

NEW EMPRESS THEATER WILL BE A BEAUTY

General Manager for Sullivan & Considine Outlines Plans for Prospective Big Playhouse.

According to Fred Lincoln, the general manager of the Sullivan & Considine theatrical syndicate, the new Empress theater, which is to be erected where the Hooper-Eldredge building now stands on upper Main street, will be commenced at once and rushed to completion, \$250,000 having been set aside for the purpose. Mr. Lincoln says that the playhouse will be one of the finest in the United States; and its attractions will be the best of vaudeville.

"The Empress," said Mr. Lincoln, "will be patterned after the Sullivan & Considine house recently erected in Kansas City. The new theater will be unique and beautiful. It will seat 1,800 people and the most modern conveniences will be installed. A feature of the arrangement of the building will be the oval room opening off the entrance lobby. Here comfortable settees, rugs and potted plants will make an attractive spot for patrons of the house."

"Popular prices will prevail and Salt Lakers will be given the best of vaudeville."

All of the big shows of Considine & Sullivan open in Cincinnati, and are vaudeville acts are sent from there over the northern circuit via Chicago, St. Paul, Milwaukee and Seattle, in which the Sullivan & Considine interests control 32 large and up-to-date playhouses.