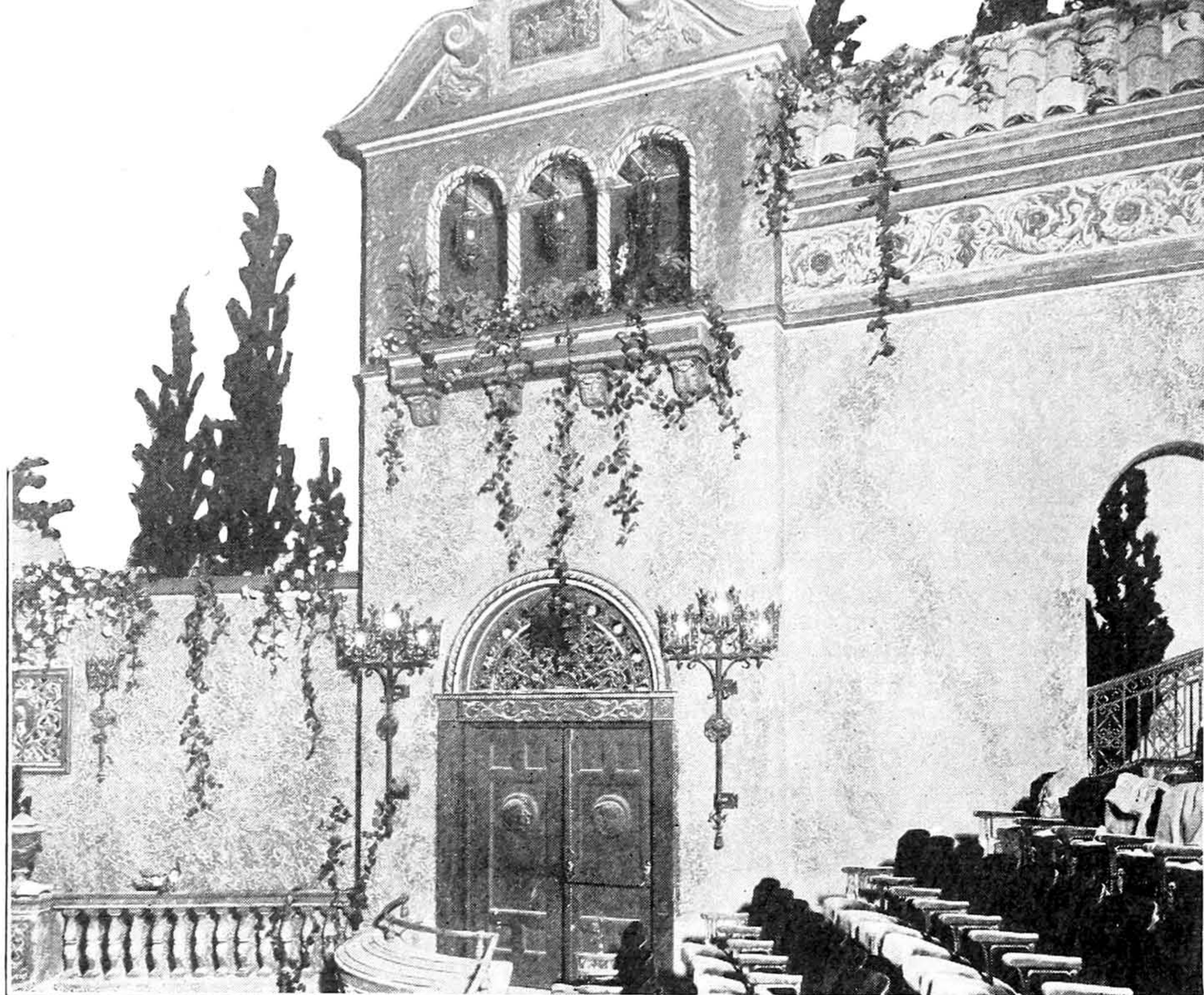


*"The Riviera," Omaha's
magnificent new 3,500
seat atmospheric type the-
atre. Equipped with
REYNOLDS HEATING &
VENTILATING System.
John Eberson, Architect.*



It's Truly Atmospheric with a REYNOLDS System

WHILE heating and ventilating is of the uppermost importance in any theatre, in the atmospheric-type it is vital—if the illusion is to be preserved. Confronted with this problem, the A. H. Blank Enterprises, owners of the new Riviera at Omaha, selected the REYNOLDS system as best suited to their needs.

For sixteen years, B. F. Reynolds & Company have specialized in theatre air-conditioning, heating, and ventilating, with a corps of engineers who thoroughly understand the needs of the theatre owner.

The day previous to the opening of the Riviera, the Capitol, Grand Island, Nebraska, a Universal chain theatre, presented its initial performance with the comfort of patrons insured Summer and Winter—it, also, is ventilated and heated with a REYNOLDS System.

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