driven pump.

An exceptional feature of this marvelous ventilating system is the fact that in addition to the temperature of the theater being maintained at a

comfortable point the proper amount of humidity is also furnished.

Special Doors Designed for Theater Building

The hardware of the new Kenosha theater building, including the Norton Lasier door closers, were contracted for and furnished by the J. H. Clark and Barlow Hardware company of Chicago.

Upon a visit, the beautifully easy, noiseless closing of the doors throughout the entire building, which means so much to comfort of theater goers, is immediately noticeable.

Peru's first national products fair, held recently, was a great success, the rooms containing the exhibits being thronged for 10 days.

The ELECTRIC SIGNS

—For the New Kenosha Theatre were made and installed by us.

Commonwealth Sign Company

4543 West Lake St. :: Chicago, Ill.

"No Sign Too Small - Nor None Too Large"

CONGRATULATIONS to Carl Laemmle and the Milwaukee Theatre Circuit.

The Decorators Supply Co.

ALL the cast ornamental plaster work in the beautiful Kenosha Theatre executed by skillful workmen following designs made by United Studio under L. P. Larsen's supervision. For quotations or designs on this work write or call Victory 6900. Mr. K. S. Lopina.

ARCHER AVE., LEO and LIME STS.

CHICAGO, ILLINOIS

IMMEL
CONSTRUCTION
" COMPANY "

*General
Contractors*

FOND DU LAC, WISCONSIN

Levine to Bring Kenosha Movies

Meet the Director of Film Distribution at Milwaukee

Meet George L. Levine, Wisconsin's best known film man. He takes charge of the sales and distribution for Universal pictures in the territory including Wisconsin and parts of Minnesota and Michigan. There isn't an exhibitor or screen critic in the territory who doesn't agree with George that he is selling a swell product that's Universal in more ways than one for it always pleases. Mr. Levine was the man who arranged with his home office to have "The Irresistible Lover" pre-released so that the new Kenosha might be the scene of its premiere presentation.

Mr. Levine has virtually grown up in the Universal service. He started in 1911 as a salesman with the Chicago exchange, was promoted to short subject manager and eventually transferred to Milwaukee as branch manager. At one time he was called to New York to act as short subject general sales manager, whereupon the exhibitors of this territory did a thing unique in film annals. They circulated a petition asking Carl Laemmle to send Levine back to Milwaukee, they



GEORGE L. LEVINE

wanted to buy their Universal pictures from "George," as he is known to the showmen.

Many of the biggest screen features which will play the Kenosha, such as "The Cat and the Canary," "Alias the Deacon," "Les Miserables," and many others, will be looked through Mr. Levine's office.

Tribute to Building Contractors is Paid

The work of the general contractor whose artisans build the building generally escapes notice. But not in the case of the Kenosha building and theater.

Experts of the Inmel Construction company, general contractors of Fond du Lac, Wis., have molded into form a thoroughly safe, fireproof building in which nothing has been allowed to lack for the safety and comfort of its patrons and tenants.

Every bit of material furnished by these contractors has been of as high a standard as has been the work of its efficient engineers in erecting the structure.

Ornamental Work Strikes Spanish Theme of Old

Cast ornamental plaster work of beautiful design and artistic effect are among the most engaging features of the Kenosha theater in the new Kenosha building.

The contract for this work was let to the Decorators' Supply company, Archer avenue, Lee and Lime streets, Chicago.

Sign Heralds Theater to Entire Community

One of the largest electrical signs in the state of Wisconsin hangs the length of the new Kenosha theater building bearing in blazing incandescence the letters which form the name of the theater.

The sign is considered to be exceptionally beautiful in design and construction and compares favorably with the celebrated theatrical signs of Broadway, New York's famous Elitio.

Aviation Romance



Scene from "THE LONE EAGLE" Starting RAYMOND KEANE A UNIVERSAL JEWEL PRODUCTION

First of the aviation romances, "The Lone Eagle," will find a place on the Kenosha screen in the near future. It is dedicated to Col. Charles Lindbergh and other heroes of the air and is said to present many spectacular and interesting aerial encounters. Raymond Keane and Barbara Kent play the leading roles.

Larsen Built Theater Close to His Heart

(CONTINUED FROM PAGE 1) ped ready to present entertainment and receive patronage.

Built First Atmospheric Theater Mr. Larsen is particularly enthusiastic over that latest innovation in theatrical architecture, the atmospheric theater. It was he who built the first house of this type east of the Mississippi. This theater was erected at Worcester, Mass., and was considered one of the outstanding show places of the east, both from architectural and entertainment standpoints. The United Studios have since built similar places from coast to coast.

Handsome theatrical structures, involving millions of dollars, are under way for Carl Laemmle at Racine and Sheboygan, states Larsen, and that being the case it prompts the builder to remark: "Isn't life queer?"

Two Old Paris Women Live in Iron Houses Paris—(AP)—Iron homes house two old women of Paris. Their houses are boilers. They are big discarded boilers from which the tubes have been worn out.

In these solid, one-room homes, the two old women have lived for six years, keeping house in a primitive way but scornful charity. One of the boilers is square, making a room about 8 feet long, 5 feet wide, but only 4 feet high. The other is an obsolete style of tubular boiler, about the same size. Stoves have been installed in them. Boxes are cupboards. Gunnybags cover the cracks left by lean-to wooden doors.

Food is obtained by a little foraging at the public markets. The women say they have no expenses for they are old and expect their clothes to last as long as they do, with a little repairing for which they have plenty of time.

East End Favors Brighter Clothing

London—(AP)—A "brighter clothes for men" movement inaugurated in London recently has not met with much success in the conservative and fashionable West End, but in the East End, occupied by the cosmopolitan working class, efforts of tailors, hatters and footwear specialists met with instant success.

Hats worn by the East End youth of today are vivid in color, bright blue, pink and claret being extremely popular. The favorite hue for clothing is purple, followed closely by a light strawberry, patterned with a darker check marking.

A banana colored shoe is being much worn. The seams of these shoes are covered with black patent leather, and they are long and pointed at the toe. Other shoes are patched with designs in snakeskin. Some are made entirely of lizard skin and others of bright blue kid.

Director Has Music Genius

Karl Von Hoppe One of Most Popular of Kenosha Musicians

When the new Kenosha theater opens its doors to the public tomorrow night de luxe service will be featured throughout.

Believing that Kenosha patrons want only the very best in entertainment, the management has secured the services of Karl Von Hoppe, nationally known violinist, as conductor of the theater orchestra.

Mr. Von Hoppe comes naturally by his musical ability. His father, a music teacher in Berlin, Germany, started tutoring his son at the age of six, and from then on his studies progressed under the supervision of the most celebrated masters of string instruments in all Europe.

Later Hoppe took harmony, theory and composition with notables who set the finishing touches to the young musician's extensive and inclusive education. Under such expert tutelage Mr. Hoppe developed into a composer of note. Some of his original compositions have had first auditions in leading New York theaters and have become part of the repertory of motion picture theater orchestras throughout the country.

While in New York the Kenosha's orchestral conductor was connected with leading record concerns and he has made scores of popular phonograph records. He has had a wide range of experience in leading motion picture theater orchestras.

For his orchestra at the Kenosha theater, Mr. Hoppe has selected his musicians carefully from the best in Kenosha. He will introduce a finely attuned synchronization that patrons will commend for exquisite tonal blend and ideal accompaniment for the pictures.

The orchestra will be found versatile enough to impart equal perfection to jazz and classical numbers while ranking high for the support it will afford the visiting vaudeville artists, one of the hardest tasks an orchestra is usually called upon to perform.

Although Mr. Von Hoppe is not entirely a stranger to Kenosha audiences he is delighted at the opportunity to come into closer contact with and to serve them in the gorgeous new amusement palace which promises to be the city's pride, and he has vowed that he and his organization will furnish music that will accord with the Kenosha theater's policy of perfection in everything.

American Indian Music Popular in Mayfair

London—(AP)—Concerts by American Indians are a popular part of private entertainments of Mayfair society. The Countess Lutzow started the fashion recently when she gave a dance in her house on Chesham Place and offered an Indian concert as a feature of the entertainment.

Os-Ke-Non-Ton, an Indian chieftain, sang four songs, which were followed by primitive American Indian music with tom-tom accompaniment. Since then the "heap big chief" has had "heap big" demand for his services.

Bernard Shaw Quits Adelphi Terrace

London—(AP)—Adelphi Terrace is disconsolate. George Bernard Shaw, who occupied No. 10 for the last 20 years, is to take a flat in Whitehall Court, which was formerly in the possession of The Countess Russell, author of "Elizabeth and her German Garden."

Although Shaw will leave Sir James M. Barrie on Adelphi Terrace, he will have literary celebrities as near neighbors in his new flat. Among them are St. John Irvine, H. G. Wells, Sir Gilbert Parker and Sir Owen Seaman, editor of "Punch."

British Girls Marry Earlier, Men Later

London—(AP)—British girls are marrying younger than before the war, but men at a later age, according to statistics by the Registrar General.

After the war many women married between the ages of 25 and 30. Thousands of marriageable girls lost their sweethearts during the war. Figures show that the majority of brides are now between 20 and 25. They were children during the war.

Many of the men now marrying were youths during the war.

Music Treats are in Store for Patrons

(CONTINUED FROM PAGE 1)

architectural motifs of the theatre itself, varied moods, escenas amorescas, escenas apasionadas and divertissements Espagnoles.

Of course, this is but a forerunner of the many good things which Mr. Von Hoppe has in store for Kenosha. His organization is composed of such versatility of musicianship that jazz productions are a possibility and, in keeping with the evolutionary trend of the times, he will occasionally indulge in those lighter jazz fantasies which keep the feet irresistibly beating time and make one lose his more serious hold on life. No dinner is complete without its dessert and surely the Kenosha's musical menu will not lack the ice cream of jazz.

Nothing has been left undone to make of this magnificent cinema palace the last word in amusement and the musical department under the capable leadership of Karl Von Hoppe is but another of the links in a perfect chain of amusement perfection.

Woman Has Key Position

Miss Laura Goodman is Assistant Manager of the New Theater.

When the Kenosha theater opens on Sept. 1st, a woman will occupy an important position on the executive staff. Miss Laura Goodman, widely known in the advertising and theater business, will act as assistant manager and treasurer of the new house.

Miss Goodman, who has been associated with various well known firms as an advertising copy writer, conducted her own ad service in Milwaukee and Racine until recently, when she became manager of the institutional department of the State theater in Racine, where she proved so efficient at the job that she was placed in charge of other departments in the theater. It was Miss Goodman who formed many valuable contacts between the theater and heads of industrial and commercial institutions in Racine.

First Program Sets Entertainment Ideal

(CONTINUED FROM PAGE 1)

period romance and court intrigue wherein he is called upon to don uniform or costume, comes down to everyday life, so to speak, in the current production and appears as a chap about town, very handsome, very magnetic, very rich, but not very constant where the affections of women patrons of the Kenosha and see to it that they receive the utmost in courtesy and service while they are guests of the theater.

New Manager Is Expert Showman

(CONTINUED FROM PAGE 1)

was placed in active charge of the theater. Likes Kenosha Mr. Houck is enthusiastically looking forward to his duties as manager of the Kenosha. He feels that Wisconsin's most beautiful movie theater could not have been more favorably located than in Kenosha, and he believes that he will be able to provide just the sort of entertainment and high class service that the people of Kenosha demand.

