

Auspicious Opening of the Beautiful SUNSHINE

SCREEN VERSION OF RAFAEL SABATINI'S NOVEL

SUNSHINE THEATER MOST MODERN TO BE FOUND IN SOUTHWESTERN DISTRICT

Seating, Stage Equipment, Heating and Ventilation Unsurpassed; Structure Entirely Fireproof; Contains 72 Offices and Five Business Rooms; Cost Over \$200,000

Joseph Barnett's new Sunshine building at the southeast corner of Central avenue and Second street, is one of the principal "show" places of Albuquerque for two reasons: First—Because it is one of the most handsome and commanding structures in the entire state. Second—Because it contains the Sunshine theater, pronounced by architects and members of the theatrical profession as the most modern and beautiful theater in the southwest. Devised by larger theaters, but none so up-to-date in design and equipment.

The entire structure is strictly fire proof, and the patrons of the theater or the occupants of the stores and offices are assured of absolute safety from fire.

The building has a frontage of 75 feet on Central avenue and 147 feet on Second street. It is six stories in height and its roof is 55 feet above the street. Its cost was over \$200,000.

The building contains 72 office rooms. Five business rooms occupy the ground floor, three facing Central avenue and two on Second street.

The building has a heavily reinforced concrete skeleton, the first of this type in New Mexico. The facings of the entire first floor are of marble and the remainder of the structure, towering high into the air, is faced

with smooth golden brick, handsomely trimmed.

Perfect Ventilation

The heating and ventilating system assures a constant current of warm fresh air through all parts of the theater in winter and cool air in summer. The air is taken in at the roof level, above the dust and odor of the street, and is conveyed to the basement, where it is washed and distributed throughout the theater by means of vents under the seats. It escapes through a large grill in the roof. Thirty-five thousand cubic feet of air will circulate through the theater every minute, without drought. The heating and cooling apparatus is in the basement.

A large pipe organ is now being installed in the theater. All the pipes and other mechanisms, aside from the player's keyboard in the orchestra pit will be out of sight. The music will come through a grating in the ceiling.

The entrance to the offices is on Second street where a good sized lobby leads to the marble stairway and the two elevators. The office rooms and stores are heated by steam. Every room has running water, both hot and cold. Pure water is piped to drinking fountains in the theater and on every floor of the office part of the building.

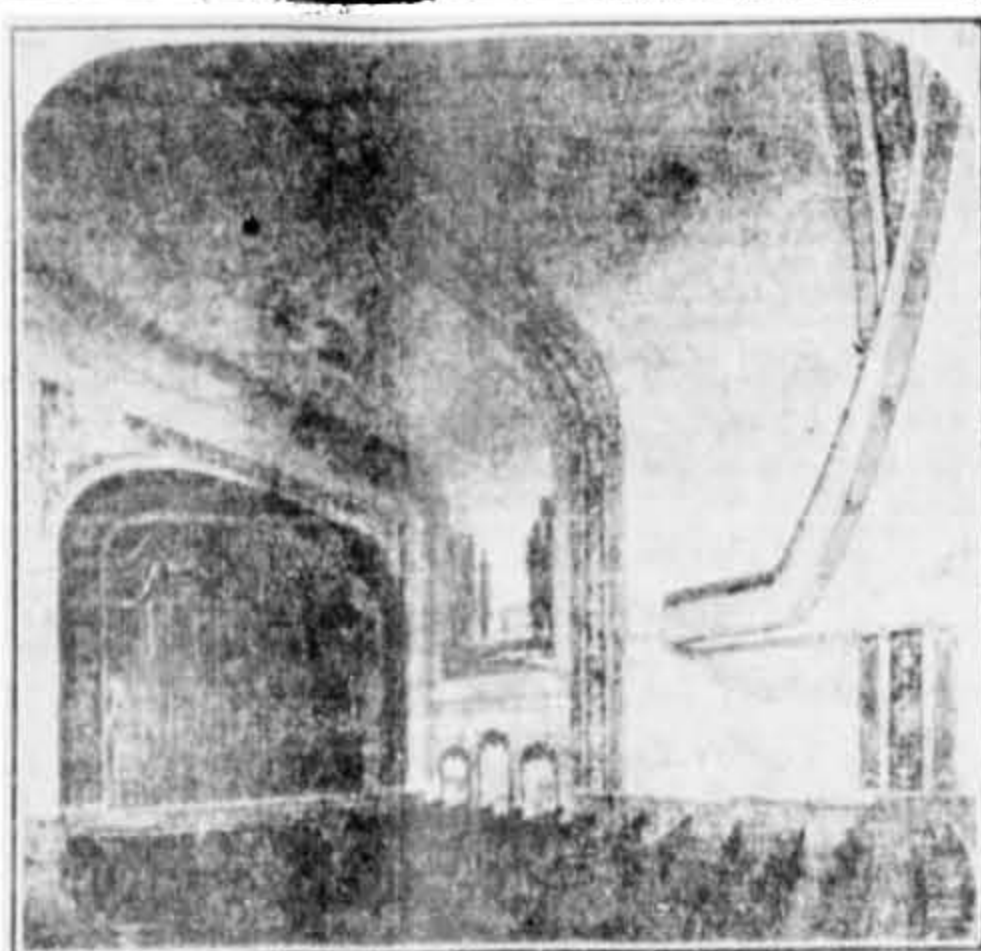
Four of the five business rooms have been rented and tenants are moving to the offices.

