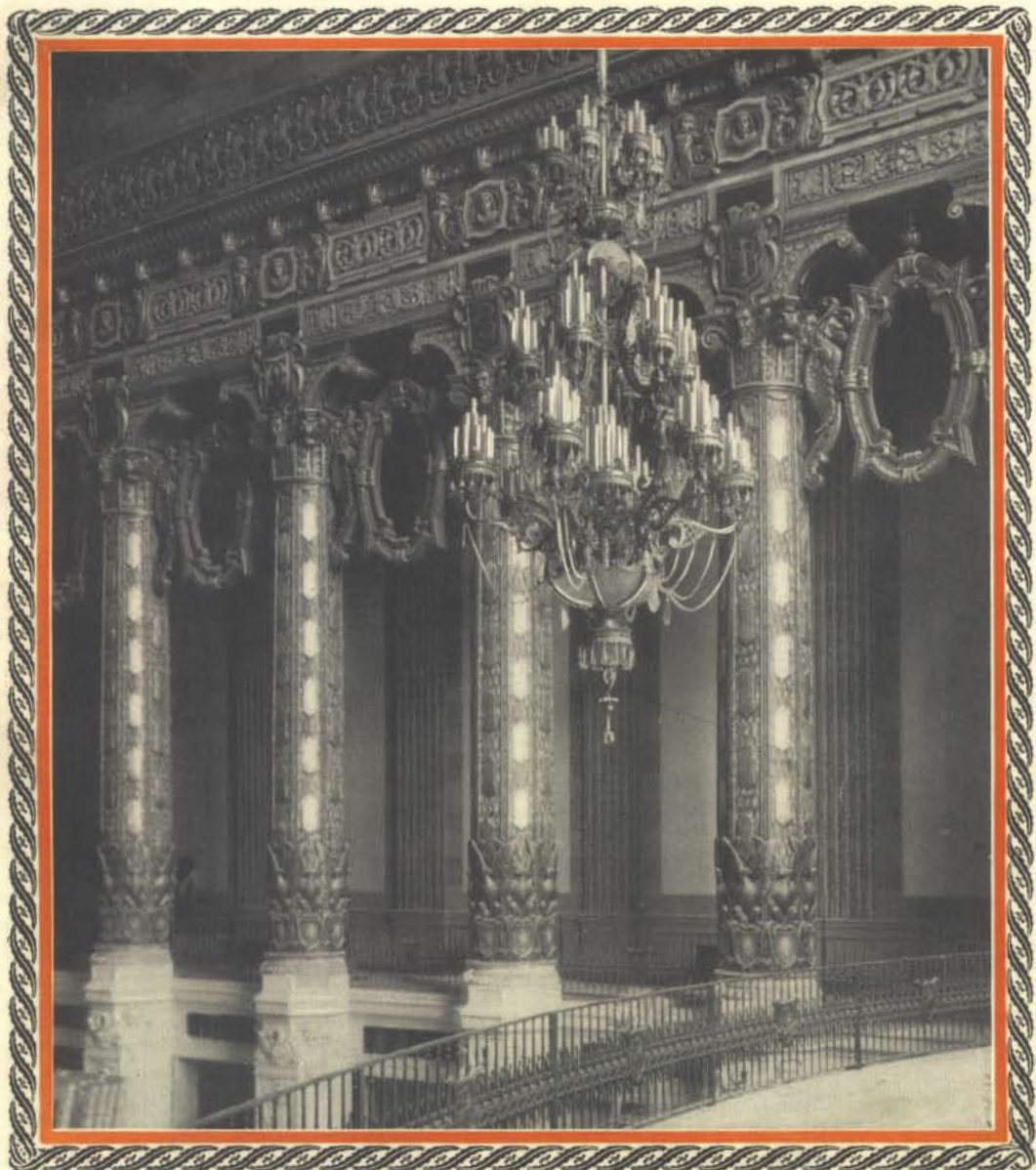


WEEK STARTING AUGUST 17, 1925

# BALABAN & KATZ MAGAZINE

*Issued Weekly for Your Entertainment*



*View of Grande Lobby, Uptown Theatre*

**SPECIAL UPTOWN THEATRE ISSUE**

Courtesy Compass Rose Cultural Crossroads Collection, [www.compassrose.org](http://www.compassrose.org)

# Plaudits and 'Plaints from Our Patrons

## WHAT OF RIVIERA

DEAR Editor:—  
What is to become of the Riviera Theatre when your Uptown opens? We have been steady patrons of the Riviera for six years and have an affection for the house. Of course your new theatre will overshadow it now but we have a sort of personal interest in it.

Yours truly, Mrs. S. L.

In other pages of this issue you will find a statement of our plans for the Riviera. It is not to be overshadowed by the Uptown. It will house vaudeville of the very best kind, the very acts that are shown at the Palace Theatre in the loop will move out to it and the best motion pictures will be shown there, too. The Uptown is to show different kind of programs. The two houses won't conflict.



## BREAKS INTO SONG

Thousands come, and thousands go,  
Glad because they went.  
To fill a longing and a need  
You were timely sent.  
Today you stand in splendid pride;  
Years of glory yours!  
Your friends and you together found  
The fine and good endures.  
—An Appreciative Patron.

We are proud of our theatres but not to the extent of self-satisfaction. We want them to be better. That idea dominated the building of the Uptown Theatre and will dominate the building of our other theatres now being erected or planned. Thanks for the sentiment.



## READ THE ADS!

Dear Sir:—

Can't something be done about your Monday morning opening time at the Chicago Theatre? It is distressing to have to wait while your temperamental musicians rehearse, as is announced by the ushers.

—F. L.

Sometimes the mechanical stage effects need extra rehearsing, or the big companies of players need more training. Then we are unable to open the doors as soon as we'd like. Our artists are rehearsing in order to give you a better show—remember that!

*These are a few of the many letters that poured in on the Balaban & Katz Magazine last week. As you will see they are both complimentary and caustic, kind and critical. That's what we want. Balaban & Katz have built up a chain of theatres that are the most successful in the world, yet they are not content with mere success. They want to know where they can better their houses, their pictures, their service. They want your reactions.*

—THE EDITOR.

## A DELICATE MATTER

Dear Sir:—

I had the pleasure of attending your wonderful theatres some few weeks ago and was impressed very much with the music at the Sunday noon recital. What with criticism of the movies especially against being open on Sunday, I would like to suggest that at your Sunday morning performances you throw on the screen the words of a Gospel hymn and ask the audience to join in singing. I believe it would give the movies publicity of a helpful sort.

I trust you will accept this suggestion in the spirit it is given. Yours truly,

J. J. Baker,  
Muskegon, Mich.

Your suggestion is a good one, until all phases of the matter are considered.

Our theatres are places of amusement and it would be considered irreverent by many to use sacred hymns in the theater, in close proximity to pictures and music that are secular. We have discussed this same matter on various occasions with distinguished clergymen and they unite in agreeing that it would be offensive to devout persons.



## NO MORE TENNESSEE SONGS? GREAT!

Dear Editor:—

Did you ever think about the luck the Scopes case has brought us?

We will never, never have to be bored again with songs about "Tennessee, I hear You Calling Me" or "I'm going Back to Tennessee." Maybe we shall have surcease from Southern songs in general. Any singer who would try a Tennessee Mammy song now would get just what I have been longing to give them all for the past six or seven years.

Sincerely yours,

C. M.

Well, you've never been bored by many Mammy songs in Balaban & Katz theatres, have you? We do have a good many popular songs but the majority of our musical numbers are classics or what may be termed popular-classics. Some time ago we felt that there was too much "Mammying" and turned to other kinds of songs. Variety is the spice of singing.

# A PALACE of ENCHANTMENT

Q Balaban & Katz New Uptown Theatre Is One of the  
Great Art Buildings of the World



ALL at once that old, old phrase "castles in Spain" becomes obsolete—useless—empty.

It is done. It doesn't mean anything anymore.