Plaster Work Pleases Most Critical Visitor

(CONTINUED FROM PAGE 1)

The ornamental plastering work in the Kenosha theater, a work of art throughout, which only artists of their craft could accomplish, is a tribute to the engineering genius owned by the Universal Constructing company of Minneapolis.

The work is of beautiful design and accomplishment and will please the critical eye of the Kenosha's patrons.

The largest single importer of plate glass made in Belgium is the United States.

Congratulations

Davis Apartments

... IN ...

Kenosha Theatre Building

The arrangements for the production of the especially designed Furniture used on the mezzanine were made by the Davis Furniture Co.

Completely Equipped and Furnished by

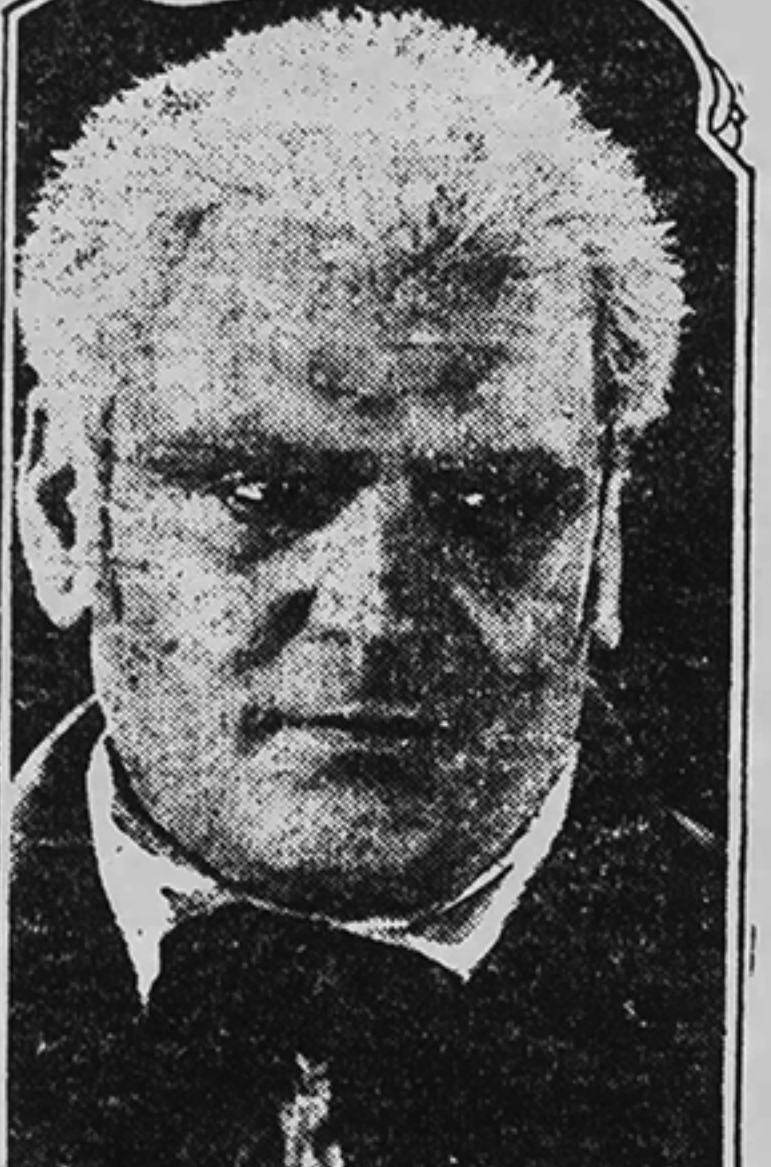
Davis Furniture Co.

Kenosha, Wisconsin

Great French Classic to be Shown Here



M. PAUL JORGE IN "LES MISERABLES" A UNIVERSAL FILM DE FRANCE PRODUCTION



GABRIEL GABRIO IN "LES MISERABLES" A UNIVERSAL FILM DE FRANCE PRODUCTION



ANDREE ROLANE IN "LES MISERABLES" A UNIVERSAL FILM DE FRANCE PRODUCTION

It has remained for a French film company to do proper justice to the French classic, "Les Miserables," of Victor Hugo. The author's countrymen have taken the priceless story and woven into a picture of glorious beauty and supreme interest. The tale of the Bishop, the Drunkenman and the Child is told with pathos and strength and in pictured scenes glorious to behold, far surpassing an earlier version that was made in this country. Wee Andree Rolane, called the child Sarah Bernhardt, takes a leading part as do Gabriel Gabrio as Jean Valjean and M. Paul Jorge as the bishop. The picture will play its Kenosha engagement at the new Kenosha theater.

\$50,000 Organ at Pinnacle of Theater Music

Organ Owes Its Popularity to Demands of the Theater and Church.

No musical instrument except the piano has done so much to bring music to the masses. Pedantic instrumentalists and critics may flay the theatre organist alive but that fundamental fact cannot be gainsaid. Further, the modern, electrically-controlled, beautifully-voiced organ owes even its very rapid evolution and development to the theatre world. This is a pretty frank, broad statement which is bound to hurt the sentiment of someone. It is a fact, nevertheless. So long as the organ manufacturers depended upon the limited business of the church and similar institutions for their life, they could not possibly progress with any degree of rapidity.

The moment the theatre world realized the value of the organ as a musical feature in its business, it created a tremendous demand which swept everything before it. The various manufacturers were then compelled to develop the instrument in order to improve its mechanical and electrical defects, and to, in every way, bring the organ to that almost perfect status we find today.

Competition, which is "the life of trade," is also the progenitor of progress and evolution in art. In this manner, the much despised theatre organist has really enabled the "fizzy" church organist to have a far better instrument in the limited space of not over fifteen years it has really taken to evolve it, than he would have had for

MUSIC CRITIC ASSISTS

The accompanying article descriptive of the Kenosha theater's \$50,000 Wurlitzer organ, together with other articles on the music of the new theater, were written by Henry Francis Parks, of Chicago, prominent music critic, and recognized as one of the nation's leading organists.

a hundred years in the lethargic manner in which the church organ manufacturers operated.

Recognizes Modern Trend in Music

There are, of course, other considerations. Church organists could never have given the lighter, "free-er," more spontaneous music to the mass because of ethical considerations. And why not this music of the people? Jazz, negro spirituals, Indian chants, songs of the south, ballads in syncopated style — all these are but cross-sections of American life... American folk-songs and folk-dances. Every other nation has recognized them as such except the "intellectuals" of our own great country. But this truth can not be so easily disposed of and the best evidence is in the tremendous popularity organ music in the

The Irresistible Lover Tops Opening Bill



Norman Kerry and Lois Moran combine their talents to head the cast in "The Irresistible Lover," the Universal feature production which will have its premiere showing on the opening bill at the new Kenosha Theater Thursday. The story has to do with a gay young blade out for a good time who hands himself a delightful jolt by actually falling in love with a "daughter of the people." Gay titles and sparkling fun enliven the picture which is just the sort for such a joyous occasion as the opening of a handsome new theater. Myrtle Stedman and Arthur Lake are others in the cast.

theatre enjoys. After all, the public is the final arbitrator of art works whether it be a symphony, an opera, or what not. So we must accept the public's dictum and the sooner we do it the sooner are we going to open new vistas of enjoyment which have hitherto been closed to us.

So much of an institution is "The King of Instruments" in the theatre that the Kenosha Theatre of course could not eliminate it nor would they. Being cognizant of this importance they were even impelled to stretch matters a bit and as a consequence have spent \$50,000 on their giant Master Wurlitzer organ — a sum far above the actual musical requirements of the house. This expenditure means just more musical and more entertaining possibilities than with a smaller instrument; and Kenosha audiences may reasonably expect something new constantly with the noted organist, "Ted" Stanford.

A Giant Orchestra

This theatre organ is called "The Wurlitzer Hope-Jones Unit Orchestra" and the significance lies in the very name itself. The instrument is really a massive orchestra capable of depicting every mood and emotion the human element comprehends. Practically every modern orchestral instrument is represented which means that the effects are unlimited. For instance, in the string section of the

modern orchestra, will be found duplicated on the Wurlitzer: violins, second violins, violas, cellos and string basses, the wood-wind section; concert flutes, alto flutes, piccolos, oboes, and bassoons; the brass section: trumpets, trombones, French Horns, and tubas, the percussion section; small, or snare, drum, the bass drum, tympani, cymbals, triangle, tambourine, castanets, Chinese wood blocks, tom-toms, sleigh bells, chimes, Xylophones, Glockenspiel (orchestra bells) and harp. In addition to these legitimate orchestral effects the "Hope-Jones Unit Orchestra" imitates the human voice, with a special stop known as the "vox humana," the saxophones of a jazz band and a muted trumpet being played quite "hot"; an Arabian "musette," a bag-pipe; a fife and drum corps; a Swiss music box; and incorporates in its musical make-up such mechanical effects as horse hoofs, surf and sea, imitation bird calls, auto horn fire-gong, steamboat whistle, fire siren, door bell, locomotive, rain, thunder, storm and etc., ad infinitum. Finally it is a magnificent Cathedral organ.

Characterizes Life Moods

Under the hands of a capable artist every conceivable emotion is possible with such instrumental resources available. The lightness of youth, the irresponsibility and gaiety of childhood as well as the more austere mood

of the adult, and the pleasant contemplation of a well spent life in old age are easy; the four fundamental human emotions — love, hate, fear and jealousy — and their many and varied subdivisions of remorse, passion, anger, penitence, etc., all these make of the organist a composer on the moment who talks with music and conveys the moods of the picture to you more vividly by his appeal to your ears and your intellect. Surely, if any musical instrument ever deserved a superlative description, the modern "King of Instruments" rates this homage.

Financing of Theater Project is Completed

As an example of the sentiment Carl Laemmle feels toward Wisconsin when it was decided that he would build a theater in Kenosha he gave instructions that the bonds were to be handled by a Wisconsin firm. With that admonition in mind his representatives in this territory chose the Grossman, Lewis and company of Milwaukee as the ideal financial agents to operate for Mr. Laemmle. The deal was carried to a successful conclusion with practically all the bonds immediately finding sale in Milwaukee.

The Entire Issue

of

\$275,000.00

First Mortgage

6%

Real Estate Gold Bonds

of the

KENOSHA BUILDING CORPORATION

(Kenosha Theatre)

has been underwritten and sold by

GROSSMAN, LEWIS & CO.

INVESTMENT SECURITIES

MILWAUKEE ATHLETIC CLUB BLDG.

MILWAUKEE

This advertisement appears as a matter of record only.

THE SEATS ARE COMFORTABLE

In The **NEW**
Beautiful Kenosha

You are sure to be comfortable in the beautiful, new KENOSHA Theatre because the management wisely selected Heywood-Wakefield Theatre Chairs. When you sink back into these luxurious, restful chairs you will quickly realize why seats of the same manufacture have been installed in the Roxy Theatre, New York City, the Oriental and Palace Theatres, Chicago, the Michigan and Grand Riviera Theatres Detroit, and in a host of other showhouses all over the country. To the architects of the KENOSHA Theatre we extend our sincere compliments. To the owners we offer our best wishes for success. And to you who will be Kenosha patrons we wish countless enjoyable programs of UNIVERSAL PICTURES!

