

Architect Draws Plan for Safety

New World Theater of Concrete, Brick and Stone—Splendid Features for Stability.

C. Howard Crane, Noted Architect, Planned Playhouse Along Lines of Beauty and Safety.

When the directors of the World Realty company decided upon the construction of the new World theater, they called into their confidence C. Howard Crane of Detroit, one of the most prominent architects in the country. Mr. Crane's achievement of more than 100 theaters is his record. He boasts that Omaha's new playhouse is a composite of all the features that have been used in the construction



C. Howard Crane.

of the most beautiful and largest theaters in the east.

Beauty and Safety.

R. L. Waring, personal representative of C. Howard Crane in Omaha, outlined the features of the structure to explain its safety and beauty. He said:

"The World theater has the most beautiful exterior of any house designed by Mr. Crane. The 'Music Box' in New York is the only theater in America which rivals it in grandeur.

"The mural work inside the theater was especially designed for this particular work. Also were the lighting fixtures, carpet work and draperies in their color scheme."

Steel Frame Work.

One feature for the stability of the structure is the independent framework of steel, resting on steel columns that run through the brick work to the ground, as explained by C. D. Whitmire who supervised the construction for the James Black Construction company.

Mr. Whitmire stated that 353 tons of steel, 35 tons of re-enforced steel and 33 tons of sheet metal were used in the building of the new World.

Personnel of World Realty Co. Thank Omaha for Making "World" Possible



Harry Rackman



Harry Goldberg



S.H. Goldberg

"When we build let us think that we build forever. Let it not be for the present delight nor for present use alone. Let it be such work as our descendants will think us for, and let us think, as we lay stone on stone that a time is to come when those stones will be held sacred because our hands have touched them, and that men will say as they look upon the labor and wrought substance of them: 'See! This our fathers did for us.'"

John Ruskin.

With the foregoing in mind, the directors of the World Realty company of Omaha built for Omaha an institution of beauty and entertainment that will stand through generations as a rich cornerstone of progress.

While Omaha must vote gratitude to the personnel of the World Realty company, these men also thank this city for their whole-hearted attitude in making the "World" possible.

With the organization of the World Realty company in 1916, the following directors were elected: President, Samuel H. Goldberg; vice presidents, W. H. Jones and Harry Rackman; secretary, W. E. McFarland; treasurer, Harry L. Goldberg.

Sun and Moon.

That same year the World Realty company built the Sun theater that in the past six years has been a palace of entertainment for thousands. The Moon theater on Douglas street was the next achievement of the World Realty firm, followed closely by the acquisition of the Muse theater, Twenty-fourth and Farnam streets.

Mr. McFarland and Samuel Goldberg really originated the idea of the "World" theater. It was they who spent months of travel through the country to gain the latest ideas in theater construction. Of the new theater, Mr. McFarland has this to say:

"As the town becomes a city it is most interesting to note the progress in the development of one particular spot."

"A series of photographs which I have in my desk are of particular interest to me now, showing as they do the blending and development of ideas thought out and placed in concrete form in the beautiful new World theater. The series showing the old Creighton block at the corner of Fifteenth and Douglas streets, one of the pioneer buildings of Omaha, marks the gradual development and improvement which has culminated in the World theater."

"While at times my associates and I have burned the midnight oil, the



W. H. Jones.



W. R. McFarland.

work has been a real pleasure to me as I have been greatly interested in the development of our downtown properties. I have always appreciated the opportunity I had in 1910 in my association with the people who built Omaha's first skyscraper.

In 1910, although it seemed to me that there were tremendous possibilities for development in the field of motion picture presentation, I must confess that the actual growth of this industry has greatly exceeded my wildest expectations.

"I believe I can speak for my associates when I state that it has ever been our ambition to give to dear Omaha as fine a theater in every way as can be found in America, because, in my opinion, this is the spirit that has served to lift Omaha out of the mediocre class and make it what it is—one of the liveliest, fastest growing cities in this country."

Seven Wonders of "The World"

1. Crowds without crowding. Three box offices during rush hours. Audience leaves on Fifteenth street side thereby avoiding waiting crowds.

2. Perfect safety. Absolute fireproof construction. Fourteen double exits and the employment of every known safety factor.

