

Thousands At Opening Of Theatre

**Beautiful Amusement
Palace Draws Huge
Crowds Here**

**Sheboygan Theatre
Has Gala Opening**

**Architectural Splendor and
Beauty of Interior Decoration
Amaze Theater-Goers
Attending the Saturday and
Sunday Shows — Open Sky
Effect is Feature Which
Pleases and Puzzles.**

Thousands of residents of Sheboygan and nearby communities thronged in line on N. Eighth street, crowded into the ornate lobby of the new Sheboygan Theatre and then were rewarded by the revelation that this city has a theatre which will vie with the beauty of any palace of amusement in the entire United States.

The occasion for the gathering of the multitude on the streets in the afternoon as well as in the evening under the flood of light from the brilliant entrance canopy was the opening of the new Sheboygan Theatre. That residents of this community appreciate the construction of this \$600,000 building was evidenced by the fact that at 1 p. m. Saturday there was a line of playgoers extending from the interior of the theatre to a point near the corner of Wisconsin avenue and N. Eighth street on Eighth street. A large crowd was also in waiting within a half hour before and after the opening of the other three performances given during the remainder of the day.

Amazing Beauty

Once inside the spacious show place, the theatre-goer was impressed with the grandeur of architectural achievement and interior decoration—any delay encountered in gaining admittance was offset by the opportunity of viewing this theatrical splendor on the day that it was opened to the public.

A feeling that they were seated in a huge Spanish patio, with the blue sky above and the huge and magnificent walls of a castle surrounding them, gripped the members of the audience who viewed the interior of the Sheboygan Theatre for the first time Saturday.

All of the beauty of the days of Cortez and Pizarro and of the era of Spanish galleons has been reproduced with a modern artistry that creates an atmospheric realism which is amazing. On either side are the high castle walls, small spires, and parapets. Here and there are huge pillars, and there are many arched nooks containing things of beauty, all of them having their splendor accentuated by clever lighting effects. Gorgeous draperies are flung tastefully over balustrades, and the detail which has been resorted to in order to enhance the exquisite interior is indeed remarkable.

Blue Sky

Perhaps the most amazing effect of all is the blue canopied sky which the artist's brush and ingenuity in the control of lighting effects have converted into a seeming reality with the skill of a magician. A glance above gives one the impression that he is gazing into the heavens on a beautiful spring evening. Wisps of clouds seem to be rolling along gently, and tiny stars twinkle mysteriously here and there on the large canopy. More than one theatre-goer missed parts of the entertainment while gazing up in wonder at the realism of the effect.

But the Sheboygan Theatre not only furnished exquisite beauty for the eye of the patron on the opening day—it also presented a most pleasing program of vaudeville, cinema and music.

"The Star Spangled Banner" by the orchestra and organist opened the program, after which "On Wisconsin" and "Sheboygan" were played for the pleasure of the audience which responded with much applause.

The overture and other musical numbers presented by Ignatz Gadsby and his orchestra as well as the selections played by Melvin C. Peacock, organist, were greatly appreciated by the audience throughout the performance. The personnel of the orchestra under the direction of Mr. Gadsby includes: Miss Edith Tews, pianist, Edward G. Nell, Myron Caswen, Arthur Baehr, Henry Schneider and Albert C. Forte.

Dedicatory Reel

A dedicatory moving picture reel in which Carl Laemmle, president of the Universal Moving Picture Co., had a personal message for Sheboygan residents, was next shown after which letters of congratulation to Mr. Laemmle from Governor Fred R. Zimmerman and Mayor Herman Schuelke were exhibited.

Included in the large number of famous movie stars who sent congratulatory telegrams and made short screen talks were Laura La Plante, Clara Bow, Norman Kerry, Hoot Gibson, Jean Hersholt, Reginald Denny, Gloria Swanson, Charlie Chaplin, Richard Dix and Mary Philbin. Short addresses of welcome and congratulation were given by George Lewis and Barbara Worth.

Mayor Schuelke's letter follows: Mr. Carl Laemmle, President, Universal Pictures, 730—5th Avenue, New York, New York. Dear Mr. Laemmle:

As chief executive of the city of Sheboygan, may I extend to you my heartiest compliments and warmest congratulations on the opening of your new Sheboygan Theatre, the beautiful palace of amusement which you have erected on our principal business thoroughfare.

Architecturally, the Sheboygan Theatre is a marvel of pomp and splendor and from your reputation we know that Sheboygan will be given entertainment by the finest artists of the screen, the most talented performers of the vaudeville stage, and the most skillful of musicians.

Sheboygan welcomes this new temple of entertainment and is gratified to know that you have had the confidence in this community to extend the powerful Universal chain to include the most progressive city of Wisconsin.

Very truly yours,

HERMAN SCHUELKE,
Mayor.

A pleasing feature motion picture, "Finders Keepers," starring the beautiful Laura La Plante, John Harron, Edmund Breese, Arthur Rankin, Eddie Phillips and other

notables was next presented, after which an excellent bill of vaudeville was enjoyed.

Excellent Vaudeville

Opening with "The Three Musketeers," two songsters and a pianist who pleased the audience with a number of snappy and humorous songs, the vaudeville program moved along in a rapid-fire manner which assured theatre-goers that they were being treated to "big time" entertainment. Nick and Gladys Verga in the next act "In the Rough" made a big hit with good comedy and clever songs, after which the great Lester baffled the audience with his remarkable powers as a ventriloquist. Pickard's Chinese Syncopators, a group of Chinese musicians, were enthusiastically received when they demonstrated that the Orient is not mystified by the lure of jazz music, and their act was one of the main features of the program. George and May Le Fevre, clever dancers, whose antics were interspersed with songs, completed the excellent bill. All numbers received enthusiastic applause.

While the crowds that thronged to the theatre Saturday were even larger than expected, the turn-out Sunday was equally astounding. Throughout the day, thousands of play-goers who were unable to see the beautiful theatre on the opening night, flocked to the palace of amusement on Sunday, and the Sheboygan Theatre had another gala day.

Out-of-town men connected with the Sheboygan Theatre who were here for the opening included N. J. Blumberg, manager of the Milwaukee Theatre Circuit; L. P. Larson, president of United Studios of Chicago; Dan Lederman, vice president and field supervisor of all Universal theatres; Charles Paine of the Universal Theatre corporation. Many film men and theatre representatives from other cities were here as guests at the opening of the new theatre.

Floral Tributes

Many beautiful floral tributes were received on the occasion of the opening of the theatre, and these were placed tastefully about the interior of the inner lobby and corridors. Among those who sent flowers were: United Studios, Flues and McKenzie Co. of Chicago, Decorative Supply Co., Immel Construction Co., Rialto Theatre of Racine, Kenosha Theatre, Majestic Theatre of Sheboygan and the Van Der Vaart Theatre, the American Seating Co., Western Vaudeville Managers association, B. F. Reynolds and Co., the Valley Construction Co. of Neenah, the Crane and Royal Theatres of Carthage, Mo., H. A. Jones of Universal Co., Foeste Hotel, Sheboygan Press, C. Reiss Coal Co., the Coffee Shop, Bank of Sheboygan, Citizens State Bank, Charles W. Finnegan, Phoenix Chair Co. and the Wisconsin Power and Light Co.