Heywood-Wakefield Company

Theatre Seating Division

439 Railway Exchange Bldg.

Chicago, Illinois

Other Heywood-Wakefield Theatre Seating offices are located at Boston, Baltimore, Buffalo, Kansas City, Los Angeles, New York, Philadelphia, San Francisco, St. Louis and Seattle.



To a Great Achievement

We Congratulate
The City of Kenosha

ON IT'S ACQUISITION OF THE

Magnificent New

KENOSHA THEATRE

This modern playhouse, its grandeur being unequalled in the State of Wisconsin, radiating a spirit of luxury and presenting a new service to the people of Kenosha, is in keeping with the progress of your city—

and

We Extend Our Sincere Wishes For
The Greatest Measure of Success
To Our Sister Theatre.

Rialto Theatre, Racine

ARTHUR FRIEDMAN, Managing Director

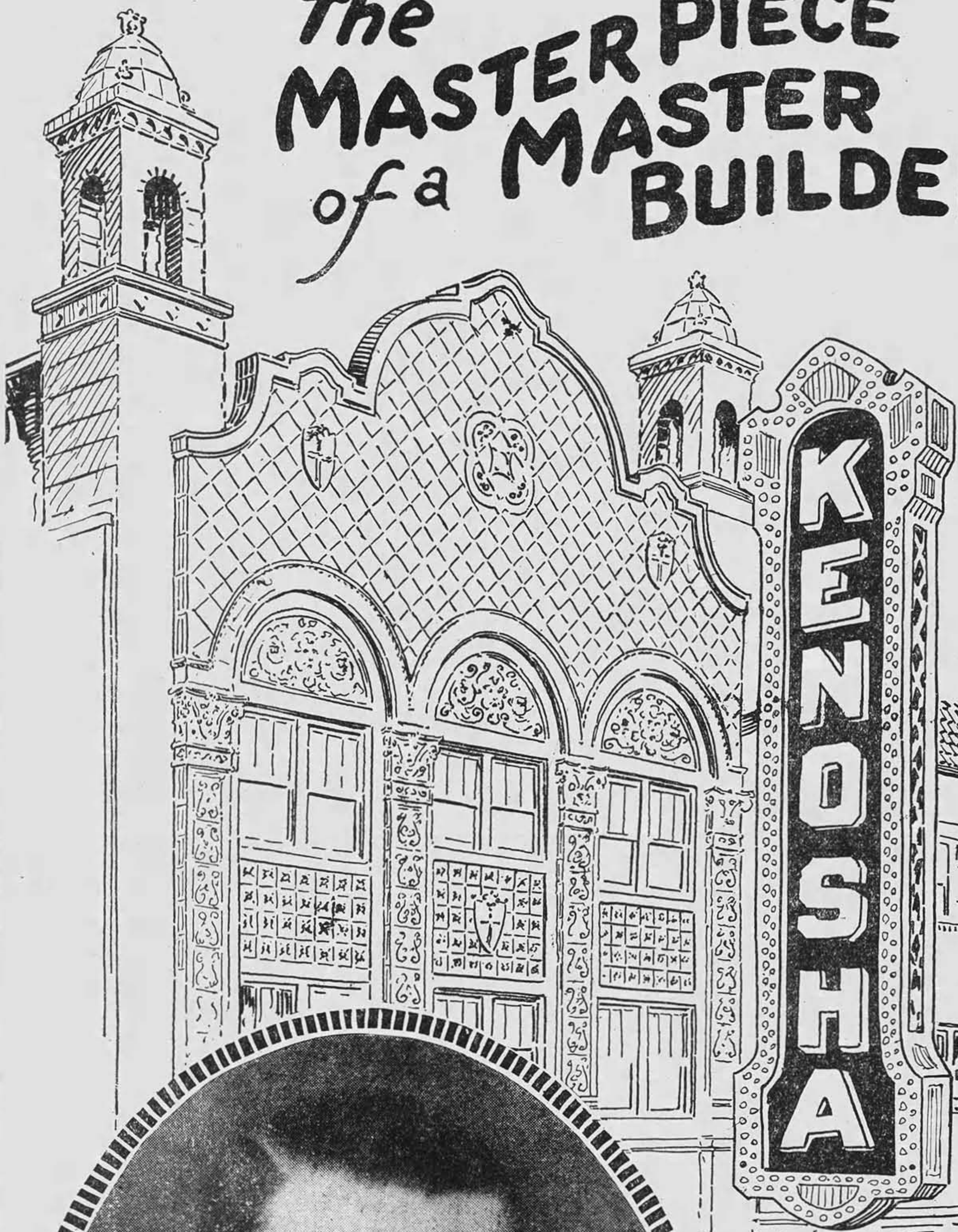
The new Kenosha Theatre, also the new Theatre now under construction at Racine and the Rialto Theatre at Racine are owned by Wisconsin's favorite son—

MR. CARL LAEMMLE



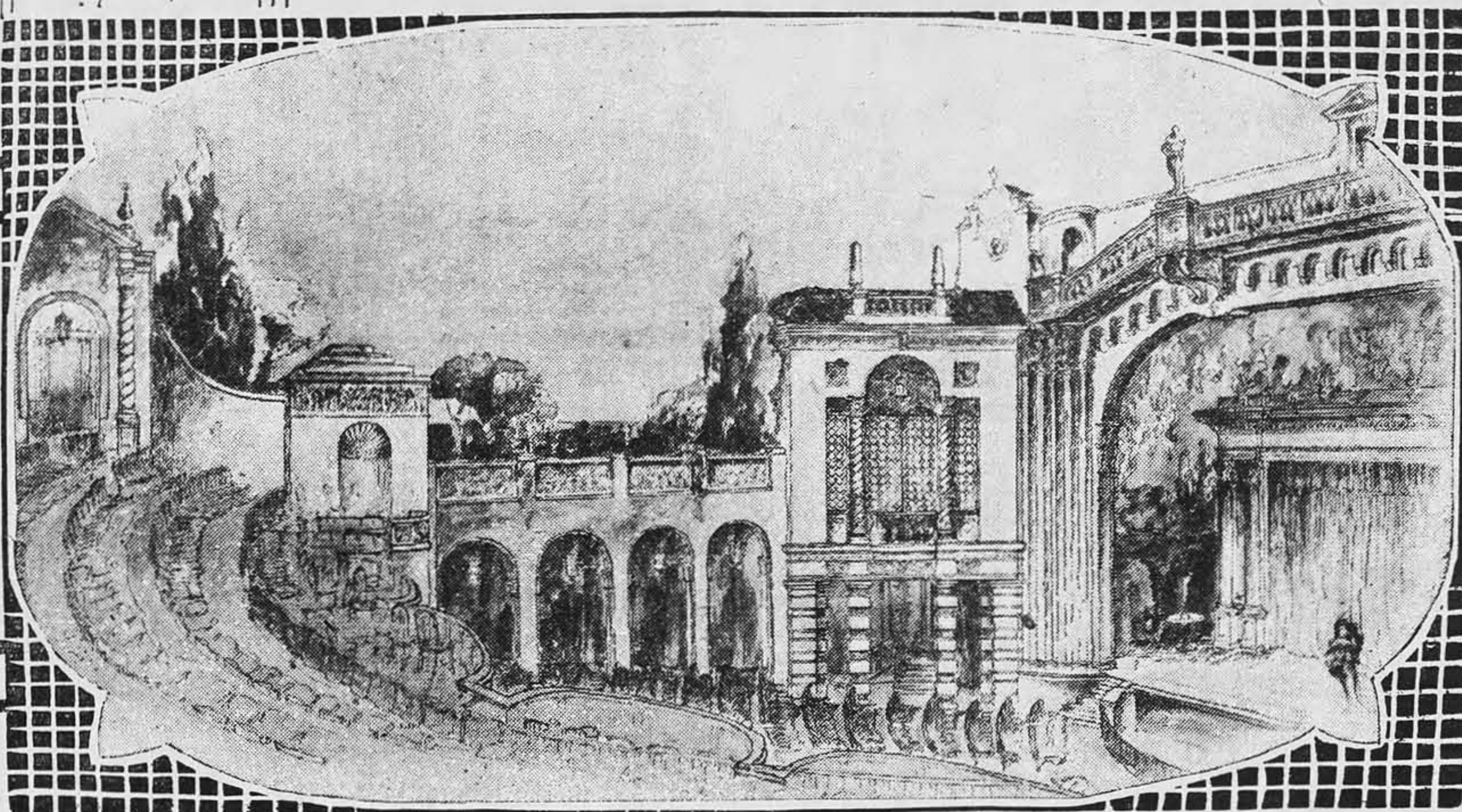
The KENOSHA THEATRE

The MASTER PIECE
of a MASTER
BUILDER



**CREATORS
AND
BUILDERS**

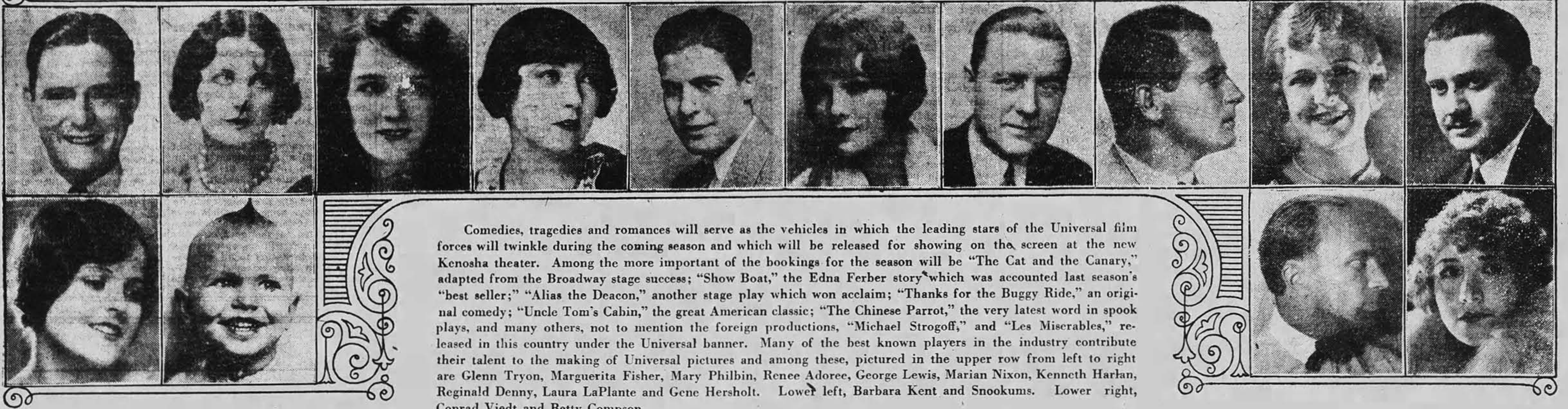
of THEATERS COMPLETE



L.P. LARSEN
PRESIDENT AND GENERAL MANAGER

28 West Lake St. CHICAGO ILL.

Universal Stars to Twinkle on Kenosha Theatre Screen



Comedies, tragedies and romances will serve as the vehicles in which the leading stars of the Universal film forces will twinkle during the coming season and which will be released for showing on the screen at the new Kenosha theater. Among the more important of the bookings for the season will be "The Cat and the Canary," adapted from the Broadway stage success; "Show Boat," the Edna Ferber story which was accounted last season's "best seller;" "Alias the Deacon," another stage play which won acclaim; "Thanks for the Buggy Ride," an original comedy; "Uncle Tom's Cabin," the great American classic; "The Chinese Parrot," the very latest word in spook plays, and many others, not to mention the foreign productions, "Michael Strogoff," and "Les Miserables," released in this country under the Universal banner. Many of the best known players in the industry contribute their talent to the making of Universal pictures and among these, pictured in the upper row from left to right are Glenn Tryon, Marguerita Fisher, Mary Philbin, Renee Adoree, George Lewis, Marian Nixon, Kenneth Harlan, Reginald Denny, Laura LaPlante and Gene Hersholt. Lower left, Barbara Kent and Snookums. Lower right, Conrad Viedt and Betty Compson.