"Castles in Spain" is a phrase describing mankind's inability to ever realize his dreams. Old people say to starry-eyed dreaming young people "Stop building castles in Spain." By that they mean that rosy, romantic and beautiful plans of youth never come true.

But here is the Uptown Theatre. It is beyond human dreams of loveliness, rising in mountainous splendor, achieving that overpowering sense of tremendous size and exquisite beauty—a thing that comes miraculously seldom.

It is more imaginative and dream-like than anybody's Spanish castles and yet it is one of the most practical, common-sense structures, one of the most downright comfortable places in the world.

It took millions of dollars and almost a year of work by builders and artists to make it so, but it is worth all that, for it means enchantment—the one thing we all crave no matter what we name it, entertainment, "a show," romance or—enchantment.

Entering it you pass into another world. The streets, the clangor of iron on cement, the harsh outlines of the steel thickets we call the city, all disappear. Your spirit rises and soars along the climbing pillars that ascend six stories to the dome ceiling of the colossal lobby. It becomes gay and light under the spell of the warm coloring that plays across heavily carved and ornamented walls as myriads of unseen lights steal out from mysteriously hidden coves to illumine the interior with romantic sundown colors.

The Uptown Theatre is like a castle in Old Spain upon which countless artists and sculptors have lavished their talents. Behind the carved Travertine marble, the colossal pillars that gleam with bright shields and deep rich efflorescence, behind the velvet hangings and Spanish shawls, behind the magnificent mural paintings, the curving ceilings with their griffins, their heads of laughing kings, behind the charming little windows of Hispaniola that open on the great auditorium, behind all that carries you into the spirit and mood of quaint, rich, grand Old Spain, lie the smartest and

*(Continued on page 24)*

# Balaban & Katz Uptown Theatre

Week of Aug. 17, 1925

## Gala Inaugural Program

OVERTURE  
"CAPRICCIO ITALIENNE"

*By Tschaiikowsky*

UPTOWN THEATRE ORCHESTRA  
NATHANIEL FINSTON, Musical Director

"SPAIN"  
A WONDER SCENIC

*Balaban & Katz Present*

THE EDGEWATER BEACH HOTEL  
ORIOLE ORCHESTRA

*Ted Fiorito and Dan Russo, Directors*

*By permission of the  
Edgewater Beach Hotel*

## WEEKLY NEWS VIEWS

*Balaban & Katz Present*

UPTOWN THEATRE  
WURLITZER GRANDE ORGAN

*Mr. Jesse Crawford, Soloist*

*Balaban & Katz Production*

"UNDER SPANISH SKIES"

*Don Jose Mojica, Tenor*

*Marie Herron, Soprano*

*Maria Montero, Spanish Dancer*

*assisted by*

*Carlos Cobian and His Orchestra*

*With Tito de Cordoba*

*Ruth Alpert, Gypsy Premier*

*Vivian Gonchar, the Peacock*

*Gypsy Ballet, arranged by Mme. Maximova*

*First National Pictures Present*

"THE LADY WHO LIED"

THE CAST

|                                  |                |
|----------------------------------|----------------|
| Horace Pierpont . . . . .        | LEWIS STONE    |
| Fay Kennion . . . . .            | VIRGINIA VALLI |
| Fifi . . . . .                   | NITA NALDI     |
| Dr. Allen Mortimer . . . . .     | Edward Earle   |
| Merton . . . . .                 | Leo White      |
| Gen. Sir Henry Kennion . . . . . | Louis Payne    |
| Ahmed . . . . .                  | Purnell Pratt  |
| Zeta . . . . .                   | Zalla Zarana   |
| Mahmud . . . . .                 | George Lewis   |

## SELECTED COMEDY

*Starting Monday*

THE GRIPPING SCREEN ADAPTA-  
TION OF GEORGE KIBBE  
TURNER'S POPULAR LIBERTY  
MAGAZINE STORY

"THE STREET OF  
FORGOTTEN MEN"

PERCY MARMONT

MARY BRIAN

NEIL HAMILTON

*A Paramount Picture*

*At Other Balaban & Katz  
Theatres this Week*

CHICAGO STATE STREET between  
RANDOLPH and LAKE STS.

CORINNE GRIFFITH in

"THE MARRIAGE WHIRL"

ROOSEVELT STATE STREET Near  
WASHINGTON ST.

DOUGLAS FAIRBANKS in

"DON Q, SON OF ZORRO"

TIVOLI COTTAGE GROVE AVE.  
and 63d STREET

COLLEEN MOORE in

"The DESERT FLOWER"

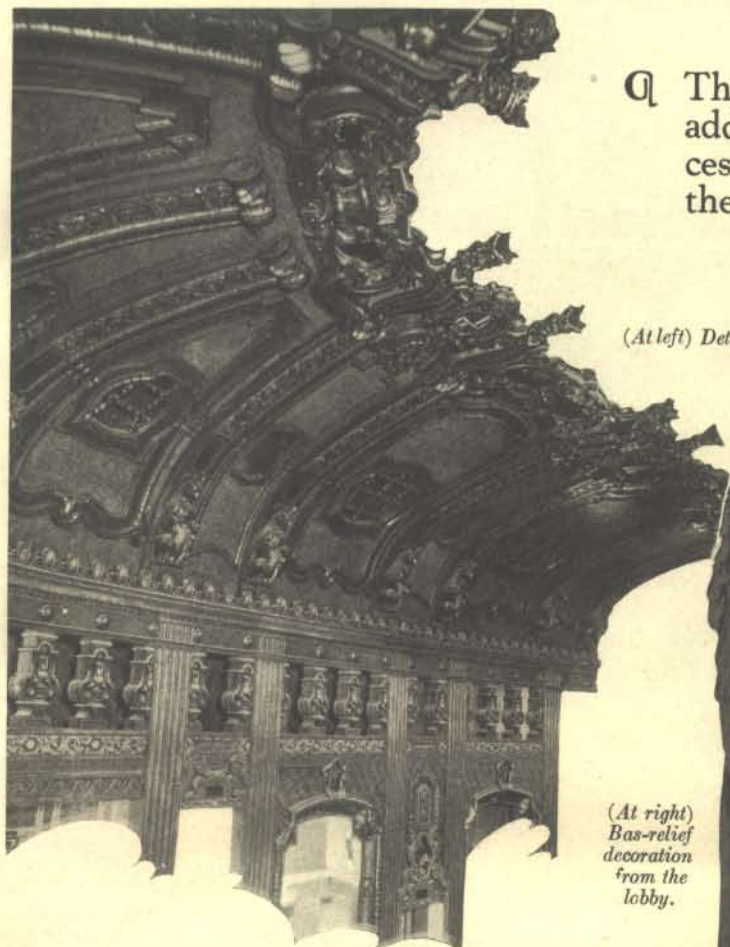
CENTRAL PARK Roosevelt Road &  
Central Park Ave.

WORLD'S PREMIER  
VAUDEVILLE  
AND SCREEN MASTERPIECES

*Wurlitzer Organs and Musical  
Instruments are used in  
Balaban & Katz  
Theatres*

(Program subject to change)

# A Mighty LINK In A Mighty CHAIN



Q The Uptown Theatre is added to the most successful group of large theatres in the world

(At left) Detail of the art ceiling above auditorium.



(At right)  
Bas-relief  
decoration  
from the  
lobby.

**B**ALABAN & KATZ have built the Uptown Theatre as another link in their mighty and world-famous chain of houses, a chain recognized wherever theatres are discussed as the most successful group of large houses in the history of the world.

