

NEW THEATER IS PLANNED BY BUTTERFIELD

**Leases McDermott Property,
Corner Kearsley and Har-
rison Sts.**

BREAK GROUND JUNE 1

**Palace Theater, Seating 1,-
450, to Be Opened Thanks-
giving Day.**

W. S. Butterfield, who operates the Majestic and Garden theaters in Flint, has evidenced his belief in the future prosperity of Flint by announcing that he will erect another playhouse here this year. His latest venture will be the operation of the Palace theater which he proposes to erect opposite the postoffice at the corner of Harrison and Kearsley streets.

Mr. Butterfield this week closed a deal leasing from Ed. S. and Carrie I. Lee a lot 132 feet square at the northeast corner of Kearsley and Harrison streets which was owned by the late James McDermott. On this ground, Mr. Butterfield states, will be erected a building with a frontage of 132 feet on Kearsley street and a depth of 60 feet on Harrison street. The building will cost between \$75,000 and \$80,000 and will be modern in every respect. The

theater will have a seating capacity of 1,450 and will be divided into a balcony and parquet. There will be no gallery. The theater will be equipped with a proper sized stage so that any production can be played. The stage will have a 70-foot rigging loft. The main entrance to the theater will be on the corner and there will be two small shops to the east of the entrance on the ground floor. The front will be either of white enameled brick or terra cotta. Underneath the balcony on the second floor there will be a suite of five offices for the use of the manager and his assistants.

Two Shows a Day.

With the opening of the new theater there will be inaugurated a new policy which will be effective in all Butterfield theaters next season of two shows a day instead of three-a-day, except on Sundays, when the usual three performances will be given. In the new theater Keith vaudeville will be played with performances daily at 2 and 8 o'clock, except on Sundays, when the performances will be given at 3, 7:30 and 9 o'clock. Each of the week-day evening performances will be preceded by a half hour of pictures.

This policy of two-a-day instead of three performances is being adopted in many of the smaller city vaudeville theaters. Managers believe that their patrons would rather have the two shows a day and especially the one performance an evening and avoid being disturbed by people coming in late or leaving during the shows. More acts are being considered with the opening of the new house and it is said prices will remain about the same as charged for vaudeville in Flint in the past.

Ground will be broken for the new theater about June 1 and it is expected to be completed for a formal opening on Thanksgiving Day. John W. Everson of Chicago is the architect. Mr. Everson has designed and superintended the construction of a number of Butterfield theaters, including the New Orpheum vaudeville house recently opened in Jackson.

The building of the Palace theater will be done by a corporation which will be known as the Palace Theater company in which a few business men of Flint will be interested as stockholders.

Road Shows at Majestic.

Until the Palace theater is ready for occupancy the Majestic theater will play vaudeville next fall with an occasional road show. When the new house opens the Majestic will play big road shows, high-class pictures and take care of all rentals for special productions. The Majestic will continue under Mr. Butterfield's management during the balance of his lease.

W. S. Butterfield, who is one of the best known theatrical men in the middle west, is president and general manager and principal stockholder of the Bijou Theatrical Enterprise company and the Bijou Amusement company, which controls the Majestic theater, Kalamazoo; the Bijou and Garden theaters, Battle Creek; the New Orpheum and Bijou theaters, Jackson; the Majestic theater, Ann Arbor; the Bijou theater, Lansing; the Majestic and Garden theaters, Flint; the New Franklin, Strand and Bijou theaters in Saginaw and the Bijou theater in Bay City. These theaters comprise what is known as the Michigan circuit. Eight of these theaters play high class vaudeville booked in conjunction with the Temple theater, Detroit, and Empress theater, Grand Rapids by the United Booking Offices of America which books all of the Keith theaters in the country.

Mr. Butterfield is also a stockholder and in an advising capacity as to the management of the following theaters: Majestic, Waterloo, Iowa; New Columbia and American theaters, Davenport, Iowa; New Palace and Orpheum theaters, Rockford, Ill.; Orpheum theater, Green Bay, Wis., and Orpheum theater, Hammond, Ind. He is also interested in the producing company that handled the tabloid shows that have been so successful in the vaudeville theaters for the past several years. He is an officer in the Vaudeville Managers' Protective association and is considered quite a factor in the vaudeville affairs of the middle west. He lives in Battle Creek and his corporations own quite a number of the theater properties that they operate. He is thoroughly acquainted with all branches of the theatrical business.