SUN BEEM NEON SIGN

GRAND OPENING

THE NEW LIBERTY THEATRE

SEATTLE

SUN BEEM NEON SIGN

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Our Signs SOLD OUTRIGHT On Small Monthly Payments

416 Virginia St. SEneca 0218--0219

The New Liberty Theatre

Deeply embedded in the heart of Seattle theatre-goers is the name

LIBERTY

IN THE PAST it stood for the finest in silent drama entertainment. Hundreds of thousands of people have found here a release from their daily cares.

NOW the drama is no longer silent! Modern scientific genius has made the motion picture a vital, living thing. The murmuring of the mountain brook blends with the roar of metropolitan traffic. The screen actor no longer depends upon pantomime, but carries to his audience the power of his personality through the medium of his voice.

REALIZING the great need that existed in Seattle for a theatre devoted solely to the speaking screen . . . where superior attractions could be shown at a nominal admission charge, we have equipped this theatre with the latest and most improved type of voice reproducing equipment . . . and have spared no expense in arranging perfect entertainment.

TO our many new friends we extend the same warm WELCOME with which we greet our thousands of old friends . . . returning to THE LIBERTY with best wishes to each and every one of you for a

HAPPY AND PROSPEROUS 1930

Sincerely,

C. S. JENSEN
J. VON HERBERG

C. S. JENSEN

J. VON HERBERG

WISHING
JENSEN - VON HERBERG
SUCCESS

&

ELECTRICAL
INSTALLATION

by

NePage-McKenny Co.

SEATTLE
SAN FRANCISCO
PORTLAND
OAKLAND

WISHING THE
LIBERTY THEATRE
SUCCESS

We Move On Air

United Storage TRANSFER & STORAGE CO.

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Props.

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We Supply the
JENSEN-VON HERBERG THEATRES
LIBERTY, BAGDAD, ROXY, VENETIAN

Pacific Coast Stamp Works

912 THIRD AVE., SEATTLE

Wishing the Liberty Theatre Success

HARRY SHAW
OLYMPIC STUDIOS

2419 Second Ave., Seattle

MAYOR FRANK EDWARDS:

IT is with great pleasure and pride that, as Mayor of the City of Seattle, I welcome the new Liberty Theatre into the activities of our great metropolis. The Liberty Theatre was always popular, and my wish is that its popularity will be greater than ever.

CHIEF LOUIS J. FORBES:

WE welcome the new Liberty Theatre. The entire Police Department joins with me in extending a cordial greeting to this new addition to the cinema theatres of Seattle and its personnel, good, wholesome amusements are a great factor in good citizenship.

CHIEF GEORGE M. MANTOR:

THE new Liberty Theatre is extended a cordial greeting from the personnel of the entire Fire Department. Its convenience and comfort will make it as popular as it was in the years past while in operation under the same management.

FIRE MARSHAL ROBERT L. LAING:

IT is my wish that the new Liberty Theatre, under the management of Jensen & Von Herberg, will have a real warm welcome from its thousands of old friends returning to the Liberty.

Grand Open

NEW LIBERT

2 P. M., Janu

UNDER DIRECTION J

ALL TALKING PROGRAM

Projected on Our

MAMMOTH CELLULAR SCREEN

By the Latest Type

SUPER PROJECTORS

UNIT NO. 1

LIBERTY ALL TALKING NEWS

A Compilation of World Events in Sight and Sound

UNIT NO. 2

CHARLIE CHASE

in

THE REAL McCOY

An Hilarious All-Talking Comedy

UNIT NO. 3

A FANTASY IN COLOR

A Specially Selected Offering in Natural Hues

PR

Matinee—Adult

Evenings—Adul

Children—A

ing Program

Y THEATRE
ry 4th, 1930
NSEN & VON HERBERG

ALL TALKING PROGRAM
(Continued)

UNIT NO. 4

WEST POINT MANEUVERS

A Thrilling Episode from the Life of a West Point Cadet

UNIT NO. 5

FEATURING

CONSTANCE BENNETT

and

REGIS TOOMEY

in

"RICH PEOPLE"

All Talking Feature with Whispers of Love and Giggles of Mirth

CES
till 6 P. M. 25c
s - - - - 35c
ime Any Time

4 STORES GARAGE

FIRST AND UNION STREETS

Park Your Car in Safety While Attending the Show

THE LIBERTY
4 STORES GARAGE ARRANGEMENT

Gives Liberty Theatre Patrons Three Hours Inside Parking Privilege for only

10c

Attendants Receive Cars at Liberty Theatre

PHONE ELiot 0655 DAY and NIGHT

Gillman's Liberty Sweet Shop

Homemade Candies made in Our Own Kitchen

Ice Cream GILLMAN'S *Fountain Service*

FRESH ROASTED POPCORN

ELiot 9345 1512 FIRST AVE.