A Moody Thing is the Organ

Every Human Emotion is Registered on Multitude of Organ Keys.

The organ has become such a necessary adjunct to the modern theatre that mere mention of it in connection with the opening of a modern motion picture palace such as the Kenosha Theatre seems a repetition—a hackneyed restatement of the musical aims of the smaller theatre.

Only in the hands of an artist does the organ represent an individual form of entertainment. And, under the skillful fingers of a master artist like Ted Stanford, it commences to achieve that individuality which stamps it as a thing apart from the archaic, the common, the ordinary.

Lives to Master's Touch
In reality, the giant Wurlitzer organ—which has been especially designed for the edification and pleasure of the Kenosha patrons—assumes a newer importance under such a master's touch. It now becomes one of the most important attractions of the program this gigantic enterprise offers.

Every mood, every human emotion, every dramatic and mechanical effect is possible with this "King of Instruments." Tenderly the organist caresses the keys to evoke those only human tears; the next moment, he convulses you in laughter; even another, he prompts you to recognize and realize what a poignantly human instrument the organ really is. For, it transcends the orchestra in its greater flexibility, it is more easily handled than a multitude of musicians and possesses a more exact control of those human impulses which motivate all dramatic musical accompaniment. It really brings all of these major impulses under the reliable control of one performer and eliminates the human element.

Kenosha Knows Music
Ted Stanford, the organist, because of his wide and varied experience, will undoubtedly create a furor in this musically sapient city of Kenosha. He will make you happy with your heart with his light, cheerful music, and he will engross your attention with his more serious moments. In short, "the hand of an artist differs from all others in its individuality of appeal, its earnestness of endeavor, and its supreme veracity."

Boston—One of the little-known curiosities of Boston is the "hidden-house" in an angle formed by two streets on Beacon Hill. Entrance is through a low doorway into a long covered passageway.

Films From All Producers

Biggest Photoplays On the Market to be Shown at Kenosha Theatre

Producers east and west are drawn upon by the Milwaukee Theater Circuit for the films which are to be shown at the Kenosha theater and the many other houses of the chain. It doesn't make any difference whether a company is famous or obscure, all productions are viewed with but one idea—entertainment value to the public. Purchase of films is made on no other issue.

The mere fact that the Milwaukee Theater Circuit has the exclusive rights for Wisconsin to the productions of the Universal Pictures, Inc., does not limit the programs in the slightest.

It just means that the enterprise has available for first showing in Kenosha such stars as Mary Philbin, Laura LaPlante, Marion Nixon, Norman Kerry, Reginald Denny, Jean Hersholt, not to mention a score of others, and such pictures as "The Cat and the Canary," "Alias the Deacon," "Back to God's Country," "The

Chinese Parrot, "Show Boat," and Productions of a Similar Character.

Beau Geste Coming
Famous Players under the banner of Paramount will contribute much to the film end of the Kenosha programs. Some of the more interesting of the Paramount productions will be the spectacular "Beau Geste," starring Ronald Colman and Wallace Beery and accounted one of the finest pictures ever turned out by any studio. "The Way of All Flesh," Emil Janning's first American made picture and one that has all New York by the ears, so to speak, will also be shown here. Its early locale is Milwaukee with the scene shifting to Chicago and back again to Milwaukee. Strangely futuristic in conception and execution is the German made film, "Metropolis," also to be on view. It is from the Celebrated UFA studios and released on the Paramount program.

Among other great producing companies who will find outlet for their programs at the Kenosha are the United Artists and Warner Brothers.

Opium Smugglers Use Eggs
Seerabaja, Java—Dutch authorities in the island of Java have discovered a new trick for smuggling opium. They were struck by the extraordinary number of "salted eggs" passing through the customs. Opening one of the eggs, they found the inside had been blown out and the shell filled with liquid opium. About \$1,250 worth of opium was confiscated.

Brocaded Tapestry on Auditorium Walls

Spanish Decorative Idea Carried Out to Perfection in Interior Decorations

When the hangings for the Kenosha theater were considered, it was decided by Mr. L. P. Larsen, the art director of the United Studios, Chicago, that some unique creations be employed. With this thought in mind, Mr. Larsen designed an exquisite material of unusual coloring and patterns which he calls "Fabrique d'Espagnol."

The sketches were given to specialists in tapestry weaving where they were developed into a gorgeous ensemble of the intriguing romantic hues of Spain. Various novel ideas were carried out throughout the house, each drapery being an achievement in itself.

The Grande Valance is of brocaded tapestry, majestically suspended from hand wrought art irons, and cleverly adorned with rich silk cords and tassels, forming a beautiful inner prospectum arch. The side wall hangings of the auditorium and foyer enhance the subtle charm of the Spanish motif while the mezzanine floor draperies, benches and love seats with a distinguished flair. Refreshingly different are the lamps and torchieres, which with the truly marvelously-hued carpeting produce a perfect picture.

Leading from the mezzanine into the ladies' and gentlemen's rest rooms are wrought iron castle gates, and on the side wall opening into the manager's office is an imported hand-painted colorful Spanish dancing scene portrayed on midnight velvet. Oil paintings, which are masterfully executed, have the powerful theme of the rugged coast of Spain. They are artistically placed and add just the desired note to create an effect which will long linger in the memories of all who behold it.

Kenosha Theater Has Largest Stage in City

The designing, construction and rigging of most modern stage equipment, through which a theater giving stage presentations such as the Kenosha must hope to operate smoothly, is the result of the efforts of the Robert F. Carson Scenic Studio of 1507 N. Clark street, Chicago.

The stage equipment, which has been pronounced by experts to be without fault, is the sum total of decades of experience in outfitting theater stages.

Franco-German Airport

Luxemburg—A joint aerodrome for German and French aviation companies has been agreed upon between the cities of Treves and Luxemburg. The site of the new aerodrome is about half way between the two cities.

Starlit Sky in Kenosha Theatre Called Masterpiece

The vast amount of material necessary to completely install the electrical apparatus in a modern theater is truly astounding.

Over two hundred miles of wire were used in the new Kenosha theater. This wire is carried through metal conduit, of which one and one-half carloads were required. Five thousand six hundred electric light globes are used in the building. The stage is lighted by the latest type of equipment, employing heat resisting colored glass for all color effects. The stage switchboard, which alone costs \$10,000, is of the latest remote control type. It is the only one of its kind in the state of Wisconsin. Thirty-three banks of dimmers are connected with this board.

In the main auditorium there are twenty-two electrical circuits, all under the control of the stage switchboard. This great number of circuits was made necessary because of the sunrise effect, and various other unusual lighting features used in the theater. The full constellation of stars which appears in the ceiling of the auditorium was designed under the direction of the department of astronomy of the University of Wisconsin, which provided the authentic data.

Chose Kenosha Plumbing Company for Theater Job

The importance of perfect plumbing in the modern structure of today is something of vital concern to owners and builders, and the general welfare of a community in these modern times. To that end the finest craftsmen and engineers of their trade are necessary to such an important feature of a costly building such as houses the Kenosha theater.

And when the United Studios, Inc., which built this theater for Carl Laemmle, chose Josephson and Zimmerman, Kenosha plumbing engineers, for the sanitary construction work, it was a perfect choice.

2,300 Seats With All Attention to Comfort

The seating arrangements of the Kenosha theater are without a doubt the latest and most modern that human genius has been able to devise for the extreme comfort of its patrons. Nothing has been overlooked to make the new theater's seats and its entire seating plan as efficient as possible for both luxurious comfort and vision of the screen and stage.

To the success of this important feature credit must be given to the theater seating division of the Heywood-Wakefield company of Chicago.

Congratulations

Ornamental Iron Work

—By—

Kenosha Boiler and Structural Company

KENOSHA WISCONSIN

J. H. Clark & Barlow Hardware Co.

Chicago, Illinois

Furnished the Hardware Including

The Norton Lasier Door Closers

used in the erection of

The Kenosha Theatre

Artist Sense Prompts Work in the Movies

Carl Laemmle, Once a Humble Immigrant, Rises to Commanding Position in Movies

The eulogy of the self-made man from Wisconsin has been written frequently. Native sons have climbed to so many different peaks of distinction that the story, even with new names, is an old one.

In the case of Carl Laemmle, president of Universal Pictures, Inc., and now owner of the new Kenosha Theatre, who refutes the old proverb of the prophet being without honor in his home, there is an element of the unique. Not only was the former Wisconsin resident made good in the sense that the ownership of a property worth many millions of dollars implies, but he has done that in an industry in which he was a stranger, one which offered no precedents for success.

Years ago, not very many at that, for the motion picture industry is still young, Carl Laemmle sold his half interest in the Continental Clothing store at Oshkosh, a successful business venture in a modest way, ventured his entire stake on a single gamble, won it and today is the president of the largest independently owned motion picture company in the world—the Universal.

There is no manipulation of stock in this concern. Wall Street has nothing to do with it. Carl Laemmle has the first and last word when it comes to plans for production, expansion, building, etc. Quite a success, you'll grant. Yet it rests modestly on the shoulders of the former Badger who has seen fit to set the choice of all his theater buildings, the beautiful Kenosha, at the very gateway to the state where he got his start in life. Travelers to Hollywood find the magic word of "Wisconsin" an open sesame when all other means fail.

Every year Mr. Laemmle journeys back to these parts, to visit his old cronies in Milwaukee and Oshkosh and throughout the state.

Form Movie Coalition Against U. S. Invasion

Paris—(AP)—Europe expects soon to form a movie coalition against America.

Charles Delac, representing French producers, distributors and exhibitors, recently told a German organization representing the industry there, that the two countries will shortly, by force of circumstances, cooperate for their own and for Europe's protection.

France, Germany, Italy, England and possibly Spain are regarded as likely to join the European "bloc" to resist the American "invasion," as it is called.

France asks only reciprocity from Germany. It is recognized that there must be interchange of pictures to afford variety. The American proportion is considered altogether too large and many, like Delac, take it for granted there will be some sort of "protection" to restrict the number of American pictures.

Hindenburg's Picture On Postage Stamps

Berlin—(AP)—President Hindenburg will soon see his picture on millions of postage stamps. He will be the first German thus to be honored during his lifetime. Even William II was not depicted on postage stamps.

The Hindenburg stamps are to appear in connection with the festivities planned for the celebration of the soldier-president's eightieth birthday, October 2. They will be issued in denominations of 5, 10 and 20 pfennigs, but will be sold at double the face value, the difference to be turned over to charitable purposes.

Thus far the only portraits on German stamps have been those of Heinrich von Stephan, Germany's first postmaster-general, who in 1875 organized the world postal union, and political and cultural leaders of the sixteenth and seventeenth centuries—Goethe, Schiller, Frederick the Great, Kant, Beethoven, Lessing, Leibnitz, Bach and Durer.

