

THE ROHLFF THEATER

26th and Leavenworth St.
Opens TODAY

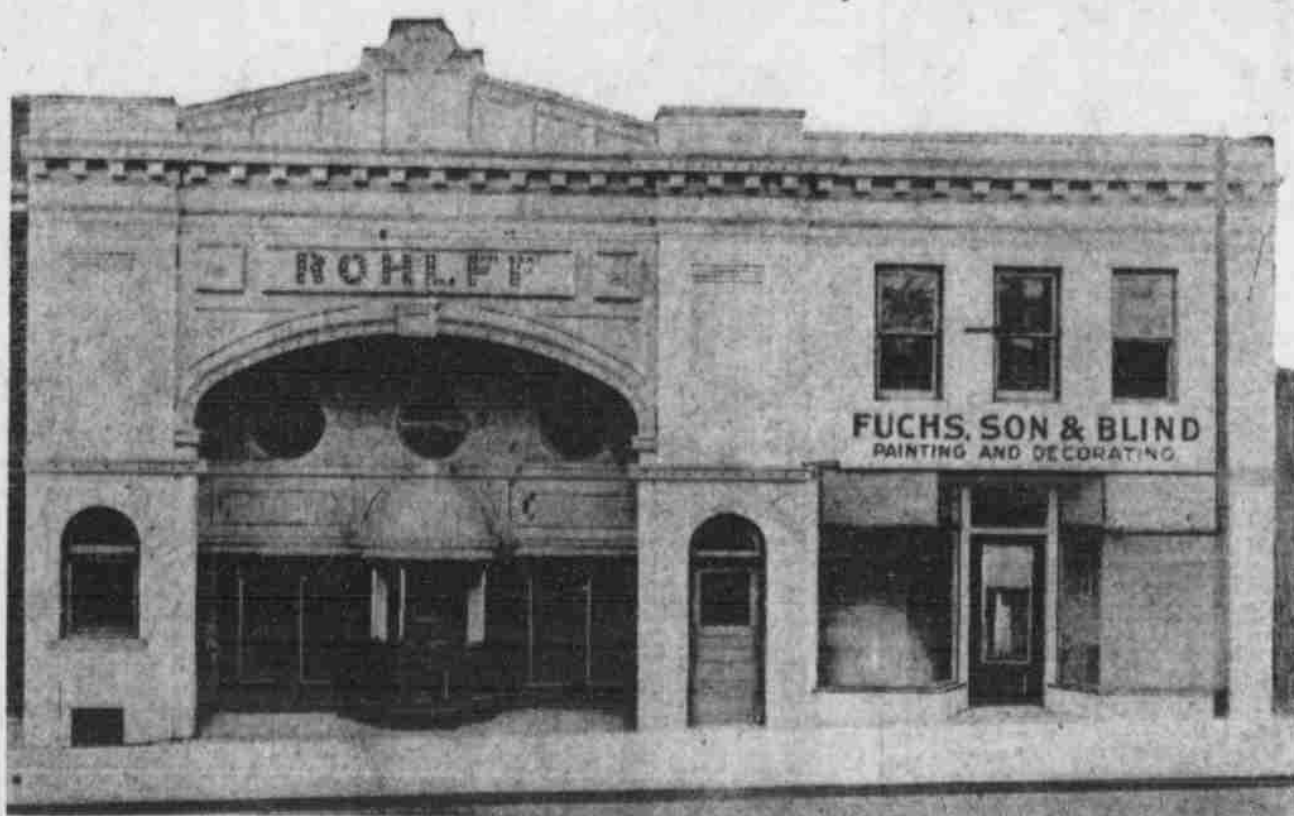


HENRY ROHLFF
Founder and
Builder of
THE NEW AND
BEAUTIFUL
MOTION PICTURE
PLAY HOUSE

"THE ROHLFF"

Henry Rohlff, after whom this theater was named, came to Omaha some thirty-two years ago, a young man, with ambition to make a place for himself in the business world. He did not have financial backing, like many of the young men who start out nowadays, but was solely dependent upon his own resources. Being ever quick to grasp opportunities when they knocked at his door, he forged ahead, and today is recognized as one of Omaha's most successful and respected business men. Besides owning one of the largest wholesale businesses in the state, he is heavily interested in other Omaha industries. He is one of the pioneer business men on Leavenworth street, having been in business on this street for over 26 years. He is also an active booster in the Southwest Improvement club.

But it being his constant desire to be ever upbuilding, and having vacant property on Leavenworth Street, between 25th Avenue and 26th Street, he decided to beautify it with a modern structure, and this brought about the construction of the wonderful suburban Movie Theater, "THE ROHLFF."



Exterior View of the New Rohlff Playhouse

Rohlff's Beautiful Theater Open Today

(Continued from Page Seven)

will change programs daily. "I will maintain the Rohlff on the highest plane and will have the best films. The building meets every demand of a modern motion picture house, and the people of Leavenworth street and vicinity are to be congratulated upon having this splendid place of entertainment opened for their patronage," said Mr. Watt. The lessee

has traveled considerably during the last few years and has made a study of the motion picture business.

