

"Sheboygan" Is Name Of New Local Theatre

"Sheboygan" is the name of the new theatre that is to be opened to the public of this city on Saturday by the Universal Theatrical Enterprises, Inc.

The huge electrical sign, which is to attract the eyes of the people in the downtown sections after dark each night was finished today. It is one of the largest in the city, as well as one of the most beautiful, illuminated by a myriad of lights. Below the sign is an electrically illuminated attraction board, which will announce the present and coming attractions.

Interior finishing touches are being put on today, and the theatre will be in complete readiness for the grand opening Saturday, according to Manager Jack Gross.

There are 1,600 upholstered, beautifully designed and comfortable chairs in the new entertainment house, and there is standing room for 1,000 more people.

The theatre in construction, lay-

out, public convenience and equipment will be on a par with the many of the finest in the country.

The interior is of the atmospheric type. With stars twinkling on a blue-sky background, and clouds moving below them, people in the building will have the feeling that they are seated out under the natural sky. Concealed lighting that is being employed in the theatre is effective. Color changes and blendings require an intricate switchboard system.

The theatre will be provided with ladies' rest room on the mezzanine, men's smoking and rest room in the basement. The box office is octagonal in shape with compo ornaments, marble base, and handsomely decorated marble shelves. It is to be equipped with the latest type ticket machines and money changer.

The ventilating system is of the latest design, insuring a continuous change of air and affording comfort in all seasons of the year.
