

Paramount-Empress Theatre to Open in Near Future

H. E. Ellison, manager of the Paramount-Empress theatre, is somewhat dubious over the outlook for the opening of the exclusive Paramount pictures theatre on upper Main street on schedule time, next Saturday night.

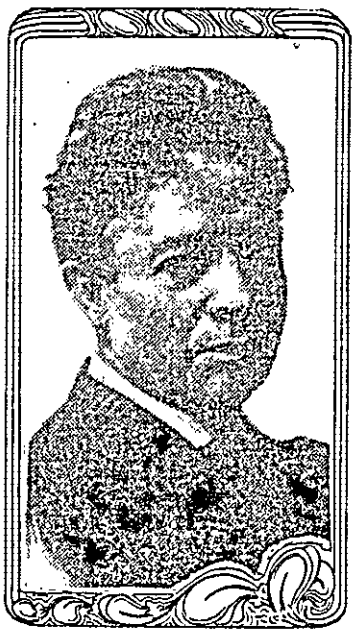
"We are straining every nerve to get the place ready, but there is an awful amount of work yet to be done," he said. "The decorators, who are transforming the walls and ceiling into old rose and ivory effects, will have their work cut out to get through, and then when they have finished there is all the scaffolding and cribbing to be torn down and every inch of the place to be gone over, cleaned and touched up. There is the big Minusa gold fibre screen yet to arrive from the East. Then it has to be installed, plush gold embroidered curtains which are being made locally, to be hung and adjusted, so that they will cover and uncover the screen, evergreens, palms and stage settings to be installed and orchestra alcove to be built. An operator's booth is to be installed and a big flashlight electric sign for the front, which is also being made here, and which the firm promises will eclipse anything in that line in this city. There are a thousand things to be done in one short week, and the uniforms are not here yet. So really, no definite date can be given for the opening.

"Yes, next to the pictures, we will make a specialty of our orchestra. We consider ourselves very fortunate in securing the services of Mr. Willard Weihe, the well known violinist. When I heard that Melba's manager had telegraphed for him to play her obligato in Ogden last week I felt that here was the man we wanted. Subsequently local musicians have told me more about this 'Mormon Yaaye' and I am more than delighted at our luck in securing such an artist. Mr. Weihe is now engaging the members of his orchestra, each and every one of whom he assures me is a soloist. There will be added to this musical equipment before April 1 a \$10,000 Choralcello instrument entirely new to the West. With this and special orchestra music for matinees our music is destined to be a feature. We have some other musical propositions coming up that I am not at liberty to discuss now.

"I want to state right here that the policy of the Paramount-Empress will be clean, wholesome entertainment. There will be no objectionable, risqué or sensational pictures shown, neither will objectionable characters be admitted to the theatre. We propose to make it a high class, clean family theatre, presenting good photoplays in a manner different, educational features and comedies devoid of slapstick and vulgarity.

"The program will be changed twice weekly, Sundays and Wednesdays. Commencing Sunday, there will be one of the five-reel photodramas of either the Famous Players, Jesse L. Lasky, Oliver Morosco or Pallas studios, together with Paramount news pictures, current events presented in novel fashion, and departmental order heretofore not associated with the regular news pictures of the screen; also the South American Travel series, an educational feature which runs for some forty weeks. Commencing Wednesday of each week there will be a photoplay feature together with Paramount-Burton Holmes Travel pictures as collected and presented by that famous travelogue entertainer whose work heretofore has never been presented for less than 50 cents admission. The famous Paramount-Bray cartoons of "Col. Heeza Liar" fame, and the Dittmar Zoo pictures complete the program. Every picture shown in the theatre will be a Paramount.

"The headline attraction for the opening bill will be Mary Pickford in "Poor Little Peppina," a new production, which will not be released until March, but by special arrangement with the Famous Players company we are enabled to use it for the opening of the theatre. Other big stars to be seen at the Paramount-Empress in the near future will be Anna Held in her first picture, "Madame la Presidente"; Marguerite Clark, Geraldine Farrar, Fannie Ward, Wallace Reid, Dustin Farnum, Marie Doro, Lenora Ulrich, Victor Moore, Hazel Dawn, Theodore Roberts, Pauline Frederick, Charlotte Walker, Blanche Sweet, John Barrymore and many others."



WILLARD WEIHE,
Soloist, who will conduct the orchestra at
the new Paramount-Empress theatre.