

LEVY TAKES OVER ORPHEUM THEATRE

Former Manager of Grand
Will Install Popular Priced
Vaudeville Attractions at
Third and Madison.

THAT the Orpheum Theatre at Third Avenue and Madison Street has passed under his control on a long lease, to become the home of his popular-priced vaudeville attractions, was announced yesterday by Manager Eugene Levy.

Under the new order of things this theatre will reopen next Sunday, June 17, with the same policy pursued by Manager Levy for a number of years at the Grand Theatre, which up to the time of its destruction by fire last January was one of the most popular playhouses in Western America.

"I shall offer five vaudeville acts, blended together into a road show, and a feature motion picture, as each of my entertainments," said Manager Levy. "I shall install an orchestra and will operate continuously on Saturdays and Sundays and give two matinees on each week day.

"I do not think I am exaggerating when I say that The Orpheum will be the finest popular-priced vaudeville theatre in America. It is a million-dollar playhouse; its magnificent lobby, faced with expensive marble, alone cost \$100,000. I shall install additional lights, special scenery and a new box-office arrangement. I intend to put in uniformed girl ushers, as I do not want to take young men away from possible army service at this time.

Stage Big Acts.

"It was especially built to house high-class vaudeville, and that is just what it is going to have. Its seating capacity of approximately 2,000 make it ideal for the purpose. It is perfectly equipped back of the curtain line, with a stage of unusual width and depth, so I can stage the biggest acts on tour.

"Features of the front of the house are the fine ventilating system, with washed air throughout the house, modern heating, ample retiring rooms for women, where babies may be checked, a policy in all good family theatres; smoking rooms and other conveniences.

"The attractions to be seen there will be road shows made up in Chicago and traveling intact from there to Seattle and down the Coast to Los Angeles, playing a complete chain of affiliated houses all the way. My larger stage and seating capacity will permit me to offer even better bills than made the famous old Grand so well liked by its thousands of regular patrons."