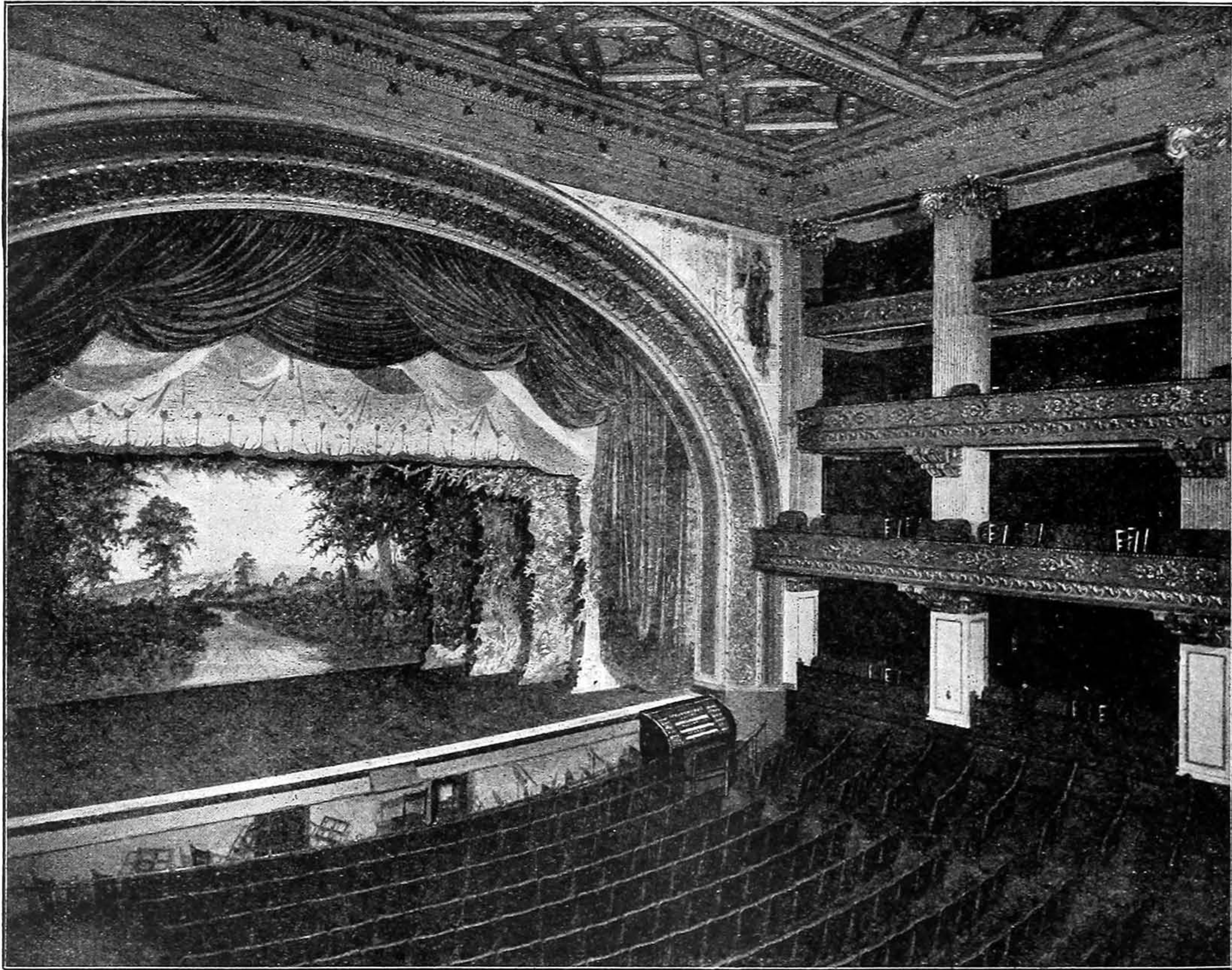


How the Old Studebaker Was Changed



Above, the old seats; below the new.

From the Architect's Note Book

"The improvements in the Studebaker Theatre cost approximately \$100,000.

"The remodeled house was reopened November 1, 1917. It took five weeks of actual work to complete the alterations during which time the house was not earning any revenue.

"In order to make the changes in this short time, three months of preparation were necessary. During this period the drawings were made, contracts let, material assembled, so that when once the premises were taken possession of, progress was rapid, in accordance with the organized plan of execution.

"Changes included the entire remodeling of the interior of the house, new stalls throughout, a revamping of sight lines and pitch to auditorium floor so that every seat became a good one with perfect vision, and a complete electrical installation both in the audience room and back of stage.

"New mattress spring seats were installed throughout. In conjunction with the American Seating Company's Theatre Engineering Department, 75 seats, before almost useless, were made available at a greatly increased scale, and 45 entirely new seats were added, without crowding, or sacrifice of comfort. It was a remarkably satisfactory job of reseating.

"The entire cost of the improvement was paid for by the additional rental over a period of three years after the house was reopened, this over and above the original earnings.

"Whereas it had been difficult to take care of large attractions before the house was remodeled, the Studebaker Theatre now competes with the new theatres only recently opened, both in its earning capacity and in the quality of the plays produced there."

