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The second regular meeting of the Salt Lake Ad club was held Tuesday evening at the Commercial club, with the majority of the advertising men of the city in attendance. Following a luncheon, several addresses were delivered on advertising subjects, and a general discussion indulged in by those present regarding the points taken up in the talks.

Raymond Hitchcock's starring tour under the management of Cohan & Harris will begin about April 1.

Ellen Terry has refused an offer of \$2,000 a week from William Morris to enter vaudeville.

You cannot get kicked in the back and people cannot wipe their feet on your clothes in Maxine Elliott's theatre in New York for the seat and back cushions meet.

Isabel Irving, who has been under the management of Liebler and company for several seasons, has gone back to the management of Charles Frohman, to be starred. She will play in London this spring in a new play by W. Somerset Maugham, and will appear next September in "The Flag Lieutenant."

Grace George will begin an indefinite engagement at the Hackett theatre, New York, on Feb. 16, in "A Woman's Way," Thompson Buchanan's new comedy. During her season here she will give occasional performances of "Divorcons."

Preparations for the opening of the fine new restaurant and hotel in the Colonial theatre building, under the proprietorship of Mr. George S. Auerbach, representing the local interests of the Auerbachs, and Mr. E. L. Wille, manager of the Louvre Rathskeller, are going ahead rapidly.

Mr. Auerbach, who is in the east completing arrangements for the metropolitan features of the restaurant and hotel, will return very shortly and in the meantime Mr. Wille is attending to the local end of the project.

From announcements made by Mr. Wille during the week, it is certain that with the completion of the plans now under consideration by Messrs. Wille and Auerbach, Salt Lake will have one of the most novel and artistic metropolitan cafes and hotels west of Chicago.

It has been stated that the new place will be run under the management of Mr. Wille, who will also continue as the directing head of the Louvre. Much interest is being manifested in the hotel arrangements for the Colonial building and Mr. Wille is already receiving applications for apartments.

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