Tottenham Firemen Want Overcoats

London—(AP)—Should firemen wear overcoats, and if so why not?

A question in words to this effect is being debated by the Tottenham Council, London.

For 25 years the firemen of Tottenham have had no overcoats. Now they want them. Councillor Jay said that the Fire Brigade committee recommended that their request be refused because the firemen had done without overcoats for a quarter of a century and could do without them now.

"Two thousand years ago," he said, "firemen wore only an overcoat of blue paint."

Councillor Frost demanded: "Who ever saw a fireman wearing an overcoat when putting out a fire?"

Summer School Girls Perch on Yale Fence

New Haven, Conn.—(AP)—The campus fence at Yale, famous ever since there has been a Yale, is no longer the exclusive institution that it was. Time was when visitors knew that a man was an upper classman if they saw him seated on the fence, but today girls have invaded the campus, and worse still girls sit on the sacred fence.

Through an arrangement between Yale and the state board of education, several Yale buildings on the college campuses are turned over as class rooms and dormitories to summer school pupils, and as a result the fence on the old campus, which used to be deserted for three months each summer, now blossoms forth each year with a summer crop of girls almost as soon as the spring crop of men has departed.



Film Folk in Business Too

Beautiful But Dumb Does Not Apply to All Actors, Says Thomas.

By DAN THOMAS (NEA Service Writer)
Hollywood, Cal. — Beautiful, but dumb! These words often have been used to describe inhabitants of the celluloid colony.

However, while they may be beautiful—handsome would be more fitting for the males—they are not always so dumb.

Hollywood naturally is known primarily for its mammoth motion picture studios. But just as naturally, it must also have other enterprises. They too, are controlled to a large extent by picture folk.

Doug is a Rancher
Take, for example, Douglas Fairbanks. Aside from being head of his own company, Doug, as one of the five owners of United Artists, takes an active part in the control of many theaters over the country. Also, he has extensive ranching interests near San Diego, Cal. Doug now has 2,000 acres under cultivation and a much larger area for cattle ranging.

When speaking of Doug, one naturally thinks of Mary Pickford, Miss Pickford, or Mrs. Fairbanks, who takes as much interest in her duties as a director in a Hollywood bank as she does in her acting.

Foremost among the feminine magnates is probably Bebe Daniels. Miss Daniels is one of the largest real estate operators in Hollywood. Her land holdings are said to exceed those of any other person in the film colony. She has just completed three homes on the water front at Santa Monica and will start soon on an apartment house building in Hollywood.

Real Estate Success
For years Ruth Roland's real estate activities won her the name of filmdom's most active business woman. But she has just about deserted pictures for her more profitable business deals. Colleen Moore is another who has invested heavily in real estate and has turned several deals for tremendous profits.

Noah Beery, who loves sports of all kinds and is especially fond of fishing, has combined business and pleasure. Noah is the owner of a trout club about 90 miles from Los Angeles. He charges \$50 a year for memberships and an additional 35 cents for every trout caught. Needless to say he is reaping a good profit.

Joseph Schenck, one of the leaders of the cinema industry, has a wide variety of outside interests. For one thing, he is an active politician of considerable power in this section of the state. Schenck also is filmland's leading banker.

Knowing that gold is the basis of all money, Esther Ralston has gone in for the yellow metal. The actress owns a gold mine near Phoenix, Arizona, and strangely enough there actually is gold in it.

Victor Fleming is one of the few moving picture individuals on record to have made successful oil investments. A few years ago Fleming was "hooked" into buying a large interest in some oil lands that were then only in the prospective stage. A few gushers came in and as a result Fleming holds a prominent position in the oil industry and is ranked as one of the wealthiest men in the picture industry.

Penalty for Every Accident Is Urged

Los Angeles—(NEA)—"Let's arrest and prosecute all drivers who are in any way involved in accidents, and we'll make the streets safer for traffic."

This is the novel idea of E. B. Lefferts, public safety manager of the Automobile Club of Southern California.

He bases this on the assumption that practically every accident is due to criminal negligence or recklessness. Sometimes both drivers in both, he says, and traffic law violations are at fault. Penalizations will be reduced.

Your Health

Editor's Note: This is the first of a series of five articles on suicide, discussed from a medical standpoint, Tomorrow: Choosing a Way Out.

By DR. MORRIS FISHBEIN
Editor, Journal of the American Medical Association and of Hygiene, the Health Magazine

From the Catholic University of America in Washington, D. C., comes a new consideration of the suicide problem in the United States.

The number of suicides for the years 1920, 1921, and 1922 are recorded as 8,959, 11,136 and 11,053. In the 38 classes of conditions resulting in death, suicide holds sixteenth place, being preceded by such conditions as heart disease, tuberculosis, cancer, brain hemorrhage, kidney diseases, congenital debilities, malformations and violent deaths among others.

About as many people die from suicide as from old age. The rate for homicide is gradually growing larger, being 2.1 in 1900, 5.9 in 1910 and 8.4 in 1922.

The rate for murder among colored people is five to six times higher than that for whites, whereas the suicide rates is approximately one-third of that of the white.

City People Top List
In practically all countries of the world, more city people commit suicide than do those living in the country. The highest rate of any state or city along the Atlantic coast is that of Washington, D. C., and the lowest is in Pennsylvania.

The state with the highest rate for deaths from suicide of any in the country is California.

Public opinion sometimes credits the Japanese, Chinese and negroes with responsibility for the high rate for this state, but a study of the figures does not warrant such an opinion.

Frisco's Rate Largest
However, the suicide rates for colored people in California are enormously high. Indeed, San Francisco has the highest suicide rate of any large city in the world, being ten points higher than Leipzig, Hamburg, Berlin, Dresden and Stockholm.

St. Louis is seventh on the list of the cities in the world, but second in the United States, although 15 points lower than San Francisco. Buenos Aires in Argentina has the highest rate in the American continent outside of the United States.

London.—The buying and selling of slaves still is practiced in Abyssinia. Hundreds of human beings are put on the block each week in Adisababa. To obtain more slaves, government troops raid and devastate the country of neighboring tribes.

Jannings Likes Simple Films

Noted European Artist on Way to Kenosha in Latest Film

Motion picture makers of the world in their search for the new and unusual in screen entertainment have been diverted from the path that will take them to their goal," according to Emil Jannings, actor-legend of the world, now hailed by American audiences as the greatest thespian before the camera both here and abroad.

"But the way is now clear," Jannings continues and then goes on to explain his conclusion. "Epic pictures, great, sweeping, costly pageants, have for some time been considered the last word, the ultimate goal for the producer whose ambition it was to make the public and critics agree that 'Here is the greatest picture of all time.' Now pro-

ducers realize that this, to a certain extent, is an illusion.

Human Stories in Vogue
"Picture makers now realize that what the theater patrons want are simple, human stories; stories that



Emil Jannings give a cross section of life. Big moments in little lives, if you choose life."

to put it that way. "Such a picture is 'The Way of All Flesh' which has given me what I consider to be the most convincing character opportunity of my career. I felt that destiny entered its influence when I first read the story; it seemed to me that the part of August Schiller, the kindly, home-loving but humanly weak bank cashier had been created especially for me. I consider 'The Way of All Flesh' to be the result of the greatest effort, the finest work of my life, even exceeding 'The Last Laugh' and 'Variety' in dramatic simplicity, realism and humanness.

"During the filming of this picture," says Jannings, "I was inspired by those around me. Belle Bennett, who plays Mrs. Schiller, I consider to be one of the three greatest actresses the screen has ever known. Never before have I seen a woman give a more sympathetic performance.

Praises Co-Stars
"Miss Bennett's marvelous work and inspirational help was paired by that of Phyllis Haver, one of Hollywood's most beautiful actresses. With these two remarkable women heading my supporting cast and with Victor Fleming directing 'The Way of All Flesh' could not have been otherwise than the crowning achievement of my life."

This dramatic treatment of the sacrifices of one man for his family, of his reaction to the attraction of a worldly woman, after many habit-forming years as a proud father and husband, will be shown at the Kenosha theater soon.

Loomis to Talk at Cornerstone Program

Guy F. Loomis, superintendent of schools, will be one of the speakers at the cornerstones laying ceremony of the new \$125,000 Young Men's Hebrew association building at 61st street and 8th avenue Sunday afternoon.

He will acknowledge the important part of such an educational institutional in the spiritual life of the younger generation of Jewish people in Kenosha.

Additional plans are being made for the ceremony, some of which were announced yesterday. The program will be given in the open, weather permitting and will be open to the public. An invitation to all who are interested is being extended by J. D. Rosenblum who will preside at the ceremony.

Prince Albert Coat Occasions Artists' Feud

Berlin—(AP)—A Prince Albert coat is the cause of a feud between two groups of Munich painters.

The Cooperative Union of Munich Artists and the New Secessionists occupy opposite wings of the Glass Palace, the scene of art exhibitions. Former Crown Prince Rupprecht of Bavaria recently dropped in unexpectedly on the Cooperative. At the end of his visit he said he wanted to see the Secessionists' exhibition also.

Fritz Behn, director of the Cooperative, telephoned Professor Caspar, director of the Secessionists. Caspar said he must don his Prince Albert before he could receive the prince. He took the fastest taxi home. But Repprecht insisted he must see the pictures at once. Behn guided the prince through the Secessionists' exhibit also.

By the time Caspar returned with his Prince Albert the royal visitor was gone. Caspar blamed Behn and accused him of falling to pay admission for himself and his guest. Behn replied by sending him two marks and an ironical letter.

Now neither speaks to the other. Neither will their followers speak to one another.

CONGRATULATIONS

Carl Laemmle and Milwaukee Theatre Circuit

on the Opening of Your New Kenosha Theatre

The Valley Construction Co. Neenah, Wisconsin

DESIGNERS and INSTALLERS of THEATRE ELECTRICAL EQUIPMENT for the UNITED STUDIOS, CHICAGO, ILLINOIS

Watched It From Start

Dan Lederman Supervised the Construction of New Theater

Daniel W. Lederman, structural engineer in charge of building for Universal Chain Theatres, is the man who sets the date for the opening of the enterprise's new theaters. He makes it a rule never to announce an opening date until the theater under construction has reached a point where there will be no doubt that it will open its doors on schedule time.

Mr. Lederman started out in the railroad business. At one time he was chief clerk and assistant superintendent of machinery and building for the Santa Fe road at Omaha. He was acting as coast to coast man for the Rubber Trust when he felt the call of the theater.

In 1910 Lederman took over a movie theater at Topeka, Kan., which was

New Picture Stars June Marlowe



JUNE MARLOWE in "The Fourth Commandment" with Belle Bennett

June Marlowe accomplishes the seemingly impossible in "The Fourth Commandment," a Universal production which will be seen at the Kenosha theater in the near future. In portraying the role of Marjorie, Miss Marlowe effects a transition of age from the sweetheart of 1905 to middle age with exceptional finesse. Belle Bennett also appears in a mother role even greater than that of "Stella Dallas." Mary Carr plays the third mother role in the picture.

The Zar's Courier

Although it is more than twenty years since Jules Verne, master of imaginative fiction, laid down his pen for the last time, and seventy years since his tales first captivated the world of readers, his books have never lost their popularity, as the most casual inquiry at any public library will reveal. There is a constant demand, particularly for the tales of adventure such as "Michael Strogoff."



