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**James Nederlander And Phyllis Robbins  
Reveal Theatrical Plans For Phoenix**

# Stage Hits Booked For 'Palace West'

By BINA BREITNER

Phoenix figures big in the nationwide theatrical circuit of Nederlander Theatrical Corp.

James Nederlander, president of the Detroit-based corporation, his brother Joseph, NTC vice president, and Phyllis Robbins, general manager of their new Phoenix theater, Palace West, announced the following plans for the former Paramount Theater at 210 W. Adams:

— A 10-SHOW season running from the end of September to the end of May, including for 1968-69 "Man of La Mancha," "Cactus Flower," "I Do, I Do," "Cabaret," "Fiddler on the Roof," and others to be selected. Each show will play two weeks.

— Renovation of the Paramount, in the old Spanish style which James Nederlander described as its original motif. Estimates are not yet available on cost of renovation.

— No definite plans for building a garage. It depends on the adequacy of current parking and on whether the Palace West becomes a year-round legitimate theater operation.

— Top price for a season ticket is \$65. Individual shows will sell at varying prices, depending on their cost, and student plans will be set up at different rates. The subscription goal is 20,000.

— THE THEATER will be available for other purposes when a Nederlander show is not in progress.

Acquisition of the theater was first revealed by The Arizona Republic in March. Seating capacity will be 1,600.

"This is going to be a really big town one day," said James Nederlander. "We want to cooperate with all the other theaters in Phoenix, because legitimate theater should be part of a city's cultural life, even if it isn't our theater. The Paramount is a charming building and is ahead of its time in construction, with a large main floor and small balcony. And Phoenix is a logical stand in our cross-country circuit of theaters."

Nederlander Theatrical Corp. now has three theaters in New York, two in Detroit, one in Baltimore, three in Chicago, and the new Palace West in Phoenix. Plans are in progress for theaters in Los Angeles, Atlanta, Pittsburgh and San Francisco.

"I'm crazy about this town," (Phoenix) James Nederlander repeated. "None of us is moving here, but I'd like to. It's really going places."