

Very Latest Idea in Theater Construction and Luxurious Equipment

Enterprising Men Who Built the New Sun Theater



S.H. Goldberg - PRES. W.R. McFarland - SEC'Y. Harry Goldberg - MGR.



W.H. Jones Harry Rachman

Men Who Made the Sun Possible; About Building and Its Projectors

Splendid Establishment Fitted for Entertainment of Public in Most Modern Manner and Approved Taste.

The new Sun theater will open its doors to an expectant and impatient public on Thanksgiving day. This will be welcome news to all residents of Greater Omaha who have watched its progress from the day the first brick was taken down in the wrecking of the old building that once stood on the site at 1410-12-14 Farnam street until now when they are permitted to enter and drink in the beauties of this splendid home of photoplays.

The lavish expenditure of money in the construction and furnishing of this theater has caused much comment, but the builders have gone on their way secure in the belief that the new art of photo-drama has come to stay and believing that it was worthy of being represented in a theater where luxury and refinement are the keynote.

In the beginning the conception of this theater must have found its germination in an ideal carried only in the imagination of some enthusiast, but today it is generally admitted that the development and creation of the Sun theater is the logical sequence to the trend in taste in amusements of a considerable portion of the public. Within the last few years it has been demonstrated that, while having attained wonderful proportions, the photoplay industry is yet capable of great possibilities for future development.

Many of the best actors of the legitimate drama of a few years ago have now been enrolled in "the movies." The presentation of the film drama appears to be in full accord with the finer qualities of their acting. Scenery is accurate to a detail and million-dollar producing organizations are numerous. The cleverest playwrights give us the best in plays and the rest is left to the theater itself.

The new Sun theater was built by men who had a fine insight into the things that would please the public. They traveled to other cities and there observed the good points in each as well as noting the faults. Harry Lawrie inspected most of the theaters of modern construction and gathered in the best ideas and as architect for the Omaha theater incorporated them into his plans.

In the Sun theater beauty is combined with comfort. On the exterior the finish is glazed, cream colored terra cotta, made up in relief designs suggesting the character of the building. Hundreds of electric lights dot the front of the building, and will make the nights like day in that vicinity. Out over the sidewalk is built a beautiful canopy. On each side of the spacious lobby is a fine little store-room, one of which will be occupied by a haberdashery and the other by a cigar and confectionery store. The basement, which extends under the

entire theater, has been leased and will be immediately fitted as a billiard parlor. The ticket booth is constructed like the rest of the exterior, out of terra cotta and is a fine piece of architecture.

The foyer is exceptionally large and capable of taking care of about half the capacity of the house. Its decorations are in harmony with the balance of the interior and is finished in old rose and dull gold, with a touch of light blue. The finish is all designed and moulded in plastic and fitted until it looks like it might all have been made in one great mould. On each side wide stairways lead to the upper seats. To the right and the left of the center are to be found the men's smoking room and the women's rest room.

Directly in the center of the foyer as one enters is noted a beautiful lounging room with fireplaces, easy chairs, table with reading materials and telephone for the use of the patrons. The entrance to the theater is through two passageways from the foyer.

The theater auditorium itself is unique in that it has no galleries and no "best seats." From the first seat near the orchestra pit to the last seat in the top of the house are only rich mahogany theater chairs upholstered in green leather and with air-cushion seats. The "sight-line" from the seat farthest from the curtain is practically perfect. Two sets of loges are set off by large brass rails and furnished with ivory finished rattan chairs. Rose velvet curtains hang from the railings and match the rose velvet carpets of the floors and passageways. A rose

markable. Twelve large inverted bowls with panels of opal glass shed a soft radiant glow that permits the house to be light while the picture is being thrown on the screen. The electrical work in this theater was installed by Le Bron Electric company and is a credit to their workmanship.

The organ is one of the largest of its kind ever built. It has the xylophone, and, in fact, every trap used in the theater orchestra and all are played by the organist, Prof. Koehl from New York is here and will preside at the opening concert.

The Sun theater was erected at a cost of approximately \$150,000 by the World Realty company, which was organized for the purpose of conducting amusement enterprises. Sam and Harry Goldberg, pioneers in the movie business in Omaha and part owners in the Princess theater on Douglas street, are the heads of the concern. W. R. McFarland, a prominent realty man, is one of the members of the company, as is also Harry Rachman, Sherman avenue grocery man and owner of the Grand theater, and W. H. Jones, former president of the Cox-Van Alstyne Commission company.

First run World, Metro and Fox pictures will be shown at the Sun.