Ivan Moskine in Jules Verne's "Michael Strogoff"

which though dramatized in 1876 has only recently been filmed for the first time and will eventually have a showing at the Kenosha theater.

So popular is this famous old melodrama that the book has been translated into nineteen languages, and as a melodrama it is said to have had more stage performances than any other play on record, with the possible exception of "Uncle Tom's Cabin."

In the 80's and 90's it was the wonder of the show world, as presented by the famous Kiralfy Brothers, showmen who originated the form of entertainment known as "spectacles."

"Michael Strogoff" was their last and greatest effort, and millions of people today will testify to the thrills they felt upon witnessing what was then the crowning achievement in theatrical entertainment. The production to be shown here is from the studios of the Universal-Film de France and stars Ivan Moskine in the titular role.

Heating System Called Most Modern Devised

Boilers installed to heat buildings today must be of the highest degree of safe construction, and to this end the Kenosha Boiler and Structural Company was engaged by the United Studios, Inc. The result has been the addition to the modern comfort arrangement of the structure of a highly efficient heating plant in the Kenosha theater.

Paris Recruits Nurses from Many Countries

Paris—(AP)—Nurses who care for patients at the American hospital, near Paris, come from many lands, though all of them speak English. Twelve student nurses who recently received their diplomas at the end of three years' training came from the United States, England, Persia, Russia, Switzerland, Norway and France. Most of them are going to America, some to the Pittsburgh Children's hospital and others to the Presbyterian hospital in New York City and the Boston Children's hospital. At least two intend to work in isolated regions of Labrador.

What the Cool Flapper Wears Charlotte, N. C.—A merchants' survey here recently showed that the modern flapper of Charlotte who dresses for summer comfort wears only four pieces of clothing, weighing 12 ounces. This is said to be two ounces under the weight last summer.

Easy to Teach Child to Swim

Mother Teaches Children to Swim When They're Three Months Old.

Montauk Beach, L. I. — (NEA) — "It is easier to teach a child to swim than it is to teach him to walk." Mrs. Ruth Hoerger, mother of three, made this assertion. She sat on the beach watching those three while she spoke.

All Do Stunts Bobby, aged 11 months, was paddling from ten feet of water in Lake Montauk to his mother on the shore; his sister, Mary, three and a half, was "life saving" her doll in regulation coast guard fashion and Ruth Hoerger four and a half, was making a perfect swan dive from a ten-foot board.

"Aren't you afraid they will drown?" was asked of Mrs. Hoerger anxiously. "Of course not," she declared with some degree of scorn. "I started

teaching the children to swim when they were three months old. They have absolutely no fear of the water. They would rather romp in the water than have lolly-pops or ice cream cones."

Mother is Expert

Mrs. Hoerger herself was brought up in the water. She is an expert swimmer, formerly Miss Frances Bisbarrow, of St. Louis, Mo., the record holder for the three-mile swim of Biscayne Bay, from Miami to Miami Beach, Fla., a stretch she made in one hour and twenty-eight minutes in competition with strong men swimmers. "Teach them young and teach them in salt water, if possible," is her advice to mother. Her children all learned in Florida.

"When the children were three months old I began to take them into a salt water swimming pool with me," she said. "First I merely held them in the water just to get them used to a new sensation. Then I would splash a few drops of water in their faces. After a few days of this they began to like the sensation until I was able to duck their heads beneath the surface. That really is the important part of the training. They soon learned that there really is nothing to fear—that they will not choke. They they became at home in the water and I

tied a pair of water wings around them and let them play alone, watching them closely all the while, of course."

A Ducking is Fun

She explained how, only the other day, when she was standing clad in an afternoon frock on a pier, holding Bobby, the youngest child, in her arms, one of the other members of the party fell into the water and in his unexpected descent pulled her and Bobby with him.

"We fell in about twelve feet of water—and went all the way to the bottom, too—but when we came up Bobby was smiling and unafraid, just as though it were part of the day's play," Mrs. Hoerger explained. "The children wear only a triangular strap about their waists during the majority of their waken hours of the day. They are as tanned as Amazons and the family doctor would die of starvation if he were dependent on their ill for his livelihood.

"Ruth is becoming a perfect diver and my ambition is that she will be the youngest Olympic games diver," said Mrs. Hoerger "though my chief aim in getting them in the water so early in life was to teach them to swim and make them healthy."

They are the youngest members of the Woman's Swimming association which has fostered so many stars.

Humans Like to Know Future

But It is a Lot Better in Most Cases to Be Ignorant of It.

By OLIVE ROBERTS BARTON Bertrand Russell, noted British philosopher, says that human beings feel safer if they can foretell the future. He thus explains the belief in necromancy or, in plain words, fortune-telling.

Dr. Russell is not advocating clairvoyance. He speaks of it merely in connection with habit, and the peace of mind that comes with habit, which we should, he declares, learn systematically in childhood.

Is it true that people wish to insure for themselves comfort and safety, or is it curiosity that fills auditoriums, daily with fascinated audiences? Whether or not there are invisible

electric, or other, currents that influence our lives who can say? I have always had a sneaking idea that had another star stood over me the day I was born I might have been richer, wiser, more beautiful, talented and strong.

We must not confuse those who are really delving and groping for the unknown, with the performer who can locate your diamond ring or tell you whether your niece's next baby is a girl or a boy. The horoscope is a different matter still. It comes to our aid in supposedly placing our troubles on the stars.

But why are we so anxious to know the future? Suppose we could depend absolutely on forecast—would we be any happier? I have known people to worry almost to the point of insanity because a specific misfortune was predicted for them.

Every one of us has a certain amount of superstition in him. We know we are not the arbiters of our own lives. That means that we believe in a greater force or will than our own.

Then why not call it religion and have a simple faith in that religion? I know of no greater comfort than the simple little verse, "The Lord Will Provide." Why seek fortune-tellers to assure ourselves of comfort and safety?

ROBT. P. CARSON Scenic Studios



Designers, Constructors and Riggers of Stage Equipment & Furnishings



The Stage Settings and Rigging for The Kenosha Theatre are One of Our Many Constructions and Installations

Robt. P. Carson Scenic Studios

1507 North Clark Street CHICAGO, ILLINOIS

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Davis Apartments Ready in New Theater Building

The Davis Furniture company of Kenosha undertook a big job when it contracted to completely equip the Davis apartments, living quarters in the Kenosha theater building, in which the Kenosha theater is housed.

Another Minneapolis firm which has had a large share in making the Kenosha theater safe as well as beautiful is the A. E. Conrad company. The metal lathing, light furring and corner bead work throughout the entire structure is its work and thorough inspection proves it to have been completed in a highly workman-like manner.

Absolutely Safe for Every Theater Use

Twelve student nurses who recently received their diplomas at the end of three years' training came from the United States, England, Persia, Russia, Switzerland, Norway and France. Most of them are going to America, some to the Pittsburgh Children's hospital and others to the Presbyterian hospital in New York City and the Boston Children's hospital. At least two intend to work in isolated regions of Labrador.



DANIEL LEDERMAN

the forerunner of a chain of 27 theaters which he finally operated in the states of Kansas and Nebraska. Then followed a period in the exchange, or jobbing end of the film business, during which he was located at Minneapolis, Des Moines, Omaha and several other points.

A jump to New York in 1915 placed Mr. Lederman at the source of production and he entered the home office of the Universal Pictures corporation. His official title was assistant to the president, Carl Laemmle. When it was decided to open branches for Universal pictures in foreign countries, Lederman crossed the sea to do the job.

Activities of one sort and another, all in the interests of Universal, consumed his time and efforts until 1921 when he became building chief for the company, a position which led to the one he now holds with the concern.

Wedding Bells Not For Jean

Because She is Perfectly Satisfied with Her Present Husband.

By Minott Saunders, NEA Service Writer.

Deauville — "Don't talk to me about marriages. I'm through!"

This was astonishing, almost sensual, because it came from Jean.

"What do you mean, you're 'sch'?" asked one of her friends, "ought things were going good, they are," answered Jean, with that studded smile that has made so many hearts flutter since she left her home town of New York. "I'm through with marriages. I've had one. I'm never going to marry again because I'm 'sch' now."

She kicked the sand, leaned forward in her beach chair and reached over for the hand of her husband, but Dubonnet, son of the wealthy perfumier whose name is spoken daily in every cafe in France. "When I say I'm through with marriages I mean I'm out of the market," she added. "I suppose I could say I'm through with divorces. I had a job getting settled, but I know when I'm right. I am now happily married."

Madame Dubonnet is still very obviously American, and as charming a being. She is easily able to keep up her reputation as the "best dressed woman in Europe." For months she has not figured much in the news because she's happy, she says. Her two former marriages mean nothing to her now.

Once before Jean Nash said she was through with marriages. That was after she divorced her third husband, an Egyptian nobleman, after a month's marriage, and before she met her present husband. She said she didn't think marriage was a workable proposition. But she thinks so now, and claims "I'm through."

"I am now realizing what I was ways striving for," she said. "Divorce cannot be a terrible thing, because it is often the road to happiness. That has been my experience."

