

# John Eberson Is Dreamer of Architecture

## Designer of New Plaza Is Also a Practical Master of Construction Technique

iron when he enters the theater, while he is seated in the auditorium and when he leaves.

"My whole design must not only be harmonious with my artistic conception," Mr. Eberson explains, "but I must have every aisle and corridor arranged to bring patrons as directly to their seats as possible."

"I must see that no seat places its patron at an angle from which his view of the screen is distorted. I must have ventilators arranged to bring every person a supply of brisk fresh air no matter how crowded the theater is, and there must never be an echo caused by some architectural effect in the ceiling, no matter how much that effect might please the eye."

"When I come to consider the next words in the slogan," the architect continues, "there again I find I must be sound and practical. I have found that the 'Pretty Playhouse' which pleases the public must be different from its neighbors. It must be artistic, it must be colorful, it must have texture and it must have punch."

"We design our theaters artistically and they please all the people who have no knowledge of art. Knowledge is not needed. They feel the theater's beauties."

"Atmospheric theaters based on nature's school of color harmony is art which is felt by everybody. That is the architectural plan followed in the R-K-O Plaza. No scene is more universally beloved than a beautiful moonlit garden with stars twinkling overhead through banks of soft drifting clouds. This is the scene that the interior of the R-K-O Plaza reproduces."

"As for the other two things in the slogan, 'Pleasing Patrons—Paying Profits,'" concluded Mr. Eberson, "they are synonymous. If patrons are pleased, there will be profits."

"Perhaps a man should comment on his own work to others. However that may be, I wish to express my satisfaction with the manner all of the details of the four phrases of the slogan have been carried out. I think the gem of my architectural career is your R-K-O Plaza Theater in Schenectady."



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The Dreamer of Modern Architecture" is the title that has been applied to John Eberson, the architect who designed Schenectady's new R-K-O Plaza Theater.

The title grew out of the romantic air which Mr. Eberson has made part of all his theater plans, but it is in reality a misnomer. He has all of the qualities of the fanciful dreamer in his artistry but he is, before that, a practical man of the theater.

Along with his painstaking, loving labor to make the R-K-O Plaza beautiful, he spent many long hours with technicians of all the building crafts making it practical. His own vast technical knowledge was allied with theirs to make the acoustics of the theater perfect for sound pictures, to make sure that the screen could be altogether visible from every seat, and carry out completely all the other details of engineering that make a theater comfortable and practical as well as artistic.

Jokingly, Mr. Eberson once declared that his slogan was "Practical Plans for Pretty Playhouses—Pleasing Patrons—Paying Profits."

The most important consideration is the first part of his slogan—"Practical Plans." This is the phase devoted to the comfort of the pa-