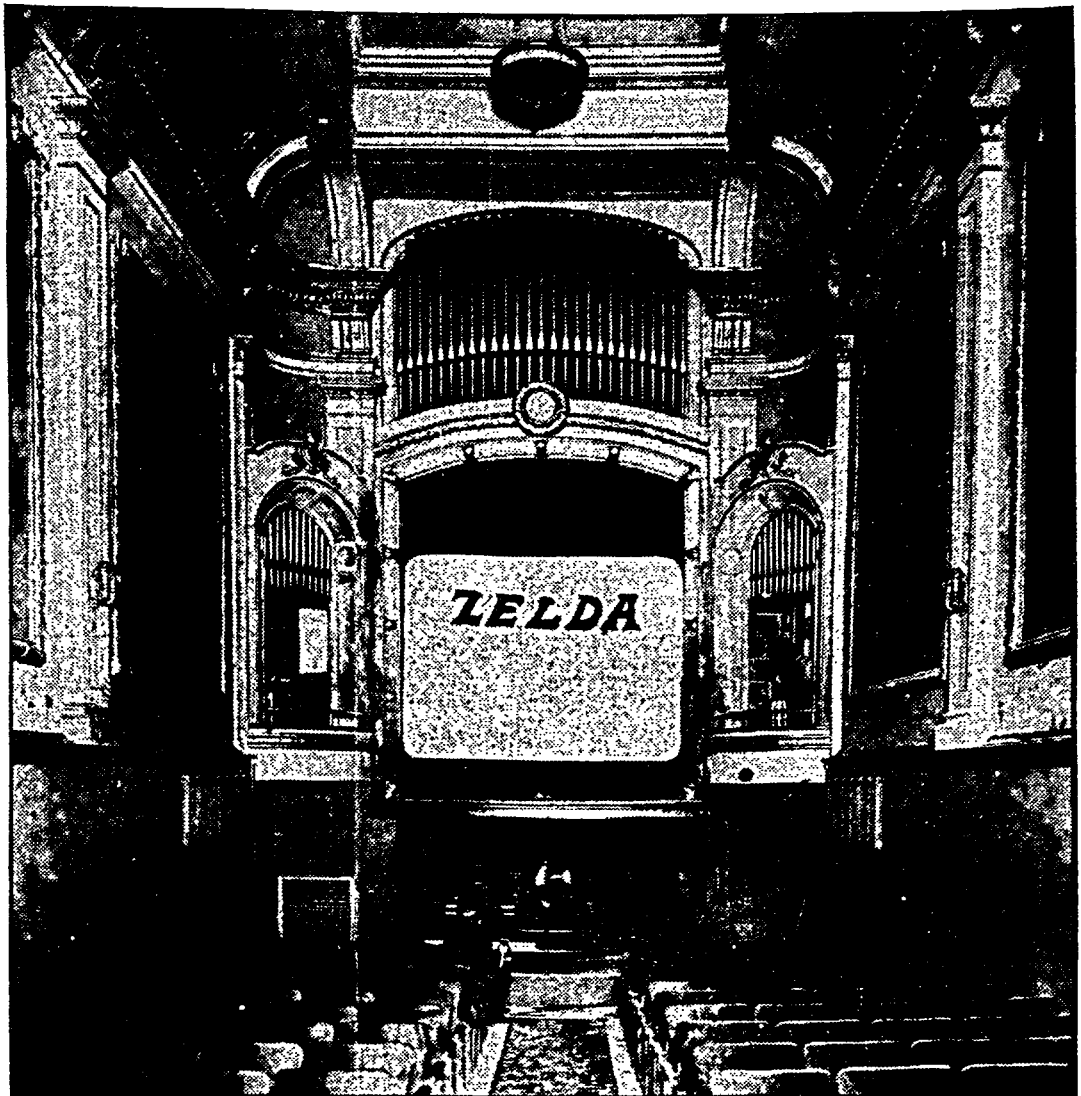


Human Hand Not to Touch Tickets Sold at Zelda Theater, Newest "Movie" Playhouse



INTERIOR VIEW OF ZELDA THEATER, WHICH OPENS TOMORROW NIGHT.

—Wangenstein & Gillison, Architects.

"Zelda."

That is the name of the newest and most completely fitted out motion picture theater in Duluth and the north-west. The Zelda theater, Third avenue West and Superior street, will open its doors for the first program tomorrow at 7 p. m.

From main entrance to exits, from main floor to balcony and from basement to roof, the Zelda theater, completed at a cost of \$50,000 and owned by W. M. Abrahamson, well known and successful Duluth business man and manager of vaudeville and motion picture theaters, is another achievement for the entertainment of the Duluth public. Money has not been spared nor trouble avoided in order to perfect details with the view of making attendance at the theater as pleasant, comfortable and cool as possible.

"With every seat filled, it will be possible, by reason of the ventilating system, to maintain a temperature of 65 degrees in hottest weather," yesterday declared E. C. Gillison, junior member of Wangenstein & Gillison, 703-4 Providence building, architects who drew the plans and specifications and superintended the construction of the Zelda theater.

Ten air ducts each 10 feet long, placed around the canopy of the theater 27 feet above the orchestra pit, will furnish fresh air throughout every part of the theater. This method of ventilation, Gillison explained, forces the impure air to the floor. From here it is drawn out by two large exhausts as close to the floor as possible. Electrically operated fans cause the suction which draws the pure air into the theater and force out the impure air by way of the exhausts. In winter the cold air will be tempered by steam warmed coils before being allowed to circulate.

Plan and Decorations.