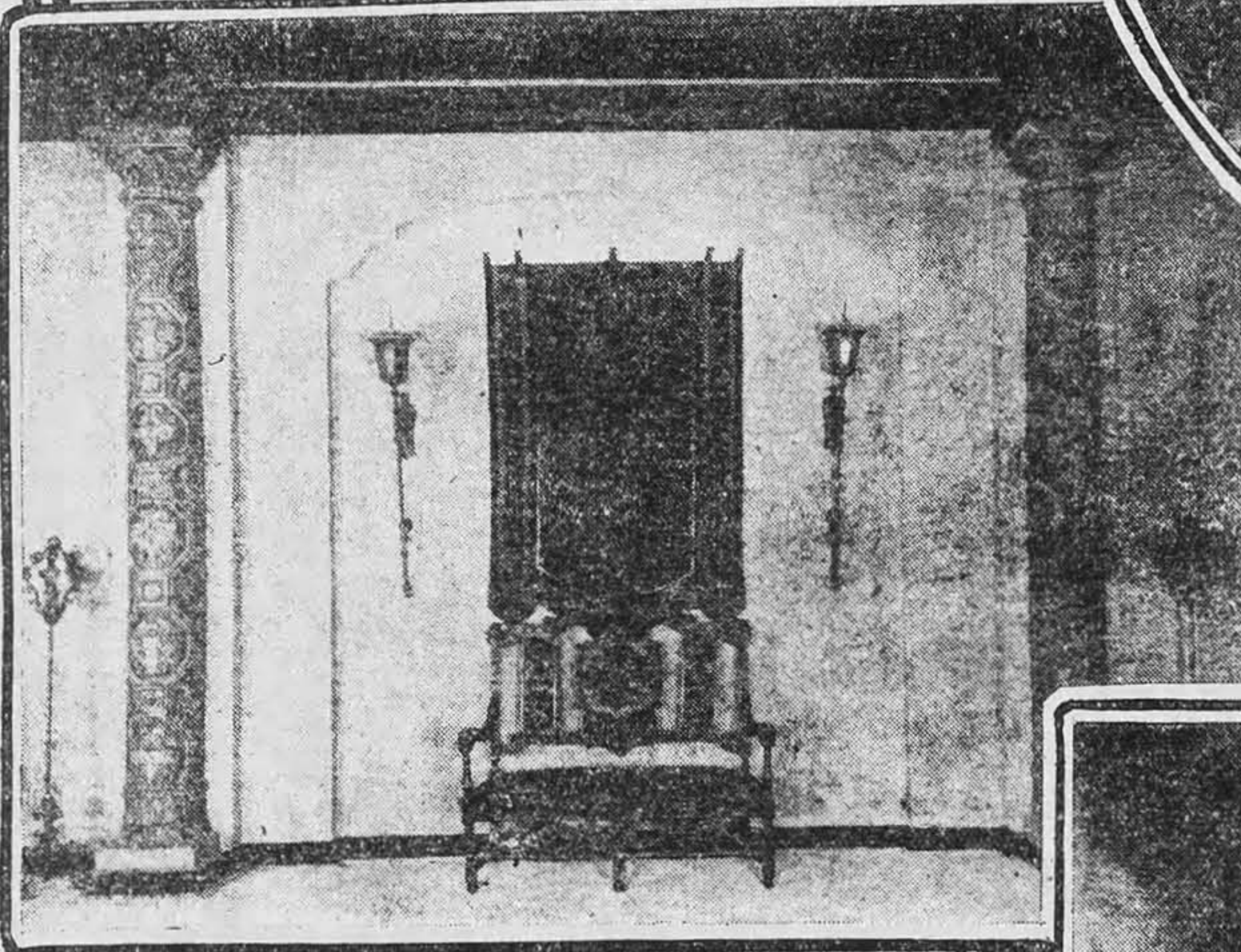
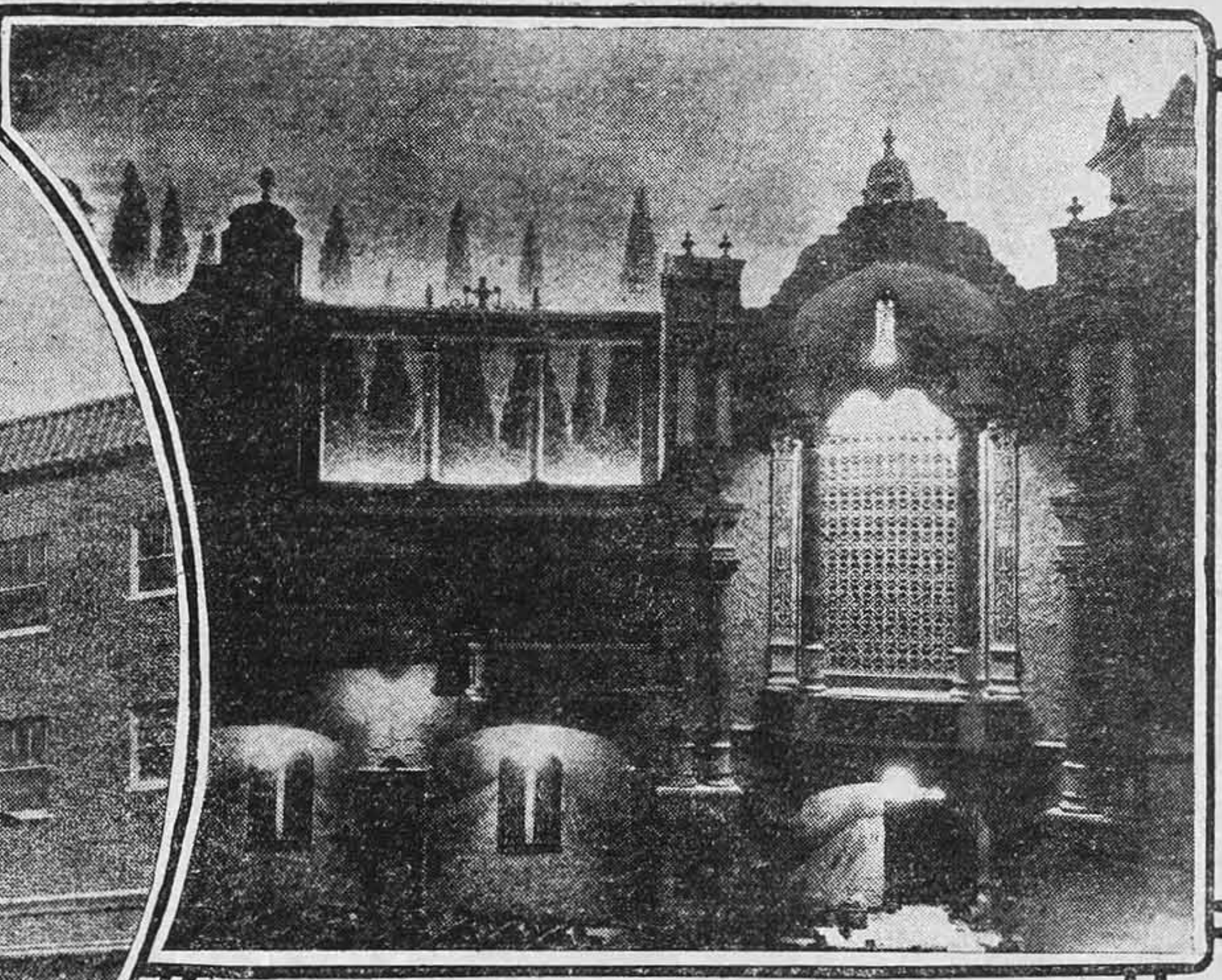
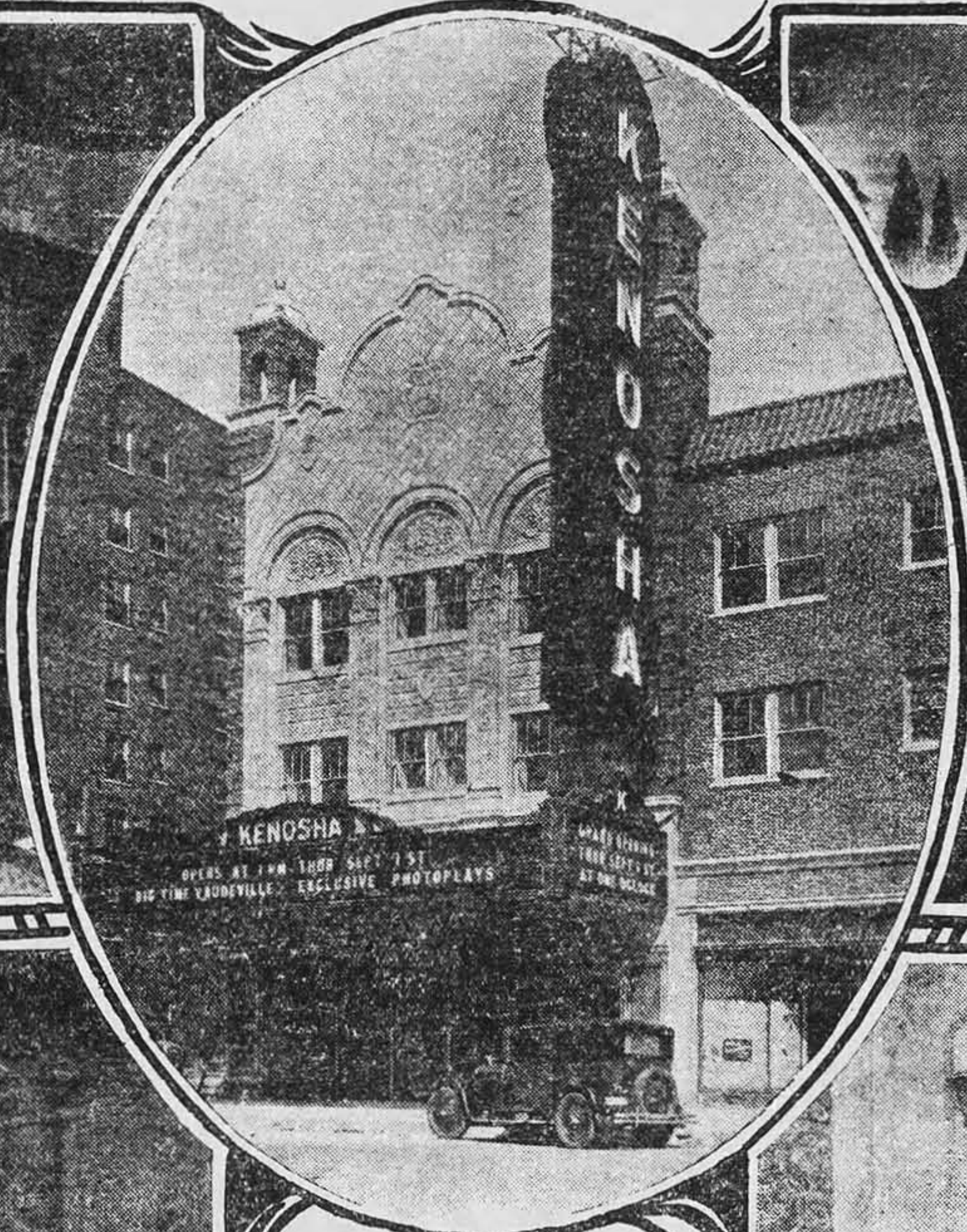
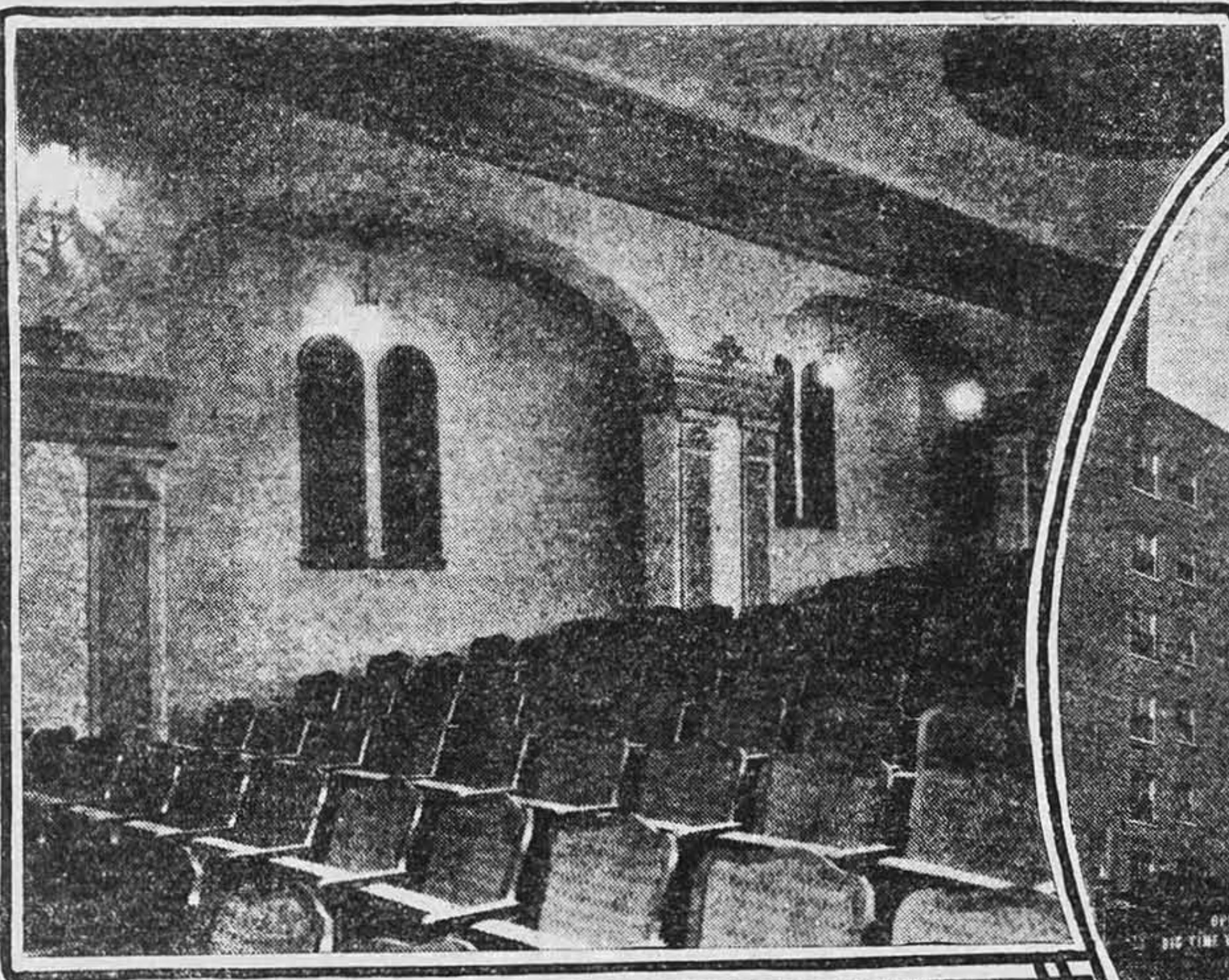
Rosenblum Arranged Theater Realty Deals

As in every big modern building move of today, the realty agent is an important factor.

