

# Empress Theatre to Be Home Of Paramount Pictures Soon



L. MARCUS,

President of the Notable Feature Film company, who is arranging to make the Empress theatre a de luxe home for Paramount pictures.

## Will Be Turned Into de Luxe Screen Drama House; Stock Company Is to Move to State Street; Wilkes Announces Plans.

It was announced today by Roger W. Powers, vice president and attorney for the Sullivan-Considine interests in this city, that John W. Considine will arrive in Salt Lake Thursday afternoon to consummate a deal between the Sullivan-Considine interests and Louis Marcus, representing Eastern parties, whereby, if plans mature, Marcus' associates will take over the lease held by Considine and operate the Empress as a theatre de luxe, exhibiting exclusively Paramount pictures.

The deal, if concluded, will involve in the neighborhood of \$30,000 and the transfer of the Sullivan-Considine interests in this theatre to the new company with a lease of twenty-five years, yet to run.

The Ernest Wilkes stock company, which has been operating the Empress theatre since last September, will on the 29th of January move to the Utah theatre, which will from that date be known as the Wilkes theatre.

Just who is behind the Empress proposition is not announced by Louis Marcus, president and general manager of the Notable Feature Film company, who has been working on the deal for the past sixty days in conjunction with Attorney Powers.

The proposition, however, involves, according to Marcus, something new in the presentation of modern motion pictures and a manager who has had successful experience in this connection is to be brought here at the end of this month.

### Some New Stunts.

"I am not in position to announce at this time who is behind this proposition," declared Marcus, when seen by a TELEGRAM reporter. "Of course, personally, I am interested in the new proposition because I have long wanted to see Paramount pictures presented to the public in a modern fashion, one commensurate with their standing in the film world. We are not going to throw them on the screen and just let it go at that, hit or miss. If the deal is closed we propose to 'stage' each picture, and what I mean by that, will be realized as soon as the public sees what we are going to do. Our South American and Burton Holmes Travel series, for instance, will be travelogue with a lecturer; our big features will be presented with local stage color and effects, in fact there will be many innovations in the presentation of pictures in Salt Lake.

### Organ to Be Installed.

"Of course, we will have good music which will not only play the pictures, but interpret them.

"Owing to the fact that we will open during the first week in February and the Wilkes Stock company will not vacate the theatre in time we will not be able to have the new big pipe organ, which will be ordered this week, installed in time.

"However, the theatre is to be redecorated and a number of new wrinkles installed, not the least of which is the latest thing in projection screens, which insures perfect pictures, together with some novelties in the introduction of pictures which will be new here.

"The comfort and convenience of patrons also will be studied and through the installation of a free checkroom we will try to abolish that annoyance, associated with motion pictures houses of a man or a woman having to get up occasionally while nursing a loaf of wraps, overcoats and parcels. Restrooms and places for children also will be featured while some new effects in lighting will be installed.

### Released Simultaneously.

"On the same day that a certain picture is shown for the first time at the Strand theatre, New York, at 25 and 10 cents, it will be exhibited at our theatre at 10 and 15 cents. Just what the opening program will be has not yet definitely been decided.

"In all probability it will be Geraldine Farrar in the big Lasky production 'Temptation,' together with one of the celebrated Bray 'Col. Heeza Liar' cartoons, which are now being exclusively released on the Paramount program, followed probably with Marguerite Clark in 'Mice and Men' and a Burton Holmes Travel picture, then Hazel Dawn in 'Mice and Men' with the Paramount news pictures, and so on with an occasional Mary Pickford or Marguerite Clark week."

### STOCK COMPANY NO MORE.

Negotiations have been pending for some time past between the Wilkes interests and Col. Nept W. Clayton, owner of the Utah theatre, whereby the Wilkes Stock company has entered into a long term lease for the old Utah. Thomas Wilkes today said:

"I have been contemplating a change for a long time past and believe that my company is now strong enough to make the old Utah a huge success. No money will be spared in order to make the Wilkes theatre, as the Utah will henceforth be known, one of the costliest, prettiest and most complete stock theatres in the entire country. The balcony seats have always been more or less crowded and we propose to change the seating arrangement entirely, allowing more leg room or space between the seats.

"The novelties will be refurbished and many innovations will be installed which

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# EMPRESS THEATRE

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will prove pleasing to our many patrons. The same company that has appeared at the Empress theatre will move intact to the new Wilkes.

## Plans Revolving Stage.

"In connection with our contemplated change, I wish to state that we now have in our employ an architect who is today measuring the stage of the new Wilkes for the purpose of ascertaining whether or not it would be practical to install a revolving or turnstile platform upon which to build each production.

"If he reports favorably as I expect he will, there will be no waits or delays between acts as has been common with stock theatres all over the country. At the conclusion of each act, all that will be necessary will be to have the scene reversed, which will take not more than a minute or a minute and a half at the outside.

"Francis Dean, my personal representative, has left Salt Lake for New York and will negotiate the purchase of several new plays that have never been produced on any stage.

"The new Wilkes will be a producing house.

"After presentation in Salt Lake City, plays will be taken over my chain of theatres and if success seems assured, will later be presented in New York City."