In succession Balaban & Katz have erected the Central Park, the Riviera, the Tivoli, the Chicago, and now the Uptown theatres. Between the erection of the Chicago and the Uptown they have acquired the Roosevelt Theatre and have assumed the management of McVicker's Theatre in the downtown section of the city. They have in addition part ownership in the far-flung chain of neighborhood theatres originally owned by Lubliner & Trinz; they have nearing completion another great loop house, a dazzling Hindu temple rising on the site of the old Colonial Theatre. Plans have been made for the erection of still another theatre, as large as the Chicago or the Uptown at Crawford and Washington Avenues. Out across the midlands their particular flair and genius for theatre management is felt, the Balaban & Katz-Kunsky

(Continued on page 15)

Some of the profiles  
Miss Griffith presents  
to the camera in "The  
Marriage Whirl."  
She is supported by  
Kenneth Harlan and  
Harrison Ford.



## The MILLION Dollar PROFILE

Q Because she was born with  
her side-view shaped a certain  
way Corinne Griffith is worth  
\$1,000,000 today

By Jocelyn Ray

**M**OST people you will find agree that Corinne Griffith's profile is the most lovely thing of its kind in either the stage or screen world. Many artists insist that it is the most beautiful profile in the world.

It has been worth a million dollars to Miss Griffith, for she is rated at that figure today, having lived sanely and quietly and invested her large weekly wage wisely over the years she has been in motion pictures.

Notice the next time you see her in pictures, for instance in her new production, "The Marriage Whirl," how many of her scenes show her profile. Directors and photographers arrange so that she can do most of her action with the side of her face presented to the camera.

Miss Griffith's "full face," in the technical language of the camera men, is beautiful in itself but not so superlative as her profile.

It was the discovery that her "side

(Continued on page 20)



# "Not for TODAY—But for All TIME"

By C. L. Rapp

Senior member of the firm of C. L. and George W. Rapp, Architects who designed the Balaban & Katz theatres



THE outstanding fact about our association with Balaban & Katz has been their one great desire to build for all time. In all our conversations about theatres, our long hours of planning, that idea has dominated. Balaban & Katz theatres are put up to last forever.

Never have they erected a theatre without demanding that fully one-third more steel be put into a building than was necessary from the standpoint of absolute safety. Every house we have erected for them has an excess of exits-over and above all requirements. Every house is equipped with machinery that can change the air and purify the air and cool the air far more quickly than any hygienic laws demand.

The public does not know the extra efforts made for their comfort, the additional and unnecessary expense to which Balaban & Katz have gone just to be doubly sure that their theatres would be monuments to Chicago for future generations to look at and revel in.

In this, I believe, lies the basic reason for the amazing success of the firm. Balaban & Katz give the public everything it asks for and that something extra means far more than satisfaction—gratification.

Their theatres have been built regardless of cost, as is obvious to anyone who has ever been inside one of them. But behind all the public sees, is a prodigality of precaution and sincerity of purpose that sinks vast steel posts extra deep into bed-rock, that puts two steel posts where one is needed, that strengthens and strengthens a house until it becomes certain that hundreds of years must pass before Time will notice it.

They have always selected the sites for theatre buildings that will be handiest for the public—never the sites that would be cheapest for them.

They know from experience that the public will come to Balaban & Katz theatres no matter where they may be situated. But that knowledge does not enter into their calculations. They put the theatres where the public can reach them in greatest ease.

Their Uptown Theatre is as great a monument to their sincerity and earnestness of purpose as their Chicago or their Tivoli theatres. It is absolutely the last word in modern building, employing scientific engineering in its acoustics, its placing of seats, its eye-command of screen and stage. Wherever it was a choice between giving the public wide, easy seats, broad uncrowded aisles and putting in *more* seats the width and breadth won. Better to seat fewer people than to give any patrons discomfort in crowding through aisles or lobbies or exits.

And yet the Uptown has as many seats as the tremendous Chicago Theatre. It has an acre of seats, and all of them *good* seats. The number is deceptive to the eye, for each seat seems so close to the stage and screen and orchestra that it seems impossible that there should be approximately 5,000 of them.

Art and science when given full sway by builders who are always ready to sacrifice the immediate dollar for the merit and permanence can go far. We feel that the Uptown Theatre is the crowning glory of Balaban & Katz efforts. What they do in the future may uncover further progress. That remains to be seen.

# Facts about the Uptown Theatre

IT has been erected at Broadway, Lawrence and Magnolia Avenues in Uptown Chicago, at a cost of over \$4,000,000, and covering a city block of land.

It is Spanish Renaissance in design, where-as the Tivoli, Riviera and Chicago have been French in architecture.

Its seating capacity is almost exactly that of the Chicago Theatre, making it on a par with the largest theatre in the world.

It covers an area of 46,000 square feet.

It stands in an L shape, with the grande lobby fronting 60 feet on Broadway. The main entrance runs 120 feet back to the main auditorium and there connects with the foyer running through to the entrance on Magnolia Avenue, making in reality a lobby of 290 feet in length. The main exit is on Lawrence Avenue and is decorated and treated with splendor as is the lobby.

The pinnacled towers of the entrance rise to the height of 104 feet or the equal of an eight-story building. The main feature of the exterior is the type of window which pierces the walls and which can be seen from the grande lobby. These are adorned with ornamental iron grilles, richly colored and glowing and gleaming in the flood lights that send shimmering beams reflecting from them.

Specially designed bronze chandeliers have been hung, costing over \$30,000 each.

The main auditorium is 213 feet in length and 170 feet in width. Its ceiling is 92 feet in height.

460 seats—arm chair—are in the loges.

All light on the auditorium ceiling is from coves and hidden grilles, unseen by the eye and is controlled by the multi-color system from the colossal dimmer-board back stage. This dimmer-board permits the mixing of colors to any degree or in any form or hue anywhere in the whole house. Some 17,000 electric light bulbs are used in the theatre.

The largest and most complete freezing and air-washing plant in the world is in use deep down under the theatre.

The orchestra pit holds 60 musicians and is on an immense elevator platform, permitting the entire body of musicians to be raised or lowered as the program demands.

The Uptown has the most expensive Wurlitzer grande organ yet built. Its console will raise and lower on



*These pillars, massively carved and richly colored are the glory of the tremendous lobby in the Uptown Theatre.*

elevators. 10,000 pipes ranging in size from the smokestack of an ocean-going liner to a lead-pencil are hidden behind the walls on either side of the proscenium arch. These pipes are made to sound by a highly intricate system of electrical contacts between the organ lofts and the console which the organist plays. This organ is capable of reproducing a symphony orchestra, a military band, a jazz band, a cathedral organ, a choir of feminine or masculine voices, effects of the sublimest beauty or most humorous imitation of the animal kingdom, novelties without limit.

There are 36 feet of working space on the stage (proscenium width) behind the motion picture screen giving room for the staging of the most gigantic spectacles.

Cosmetic rooms, lounges, smoking rooms, rest rooms are in the rear of the auditorium and balconies.

A \$65,000 radio broadcasting room is situated back-stage, connected with Station WEBH over whose control Uptown Theatre programs will go out to the world.

An acre of seats are available in the Uptown. Despite this enormous number, scientific skill has so placed them that each places its holders in perfect eye-and-ear shot of all that transpires on stage, screen or orchestra platform.



# **Loren Miller & Co.**

***Reliable Merchandise Priced Low***  
***Broadway at Lawrence***

Early Pioneer Business Institution of this Section

Congratulates

## **Uptown Chicago**

on it's latest and proudest possession

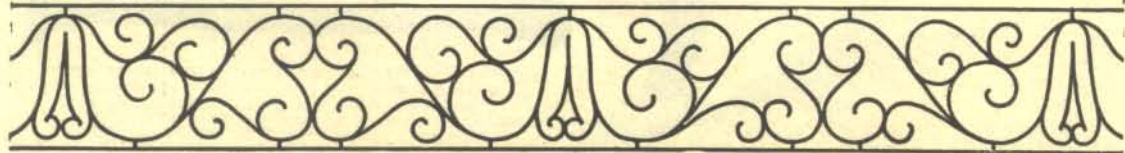
*The World's Finest Movie House*

**Balaban & Katz**

## **UPTOWN THEATRE**

***During This Gala Week***  
***This Store Invites You***

To see the many alluring styles in Ready-to-wear and accessories which they have assembled for your inspection. Beautiful garments, possessing rare chic and charm. Many unusual and attractive articles for the home. You will be delighted with this advance Fall display.