When it was decided to construct the Kenosha theater, the realty deals attendant were quickly and satisfactorily arranged by J. D. Rosenblum, of the North Shore Realty company, 304 6th avenue, Kenosha.

What the Cool Flapper Wears Charlotte, N. C.—A merchants' survey here recently showed that the modern flapper of Charlotte who dresses for summer comfort wears only four pieces of clothing, weighing 12 ounces. This is said to be two ounces under the weight last summer.

"Kenosha's Castle in Spain"

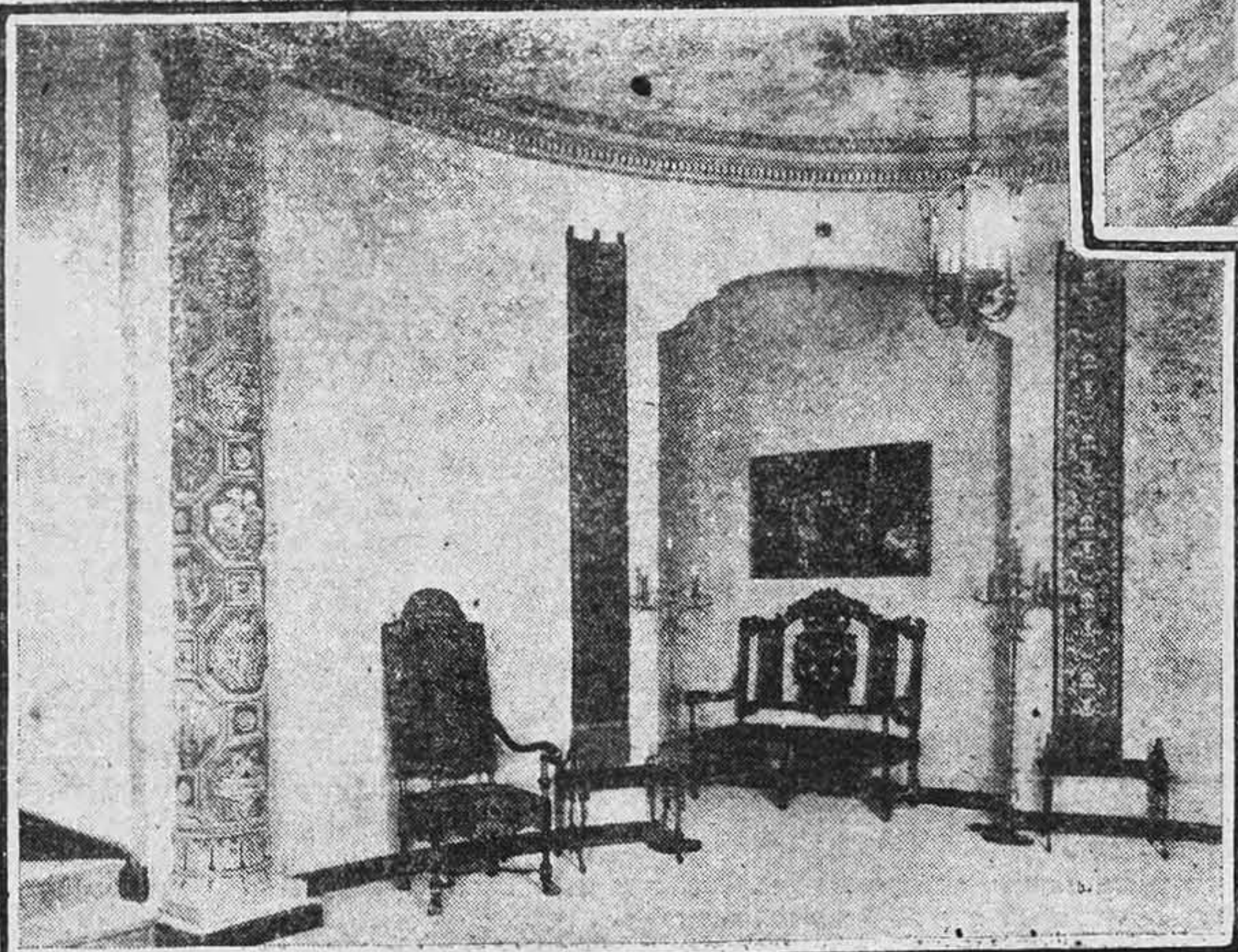
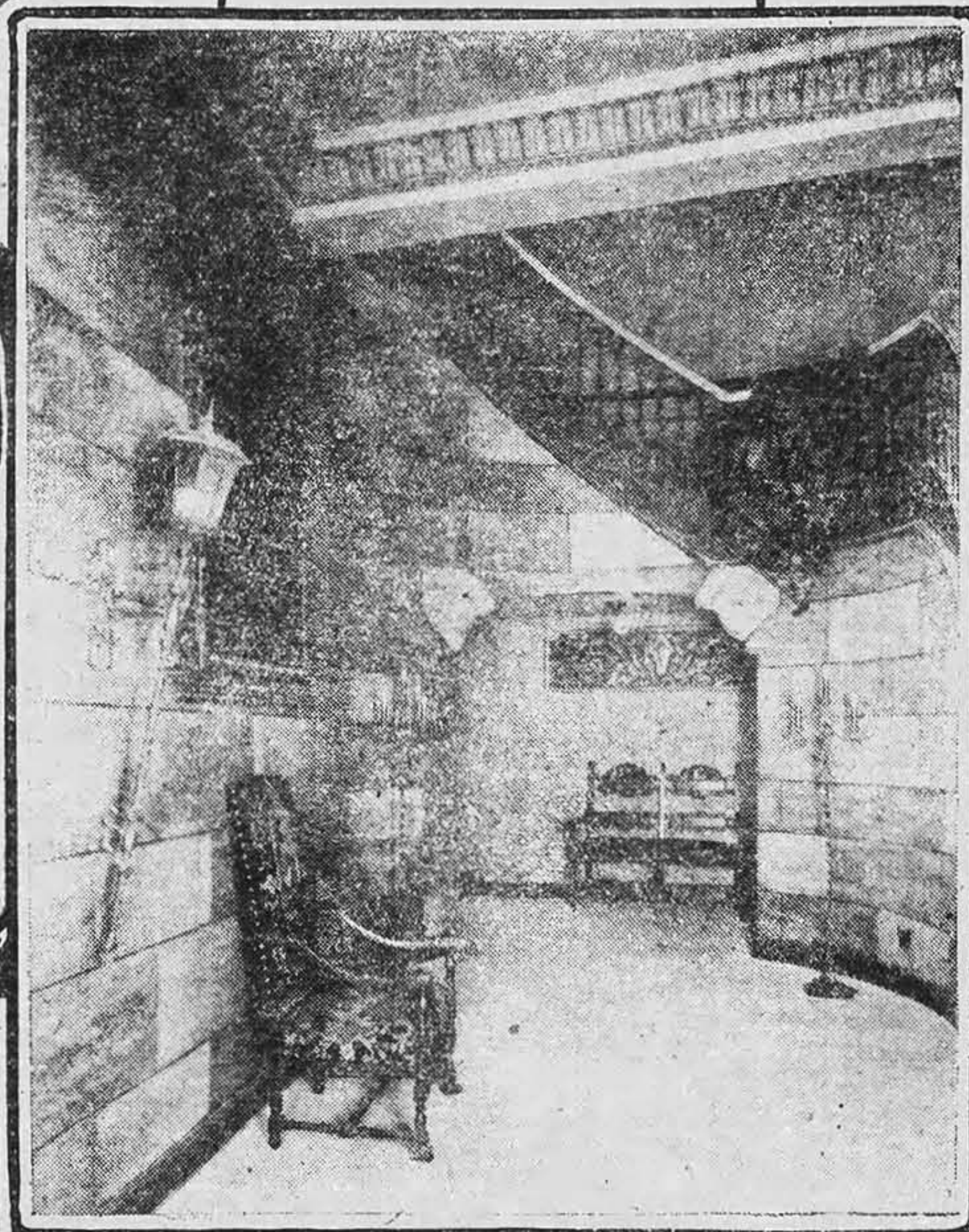


Above is pictured the inviting entrance to the new Kenosha theater as it will appear to those who will enter its friendly doors tomorrow afternoon for the first time.



The atmospheric effect of the theater auditorium, shown in the top picture above illustrates the most recent tendency in beautifying theater interiors. One is given an impression of loftiness, with the twinkling stars, the rolling clouds, and the reflections from the lilting moonbeams as they flit across the sky carrying out a most harmonious effect. The scene depicts the exterior of an ancient Spanish patio. The picture above shows another corner of the mezzanine floor with the handsomely decorative effects in the hand moulded walls, the beautiful paintings, and the wall lights. Below is a view at the top of the staircase leading to the mezzanine floor, with the spacious foyer for the theater patrons. All these photographs show up what is hailed as the most beautiful theater in any city of Kenosha's population.

Beauty has not been sacrificed to the comfort in the gorgeous playhouse and the seats above all were chosen with a view toward the satisfaction they would afford to their occupants. Above is pictured a section of the main floor with the handsome upholstered, overstuffed opera chairs, and a portion of the mezzanine. At the right is a view of the grand main corridor and the stairway leading to the mezzanine floor. Below is another nook on the upper floor showing the colorful columns, beautifully tooled and exquisitely tinted in mosaic effect. This picture shows the specially designed furniture which was secured to harmonize with the Spanish note which prevails throughout. Elaborate lighting fixtures accord with the general decorative motif.



A Triumph

The Kenosha theater, the most magnificent theatrical structure in the state of Wisconsin was designed and built by the United Studios, Inc., of Chicago, and constructed and equipped under the direct supervision of L. P. Larsen, president and general manager.

