

THE NEW MOON THEATER

"Lots see the Moon tonight"



S.H. Goldberg



Harry Goldberg



W.R. MacFarland



Harry Rachman



W.H. Jones



R.H. Ballentine

MOON THEATER CAN BE CLEARED IN 3 MINUTES

Every Modern Device for Safety of Patrons Has Been Installed in New Show House.

Safety and convenience of patrons have had first consideration in the minds of the builders of the Moon theater, the management says, and points out the unusual features that have been incorporated in the structure with this purpose in view. The building in itself is fireproof and in no part of its actual construction has inflammable material been used. The structure is of concrete and steel construction throughout. In the building of the projection room absolute safety has been obtained, architects say. Owing to the mechanism of the projection machine itself, it is said that even should a film be ignited only a few inches of it could burn, an amount insufficient to even stop the showing of the film. In the matter of convenience it is pointed out that the wide side aisles and exits will provide for a capacity crowd to leave the house under ordinary circumstances in less than five minutes and in the event of necessity of the house, it is said, may be vacated of patrons in a minute and a half.

Big Sign of Moon Theater Can Be Seen Seven Miles

The big sign on the Moon theater, it is said, if it were not interlarded with other objects, could be seen for a distance of seven miles at night. More than 1,200 lights illuminate the sign which is 30 feet high. Illumination both of the interior and the exterior of the Moon has been given first consideration on the part of the designers of the building.

Sessue Hayakawa in Feature Film at the Moon Theater

Japanese Actor Murders Counterfeiter, Who Proves to Be His Sister's Husband, Who Had Deserted Her Many Years Ago.

Cast of Characters.
Kano Masata Sessue Hayakawa
O Haru San Tsuru Aoki
John Furthman Bertram Grassby
Doris Furthman Eileen Percy
Richard Morris Andrew Robson
Kenneth Furthman Mary Jane Irving

Sessue Hayakawa this week is shown in "The Gray Horizon," at the Moon theater. In the solitude of the mountains Yano Masata, a Japanese artist sets up his studio. John Furthman, posing as an art connoisseur, is attracted by the excellence of Yano's sketches. Furthman's specialty was counterfeiting bonds, and he had so far evaded the law. Years before Furthman had left Japan leaving a young Japanese girl whom he had married under the name of Sydney Harlow. In America he had married again. Doris Furthman believed her husband the best of men. Her pet hobby was the Young Women's Japanese mission in Los Angeles. Unknown to him O Haru San, Yano's sister, had come to Los Angeles, had been befriended by Doris, and was inquiring for her brother and Sydney Harlow. O Haru San finds her brother in his little cabin and tells him of the man who had deserted her five years ago. Yano in his heart vowed to avenge his sister's wrong should he meet the man.

with the woman who has encouraged and inspired him and then learns that her husband was the man he had killed. The widow had asked him to paint the portrait of the man he had murdered. As the paint on the canvas took the form of the sinister features of the dead man, Yano's blood boiled. "With a cry of rage, Yano leaped on the canvas as if it were the living man, slashing at it with a knife. "What's the trouble here? Drunk or crazy?" inquired a voice, that of a man who resented Yano's attentions to his sister. "Jealous of the dead! Why, you would kill Furthman himself if he were here!" "I did kill him!" shouted Yano. "He was a counterfeiter—a bigamist—a murderer—and I killed him because he betrayed my sister!" "Yano! Yano! It isn't true! It can't be true!" To Yano came the realization that a revelation of the truth which would save his life would wreck the life of the woman he loved. Taking from his desk the marriage certificate of O Haru San and the forged bonds he had taken from Furthman, he applied a lighted match, and then turned and looked at Doris with a faint smile on his lips and exaltation in his eyes. As Morris, the brother of Doris, telephoned the police, Yano sat with bowed head. His was the supreme sacrifice.

Black Hills Shown in Film At Moon Theater Sept. 7

Thrills of the "Black Hills" are seen in "The Westerners," to be shown at the Sun theater the week beginning September 7. Many of the locations are of the Black Hills region, depicting the course of the pioneers across the Dakotas toward the gold fields in an early day.

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WEEKLY SPECIAL FEATURES WILL BE SHOWN AT SUN

Management of World Realty Company Announces New Policy for Their Show-houses.

Big special photoplay features, each running a solid week, have been announced as the new policy for the Sun theater beginning Sunday, August 31, with the presentation of Nazimova in "The Brat," the Russian star's newest and, it is said, greatest production. The World Realty company, which owns the Sun, the Muse and the Moon theaters, has determined, the management says, to procure the biggest and best photodramas available regardless of cost. The announcement of several of these, which will be shown at the Sun within the next few weeks, has been made.

The week following "The Brat," "The Westerners" will be shown for an entire week and "The Sahara," starring Louise Glaum, will be shown the week after. Both, it is said, are spectacular in effect and of heart interest and popular appeal. In doing away with the two-show a week plan the Sun management believes it will be able to give its patrons a sufficiently better class of photoplay to justify the slight increase in admission price that will be charged. Nordin's orchestra has been engaged to supplement the big organ at the Sun and the music features, it is said, will be excelled by no photoplay house in the west. It is the purpose of the management to increase the popularity of the Sun by giving better values in entertainment at a price of admission that is slight in proportion to the increased cost of production to the house; it is announced.

Owners of World Realty Co., Largest Exhibitors in City

Samuel H. Goldberg and His Brother, Harry L. Goldberg, Though on Near Side of 30, Control Investments Exceeding \$1,000,000.

