

**OPEN NEW 'NORSHORE'**

**Balaban and Katz' New Howard Street Theatre Opens Next Week With Pageant, Ceremonies**

All Neighborhood pageants, and district festivals in celebration of various causes for civic pride will pale into insignificance in comparison to the gigantic celebration now under way under the auspices of the Howard Avenue Boosters association in honor of the opening next week of Balaban and Katz' newest theatre, the "Norshore" at Howard street, just west of the "L" station.

Property owners, businessmen and civic leaders have joined in a special organization to raise the funds, and already the cost of parades, decorations, and special entertainment of a dazzling nature, have been provided for.

Ralph H. Martin, of Baird and Warner, has undertaken the task of engineering the affair as general chairman, with a committee composed of Harold F. Yegge, Howard J. Ure, D. V. Ferguson, P. J. Thibodeaux and W. S. Hennessy.

The theatre, which will open the latter part of next week, will seat 3,500 person, and will bring approximately 15,000 visitors daily from Evanston, Rogers Park, Niles Center and other neighborhoods to the district which is already phenomenally prosperous. In addition, the celebration will be continued for a whole month, in order to demonstrate to visitors to the Eucharistic congress the progressiveness of the district.

**Theatre Is Unique**

The affair was at first undertaken by the Howard District Business association, but in view of larger opportunities which other organizations wished to share in, it was decided to create a special Pageant organization, including all groups.

The new "Norshore" will be a typical Balaban and Katz theatre, but will be distinctive in that nearly all of the seats will be on the main floor. Less than 300 of the 3,500 seats are on

the small mezzanine. All of the seats are, by a miracle of new engineering, "closeup seats."

In architectural line the building, designed by Rapp and Rapp, is early Italian renaissance in atmosphere, strikingly carried out in its modesty and simplicity.

According to Balaban and Katz, the show will consist of feature photo plays, and three de luxe presentation divertissements of particularly high class. A full concert orchestra, under the directorship of Walter Davidson, noted symphony leader, and a Wurlitzer organ of resources equivalent to a 150 piece orchestra, will comprise the main points. J. W. Deubach, who was associated with Morris Gest, in the presentation of "The Miracle" will be the manager of the "Norshore."

**Painting of New Purple Stadium in Hub Store**

The Architect's painting of the new Northwestern university stadium in full colors is on display for the first time in the windows of the New Evanston Shop of The Hub, Henry C. Lytton and Sons.

Next week it will become a permanent fixture inside the store, hanging above the landing on the grand stairway leading to the second floor. It is exact in every detail and was painted especially for The Hub by the prominent New York Artist, J. F. Yewell, the architect, James Gambill Rogers, and associate engineer, Gavin Hadden.

**ON VASSAR NEWS STAFF**

Miss Beatrice Ripley, daughter of Mr. and Mrs. Robert H. Ripley of 29 Indian Hill road, has been elected to the staff of the Vassar News, a bi-weekly issue at Vassar college, where Miss Ripley has just completed her freshman year. She is returning to her home Tuesday.

Mr. and Mrs. Nathaniel Howard, formerly of Walden road, are moving into the new home they are building on the lake, in a fortnight.

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