Who Did the Work

The building was designed and its construction supervised by Frost and Trost, Albuquerque architects. John E. McKea, Albuquerque, and El Paso, was general contractor. Arno Huning, Albuquerque, installed the heating and ventilating system. The plumbing was done by the McKea-El Paso company. The electrical work was done by the Albuquerque Electric and Glass company. The interior decorations of the theater are beautiful. They are careful to the eye and give a feeling of comfort and repose. Artistic attention has been attained by a remarkable way. This work was done by artists and sculptors who devoted months to the task.

The theater is entered through a large lobby finished in marble lining on Central avenue. From the interior lobby, flights of stairs go up on each side to the gallery. On a mezzanine floor, half way up to the gallery, are located a large rest room for women and

INTERIOR DECORATION SCHEME OF THEATER BEAUTIFUL AND RESTFUL



The interior decorations of the Sunshine theater are characterized by simplicity and restfulness. The great inter-arch, stretching across the width of the usual stage boxes, is the notable point in the decoration. At the base of this decoration plan is a sunset scene with graceful trees and hills, in which the sunset merges across the dome of the building in the typical brilliance and purple shadows peculiar to the southwest. In the body of the theater the less decorative treatment blends from the balcony from floor to floor. A similar arch divides the sunset panels from the main part of the auditorium.

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INGRAM'S LIFE AS COLORFUL AS TALE ON SCREEN

Director of "Scaramouche" Came to This Country as a Youth From Ireland; Was Student at Yale

A life as colorful as the stories he puts on the screen is that of Rex Ingram, who directed "Scaramouche," the Metro special opening at the Sunshine theater today. Barely past the thirty-year mark now, Ingram was the son of a Dublin university professor. He came to America in 1911, worked in freight yards in New Haven, and then enrolled in the School of Fine Arts at Yale university. He studied sculpture and later became assistant to Professor Lee O. Lavett. At Yale Ingram became engrossed in the possibilities of motion pictures.

His first motion picture was with the Edison company, writing scenarios and doing "bits" of acting. They he joined Vitagraph and acted opposite Clara Kimball Young, Lillian Walker and Leah Baird. Next came Fox, and then Universal, where he was given the opportunity to direct.

After the war, when he saw action service with the Royal Flying Corps, Ingram had his first great opportunity, and directed "Shore Acres" for Metro. His next effort was "Hearts Are Trump" for which he chose as leading lady an unknown young player, Alice Terry. Metro so liked young Ingram's work they assigned him to make "The Four Horsemen of the Apocalypse."

"The Four Horsemen" as everyone knows, turned out to be one of the really great pictures in the history of the industry. Commendation for the picture was world-wide. Yale university honored her former student by an honorary degree of Bachelor of Fine Arts.

Soon after this he went to France during the time of the "Great War" and directed the picture "The Prisoner of Zenda," from which Alice Terry, Novaro, won recognition. While making "The Prisoner of Zenda" Rex Ingram and Alice Terry were married.

Following this Ingram produced "The Fighting Temeraire" on his own script, which proved to be a sensation to Barbara La Marr. Then "White the Payment" came. Now Ingram has made "Scaramouche" from the popular French story, which he adapted to the screen. It was photographed by John H. State.

When I looked at our cash book today I had a shock. I found that our car has cost us over \$2000 in a year!

She—Haven't I always told you not to keep a cash book?