# "KEEPING FIT"

*Fera Stedman keeps fresh and vibrant for the terrific "raz-ma-taz" and "slap-sticking" of the two-reel comedies by sails on her yacht in the Pacific.*

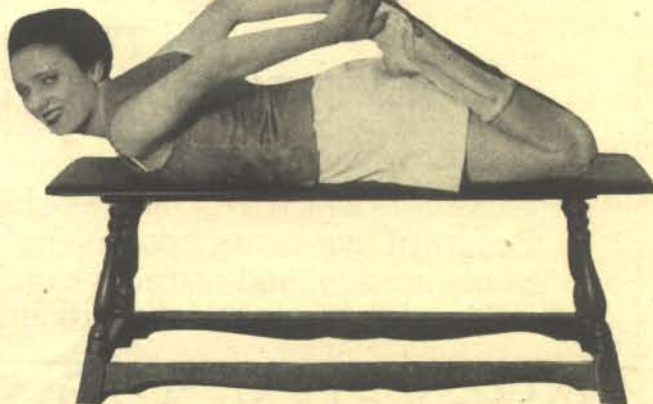
Every star has to have a definite system of physical training in order to stand "studio-strain."

*RAMON NO-VARRO is one of the best fancy divers and swimmers in America, amateur or professional. He is shown here exhibiting his prowess in the gymnasium of the U. S. Naval Academy at Annapolis, where he went to make "The Midshipman."*

*KATHLEEN KEY, the Metro-Goldwyn-Mayer star, exercises on the beach, following the calisthenics directions sent out each morning by the Los Angeles broadcasting stations. Her "vanity-case radio set" supplies her with the proper orders.*



*SALLY O'NEILL, the new discovery by Marshall Neilan in "Mike," practices daily on the parallel bars and thus keeps in trim for her strenuous studio grind.*



*PAULINE STARKE the hard-working star, gets up every morning at seven for an hour's calisthenics and then tops it off with a dip in the pool of her beautiful Beverly Hills estate.*



## *Miss Dutton Invites You*

*—to a good dinner  
before the show*

You'll be coming again to the Uptown Theatre, and next time—plan to start the evening with one of Miss Dutton's memorable dinners. You'll find here the atmosphere for a delightful, leisurely meal, or the possibility of getting through promptly for the "early show."



*Another of the  
sights of Uptown  
Chicago—this huge  
cafeteria with the  
air of a smart cafe.*

The WILSON AVENUE  
**ONTRA**  
CAFETERIA

*On Wilson, just West of Sheridan*

MEETING UPTOWN'S GROWING NEEDS

# MEEK & MEEK

*Announce the opening of a new store*

in the

SHERIDAN TRUST BUILDING

September First

A complete men's store showing the season's smartest apparel including our own importations and nationally advertised brands of known value, featuring

*Society Brand Clothes*

*Stetson Hats*

*Selz Shoes*



**FREE** This valuable Wardrobe Trunk will be given free to the one that writes an accepted slogan for us. Slogan not over five words—send it or bring it to our store at 4611 Broadway. Trunk will be awarded at our new store on the evening of the opening, September 1, in the new  
SHERIDAN TRUST BUILDING

*Meek and Meek*

- . -

*Open Evenings*

Store Number 1—4611 Broadway—Edgewater 0237

Store Number 2—1116 Wilson Ave.—Edgewater 0368

Store Number 3 to Open Sept. 1st in The Sheridan Trust Building

## Mayor Dever Welcomes the Uptown Theatre



*This photograph shows Mayor Dever signing the Central Uptown Chicago proclamation setting aside August 17 to 22 as Uptown Chicago week. Reading from left to right the Northside business men are: Victor J. Curto, Ald. Francis L. Boutell, John Bowers, J. R. S. Crowder and Harold Dix. Mayor Dever in center.*



*ElicSheets*

**Martha Washington  
Candies**



IN THE Sheridan Trust  
Building at 4755 Broad-  
way is the new Martha  
Shop.

*"Come on over — Our treat"*

Our Wilson Ave. shop has been  
moved to

**4606 Sheridan Road**  
(Four doors north of Wilson)



**Chocolates, Bon-Bons, and  
Caramels, 70c lb.**

**Three Uptown Shops**

**4755 Broadway**

**3823 Broadway**

**4606 Sheridan Road**

# New Styles for FALL as S

Q Fashion  
Wom  
Are F

**H**AT FOR  
After-  
noon  
Frock—This hat,  
worn with Gloria  
Swanson's brown  
crepe georgette tea  
frock, has a large  
brim the under  
side of which is  
brown velvet and  
the top brown  
crepe georgette  
with a carnation  
of gold leather.  
She wears it in  
"The Coast of  
Folly."

(At right)

**T**HE en-  
semble  
invades  
the boudoir as  
this negligee  
worn by Es-  
ther Ralston in  
"Trouble with  
Wives" shows.  
It is of flesh  
colored pleated  
georgette with  
girdle and gold  
tasseled  
streamers of  
burgundy,  
scarlet, banana  
and French  
nude satin.  
The coat of  
gold lace  
trimmed with  
bands of mara-  
bou.

(At right)

**E**NSEMBLE  
shoes are a part of  
this outfit worn by Esther  
Ralston in Paramount's  
"The Trouble With Wives."  
It is made of champagne  
crepe morocain trimmed with  
cocoa brown satin scarf and  
bow in front. The skirt has a  
circular front flare while the  
buttons on the sleeves also are  
of cocoa satin. The tan silk  
straw hat is trimmed with  
cross aigrette. The slippers  
of gold and orange em-  
broided combine perfectly  
with the frock which has a  
straight back and flare front.  
The pendant hanging from  
the left shoulder is of pearls  
and sapphires.

(Above)

**A** NEW coat for late s  
is the white kash  
wide border of wove  
tern worn by Diana Kan  
porting Bebe Daniels in he  
Paramount picture, "Lov  
Quarantine." The narrow c  
of summer ermine, and the  
border is repeated on the sle  
felt hat of white with fluted  
decoration and a new envelop  
of white patent leather o  
the outfit.

# ALL as Shown by the STARS

Q Fashions That Any of Our Women-Patrons Are Free to Copy

FOR  
er-  
o n  
hat,  
loria  
rown  
e tea  
large  
under  
ch is  
and  
rown  
gette  
ation  
ther.  
t in  
of



(Above)

A NEW coat for late summer is the white kasha with wide border of woven pattern worn by Diana Kane, supporting Bebe Daniels in her latest Paramount picture, "Lovers in Quarantine." The narrow collar is of summer ermine, and the novel border is repeated on the sleeve. A felt hat of white with fluted ribbon decoration and a new envelope purse of white patent leather complete the outfit.



(Above)

NORMA Shearer, wearing a luxurious evening wrap of ermine trimmed with lynx collar. The lining is in perfect balance with the outer effect, being of combined black and white moire worked into an effective pattern.



(At left)

THIS charming coat of natural crimmer trimmed with white fox is worn by Norma Shearer, Metro-Goldwyn-Mayer player. It is cut on the newest lines, being tight fitting at the waist and with a full skirt.



(Above)

A STARTLING and exotic evening gown of black velvet trimmed with ermine, and with the train looped and fastened to the arms is worn by Aileen Pringle in "The Mystic," a new Metro-Goldwyn-Mayer production.



(At left)

THIS coat worn by Norma Shearer offers something new in furs. It is severely tailored, the body of the coat being broad tail and the collar and skirt of nutria. Satin buttons and a piping of satin on the reverses and pockets give the whole a unique effect.

# No Wonder ALASKAN Stories Make POPULAR Film Dramas

Q Frank Lloyd went to the historic Klondike locale of Rex Beach's "Winds of Chance" for the photo drama locations



(Above) The famous Chilkoot Pass, where so many gold-hunters perished, is caught by Lloyd's camera. Below at the right, Viola Dana and Victor McLaglan, actors in "Winds of Chance."