3. Ventilation. Triple capacity cooling and heating systems. Always a current of pure, fresh cooled or warmed air.

4. World service. Smiling men and women always alert to comfort of patrons with no thought of reward.

5. "World's" greatest organ. Largest organ in any theater between Chicago and the coast.

6. Two thousand five hundred comfortable seats. Every seat affords a perfect view of the stage. Wide, commodious, luxuriously upholstered, every seat in the World is a good one.

7. World entertainment. "Good time" vaudeville acts and pleasing photoplays perfectly presented, constitute clean, wholesome and worthwhile entertainment.

"The new playhouse, as completed, is the realization of an ideal to which the members of our company have looked forward since the beginning of our organization in 1916. I am confident there is no theater in the country more beautiful than the World and none that will measure up any better as to the elements of safety, sight lines, acoustics, seating, stage accommodation or appointments. Our ambition in the erection of this building has been to build for permanency as well as beauty, and I am in hopes that the public of Omaha will enjoy for many years the building we were able to present to them on April 15, 1922."

Samuel Goldberg's expression is: "When my brother and I started with the little old Princess theater

The Electric Wiring

for the

World Theater

was done by

Hatfield Electric Co.

Electrical Engineers
Electrical Contractors

Chicago, Ill.

440 So. Dearborn St.

Sign on New World Is Second Largest in Middle West

Standing aloft in blazon glory like the Statue of Liberty on Bedloe's island, a glare of electric lights gleams forth in splendor from the top of the World.

It beckons the pedestrian to a palace of entertainment.

Its flash may be seen from a distance of five miles on a clear night. Second largest in the country, the sign is studded with 2,500 lights on art work measuring 44 feet tall and 65 feet long.

"The World" in lights blazes forth from the new palace of entertainment in a flood of light.

William Fox's spectacular film based on the life of the Roman Emperor Nero, which was filmed in

and about the capital of the ancient empire, is now being assembled in New York and is said to excel in splendor any of Fox's previous efforts.

One of the most remarkable members of the cast of Douglas Fairbanks' new picture will be a bird—a falcon which arrived at the studio early this week, after a 6,000 mile journey from London.

We Light the "World"

Nebraska Power Co.

UPDIKE LUMBER & COAL CO.

UPDIKE'S SERVICE

Contributed Materially in the Construction of The World Theater

FOUR YARDS To Serve You

UPDIKE Lumber & Coal Co.

"Come On Over"

Heartiest Congratulations to the Management of the NEW WORLD on Their Magnificent New THEATER

Don't leave any of them at home—or Daddy will be sorry for the laughs he missed; Wife will be robbed of a gripping tale of devotion; Children of their merriest day; Sweethearts of their best picture delight.

"Come On Over" at the New WORLD THEATER Starting April 22

Goldwyn Pictures, Inc.

Victor S. Pearlman & Company

Creators of exclusive lighting fixtures, have furnished all the lighting fixtures in the new World Theater, Omaha, Nebraska.

A few recent installations:

- Rialto Theater, Omaha, Nebraska
- Douglas County Court House, Omaha
- Miller Theater, Wichita, Kansas
- Newman Theater, Kansas City, Missouri
- Royal Theater, Kansas City, Missouri
- Chicago Theater, Chicago, Illinois
- Tivoli Theater, Chicago, Illinois
- Tivoli Theater, Chattanooga, Illinois

An invitation is extended to you to visit our Galleries and Work Shops when in need of unusual lighting effects for Theaters, or any other purpose.

Victor S. Pearlman & Company
533-535 South Wabash Avenue
Chicago, Illinois

The New World Theater building is equipped with

Yale Hardware

supplied by

James Morton & Son Co.

1511-13 Dodge Street

JA ckson 0436

All the Decorative and Ornamental Plastering

Used on the Ceiling, Walls, Lobby, Rest Rooms, Stage and Mezzanine Floor of the

World Theater

Was Made and Applied by

R. A. Kress and Calvin Zeigler

2401 Harney 4301 Leavenworth
OMAHA

The General Contractor on THE WORLD THEATER

-- was --

The James Black Masonry and Construction Co.

Also General Contractors on

- City National Bank Building
- Omaha Grain Exchange
- First Central Congregational Church
- Paxton & Gallagher Office Building

All these are buildings of which Omaha and we are justly proud. If you want the job done right

HAVE BLACK DO IT!