In the language of the architects, the front of the Zelda theatre is a true modern Doric architectural terra cotta treatment. The front is made up of a Doric cornice supported by two massive Doric columns, the ornaments harmonizing with the general color scheme, which is cream and green. These colors prevail throughout the theater.

Soft light will be furnished by the indirect system of electrical lighting, and small lights are placed on each pilaster along the walls. These lights



W. M. ABRAHAMSON.

will serve for ornaments rather than producers of light.

Bayha & Co. have furnished the mezzanine room with handsome solid quarter sawed oak. The pieces have cane panels and are finished in the delightful forest green touch. Bayha & Co. have made a specialty of furnishing theaters, clubs and libraries and have used excellent taste in the furniture selected for the Zelda.

The kinodrome room—that's where the operator of the film machine has his position—is absolutely fireproof. So are all of the doors and exits. Strict compliance with the city building ordinance may be seen on every hand.

The general contract of building the theater was carried out by Fawcett & Bergstrom, general contractors and builders, 17 Mesaba block. The members of the firm assert that they stand ready on shortest notice to build anything from an humble cottage to a

skyscraper.

Soft reseda green, caen stone and gray tan form the general color scheme of the interior wall and panel decorations. The enrichments are carried out in gold. Soft brown mahogany for the woodwork blends pleasingly with the general decorative scheme. The caen stone is found only in the main entrance. The art glass harmonizes with general color scheme. Holmboe & Gilboe, interior decorators, 405 East Superior street, had the contract for the interior decorations and also designed the art glass.

Others Furnish Work.

Among other firms who helped build and furnish the Zelda theater are: Deetz & Co., who built the roof and installed the ventilating system; F. A. Peterson, 2022 West Superior street, who put in the electric wiring; Duluth Hardware company, locks, keys and hardware accessories; Bayha & Co., who furnished the seven-piece outfit for the Mezzanine room; Dunlop & Moore, 22 Third avenue West, who furnished the marble tile and brass work; Burgess Electric company, who installed the electrical fixtures, and Morris Electric & Supply Co., 112 East Superior street, installed the lamps.

Musical Features.

Pipe organ and piano, each supreme in its own field, will make up the musical equipment of the new theater. The pipe organ, a product of the W. W. Kimball Piano Factory company of Chicago, is said to be the most perfect instrument of its kind with reference to its imitative powers. E. H. Griffin, manager of the local factory branch, 20 Third avenue West, and also manager of the Superior branch, yesterday said that the Kimball pipe organ was the finest in the world.

In support of his assertions Griffin produced the following testimonial:

June 30, 1901.

The Tabernacle Organ at Salt Lake City is undoubtedly the grandest musical instrument in the world. It has the distinction of being not only the most powerful, but the most varied, of any organ in the world. It reproduces the vibrations of the human voice so perfectly as to deceive the very elect. When the organ plays an accompaniment to a solo it sings with the singer, and the listener

crains his ears to distinguish between the two voices. In the recital with which our party was favored, Prof. John J. McClellan officiated as organist, and as the sweet and solemn notes concluded the Doxology the organ sang the word "Amen." I shall maintain against all contention that the instrument actually articulated the word in human voice, and sang it with a depth and sweetness and power such as I have never heard before.—W. A. Spaulding, in Los Angeles Times.

"The best grand in the world," was the assertion made by S. E. Gillison, local manager of the Raudenbush & Sons Piano Co., of St. Paul, in speaking of the Knabe piano. The piano was bought from the local branch store, located at 232 West First street.

Some of the world's greatest masters of the piano and others of great fame prefer the Knabe piano, also was an assertion expressed by Gillison. The Knabe is in use at the papal palace, Rome. Jans Kubelik uses none but the Knabe. Leschitsky, renowned German-Polish teacher and composer, prefers the piano of which Gillison spoke with enthusiasm. Katherine Goodman, American concert pianist; the Shah of Persia and many

others prefer the Knabe piano.

Golden Touch.

W. M. Abrahamson is the Midas of Duluth's theater circle. Abrahamson is the man with the golden touch. Hopeless failures are turned into successes in his hands. When a theater is run down at the heel—using a figure of speech—Abrahamson is the man to build it up and straighten it out.

Owner and manager of three theaters, member of Allardt Brothers' circuit, member of Western Vaudeville Managers' association, member of the Duluth Theatrical Owners' and Managers' association—Abrahamson enjoys a unique and enviable position in theatrical circles throughout the northwest as well as in Duluth.

In 1910 Abrahamson entered the theatrical field by taking over the Savoy theater. Since then the Savoy has been sold and re-sold twice, always Abrahamson being seller and buyer. Today the Savoy is still Abrahamson's pet. Abrahamson once owned the Bijou theater, West End, but sold it because looking after it took him from the center of his business activities.

When the Sullivan-Considine people closed the Bijou (now the Empress), Abrahamson took it over and turned the failure into success.

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HUMAN HAND NOT TO TOUCH TICKETS

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Attention to details, according to Abrahamson, is the only means by which one may reach success. Keeping an eye open to the progress being made daily in the motion picture business is one of Abrahamson's most important duties. This is illustrated in the completeness of equipment of the Zelda theater.

Human hands will not touch tickets sold at the new theater—that is, not the hands of any one in the box office. Automatically and sanitarily, tickets will be clicked out to you from a machine which the ticket seller will operate with a simple little pull at a lever. That machine cost over \$400. And it's the last thing in that sort of a machine.

It is expected that hundreds of persons will be turned away because there will not be room to accommodate the many thousands who will come to satisfy their curiosity concerning Duluth's and the northwest's most complete motion picture theater which presents its first program tomorrow night. Overcrowding will be avoided and those who come early and gain admission will be made comfortable in the theater, where in hottest weather a temperature of 65 degrees can be maintained.