SENDING his pretentious First National Picture "Winds of Chance," by Rex Beach, to New York for a preview on July 14, just twenty-nine years to a day after the famous Klondike gold strike was known to the world, Frank Lloyd recounts a few facts regarding the gold rush that prove reasons for the fascination attached to stories of the Frozen North.

The "Excelsior" a coastwise steamer docking at San Francisco, July 14, 1896, brought forty prospectors from the new Klondike fields to give the first information of the rich strikes. Together they represented more than \$500,000 in virgin gold in cans, bags, envelopes, handkerchiefs and socks. A few days later the "Portland," docking at Seattle, discharged sixty miners who had accumulated over \$750,000 in gold near what is now Dawson. It is said that more than \$5,000,000 worth of gold was found in a short time at Dawson City, before the discoveries became known.

Among the few true stories which started thousands toward the Arctic gold streams and quartz mines were the rich strikes of a handful of men who wrested from the earth, practically over night, huge fortunes. Mr. and Mrs. J. S. Lippey found \$85,000 worth of nuggets in a few weeks. Mrs. Lippey was the first white

(Continued on Page 20)

## A Mighty Link in a Mighty Chain

(Continued from page 3)

theatre in Detroit rising now in all the grandeur of the Chicago houses.

And the Riviera Theatre, although passing into a new policy does not depart from the Balaban & Katz fold entirely. It will be managed jointly by Balaban & Katz and the Orpheum Vaudeville interests and will present the highest class vaudeville acts and the best motion picture productions on one program.

On Howard avenue in Chicago another great house is being built.

For their theatres Balaban & Katz have made extraordinary plans. Arrangements have been made with the studio world assuring these houses the pick of the motion picture output for years to come. Corps of experts are today viewing and reviewing the motion pictures that the studios send forth, choosing some, discarding others, hunting for those best suited to the enormous army of Chicagoans who depend upon Balaban & Katz for their entertainment.

In another quarter Balaban & Katz are making similar efforts. Each month sees the enlargement of the stage production department, the addition of stage producers, directors, writers, painters, electricians, carpenters, wardrobe experts, color-authorities, coaches for singers, "idea men" who are constantly planning and executing new effects and novelties for the mammoth stages that the theatres use to add variety to the screen programs.

Usher schools where young men, preferably students and ambitious youths, are trained for the all-important duties of handling crowds are busy preparing forces for the new theatres that are yet to come. Even better service than in the past—and Balaban & Katz service is a by-word of praise everywhere today—will be given in the theatres in the future. No tipping has been from the very first a cardinal rule of the "B & K" houses.

The Uptown Theatre has all the characteristic qualities of Balaban & Katz houses as the public is familiar with them. It has spacious grandeur, like the Tivoli and Chicago, it has the magnificence of those houses, it has the marvelous freezing plants that have made "B & K" theatres divertingly cool in the hottest summer, it has the air washing and circulating systems that have made physicians all over Chicago send convalescents to the houses for the beneficial effects of the dry pure air that pervades the interiors as on mountain-tops. It has the same deft, silent, highly-schooled service, the same width and softness of seats, the same breadth of aisles, the same roomy, ease of the other houses.

Yet it is different. It is strikingly different from its sister-houses in its architecture. Its lobby is larger than anything before attempted and decorated with a lavishness never before attempted outside of Spanish and Italian palaces.

\* \* \* \* \*

According to James Cruze, Paramount's brilliant director, movie players react unconsciously to the genuine or the artificial on a set. He says that if everything in a scene showing a fine drawing room or dining room in a home of wealth and culture is faked, the actors will not strike the proper note of cultivation required. Cruze followed out this belief in producing "Beggar on Horseback," which most critics declare is his finest work since "The Covered Wagon."



### Behold!

#### How Much More Your Eyes Can Say

More than all else, well-defined eyebrows and luxuriant lashes create the beauty and expression of your face. The slight darkening, the accentuation of line and shadow, is the secret.

"MAYBELLINE" makes scant eyebrows and lashes appear *naturally* dark, long and luxuriant. Instantly and unfailingly the eyes appear larger, deeper and more brilliant. The improvement will delight you.

Maybelline may now be had in either solid form or waterproof liquid form. Both forms are absolutely harmless, being used regularly by beautiful women in all parts of the world. Either form may be had in black or brown. 75c AT YOUR DEALER'S or direct from us, postpaid. Accept only genuine "MAYBELLINE" and your satisfaction is assured. Tear this out *now* as a reminder.

### Maybelline

EYELASH BEAUTIFIER

MAYBELLINE CO.  
4750 Sheridan Road  
CHICAGO

Liquid Form  
(Waterproof)  
75c



Solid Form 75c

# YANKEE DOODLE DOO

4731-33 BROADWAY

If you are interested in the Pageant you should  
Lunch or Dine with us.

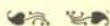
Those who really appreciate the simplicity and excellence of  
good old-fashioned meals will be delighted to find that we serve  
in our New England Tavern—

Each Monday Night  
The Real New England Boiled Dinner

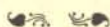
WEDNESDAYS  
The Baked Virginia Ham Dinner

FRIDAYS  
The Cape Cod Salt Fish Dinner

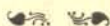
SATURDAYS  
The Regular Bean Supper as served in Boston, with Fish Chowder,  
Cabbage Slaw, Brown Bread and Indian Pudding



*Every Evening we serve a One Dollar Dinner of  
Smothered Chicken and Waffles*



Maria Montero, Spain's loveliest of dancers, enjoys dining with us for,  
as she says, "It is so typically Yankee."



In compliment to La Montero, we shall serve on Thursday Night a real

**„COCIDO MADRILEÑO“**

and on Friday Night

**„BACALAO A LA VIZCAINA“**

Those desiring the above Typical Spanish Dishes should make  
reservations in advance.

PHONE EDGEWATER 7401




*“Aquí se habla Español”*

## Tests Prove Super-Safety of the Uptown



While contractors were making a test of the strength of the main lobby in the new Balaban & Katz "Uptown Theatre" employees of the Sheridan Trust Bank savings department joined them. Left to right: Front Row, Misses Douglass Baker, Theldra McBride, Irene Meek. Back Row: Misses Ruth Millsaugh and Muriel Niesen.

**FINEST QUALITY**



**Unusual Value!**

Beautiful blue white Diamond of exceptional brilliancy. 18k white gold ring exquisitely hand carved and engraved.

**LIBERAL TERMS**

**Special \$75.00**

**LOWEST PRICES**

**CREDIT AT CASH PRICES**

We, too, are celebrating the opening of the wonderful Uptown Theatre—by offering YOU special values in finest quality Diamonds, Watches, and Jewelry, ON CREDIT TERMS TO SUIT YOUR CONVENIENCE. No Interest Charge!

A Complete selection of standard make watches. You can take your choice, and pay as little as \$1.00 a week.

**Wolf's Jewel Shop, Inc.**  
4802 BROADWAY—at LAWRENCE

**Canevin's**  
CANDIES

**The Sweetest Place in the Uptown District**

Here you'll find real candy and de luxe sweets for the sweetest, and for every occasion.

**Canevin's for Candies**

Two Stores  
1771 WILSON AVENUE  
RAVENSWOOD 7471  
1039 LAWRENCE AVENUE  
ARDMORE 3362



THERE'S nothing "dry-cleanable" that we won't tackle and do well.

"You can see the difference" when things are done the North Side way—for we have Chicago's largest, most modern plant—the latest dry cleaning equipment—an organization of experienced and carefully trained specialists. Try us out with the hard jobs, if you prefer—you, too, will "see the difference," as our billboards say!