KEYS DUPLICATED While You Wait

EYL KEY SERVICE

Next Door North of Liberty Theatre

Wishing Success to the New Liberty Theatre

UNIVERSAL CLEANING CO.

We Did the Work in This Theatre

607 E. PIKE C. H. BARTELL, *Mgr.* EAst 5440

Compliments and Best Wishes for the Continued Success of the New Liberty Theatre

DECORATIVE EFFECTS *by*

CHAS. W. GOODWIN & CO.

2010 FAIRVIEW AVE. CApitol 5388

Wishing Success to Jensen & Von Herberg in the Opening of the New Liberty Theatre

BEN PARIS CIGAR STORE

120 PIKE STREET MAin 9235

Wishing the Liberty Success

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LIBERTY THEATRE

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Wishing Success to Jensen & Von Herberg in the Opening of the New Liberty Theatre

FILM ROW PRESS

and

MOTION PICTURE
RECORD

"Old Friends are Best"

Messrs. Jensen & Von Herberg—

Your old friends and neighbors heartily welcome your return to our locality with "Amusement's Brightest Spot."

Pike Place Public Markets

By ARTHUR E. GOODWIN.

Wishing Jensen & Von Herberg a Success in the Opening of the Liberty Theatre

SANITARY MARKET

RIGHT ACROSS THE STREET

WEEM'S BUTTER STORE

102-104

Where Dairy Products are Always Fresh and Good

WISHING SUCCESS

TO THE NEW LIBERTY THEATRE

Do You Know That We Sell the Best Fresh Meats at a Reasonable Cost?

WE SERVE THOUSANDS A DAY

Step across the street to our Markets and let us care for your Meat Supplies

WASHINGTON MEAT MARKET & PURE FOOD SHOP

94 PIKE ST. 1511 PIKE PLACE

Wishing Success to the New Liberty

FABER HARDWARE

Complete Line of Hardware, Tools and Fishing Tackle

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Wedding and Birthday Cakes Made to Order

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105½ Pike St. over Owl Drug Store

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BEFORE or AFTER Seeing the Show

A Dainty Lunch at Small Cost

—We Specialize in Bakery Goods—

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YORK DAIRY LUNCH

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Specializing in Good Food

CIVIC CENTRE LUNCH

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"Quick Service" Our Motto

Seattle Certified Pork Market

Pork Specialists

Our Own Make Pure Pork Sausage, Hams, Bacon and Lard

Best Quality Beef, Lamb, Veal and Poultry

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Compliments

ROTARY BREAD STORES

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We Wish the

SEASON'S SUCCESS and PROSPERITY

To JENSEN & VON HERBERG
In the Reopening of the
LIBERTY THEATRE

Super Simplex Projectors

The First of Its Design in the West

PEERLESS HIGH INTENSITY REFLECTOR ARCS, NATIONAL AUTOMATIC REWINDS AND ROSS IMPORTED ENGLISH LENSES

Installed by

NATIONAL THEATRE SUPPLY CO.

Offices in All Principal Cities

2400 FIRST AVE. R. C. PEACOCK, *Mgr.* MAin 4910

THE LIBERTY

And All Jensen & Von Herberg Theatres

Have Heywood-Wakefield Seating Throughout

Heywood-Wakefield Company

B. F. SHEARER, *Western Div. Mgr.*

2318 SECOND AVENUE
SEATTLE, WASHINGTON

ALL NEW DRAPERIES, PAINT, Decorating, Carpets and Carpet Padding, Effect Projector, Stereopticon Film Cabinet and Miscellaneous Equipment

for the

LIBERTY THEATRE

was furnished by

B. F. Shearer Co.

2318 Second Avenue, Seattle, Wash.

LIBERTY THEATRE

A tribute to the architect and to the firms who were responsible for the beautifying of the New Liberty Theatre by supplying the Equipment, Seats, Furnishings, Signs and Interior Decorating.

HENRY BITTMAN

The general changing of the New Liberty Theatre from the architectural standpoint was in the hands of a past master, none other than Henry Bittman, who designed the projection booth which is the largest in the city and has been instrumental in making the New Liberty Theatre the wonderful show palace it now is.

No expense has been spared in the interior decorating, chairs and carpets in the new Liberty Theatre, the chairs are very spacious and roomy, with special hinges, and which are built especially for Sound Picture Houses by Heywood-Wakefield Co., who has its western division manager, Mr. B. F. Shearer, located here in Seattle.

