

Official Opening Of New Theatre Saturday

Dan Lederman, structural engineer for the Universal Theatrical Enterprises, Inc., is here to take charge of the equipment of the new "Sheboygan" theatre, which is to be opened to the public at 1 p. m., Saturday, with a continuous performance running into late evening.

Mr. Lederman has been associated with Carl Laemmle, head of the Universal Theatrical Enterprises, Inc., for the last twenty-two years, and he remembers the days when the path was not as rosy for the film magnate as it is today.

When Mr. Laemmle was starting out with his first film exchanges, Mr. Lederman knew him and became associated with him. Mr. Lederman was appointed as manager of one of the first film exchanges. There were four managers in the Laemmle exchanges at that time, and Mr. Lederman was one of them.

Having been given increased responsibility from time to time, Mr. Lederman finally became vice president of the corporation of which Mr. Laemmle is the president. The responsibility of Mr. Lederman is to see that all theatres owned by the Universal Theatrical Enterprises, Inc., are fully and satisfactorily equipped before they are turned over to the local manager. So when he turns the Sheboygan theatre over to Jack J. Gross, local manager, on Saturday, it will have passed his inspection test, so to speak, and will have been given the official O. K. of satisfactory completion, so far as equipment is concerned, although of course there will be but few finishing touches

to be put on here and there in the construction work.

"The Sheboygan theatre is one of the most elegant in the Universal string," said Mr. Lederman. "The people of your city have a right to be proud of it. It has a theatre as large as any west of New York, capable of vaudeville productions of any kind, and it has all the latest theatrical and motion picture equipment."

"I want to congratulate the people of Sheboygan on the theatre, as well as on the new orchestra and its leader, Mr. Ignatz Gadsky," said Mr. Lederman.

The staff at the Sheboygan theatre will be composed of the following: Jack J. Gross, manager; Reynold Wallach, assistant manager and treasurer; Leo DuMont, stage manager; John Kunstman, projectionist; Fred Miller, maintenance superintendent; Ignatz Gadsky, musical director; Melvin Peacock, organist; Harold Lemkuil, head usher.

Director Gadsky announced the members of his orchestra as follows: Concert piano, Miss Edith Tews; trombone and cello, Henry Schneider; cornet, A. C. Forte; drums, M. Caswen; bass and saxophone, Theodore Nell; organ, Melvin Peacock; clarinet and saxophone, Arthur Baehr, and Mr. Gadsky plays violin and cello.

Manager Gross said the theatre will be opened to the public at 1 p. m., and that a splendid program has been arranged for the opening event. There will be continuous performances from 1 p. m. until all the crowds have been accommodated late in the evening, he stated.