Safety First is the Watchword of the New Sun Theater

"Safety First" will be applied in many up-to-date and ingenious devices in the Sun theater. The doors are equipped with release bars which permit anyone on the inside to open the door at any and all times by merely pushing on the bars. By this device it is impossible to jam the doors in case of stampede, as pressure on the inside permits the doors to open quickly. These devices were furnished and installed by Milton Rogers & Sons Co.

The safety devices by which the large plate glass windows are put in the front were furnished and installed by the Pioneer Paint & Glass Co. which had the contract for the glass

work in the theater. Considerable of the front and lobby doors is art glass, showing excellent workmanship.

The roofing of a building is most important, since it means protection for the structure and its contents in all kinds of weather. "The National Roofing company supplied the material and placed it on the Sun theater. This roofing material was selected after careful investigation by the management," said S. H. Goldberg, today in talking about the construction of the building.

Eat Chop Suey While Sun Shines Across the Street

Chop suey is not generally eaten in Omaha while the sun shines, but miracles never cease, so from now on it will be no uncommon thing for theater patrons who crave the delicious Chinese dish to step from the shrines of amusement to the temple of good eats and with chop sticks and other Chinese food tools nibble chop suey and inhale noodles with the rays of the "Sun" full upon them, but

King Joy says he will have sun shades, worry not over getting sunburned so patrons of this popular cafe need not be tanned.

We Protect the "SUN" and YOU

From Rain, Sleet, Cold and Heat.

NATIONAL ROOFING CO.

Roofing Contractors for

Asphalt Pitch, Tar Roofing Supplies Roof Coating
Established in 1878.
Slate, Tile Gravel, Composition Asbestos Roofing Waterproofing
Sioux City, Iowa. Omaha, Neb.

UNIVERSAL Film Mfg. Co.

Producers of the Greatest Program of Picture Stories Welcomes the New Sun Theater into the fold of Exhibitors. We are at your Service. Contracts for all or Special Productions can be secured through the Laemmle Film Service 1122 Farnam St. Omaha, Neb.

GROWING WITH GROWING OMAHA.

PIONEER GLASS & PAINT CO.

Furnished and Installed All Glass and Zouri "Safety" Store Front Construction in the Sun Theater We are also general distributors for the following: Pratt & Lambert's Products. "38" Preservative-"61" Floor Varnish. "Vitrinite", the Long Life White Enamel. Benjamin Moore & Co's. Pure Linseed Oil Paint, Sani-Flat and Muresco. We have a service department to help you with your paint and glass troubles. Use your telephone if you cannot make a personal call. Our delivery service is free. Pioneer Glass & Paint Co. "The House of Personal Service" Phone Douglas 433. 15th and Davenport.

GROWING WITH GROWING OMAHA.

BLUEBIRD Photo Plays

Presents the Most Sensational and Massive Production

'The Eagle's Wings'

Contracts now being made by all largest theaters throughout the United States.

Have You Got Yours?

"THE BUGLER OF ALGIERS" Latest production, is proving to the entire world that Bluebird Productions are perfect photoplays.

Welcome to the New "SUN" Theater

BLUEBIRD PHOTOPLAYS, Inc. J. H. CALVERT, Manager 1122 Farnam St., Omaha, Neb.

THE SUN THEATER

Is an Illustration of the Work of GRANT PARSONS General Contractor

The quality of his work will recommend itself to you when you get ready to build.

410 Keeline Building Tyler 2604

DECORATION of SUN THEATER Done By G. A. FUCHS & SON 1106 Farnam. Doug. 8662

We Furnished the SUN THEATRE all the HARDWARE Including SAFETY DEVICES On All Exit Doors (To Prevent Accident in Case of Fire) MILTON ROGERS & SONS CO. 1515 HARNEY ST.

WHO LIT THE "SUN"? THE LE BRON ELECTRICAL WORKS WE CAN DO THE SAME FOR YOUR BUILDING IT WILL MEAN SAFETY, ECONOMY and COMFORT "LE BRON HAS IT" PHONE OR WRITE NOW FOR ESTIMATES THANK YOU OMAHA, NEB. 318-20 South 12th St.

All The Booth Equipment Used IN THE NEW SUN THEATER CONSISTING OF Two Type S. Simplex Projectors. One Kleigel Spot Lamp. One Double Dissolving Lantern. One 75-75 2-Arc Transverter. One 50-50 2-Arc Transverter. One Silver "Minusa Screen". Also Western Electric Compens arc, together with Western Electric Semi-Beam Lamp, including Flood Light for illuminating front of theater. Furnished by Western Supply Company 12th and Harney Streets, Omaha. There's a Reason. Estimates Furnished. FOR MOVIE MDSE. SEE "VAN"