Samuel H. Goldberg and his brother, Harry L. Goldberg, though still young men on the near side of 30, are the oldest photoplay house owners in Omaha. They opened the Princess theater at 1317 Douglas street April 1, 1910, with a program of the best motion pictures the market afforded. The Princess is still running under their direction. It did a good business from the start and was the foundation of their present successful enterprises in the motion picture field. They have branched out, however, and have associated themselves with others in the management of their amusement interests, which, in addition to the Princess, include the Sun, the Muse, the Moon, which has just been completed, and the proposed new playhouse on the northwest corner of Douglas and Fifteenth streets, which, it is expected, will be finished within the year 1920. The Sun, the Muse and the Moon are controlled by the World Realty company, of which Samuel H. Goldberg is the president and Harry L. the treasurer.

Largest Movie Firm Here.

With the completion of the Moon theater the World Realty company has become one of the largest picture exhibiting concerns in the middle west, controlling more houses than any other organization in Omaha. The World Realty company was formed in 1916 and it was on Thanksgiving day of that year that the new Sun theater was opened to the public, marking a new era in the exhibitors' field in Omaha. The site of the theater had been leased for 99 years by the company on a valuation of \$250,000. The Sun and its equipment cost \$200,000 more. The enterprise was of such magnitude that friends of members of

the company regarded it with unconcealed skepticism. How was it possible, it was pointed out, for an investment of \$450,000 to yield profitable returns from the low price of admission that was to be charged? But the Goldbergs and their associates had confidence in the future of the photoplay business and the patronage accorded the Sun theater by the people of Omaha has justified their faith in the industry that has grown to one of the first magnitude in the motion picture field. As was the case of the Princess, the Sun was successful from its beginning and its patronage has shown a constant increase, despite the fact that the greater portion of the three years of its existence was during the war period.

The Sun theater occupies the site of the old World-Herald building, 1410-12-14 Farnam street with a frontage of 66 feet. It is a thoroughly modern house, and when completed embodied all modern equipment for the successful showing of photoplays and for the convenience of patrons. A high standard of entertainment has been continuously provided at the Sun and as a result of the liberal patronage accorded it the World Realty company took the step in the construction of what is predicted will be the largest motion picture house between Chicago and Denver. It is planned to begin construction of a theater on this site early next year, the total investment in which is estimated at more than \$1,000,000. The location is known as the old Creighton corner and the lease was taken over by the World Realty company from the Brandeis Investment company in October, 1917.

The theater as proposed on this site will have a seating capacity of 2,500, according to plans now being drawn. The officers of the World Realty company are Samuel H. Goldberg, president; Harry Rachman, vice president; W. R. McFarland, secretary; W. H. Jones, director and stockholder; Harry L. Goldberg, treasurer.

Former Army Officer Aided in Production Of "The Westerners"

Maj. Stewart Edward White, recently returned from France, where he saw service with "the Grizzlies," the famous California fighting unit, found his first post-war civilian occupation in assisting Benjamin B. Hampton in the preparation of "The Westerners," which will be shown at the Sun, beginning a week's engagement September 7. "The Westerners," following the week's program of "The Brat," the Nazimova masterpiece this week at the Farnam street playhouse, is the second of the big feature productions under the new policy of the Sun theater under the management of the World Realty company. It is an all-star production made under the auspices of the Great Authors' Pictures, Inc. Written by Major White, it is pronounced by critics to be the best work of this author.

150 feet and was acquired on a valuation of \$200,000. The site and the completed house with equipment will represent an investment of practically \$500,000. The World Realty company in the acquisition of the northwest corner of Fifteenth and Douglas streets, 110 feet on Douglas and 132 feet on Fifteenth, took the initial step in the construction of what is predicted will be the largest motion picture house between Chicago and Denver. It is planned to begin construction of a theater on this site early next year, the total investment in which is estimated at more than \$1,000,000. The location is known as the old Creighton corner and the lease was taken over by the World Realty company from the Brandeis Investment company in October, 1917.

Moon Theater Manager Is One of Best Known Movie Men in the West

The new manager of the Moon theater, R. S. Ballantyne, is among the best known photoplay men in the middle west and has been in the business since 1908, when he became the manager of the Crystal theater at Norfolk, Neb., later he became the manager of a chain of photoplay houses in Nebraska towns, leaving that organization to become road representative of the Independent Film corporation, which was taken over by the Progressive and later became identified with the H and H company of Des Moines. He returned to Omaha from Des Moines to become the manager here of the Mutual, which had taken over the Progressive and the H and H, handling big Mutual features. He again went to Des Moines as manager of the Mutual branch, where he remained until January, 1918, when the Des Moines and the Omaha Mutual branches were consolidated. He remained as Mutual manager here until April, 1919, when he became associated with the World Realty company and assumed the management of the Muse under the World Realty company ownership. The Muse, it is said, has made a remarkable gain in patronage under Mr. Ballantyne's management. In addition to the management of the Moon he will continue to direct the operation of the Muse theater.

Nazimova Is a Great Admirer of Music; Took Violin Lessons

Music is said to be the principal diversion of Nazimova, the great Russian actress, who will appear as the star in "The Brat," the big production which begins a week's engagement Sunday at the Sun. When a child she studied in Geneva and in Odessa, intending to become a violinist. In her leisure hours she is said to enjoy the opera or concert whenever the opportunity presents itself.