

# Universal Will Build in Phoenix, Arizona

A \$500,000 theatre in Phoenix, Arizona, is planned by the Ricards and Nace Theatrical Enterprises, Inc., a subsidiary of the Universal Chain. Ground was broken last week by Mayor Frank A. Jefferson, who was the central figure of the elaborate ceremony in which practically all of the city's notables were present. The structure will occupy the southwest corner of Second Avenue and Adams Street and it is anticipated that the building will be finished for opening before December or, at the very latest, January 1.

The theatre will be a class A house. It will be strictly fireproof and built of reinforced concrete and brick. The plans call for a three-story building which will house the new theatre and offices in addition to modern storerooms and business establishments on the ground floor.

Jo E. Rickards made a special trip from Los Angeles to attend the ground breaking ceremonies. Others present were A. T. Pickett, local manager for Rickards and Nace, Harry L. Nace, H. B. Watkins, general manager of the Phoenix Chamber of Commerce; City Manager Harry Riger and City Commissioners A. L. Boehmer, C. E. Morten, Ben Carter and Cliff Maddox, together with other city officials.