Morris Miltenberg will act as manager for Mr. Watt. Mr. Miltenberg is a practical motion picture show man, having been identified with several local houses. He is prepared to devote his best efforts and thought to making the Rohlff one of the best places of the kind in Omaha. It is a noteworthy fact that in the building of the Rohlff Omaha-made goods were used in every instance possible. The west addition of the theater will be occupied by Fuchs, Son & Blind

as an art studio, this firm moving from a downtown location to the great business center being established on Leavenworth street.

Another feature in connection with the Rohlff will be provisions for parking automobiles without extra charge. An attendant will check autos and care for them while owners are enjoying the pictures. A sprinkling system in the floor will make it possible to cool the theater on warm summer evenings.

Mr. Rohlff has received congratulations from many friends who have visited the new theater.

HENRY RODENBURG

Lincoln Stove & Furnace Repair Works

3162 SO. 15th STREET

Installed the Heating Plants in the new

ROHLFF THEATER BUILDING

JOHN KYHL

GENERAL CONTRACTOR ON THE ROHLFF THEATER
Phone Tyler 2335—2530 South 9th Street.

WORLD FEATURE FILMS

Will Be Shown at the ROHLFF THEATER

W. J. Voss

819 So. 24th St.
Painter and Interior Decorator
Did all the PAINTING on the new ROHLFF THEATER

Pathe Gold Rooster Plays

Will be Shown at The ROHLFF Theater.

H. H. Gold & Co.

Plumbing and Heating
2210 Cuming St.

DID ALL THE
Plumbing Work
IN THE
Rohlff Theater

KRITENBRINK & SON

OMAHA, NEB.

Furnished the Brick on the Rohlff Theater.

Also Furnished Brick on the Following Buildings:

CREIGHTON GYMNASIUM,
THE DEWEY APARTMENTS,
BOULEVARD THEATER.

FIRST PRESBYTERIAN CHURCH,
BOHEMIAN MUSIC COMPANY,
SAMUEL MORT BUILDING.

THE NEW OFFICES
AND STUDIO OF

FUCHS SON & BLIND

Will Be Located

On or About Dec. 1, at
2561 Leavenworth Street

Phone Douglas 3529

Estimates gladly furnished on all kinds of

Interior Decorating

and

Theatrical Scenery

Elsasser's Furnace Works

2404 LEAVENWORTH STREET.

Furnished all the

CORNICE WORK

On the New Rohlff Theater.

Warm Air Furnaces, Tin, Copper and Sheet Metal Work. Steel Ceilings a Specialty. Phone Douglas 703.

THE OPENING OF THE

NEW ROHLFF THEATER

SUNDAY, NOV. 28th MATINEE 2 TO 5 P. M.
EVENING 7 TO 11 P. M.

Featuring the Great Dramatic Actor, JULIUS STEGER, in

"THE MASTER OF THE HOUSE"

"The Master of the House"

CAST OF CHARACTERS

Frederick Hoffman JULIUS STEGER
Allison, his attorney Austin Webb
Mrs. Hoffman, his wife Grace Reals
Betina, the woman Margot Williams
The son Ralph Morgan

NOTE—Each of the above persons are now appearing in one of the big Broadway successes in principal roles.

"The Master of the House" tells one of the most potent stories yet created by a fictionist. It deals with a husband who tires of his old-fashioned wife and attempts to graze in pastures new with disastrous results.

"The Master of the House" is in five acts and three hundred scenes.



JULIUS STEGER IN "THE MASTER OF THE HOUSE"

The following program will give you a fair idea of the character of pictures to be shown always at the ROHLFF.

Monday, Nov. 22—"BREUTHER SONATO," a Fox Film featuring Theda Bara and William Shay.

Tuesday, Nov. 23—"AFTER DARK," a new World film production.

Wednesday, Dec. 1—"LADY AUDLEY'S SECRET," a Fox film featuring Theda Bara.

Thursday, Dec. 2—"THE HEART OF THE BLUE RIDGE," with Clara Kimball Young starring. It is a World production.

Friday, Dec. 3—"THE MAN FROM OREGON," a wonderful Mutual production.

Saturday, Dec. 4—"LIFE'S SKOP WINDOW," one of the new Fox productions.

THE POLICY OF THE ROHLFF THEATER MANAGEMENT

First—Will be to always give its patrons the finest pictures that are produced. All the leading Movie stars will show in the different famous picture plays. Every day we will feature some one of the big stars in their newest successes.

Second—It will be our constant aim to satisfy our patrons, not only with our pictures, but by our courteous treatment and service in every department. At the west of the theater building we have an enclosed parking space for autos, which is free. This, however, will not be ready for a couple of weeks.

Third—And last, but not least, the only way to make our venture a success is to give our patrons just what they want. If you're not satisfied with the pictures we offer, we will gladly accept suggestions, and if they please you, tell your friends.

We want the Rohlff to be an overwhelming success, and if the aforesaid will do it, it surely will be.

A. A. WATTS, Lessee.

MORRIS MILTENBERG, Manager.

Mutual Master Pictures

which are a part of the new \$8,000,000 Mutual program, will be shown at the new

Rohlff Theater

MUTUAL FILM CORPORATION

1413 Harney St.,
OMAHA, NEB.

Laemmle Film Service

1122 Farnam St.
Omaha, Nebraska.

Largest Distributors of Motion Picture Theater Apparatus

in the
MIDDLE WEST
Has Equipped This Theater With
CURTAIN, CHAIRS,
MACHINES,
and all other equipment.
We Respectfully Solicit
Your Business.