THE CAST of the Picture "SCARAMOUCHE" NOW SHOWING at the Sunshine Theater

- Andre-Louis Moreau.....RAMON NOVARE
- Aline de Keradiou.....ALICE TERRY
- The Marquis de la Tour d'Azyr.....LEWIS STON
- Quintin de Keradiou.....Lloyd Ingraham
- The Countess Therese de Plougastel.....Julia Swayne Gordon
- The Chevalier de Chabrillean.....William Humphrey
- Philippe de Vilmorin.....Otto Maties
- Georges Jacques Danton.....George Siegman
- Le Chapelier.....Bowditch Turpin
- Chalfau Binet.....James Marston
- Climene Binet.....Edith Allen
- Madame Binet.....Lyria Yeamans Titcomb
- Polichinelle.....John George Rhodmond
- Rhodmond.....Nelson McDowell
- Maximilien Robespierre.....De Garcia Fuenmayor
- Jean Paul Marat.....Roy Colton
- Louis XV.....Edwin Argrove
- Marie Antoinette.....Clotilde Delaney
- The King's Lieutenant.....Willard Lee
- A Lieutenant of Artillery.....Nepoleon Bonaparte
- Count Dupuy.....Lorimer Johnston
- A Minister to the King.....Edward Connel
- Viscount d'Albert.....Howard Garwin
- Monsieur Benoit.....J. Edwin Brown
- Madame Benoit.....Carrie Clark Ward
- Jacques.....Edward Cox
- Gamekeeper.....William Dyer
- La Revolte.....Rose Dineen
- A Student of Rennes.....Arthur Jasmink
- Keepers of the Paris Gate.....Tom Kenner
- Kala Pasha
- Adaptation and continuity, Willis Goldbeck; photography, John F. Seitz; executive, Curt Rehfeldt; editorial, Grant Whytock; costumes, O'Kane Conwell and Evamay Roth; executed by Van Horn Director, REX INGRAM

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SOLE AGENTS

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We furnished all the finished Hardware for the handsome Sunshine Theater Building. We have sold in Albuquerque over \$8,000 worth of Sargent's Builders' Hardware in the last twelve months.

We Would Be Pleased to Show You

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R. F. MEAD, President

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ALBUQUERQUE, N. M.

THE THEATER Today--May 1, 1924

"SCARAMOUCHE," TO BE SHOWN

FIRST BUILDING ON SITE OF SUNSHINE STRUCTURE HOUSED FEARLESS JUDGE

Thomas Harrison of Beatrice, Neb., Erected in 1881; Drug Store Occupied Ground Floor and Justice of Peace Sullivan Presided Upstairs; Later Was Saloon for Years

By W. T. McCREIGHT

Old "White Elephant" building, which occupied the corner of Second street and Central avenue, part of the site on which stands the handsome Sunshine and office building, was the landmark of Albuquerque for many years. It was built by K. Neher who first occupied the building and later a saloon in the building and the "White Elephant" name was one of the popular drinking places in the city and many of the best politicians, business men, men and sheepmen had their third at its bar. Barrett, owner of the building, was a saloon owner. White Elephant structure was built in 1881, when released it at what was considered a high price, but which by present realty values was really a bargain figure. At that time was the of adjoining property which covered now by the big building. There has been speculation as to who built the building. "White Elephant" building, there has been speculation as to who built the building. "White Elephant" building, there has been speculation as to who built the building.

When this "old-timer" real "old-timer" and the put a few questions to him, off in his consultations by the way.

Hedra's Real Facts

Here is the "old-timer" on the building and the writer will follow the history of the building.

At the time of the construction of Beatrice, Neb., in the village of Albuquerque. He was looking around the town and he finally decided to build a saloon. He built a saloon, lunch counter and dining room, and believe me, it was a dandy place.

Next to the Boyle building, was "Moses Summer Garden" and it was all right too in those free-for-all, good old days that the real "old-timers"—only a few of us but—can talk about and tell some mighty rich stories about.

This article merely takes in a few years of the early eighties. We can tell lots since then, but the story is too long. Maybe sometime we will write a few real facts about the early history of Albuquerque, some of the stories reported when connected with the papers of those days.