## ***NORTH SIDE*** **CLEANERS & DYERS CO.**

5427-31 Broadway--Phone Ardmore 1000

Evanston Shop: 504 Main Street

Suburban phones —

Evanston, Greenleaf 1000

Winnetka 1987--Highland Park 2010

# Balaban & Katz MAGAZINE

Balaban & Katz Magazine, Inc., Publishers  
626 South Clark Street CHICAGO, ILLINOIS

Vol. 1 Aug. 17, 1925 No. 23

## **WELCOME** *To the* **Uptown Theatre**

WE are sincerely pleased to welcome you as old friends to our newest theatre.

It is not so long ago—not much more than six years ago—that we entered your community, hesitatingly yet hopefully, with the Riviera Theatre, the second playhouse in our circuit of theatres. Our Central Park Theatre was just beginning to attain local recognition as a theatre of distinction. We wanted the Riviera Theatre to become famous nationally. It has.

Moreover, the Riviera has been the great factor through which the Tivoli Theatre came into being, then the Chicago and then the rest of the Balaban & Katz Circuit. And it was you really who made these great achievements possible.

Therefore, we are glad to be able to give you the UPTOWN THEATRE. It is yours. Your co-operation of the past entitles you to it and we only hope that we will continue to merit your approval and your enthusiastic support.

We shall strive in every way possible to make you happy; to make you comfortable; to make you proud of the UPTOWN THEATRE. We thank you.

**BALABAN & KATZ**



ESTABLISHED  
1909



RESOURCES  
OVER  
\$11,000,000.00

## Have You Any of These?

STOCKS, BONDS, TAX RECEIPTS,  
MORTGAGES, YOUR WILL, DEEDS,  
INSURANCE POLICIES, ARMY  
OR NAVY DISCHARGE PAPERS,  
NOTES, RECEIPTS, JEWELRY, ETC.

### If So, You Need a Box in Our SAFE DEPOSIT VAULT

**BOXES \$3.50 A YEAR AND UP**

Second Largest Bank Vault in Chicago

**SHERIDAN TRUST and SAVINGS BANK**  
LAWRENCE and BROADWAY—UPTOWN SQUARE

*Our Safety Deposit Vaults strong as steel,  
concrete and human ingenuity can make them*

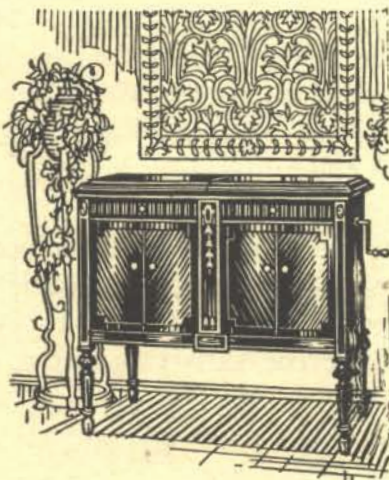
## Save One-Half Buy Your Victrola Now

The first time in history Genuine Vic-  
trolas are offered at a big saving. Do  
not delay. Prices apply to stock on  
hand only.

\$110 Victrolas Now - \$ 55  
150 Victrolas Now - 75  
200 Victrolas Now - 100  
250 Victrolas Now - 125

*Same saving applies to others in this sale*

**Terms as low as \$1.00 a week**



Victrola No. 400 Regularly \$250  
Sale Price \$125



## Riviera Music Shop

Broadway at Lawrence

EDgewater 7600



# JULIA KING'S NEW TEA ROOM

(On the Rialto)



**C**HARMING and Delightful, the surroundings of Balaban & Katz Uptown Theatre are appreciated by those people who enjoy the best in cinema entertainment.

Equally enjoyable is an excellent meal served attractively amid cooling, interesting background.

Julia King's new Tea Room 118-22 North Dearborn Street serves quality food at all hours amid an atmosphere characteristic of the gold and blue of Venice.

Here is a convenient place for shoppers, business people and after theatre friends to find a different, satisfying bite to eat.



# JULIA KING'S NEW TEA ROOM

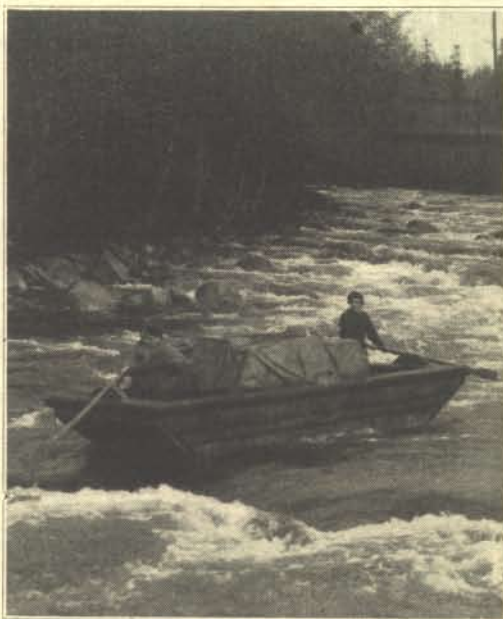
118-22 North Dearborn Street

(Adjacent to the Cort Theatre)

## No Wonder Alaskan Stories Make Popular Film Dramas

(Continued from page 14)

woman in Dawson City. William Stanley of Seattle, returned from Bonanza Creek with \$115,000 in gold. Henry Anderson of Seattle found \$45,000 in nuggets. Fred Keller of Los Angeles found \$35,000; Frank Phiscator of Baroda, Michigan, one of the real pioneers found \$96,000 worth of dust and nuggets; William



Frank Lloyd had his actors in "Winds of Chance" shoot the rapids of Alaskan rivers exactly as the gold hunters did in older days.

Sloat of Nanaimo, B. C., got \$52,000 in gold from his claim before he sold it. Clarence Berry of Los Angeles took out \$130,000 in gold in five months, came back to the States to get married and sold his holdings for \$2,000,000. Con Staminin got \$33,000 for his third share in a claim worked for 45 days. Greg Stewart sold his claim for \$45,000 and had an equal amount of gold dust in his pan before selling out.

One miner obtained \$750 in gold nuggets in five successive pans near El Dorado creek and only picked out the nuggets, leaving the dust.

As a result of the publication of these few facts Dawson City grew from a town of a handful of natives to more than 30,000 in less than a year.

## The Million Dollar Profile

(Continued from page 4)

view" was of classic loveliness that has resulted in Miss Griffith's recent rise to the very highest stardom. In the old days when she was a Vitagraph star of only moderate fame, there was no attempt made to feature her profile. However when First National scrutinized the new Corinne who played in the revival of "The Common Law" and noted how superlatively beautiful that view of her face was, it signed her to a long-term contract and began photographing her with the new idea—more and more profiles. The result you know.

68°

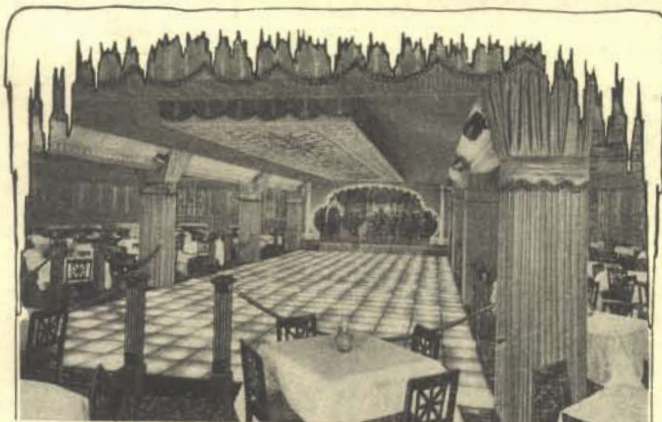
IT'S COOL AND REFRESHING HERE  
On to **THE ALAMO**

68°

831 Wilson  
Ave.  
At the Lake

Our **NEW**  
**COOLING**  
**PLANT**  
is installed.

