

Palace Theater Remodeling Gets Under Way This Week

Completion Due Labor Day

Shows to Continue In First Phases

Plans for complete interior and exterior remodeling and modernization of the Palace Theater were revealed Saturday by M. F. Gowthorpe, president of W. S. Butterfield Theaters, Inc.

When completed, the remodeled structure will embody the newest building materials and architectural ideas to form the most modern theater in this area. Work is to be started this week, with completion expected about Labor Day.

R. W. Eberhard, manager of the Palace, emphasized that during initial phases of the rebuilding program the theater's operations would continue with regular afternoon and evening shows. As work progresses, matinee performances during the week will be curtailed, and not until the latter part of July will the theater be closed down for remodeling and refurnishing of the interior.

The lobby will be enlarged to include a part of the store east of the present lobby. The remainder of this store area will be used for a street box office and a large concession stand opening off the lobby.

Floors of the lobby and the recessed entrance will be a non-slip ceramic tile. Walls will be paneled with walnut, and ceilings will be coved to provide indirect lighting. Front entrance doors to the lobby will be of solid glass with stainless steel frames. These will be flanked by illuminated, aluminum-bordered poster panels.

The present foyer area will be enlarged by withdrawing the west stairway to the wall. All foyer walls will be paneled in walnut, and new walnut doors leading to the lobby and the auditorium proper will be installed. Recessed poster panels and refrigerated drinking fountains for adults and children will be placed in the foyer.

The present opening between the foyer and the mezzanine floor will be closed, and built-in lounge seats will be provided on the enlarged mezzanine floor.



AFTER 33 YEARS—Arthur D. Mann, stage manager of the Palace Theater, is shown as he removed a box Saturday which had been in the cornerstone of the building since 1917. It contained editions of *The Journal* and *The North Flint News*, pictures of City officials, three coins, tickets, a vaudeville program and a letter from the late W. S. Butterfield, who leased the theater. The box was placed there April 28, 1917, and the theater opened four months later. The building will be remodeled. (Journal Photo)

Completely new men's and women's rest rooms with tiled walls and ceramic tile floors will be installed in the basement under the lobby. The women's powder room, with built-in tiled seats and mirrors, will have papered walls of modern design.

In the auditorium the present ornamental trellis, lattice work, fluted pilasters and the projecting box seats will be removed. Latest of recessed lighting fixtures will be installed in the auditorium and throughout the theater.

The entire theater will be completely redecorated, recarpeted and equipped with new seats to provide maximum comfort.

On the exterior of the building, the old-fashioned mansard roof over the commercial section will be removed and the entire front of the building and the returns on the commercial sections will be faced with colorful macotta.

The two remaining stores in the commercial section of the building will be provided with new doors and display windows. New entrance doors and steel sash windows will be installed in the second-floor commercial area.

Relacing the present marquee will be a new continuous glass-faced marquee 7 feet 9 inches in height and a new 30-foot vertical sign.

Plans were prepared by C. Howard Crane and associates, Elmer Keihler and Dixon Kellogg, architects. The general contract has been awarded to the George W. Auch Co., Detroit.