Picture Reviews

NEW VARSITY POLICY

Lubliner and Trinz Take Over Theater; to Have Concert Orchestra; Change Programs Every Two Days

A better show at a lower price is to be the policy of the Varsity theater after Monday, when Lubliner and Trinz officially take it over on a long term lease. On and after Monday adults will pay 25 cents and children 10 cents to see the matinee. In the evening the prices will be 40 and 15. The price change is to occur at 6 o'clock on Saturdays and at 6:30 on other days.

The Vitaphone will be discontinued and a concert orchestra installed. This orchestra has been carefully selected from the orchestras of all of the Balaban and Katz and Lubliner and Trinz theaters and represents the best aggregation of talent available in this area. The orchestra is to include no brass instruments.

Three Programs a Week

The average program length will be approximately two and one-half hours. Besides the best and latest of the feature pictures, comedies, the freshest news reels, scenics, Rice's Sportlights and other popular reels will be shown. open at the Blackstone, following the

The whole front of the theater will Stoops to Conquer," on April 16. be floodlighted, making it one of the city's brightest spots. The building is now being renovated; new chandeliers are being installed in the lobby; the lobby ceiling is being retinted and pin day. stud lights are being installed around the box office. The Geneva organ, at which Louis Lohmann will continue to officiate, is being entirely rebuilt.

Mark Fisher to Swing Al Kvale's Baton Next Week

For the week beginning April 8, Mark Fisher and Al Kvale's Jazz Collegians are planning a gay Spring celebration, in the form of a novel "Jazz Bouquet." which will be the name of the Norshore's latest show. Mark, who is swinging Al's baton while Al takes a vacation, is firmly convinced, despite several discouraging instances, that Spring is really here, with its light-hearted and blank days-with its thoughts of youth and love-and so he has devised one of the most unique and colorful stage shows ever presented at the Norshore. It will be a gala syncopation jamboree, intermingled with dancing feet and crooning harmony.

Norma Shearer in her latest picture, "The Latest from Paris," will be the screen divertissement. Included in the cast of this story of rivalry between traveling salesmen are George Sydney, Tene Holtz and Ralph Forbes.

It is a humorous description of life among those brave business-getters of the merchandise world, who battle among themselves for the sake of making money for other people. The romantic burden is carried exceptionally well by Miss Shearer and Forbes, while Holtz and Sidney furnish the necessary comedy relief in a delightfully pleasing manner.

"The Great Necker," with Taylor Holme's, will be made known to Chicago audiences at the Harris next Monday.

"She Stoops to Conquer" will open at the Blackstone on Monday of next week.

"Artists and Models" will appear at the Four Cohans theater this Sunday.

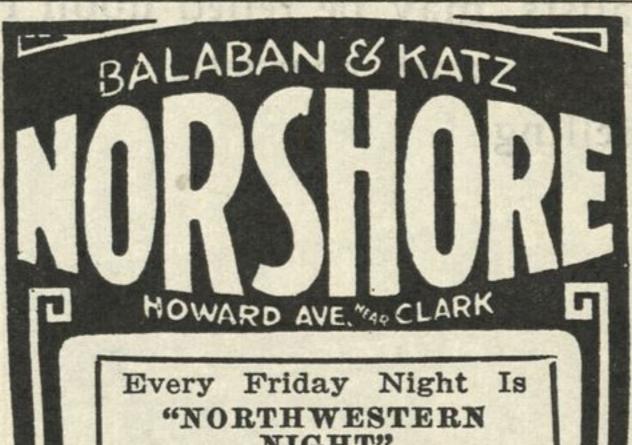
Bill-O-Fare

"Sunset Legion" Teatro del Lago

)	"Quality Street"	Varsity
	"Rose Marie"	Norshore
	"Rose Marie"	w Evanston
L	Sunday, April 8	
5	"Quality Street"	Teatro
7	"Latest from Paris"	Norshore
1	Monday, April 9	
97754	"Les Miserables"	Teatro
	"West Point"	Varsity
	Evanston PlayersNe	w Evanston
5	"Latest from Paris"	Norshore
1	Tuesday, April 10	
	"Almost Human" Comm	unity House
	"Les Miserables"	Teatro
1	"Almost Human" Comm "Les Miserables" "Latest from Paris"	Norshore
;	"West Point"	Varsity
1	Evanston PlayersNe	w Evanston
	Wednesday, April	
-		
	"West Point"	Varsity
t	"Feel My Pulse" "West Point" "Latest from Paris" Evanston PlayersNe	Norshore
;	Evanston Players Ne	w Evanston
)	Thursday, April	12
	"The Noose"	Teatro
	"Latest from Paris"	Norshore
	Evanston Players Ner	
	Friday, April 13	TT.
1	"Ben Hur"Comm	unity House
	"The Noose"	Teatro
	"Latest from Paris"	Norsnore
	Evanston PlayersNe	w Evalision

"The Baby Cyclone" is billed to Programs will change every two days. close of the run of the revival of "She

> "Sidewalks of New York," with Miss Ray Dooley will be made known in Chicago at the Woods next Mon-



NIGHT" "College" Frolic begins at 9 P. M.

STARTING SUNDAY

MARK FISHER

AND THE JAZZ COLLEGIANS in

"A Jazz Bouquet"

featuring

SMITH & HADLEY BETTY WEBB PHELPS SISTERS NORSHORE BALLET

-ON SCREEN-

NORMA SHEARER

"The Latest from Paris"

Every Saturday-Deluxe Kvale Coo-Coo Club Matinee, 3:00 P. M. Bring the children.

ARSIT 1710 SHERMAN AVENUE

THURSDAY, FRIDAY, SATURDAY

MARION DAVIES in "Quality Street"

with CONRAD NAGEL

Gay Romance from Sir James Barrie's Novel

IMPORTANT ANNOUNCEMENT

Lubliner & Trinz will take over the management of the VARSITY theater Monday.

Evanston and the North Shore will be assured of the outstanding photoplays augmented by the select comedies, news pictorials, and novelty reels.

The VARSITY SALON ORCHESTRA will offer splendid accompaniment to the program on the screen.

The same courteous treatment and homelike spirit found in all Lubliner and Trinz theaters will prevail.

Come for the Inaugural Show!

MONDAY, TUESDAY, WEDNESDAY

WILLIAM HAINES in WESTPOINI

The dashing romance of cadet life at the U. S. military academy with unusual accompaniment by the new

VARSITY SALON ORCHESTRA

IN THEIR PREMIERE APPEARANCE

REDUCED PRICES

MATINEES: To 6:30—Saturday to 6 p. m. Adults, 25c; Children, 10c

Evanston, reunium og.

EVENINGS: Including Saturday Adults, 40c; Children, 15c