It maintains  
a cool, even  
temperature  
at all times



J. H. DAVIS  
Mgr.

You can  
enjoy  
dancing  
and dining  
here in the  
hottest  
weather,  
the air is  
bracing and  
invigorating

Get a new  
**THRILL! DANCE on GLASS**

68°

DELIGHTFULLY COOL

68°

## ELEVATORS

FOR

UPTOWN -

CHICAGO -

TIVOLI -

THEATRES

Furnished and Installed  
by

**The Elevator Co. of America**

190 No. State Street

CEN tral 0323

## PROOF

of our ability

♦ ♦ ♦

We were accepted as  
the Interior Decorators  
of the New Uptown  
Theatre.

♦ ♦ ♦

**John J. Weber Co.**

*Interior Decorators*

8 So. DEARBORN ST.

RAN dolph 4558-9

**A. M. Neben**  
*Uptown Beauty Shoppe*

**Expert Permanent Wave**  
**\$15**

NO WATER WAVE NECESSARY

*Marcel Wave* - - - \$1.00  
*Shingle* - - - - - 75c  
(Licensed Barber)  
*Hair Dyeing* (Dye Included) - \$4.00

**FREE** Every 10th Hot Oil Scalp  
Treatment with Shampoo

*First Class Work Guaranteed*

4641 Broadway - Sunnyside 8463

*Announcing the*  
**OPENING**

OF THE

**Birdie Bauer**  
**Hat Shop**

**FEATURING HAND-MADE HATS**  
**EXCLUSIVELY**

**4810 Broadway**

*1 Door South Uptown Theatre*  
Ravenswood 2945

**[ FILM ]**  
**[ Cut - Outs ]**

A HALF dozen "extra" girls were employed to work on a telephone switchboard scene taking want ads in Corinne Griffith's new First National starring vehicle, "Classified." Director Alfred A. Santell became nettled when he observed one of the girls continually pulling the plug from one hole in the switchboard and inserting it into another. "What's the idea?" he demanded, angrily. "You could never sell want ads that fast." "I'm sorry, Mr. Santell," she replied, "but I thought someone out of this gang of girls should keep getting the wrong number." And they pay "gag" men big salaries, too!

\* \* \* \* \*

Wallace Beery forgets there is a motion picture camera on the lot when he is playing a scene. He completely loses himself in the part he is playing from the moment the director starts a scene until he ends it. "The minute you begin thinking about the camera you're lost," Beery explained while playing as the captain of a life saving station in the Paramount picture, "Rugged Water." "Some of the greatest actors on the stage have failed in films because they could not lose their camera consciousness. All the time they are trying to play a scene they hear the terrifying, clicking sound of the cogs of the machine."

It is interesting to note, however, that Warner Baxter, who also was playing in "Rugged Water," is one good stage actor who does not allow the camera to bother him.

\* \* \* \* \*

The bearded lady, the armless wonder, the sword swallower, the 500-pound flapper, the giant, the tiniest midget in the world, the South African wild man, the strong man, the legless woman and the circus barker were all in their glory at Sheepshead Bay recently when Johnny Hines put them through their paces for "The Live Wire," his forthcoming First National comedy.

\* \* \* \* \*

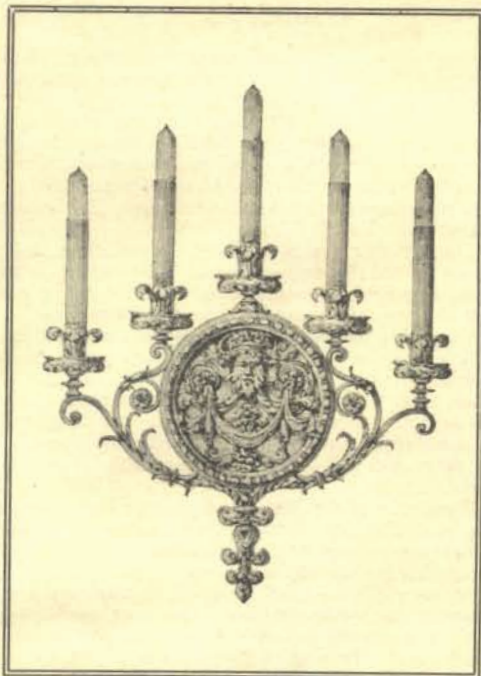
There are more than 2,600 Smiths in the United States Navy. This interesting fact was revealed during the filming of Richard Barthelmess' new First National picture, "Shore Leave." The picture has to do with a "gob" named Smith and the efforts of a little New England dressmaker to locate him among the numerous Smiths in the Navy.

\* \* \* \* \*

Harold Lloyd's new picture of college life will be released under the title, "The Freshman," and not as "Rah, Rah, Rah," "The Rah, Rah, Rah, Boy" or any of the various other titles that have been ascribed to it.

The first print of the spectacled funmaker's new feature reached New York last week and William R. Fraser, general manager of the Lloyd Corporation, announced that it would be released by Pathe in the Fall. The star's next comedy, on which he will begin work shortly is to be released under the Paramount banner.

**Holly Wood**



ALL the lighting fixtures in the  
UPTOWN THEATRE were designed  
and made in our shops.

*A Few Chicago Installations*

CHICAGO THEATRE

TIVOLI THEATRE

RIVIERA THEATRE

SELWYN THEATRE

HARRIS THEATRE

An invitation is extended to you to visit our  
Galleries and Workshops, where any individual  
requirement is given proper thought and study.

**Victor S. Pearlman & Co.**

*Designers and Makers  
of Exclusive Lighting Fixtures*

533-535 S. Wabash Ave.

Chicago, Ill.

WE EXTEND OUR  
Congratulations and Best Wishes  
to the

**UPTOWN THEATRE**

and to the Men Who Made Possible This  
Noteworthy Contribution to the Develop-  
ment of Our Uptown Chicago : : : :



**FIDELITY TRUST & SAVINGS BANK**

# HARDWARE



for  
*Uptown  
Chicago  
Tivoli  
Theatres*



Furnished By

**Cobb-Whyte & Laemmer Co.**  
309 W. Madison Street  
MAIN 0650

## HERMAN'S RESTAURANT

*"A Good Place to Eat"*

4803 Broadway  
*Across from the Uptown Theatre*

## Dr. Douglas F. Linquist

SURGICAL CHIROPODIST  
FOOT SPECIALIST

4750 SHERIDAN ROAD  
Corner of Lawrence  
EMERMAN BLDG.  
SUITE 421

Office Phone  
Ardmore 1053

Res. Phones  
Sheldrake 10415  
Ravenswood 0401

**Hours: 9 to 12 A. M.—1 to 5 and 7 to 9 P. M.**

## A Palace of Enchantment

(Continued from page 1)

sharpest developments of American ingenuity. Science makes Old Spain modern with complex yet never failing machinery that you never see, shining engines that change the air in the theatre every two minutes, wash the air, cool the air, rewash the air, temper it exactly to your comfort. Other engines are working when the orchestra rises on its carved and frescoed pit to the high place under the floodlights where it plays, then sinking back into the lower shadows.

Comfort that Old Spain never knew in its castles is yours, for all the gorgeousness. Rest rooms, smoking rooms, cosmetic rooms, tea rooms (soon to be added) offer ease and eye-charming grandeur behind and below the imposing promenades and lounges and lobbies.

Although the lamps and chandeliers are of the most magnificent Spanish Renaissance period the lights that gleam from them are from mighty American filaments and power stations, and the current that runs too into a hidden room back-stage, a \$65,000 radio room where the programs will be sent out over the air across the world.

The glories of the Renaissance never knew the sparkling lights that the Uptown Theatre shows. Aluminum leaf surfaces about the lobby reflect the light in shimmering beauty, quaint and lovely faces of classic Spanish women, the fanciful heads of Renaissance Cupids, fantastic gargoyles, griffins, the laughing heads of mythological gods and jolly demons grimace in friendly humor from the entablatures about the tops of the pillars. Richly colored beams as from old Spanish inns stretch across the inner lobbies, gigantic mural paintings fill arches and coves.

In all the house, stand where you will, your eye can rest on nothing but beauty.

