

# All Electric Work

on

## Teatro del Lago

project

by

### Chester Johnson Electric Co. Inc.

Phone  
Monroe 1170

CHICAGO

### Via del Lago Is New Trier's New Commercial Way

Following closely upon the opening of Teatro del Lago will come the completion of the shops being built in connection with the theater. These will be ready for occupancy on or about May 1, according to Harry C. Edmonds, a member of the syndicate interested in the combined projects.

Numerous applications have been received from reliable firms and a number of the store rooms have already been rented, Mr. Edmonds stated. In the very near future the shops will be outfitted with fixtures of the proper type and the street will take on the appearance of a thriving commercial center.

The shops are of the same style of architecture as the theater and the group forms a picturesque Spanish thoroughfare. Finished in sand surface white plaster, inset with Spanish tile panels, and surmounted with colorful copings, cornices and tile roof, the shops and theater create an atmosphere distinctly Spanish. One could almost imagine Via del Lago, the street upon which the buildings face, filled with gesticulating senors and marketing senioritas.

### Twenty Cars of Cement Used for Roadway Space

Five thousand barrels of cement, or a train of twenty car loads of this material was required to make the smooth, white driveways leading from Sheridan road and Tenth street through that section of "No Man's Land" approaching the new Teatro del Lago, and also for the construction of the parking space for the 400 automobiles of theatre patrons. The cement for this work was supplied the contractor by E. C. Weisenberg, of 813 Elm street, Winnetka, dealer in coal and building material. Mr. Weisenberg also furnished the building tile used in the construction of the theater building.



E. C. Weissenberg

### MILL WORK IMPORTANT

Perhaps the smallest part in the construction of Teatro del Lago was the mill work. That part, nevertheless, was one of the most exacting jobs in the building process. It was handled by the Nollau and Wolff Manufacturing company, 1711 Fullerton avenue, Chicago, and the requirements were as carefully worked out and met as in any other part of the theater construction.

### NEW THEATER SPANISH IN MINUTEST DETAIL

### Teatro del Lago Architect Describes Dominant Features of Theater Design

By Edwin H. Clark  
(Architect for Teatro del Lago)

Teatro del Lago and the shops are designed to represent a picturesque Spanish street with rough white plaster walls in which panels of Spanish tile are inserted. The copings and cornices are brilliant blue and the railings and balconies of old wrought iron. The roofs are red Spanish tile.

In designing the interior of the theater an effort has been made to avoid over decoration and cheap elaboration of detail so often found in moving picture theaters.

The large foyer with its vaulted ceiling and concealed lighting is to be beautifully furnished with comfortable chairs, couches, tables, lamps, etc., and heavily carpeted, making a comfortable and restful waiting room when necessary. Adjoining this foyer are attractive dressing rooms for men and women.

### Faithful to Spanish Style

The auditorium, containing approximately 1,400 seats, carries out the same Spanish design as is used in the exterior of the group. It is without a balcony and the floor is sloped so that every seat has an uninterrupted view of the screen.

The chairs are the best and most comfortable procurable with velour upholstered backs and seats and are spaced so that patrons can pass through the aisles with a minimum of discomfort.

The ceiling is of heavy antique wood beams with a soft orange plaster between.

The walls are a warm color of rough plaster relieved by panels of genuine Mexican tile.

Six iron balconies with mirrored French windows are placed along the sides with brilliant awnings over these windows.

### Comply with Chicago Law

The organ grilles are Spanish in type painted in a combination of bright colors and the stage and proscenium curtains are in harmony with the other decorations. The lighting is from large Spanish lanterns on the walls and crude wrought iron fixtures on the ceilings.

Although the building is not under the jurisdiction of any local rules it complies strictly with all Chicago ordinances regarding fireproof construction, ventilation, exits, aisles, etc., and the best equipment available has been installed to provide the greatest possible safety, comfort and entertainment.

TEL. REPUBLIC 5125

### All Sheet Metalling on Teatro del Lago by

## John W. Thomson Co.

Slate and Tile Roofing  
Sheet Metal

### Contractors

5949 SOUTH ASHLAND AVENUE  
CHICAGO

Telephone Seeley 7221

## Seymour Architectural Iron Co. Ornamental Iron and Bronzes

We Furnished  
Ornamental Irons and Bronzes  
for  
Teatro del Lago

FRED C. SEYMOUR  
President

1635-37 Fulton Street  
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