The new stage draperies and house draperies are of a new make and design, and the carpets of the very latest pattern, the painting and decorating, as well as the drapes and carpets, were supplied and done by B. F. Shearer Co., who maintain a large studio here. They specialize on theatre decorating and furnishing.

The National Theatre Supply Distributors have installed a 300 ampere Westinghouse Generator complete with remote control on the starting system: Three 70 to 150 ampere, three 50 to 75 ampere, and two 20 to 50 ampere ballast rheostats, to supply the proper D. C. current for use with new equipment installed here in the new Liberty Theatre which will be the largest motion picture generator installed in the entire northwest.

The new Liberty Theatre has installed the finest equipment for sound pictures, the Super Simplex Projectors, the finest of its design in the west with Peerless high intensity reflector arcs, National Automatic rewinds and Ross imported English lenses with Vignette type rear shutters.

The tone of the speaking parts will be the finest heard anywhere and the third dimension will be novel as the pictures will not be distorted when seated either up front or on the sides of the theatre, making a perfect picture from any seat in the house. This equipment was supplied by the National Theatre Supply Co., Mr. R. C. Peacock being the local manager.

The Sun Beem Neon Sign Corporation was chosen to construct and install the largest amount of Neon tubing for any one job in the Pacific Northwest. The sign proper is one of beauty and magnitude and if one would just stop and check the tremendous amount of footage in the Neon tubing that has been used in outlining the theatre front they would readily see why this is the largest, most beautiful and magnificent Neon display attempted here in the Pacific Northwest, making the New Liberty Theatre the brightest spot in town.

The Wurlitzer is your old favorite that has given you many pleasant hours of music.

Your City Light Company is supplying the power and light used in the New Liberty Theatre.

Who Tells the Public

RICHARD E. HAYES
Dramatic Editor
The Times

EVERHARDT ARMSTRONG
Dramatic Editor
The P.-I.

HARRY B. MILLS
Dramatic Editor
The Star

HERE they are, the chaps who tell the world the inside facts of the Theatre; they are known to the reading public as dramatic critics, the actors have another name for them. Their job is one that might strike the casual observer as a "cushy" one. Like the busy bee flitting from flower to flower, the drama scribes flit from theatre to theatre and chronicle sadly, at times, the virtues, if any—of performances witnessed.

JERRY O'NEIL

And this, ladies and gentlemen, is Jerry O'Neil, the head of the Seattle branch of Foster & Kleiser, outdoor advertisers. Mr. O'Neil is a pioneer figure in this work and his ideas have made the old time conventional eye-sore type of billboard a thing of beauty and a useful advertising medium.

BERT L. SWEZEA

One of the many heroes of the Theatre, Bert L. Swezea, Manager Pioneer Printing Co., who creates much of the outdoor advertising printing used in Seattle and the Northwest. Mr. Swezea has helped create scenery for every strategic and sightly crossroad; he has added art to the great open places.

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1206 FIFTH AVE., SEATTLE, WASH.
MAin 7391

All Seattle Showgoers Heartily Welcome

the reopening of the Liberty Theatre. It was a mistake to close it. The district around First and Pike, the Public Market (which is Seattle's greatest advertisement); the great districts to the north, south and west of it, have all felt the depressing effect of the Liberty's darkening, and as well, the closing of Seattle's most popular store nearby.

It is up to all of us to show Messrs. Jensen & Von Herberg that we appreciate their re-entry into The Liberty. Their reputation for giving high-class, clean shows will justify the head of the family according generous patronage to The Liberty and its owners.

New life is to be added to the First Avenue District.

With all of Seattle's half-million people we join in wishing a Most Prosperous and Happy New Year to Jensen & Von Herberg—and a long life to The Liberty—the theatre most dear to the hearts of those who enjoy good, clean, moderate-priced shows.

PIGOTT-WASHINGTON PRINTING COMPANY

90 UNIVERSITY ST., AT FIRST AVENUE

Welcome

to Seattle's New

LIBERTY THEATRE

To the beautiful new Liberty Theatre, and the management, Jensen & von Herberg, we extend our congratulations, and our best wishes for success. The revivification of one of Seattle's traditionally fine amusement houses is a source of gratification to the people of Seattle, as is also the fact that this fine new theatre is being served by *Your Own City Light & Power*

Now Over 95,000 Customers

CITY-LIGHT AND POWER

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YOUR CITY LIGHT & POWER

J.D. ROSS, SUPERINTENDENT.

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