

The Mission Theatre Enters Vaudeville Chain

ONE more theater flings its banners to the breezes in Salt Lake in the opening of the new Mission on east Third South. The theater will be the home of 10, 20 and 30-cent vaudeville, and will be one of the extensive chain of houses conducted by the noted New York managers, Sullivan & Considine.

Before signing the contract, Manager Jno. E. Clark made a trip to San Francisco, Los Angeles, Portland and Seattle, where he found every one of the Sullivan & Considine houses crowded at dally and nightly performances. The high class of attractions which the company sends out to its chain of theaters was a surprise to him, Mr. Clark says, and he and his associates feel that they will meet with equal favor in Salt Lake. The contract, just made, during the time it runs, involves almost \$160,000, and carries with it a guarantee that all the regular Sullivan & Considine programs will be rendered here.

The new Mission theater is a six-story structure, and the building alone cost in the neighborhood of \$100,000. The building and land are owned by J. P. McGath, the local capitalist, who is interested in the Mission Theater company, of which Mr. Clark is president and general manager. Others connected with the company are Judge Powers, George W. Morgan, Frank Gustin and Architect Dart. The company leases the theater and makes the contract with Sullivan & Considine for the presentation of the weekly programs.

Sullivan & Considine claim that they are now booking twice as many acts as any other vaudeville agency and are paying as high salaries as either Keith & Proctors, Morris or Martin Beck. Fifty-three houses are now under their direct control, and many others under the course of construction. Among them is the new Majesty of Seattle, conceded to be the finest vaudeville house in the United States. Other houses are going up in Milwaukee, Kansas City and St. Joe. Four more theaters have been signed up in Chicago, and with the completion of the Mission here, Sullivan & Considine will have the longest chain of theaters in the United States.

The acts the Mission will receive will come direct from the Los Angeles theater of Los Angeles and will go from here to Denver, where they will play the Majesty.

Ground was broken for the new play house last April, and it was the intention to complete it in time for the September opening. Many delays in both steel and other materials caused almost a suspension of work for nearly two months. However all of the steel work is now placed and, beginning today, the big concrete mixers will be put to work. It is hoped to have the concrete walls up and ready for the roof in three weeks time. From then on it will be inside work and will progress rapidly.

The opening date for the Mission will occur sometime in November, and it is stated positively that everything will be running no later than Dec. 1.

Many surprises will await theatergoers when they enter the new theater. It will be a model of comfort and convenience. Excellent opera chairs placed sufficiently far apart to insure comfort, will be the first thing to greet the eye, and the management say there will not be a poor seat in the house.

In style, the Mission will be designed after the San Gabriel Mission of California, and will be rich in its simplicity. Dark carpets and drapery will be used throughout and the lighting of the house will be something of a novelty.

Absolute ventilation appliances will be installed which will give a complete change of air every few minutes. The exits will be another feature. It is the aim of Manager Clark to be able to completely empty the house in three minutes in case of any emergency.

The stage of the Mission will be adequately large and will be able to handle any production.

A. F. Shepard a New York scenic artist, has been working all summer upon the scenery and curtains of the Mission and they promise to equal anything heretofore shown in Salt Lake. A complete orchestra has been assembled under able leadership, and good music is at all time assured.

Following are a few of the many headliners that will be seen during the coming season.

Albini the wizard; Bessie Allen; the five juggling Jordans; Prentice troupe; the famous London Music hall artist, Aotta Primrose; Signor Franz; May Wards Dresden Dolls; Tom Duggan; Eva Westcotte in the "Butterfly Wife;" Little Hip, the smallest performing baby elephant in the world; John L. Sullivan; George Wilson; Mille Doherty's Poodles, (18 of them); Nita Allen & Co Mabel McKinley; Nadje; Scheda, the Polish violinist; Leo Cooper; Mason & Franks, and many others equally prominent.

One reel of absolutely new first run motion pictures will be given each week. Experience in the motion picture business has taught the management what the public want. The moving picture booth will be enclosed in a steel and concrete box and entirely separated from the rest of the theater.

Since the original plans were drawn the Mission has been enlarged and it will have a seating capacity of 1,200. Two performances each evening will be given, the first at 7:30 and the second at 9:15. For the first performance all seats will be reserved and at the second they will be filled as they become vacant.

Since Manager Clark and his associates gave up their lease on the Lyric theater, they have been quietly working to induce the Sullivan & Considine people to include Salt Lake in their chain of houses; with that object in view they secured the Mission theater; and they feel very sanguine over the results. Their old motto was to conduct a house that would live up to the name of "The Theater Different" and they say this will continue to be their aim in future.