RAMON NOVARRO, THE PRINCIPAL STAR IN "SCARAMOUCHE" IS A NEW "GREAT LOVER"

(By Karl K. Kitchen, in New York World)

One day recently Ramon Novarro received 143 letters from his feminine admirers. That morning's mail stamped him as the "Great Lover" of the screen. For even in the heyday of his popularity Rodolph Valentino never received such an avalanche. As in the old days of matinee idols, what the postman brings settles the question of who is the greatest screen lothario. Accordingly, the concrete suspensives must be awarded to Ramon Novarro. His male beauty and seductive sex-appeal make the hearts of more feminine blunders beat faster than any other screen lovers. Their letters tell the story.

How long Ramon Novarro will remain the idol of the sex is another matter. Even in changing celluloid circles there is nothing more transient than popularity of a great lover of the screen. One day he may have the entire world of feminine movie-goers at his feet—the next he may be the laughing stock of the continent. Unbelievably handsome, twenty-four years of age and with the Latin appeal that won Valentino such a unique place in the hearts of feminine filmgoers, Novarro is not only untroubled at the moment, but he possesses many advantages over the long procession of great lovers who preceded him.

Frank and Al Harrison, two sons of the builder, visited Albuquerque frequently during those early days.

The Boyle Building

Adjoining the Harrison building on the east, was a vacant lot. John and Mary Boyle, who followed the building of the Santa Fe railroad, and who had charge of one of the boarding trains on the old Atlantic and Pacific, came into Albuquerque with several thousands of dollars in their pockets. They purchased the lot and built a two-story frame, where they conducted a saloon, lunch counter and dining room, and believe me, it was a dandy place.

P. O. Sorenson

BUILDING MATERIALS

The following materials were furnished by us on the Sunshine Building:

FACE BRICK	MORTAR COLORS
CEMENT	PLASTER
LIME	METAL LATH
CHANNELS	EXPANSION JOINTS
HOLLOW TILE	CEMENT COLORS

Telephone 536

Office and Warehouse: 924 North First Street

DISAPPOINTMENT

When several half-tones, which the Morning Journal had ordered for this double-sheet announcing the opening of the new Sunshine Theater failed to reach this office yesterday morning, a wire was sent to the International Engraving Company, El Paso, Texas, asking the reason. The engraving company promptly wired as follows:

"El Paso, April 30.
"Cuts mailed here yesterday at 5 p. m.; special delivery."

The cuts had not arrived last night, and the Journal was forced to go to press with this double-deck page without them. The package has evidently gone astray.

GIRL NEARLY ENTERS YALE

Girls are not admitted to Yale College, but Louise Eighth daughter of an alderman at Poughkeepsie, sufficiently fooled all the examiners and others, to pass the entrance requirements.

Renewed Eggs Detected Now

Deception practiced on the consumer of eggs will be checked by the United States Department of Agriculture, under the authority of the food and drug act. Unscrupulous dealers have been removing the telltale glass from the shell of storage eggs by means of "manicuring" them with a blast of fine sand or by treating them with an alkali solution, after which they were rubbed with dry talc or French chalk, and sold as being fresh. Chemists of the government have perfected their method of telling when an egg has been treated in this way.

Industrial Accidents Costly

More than a billion dollars a year is the cost of industrial accidents, which includes enforced idleness, medical treatment and insurance only. The National Industrial Conference Board has compiled the figures showing the rise from a quarter of a billion dollars a few years ago to the present amount. There were 2,452,418 accidents in 1923, resulting in 21,222 deaths and in the permanent disability of 1,728 persons and 195,529 partially disabled. The total working days lost were 227,169,970.

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"CORONA"

There is an appreciated touch of novelty in this much admired Donorv Dodo style, made of Patent Leather, with graceful wood Paris heel and flexible sole.

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FRESH as Springtime itself—and as SATISFYING—are the Donorv Dodo styles that enable you, now, to complete your Spring wardrobe. In delightful variety, they invite your selection, assuring satisfaction and value by the name on every pair.

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CAIN'S

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We Furnished All the

Plate Glass

For the New Sunshine Building

This glass was furnished us by Zouri Construction company. The metal trimming around the windows of the store rooms was installed by us.

Let Us Figure on Your Next Job

ALBUQUERQUE PAINT & GLASS WORK

207 East Central Avenue Phone 234

The Same Good Judgment

was exercised in specifying the roof of the Sunshine Theater building as was used in planning the roof of the—

World's Largest Office Building

—the Durant building, built by General Motors at Detroit, Mich. Both have

GENASCO BUILT-UP ROOFS

of Genuine Trinidad Lake Asphalt. There will be no roofing troubles in these buildings for generations.

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