

USE SPECIAL CHAIRS

Theater Seats at New Varsity Are Designed for Comfort and Beauty; Upholstered With Taupe Velour

Chairs made to order from special design and of selected materials will comfortably seat a patronage to the capacity of 2500 at the new Varsity theater.

Seeking a type of theater seat that combines grace and beauty with utility, Manager Director Elliott made choice of a construction of chair that affords the same seating heights from the floor in every part of the vast theater regardless of whether the chair is on the incline or level portion of the floor. The curve and recline of the back and the angle at which the seat is held in its relation to the back affords a relaxing comfort rarely found in theaters.

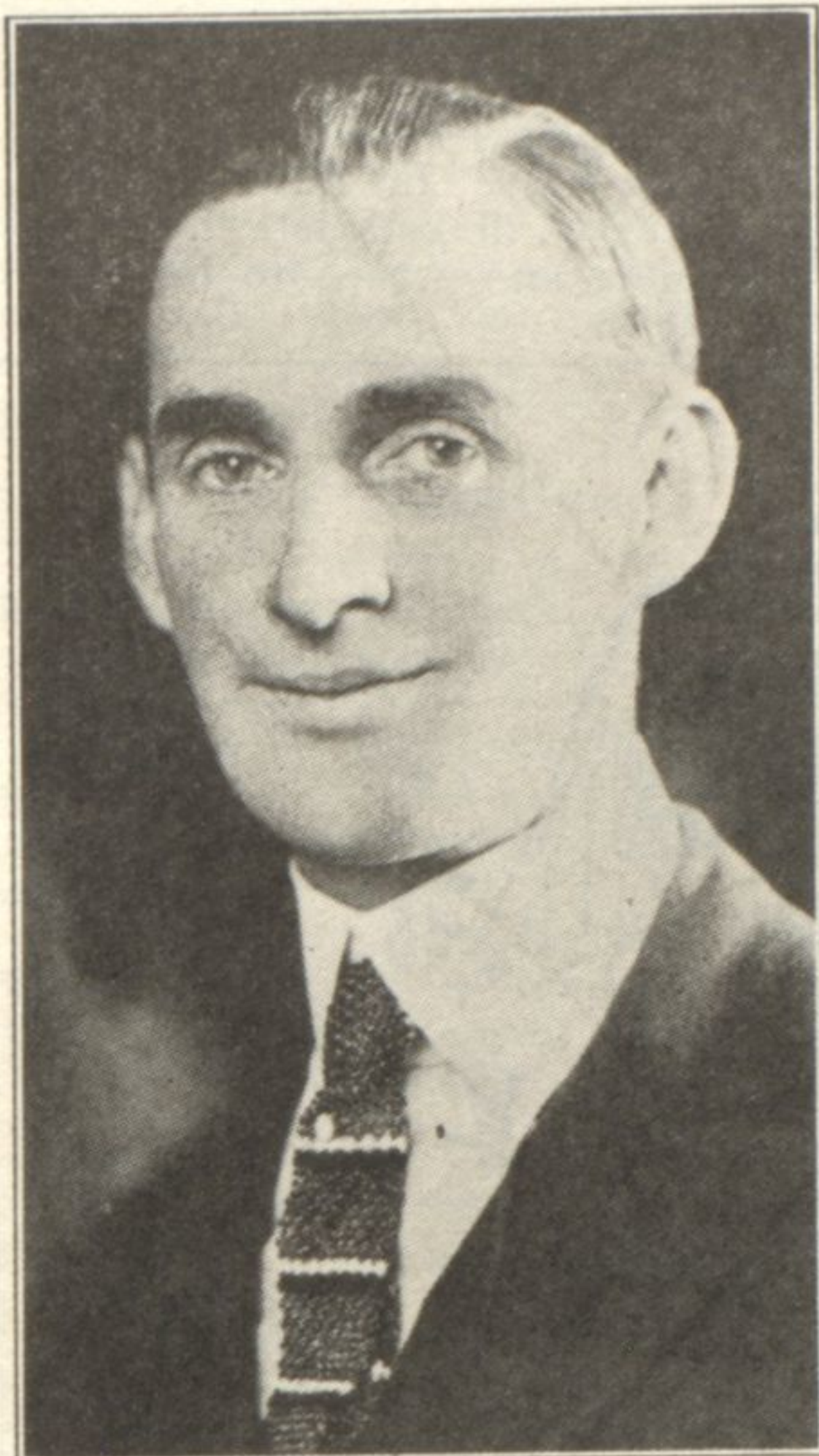
The seats are upholstered with taupe velour backs and seats of moroccoline to match. Standards and exposed woodwork are of blue and orange, in harmony with the decorative scheme of the auditorium.

The construction of the seats and springs permits thorough cleaning and insures sanitary cleanliness. They are of the same standard as those outfitting the Chicago theater, Grauman's Egyptian in Los Angeles, the Capitol in New York and others of similar architectural importance.

The longest distance that manufactured gas is pumped in the United States is from Joliet to Harvard, Illinois, a distance of 87 miles.

In 1818, when Illinois was admitted to the Union as a state, its population was less than 45,000. Now it exceeds 7,000,000.

To Manage Varsity



Charles Harvey, who for several years has been manager of the New Evanston theater and who is a veteran theatrical man, has been appointed by Clyde Elliott as manager of the Varsity theater which opened Thursday night.

There are thirty states whose electric railways have a combined number of rides each year that is less than the number of rides on electric railways in Illinois.

F. C. Teverbaugh Comes to Varsity from Norshore

The entire service staff of the new Varsity theater will be under the direct supervision of F. C. Teverbaugh, chief of service. For the past three months a force of 15 selected young men have been drilled daily in the execution of their duties by Mr. Teverbaugh who received his instruction under the regime of the Chicago theater, afterwards being transferred to the Norshore from which he came to join the Varsity forces. The theaters in which he received his instruction are famed for the uniform courtesy and attentiveness of their service staff, and Mr. Teverbaugh has instilled into the Varsity force the same strict attention to the comfort and convenience of the patrons as he received when he first became an attendant. Ten of these young men will be in daily attendance at the new Varsity, the remaining five constituting a reserve force for holiday service and relief work. Every member of the staff will be arrayed in a handsome uniform similar to those worn in all of larger theaters.

New Varsity Ushers Get Long Military Training

Much of the credit for the natty appearance and soldierly bearing of the young men composing the Service staff of the new Varsity theater is due to the untiring efforts of Jerome West who had entire charge of their selection, physical condition and appearance during their course of three months' training. Mr. West is a graduate of Morgan Park Military academy and is at present a student at Northwestern where he is an officer in the R. O. T. C.

For the past three months Mr. West has drilled the fifteen young men who

Builds Varsity



Photo by Ray

Clyde E. Elliott, who opened the New Evanston theater four years ago this week, adds the Varsity to his chain of Evanston houses with the opening of the super movie theater tonight.

compose the Service Staff an hour each day, putting them through "setting up" exercises, calisthenics and drill maneuvers with the result that when the Varsity opened Thursday night its patrons were met with courtesy and attention on every side.

The owners of Illinois public utilities are more numerous than the population of Pittsburgh.

THE ORGAN

in

THE VARSITY THEATRE

was installed by

The Geneva Organ Co.

Geneva, Illinois