

Picture Reviews

NEW VARSITY POLICY

Lublinter 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. Programs will change every two days.

The whole front of the theater will 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 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 Holmes, 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

Saturday, April 7
 "Sunset Legion" Teatro del Lago
 "Quality Street" Varsity
 "Rose Marie" Norshore
 "The Love Test" New Evanston

Sunday, April 8
 "Quality Street" Teatro
 "Latest from Paris" Norshore

Monday, April 9
 "Les Miserables" Teatro
 "West Point" Varsity
 Evanston Players New Evanston
 "Latest from Paris" Norshore

Tuesday, April 10
 "Almost Human" Community House
 "Les Miserables" Teatro
 "Latest from Paris" Norshore
 "West Point" Varsity
 Evanston Players New Evanston

Wednesday, April 11
 "Feel My Pulse" Teatro
 "West Point" Varsity
 "Latest from Paris" Norshore
 Evanston Players New Evanston

Thursday, April 12
 "The Noose" Teatro
 "Latest from Paris" Norshore
 Evanston Players New Evanston

Friday, April 13
 "Ben Hur" Community House
 "The Noose" Teatro
 "Latest from Paris" Norshore
 Evanston Players New Evanston

"The Baby Cyclone" is billed to open at the Blackstone, following the close of the run of the revival of "She Stoops to Conquer," on April 16.

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

BALABAN & KATZ

NORSHORE

HOWARD AVE. CLARK

Every Friday Night Is
"NORTHWESTERN 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

in
"The Latest from Paris"

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

VARSITY

1710 SHERMAN AVENUE

THURSDAY, FRIDAY, SATURDAY

MARION DAVIES in "Quality Street"

with CONRAD NAGEL

Gay Romance from Sir James Barrie's Novel

IMPORTANT ANNOUNCEMENT

Lublinter & 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 "WEST POINT"

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

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