With the arrival in New York of Blanche Sweet to take the leading role, Robert Kane has launched production at the Cosmopolitan Studios of the first of a series of pictures for First National. It is "Invisible Wounds," adapted from Frederick Palmer's novel of the same name, by Howard Higgin and Sada Cowan. In addition to Miss Sweet, the cast includes Ben Lyon, Holbrook Blinn, Clare Eames, Effie Shannon, Dorothy Cummings, George Cooper, Pedro de Cordova, Lucius Henderson and Diana Kane. Mr. Higgin is directing.

\* \* \* \* \*

Having completed the filming of Rex Beach's Klondike tale, "Winds of Chance," Frank Lloyd is now engaged in assembling the cast for his next First National picture, "The Splendid Road," Vingie E. Roe's story of the 1849 California gold field days and the history of that section in the years immediately following. The only name announced is that of Anna Q. Nilsson, who has the leading role—that of a girl who seeks to play a man's part in a pioneer country where the law is only a legend.

\* \* \* \* \*

Norma Talmadge is, for the time being at least, forsaking the sweet, devoted characterizations of her recent mother roles. In "Paris After Dark," which will follow "Graustark" to the screen as a First National release with the capable star, she will be seen as an impudent spitfire, an idol of the Apaches of the Montmartre.

# SUCCESS

*To the*  
UPTOWN THEATRE



PASCHEN BROS.

*Conway Building*

GENERAL CONTRACTORS

*Uptown Theatre*

*Chicago Theatre*

*Tivoli Theatre*

## FIRE ESCAPES

*for*

Chicago - Uptown - Tivoli  
THEATRES

*FURNISHED AND INSTALLED BY*

Chas. Johnson and Sons Fire Escape Co.

*Stairway Fire Escapes and Iron Work*

320-326 W. GRAND AVE.

-

-

SUP erior 2085-2086

## New Moon Garden

1024 Wilson Avenue  
(near Sheridan Road)

Northside's Most Unique  
Chinese and American Restaurant

*Special Table d'Hote  
from 5:00 to 8:30 Daily  
A la Carte at All Hours*

## DANCING

Music By

DAN RUSSO and TED FIORITO'S  
Blue Bird Orchestra  
7:00 P. M. to Closing

*No Cover Charge at any time*

PHONE LONG BEACH 7538

## JOSEPH BROS. LUMBER CO.

*General Offices*

22nd and Ashland Ave.

TELEPHONE

CANal 6600

**WE FURNISH LUMBER  
FOR THE  
TIVOLI RIVIERA  
AND  
NEW UPTOWN THEATRE**

## "The WHITE Monkey"



**B**ARBARA LA MARR and Director Phil Rosen, with the painting of the white monkey. The painting displayed is representative of the symbol carried throughout of the Galsworthy novel of the present generation, which squeezes the best out of life, taking all and giving nothing.

### B. & K. Route Orchestra Conductors and Organists

Balaban & Katz are launching, with the opening of the Uptown Theatre a radically new and important system of supplying orchestra leaders and organists to their theatre patrons. Each week will see a change of music masters in the Chicago, Tivoli, and Uptown Theatres. Fresh ideas, fresh talent, fresh originality will be supplied each week by this method.

Nathaniel Finston, Leopold Spitalny and Adolph Dumont will be the leaders who will circle from theatre to theatre, each accompanying and directing the musical comedy stage-and-music production for three weeks. The organists who will add their genius to the shows will be Jesse Crawford, Milton Charles and Albert Hay Malotte.

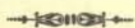
These six men will hereafter have no "home" theatre, but will travel from week to week. By this plan each conductor and organist will have an opportunity to rehearse the program for weeks in advance, knowing that the organization will be held intact for three weeks while moving between the Chicago, Tivoli and Uptown Theatres. The plan too means that larger shows can be given, stage effects attempted that never been tried before.

According to the present plan Messrs. Finston and Crawford will be seen on the same programs, traveling together from theatre to theatre, while Messrs. Spitalny and Charles move together, as will Messrs. Dumont and Malotte.

All of these artists have huge personal followings in the theatres where they have been playing and will be able to enlarge this public and spread their genius over wider areas by the new routing plan.

# WE POINT WITH *PRIDE*

*To Our Part in the Building of the*  
Uptown Theatre



*Mehring and Hansen Co.*

GENERAL STEAM FITTING

*Heating, Cooling and Ventilating Systems*  
*Power Plants - Power Piping*

46 Years' Experience

162-166 N. Clinton

Main 2010

## - - *Terra Cotta* - -

Work on  
New Uptown Theatre

By

**ADVANCE TERRA COTTA CO.**  
**203 SOUTH DEARBORN STREET**



**FACTORY**  
**Chicago Heights, Ill.**

**TELEPHONE**  
**Harrison 8926**

Ventilation System  
*in the*  
New Uptown Theatre

INSTALLED BY

WENDT and CRONE CO.

*Contractors and Engineers*

HEATING AND VENTILATING SYSTEMS  
POWER AND INDUSTRIAL PIPING

1131 No. Wells St.

-:-

LIN coln 7998

MISCELLANEOUS

Iron and Steel

FOR

UPTOWN THEATRE

Furnished by

GUARANTY  
IRON & STEEL CO.

3847-3863 W. Lake Street

Phones VAN Buren 6016

*"Largest Manufacturers of Miscellaneous Iron in the West."*

*All Glass and Mirrors*

*for*

*Balaban & Katz Theatres*

THE TIVOLI

THE CHICAGO

THE UPTOWN

*Furnished and Installed*

*By*

Sharp, Partridge and Co.

2263-79 Lumber Street

TELEPHONE CANAL 0880

# AIR COOLING

Do you know of anything more wonderful or marvelous than the system of air cooling in the Uptown Theatre? Isn't it great to be able to attend this theatre and be perfectly cool and comfortable throughout the entire performance no matter how sticky and hot it may be outside? The air in this theatre is as pure, healthful and refreshing as the mountain breeze.

The Brunswick-Kroeschell ice machines that cool the air in this theatre have a capacity equal to the melting of 365 tons of ice per day. Figure it out on the basis of what you are paying for ice at so much per hundred and you will be astonished when you realize what progressive theatre owners, like Balaban & Katz, are spending to make the patrons of their theatres comfortable.

## Brunswick-Kroeschell Company

Refrigerating and Ice Machine Manufacturers, Contractors and Engineers

FACTORIES

Chicago, Ill.

New Brunswick, N. J.

Branch Offices In All Principal Cities

J. R. WINEMAN

M. R. WINEMAN

Automobile  
Accident  
Plate Glass  
Marine



Fire  
Casualty  
Burglary  
Bonds

## WINEMAN BROTHERS INSURANCE

### Combination Golf Policy

Liability for Injuries, \$5000  
Accident to Policy Holder, \$5000  
On Golf Equipment, \$50

PREMIUM, \$6

175 W. JACKSON BLVD.

Telephone Wabash 1780

# LIGHT

LIGHT plays a most important part in this theatre—which, by the way, Hyland engineers helped in lighting.



And *light* is of great importance in stores, factories and offices as well as in theatres.



Proper lighting pays and pays well. Let Hyland engineers and Peerless National MAZDA lamps help solve your lighting problems, without charge or obligation.



## Hyland Electrical Supply Co.

*"Everything Electrical"*

700 WEST JACKSON BLVD.

**Dashing! Flashing! Smashing! Crashing! Lashing!**

DOUGLAS  
**FAIRBANKS**



**Second Roaring  
Week!**

in

*"Done"*

**Son of ZORRO**

Doug. back in a play more glorious with romance, more tingling with adventure, more crowded with dare-deviltry than "The Mark of Zorro"!

*When Doug. swings that whip—watch for action!*  
**Action! ACTION!**

**MARY ASTOR — DONALD CRISP**  
with cast of 5000

**BALABAN  
&  
KATZ**

**ROOSEVELT**

**NEAR  
WASHINGTON  
ON  
STATE  
ST.**

*Continuous from 9:30 a.m.—Popular Prices*