

VARSlTY WORTHY OF EVANSTON

NEW THEATER HAS RARE DISTINCTION

Many Surprises in Store for 'First Nighters' Tomorrow

At last Evanston, and the entire North Shore of which Evanston is the hub, is to realize an ambition which has long been cherished when the doors of the handsome new Varsity theater swing open for the first time tomorrow night.

This beautiful monument to the progressive spirit of Evanston will long remain as a reminder to natives and visitors alike that Evanston is indeed the hub of the great North Shore, not only as a shopping center but as an amusement center as well.

A personally conducted tour, held today by Manager Clyde Elliott, which was attended by many prominent persons disclosed the fact that the Varsity is indeed all and more than has been claimed for it.

It is a photoplay temple of rare distinction and one that Evanston can well boast of. There is no other theater in the United States like it in treatment, design, decorations, furnishings and equipment. The entire decorative motif is one of harmonious coloring, the predominant tone being dull ivory and gold relieved by splashes of soft blues, reds and delicate greens.

Beauty of the Foyer
A spacious lobby, entered from the street, leads into a richly carpeted 20-foot foyer extending across the entire width of the theater. Rare articles of vertu, richly colored vases and beautiful paintings adorn the foyer walls, deeply cushioned divans and chairs, are rugs of heavy pile and a massive

crystal chandelier poised in the center of a well in the ceiling complete an ensemble that for beauty and elegance compares favorably with any of the large Chicago theaters.

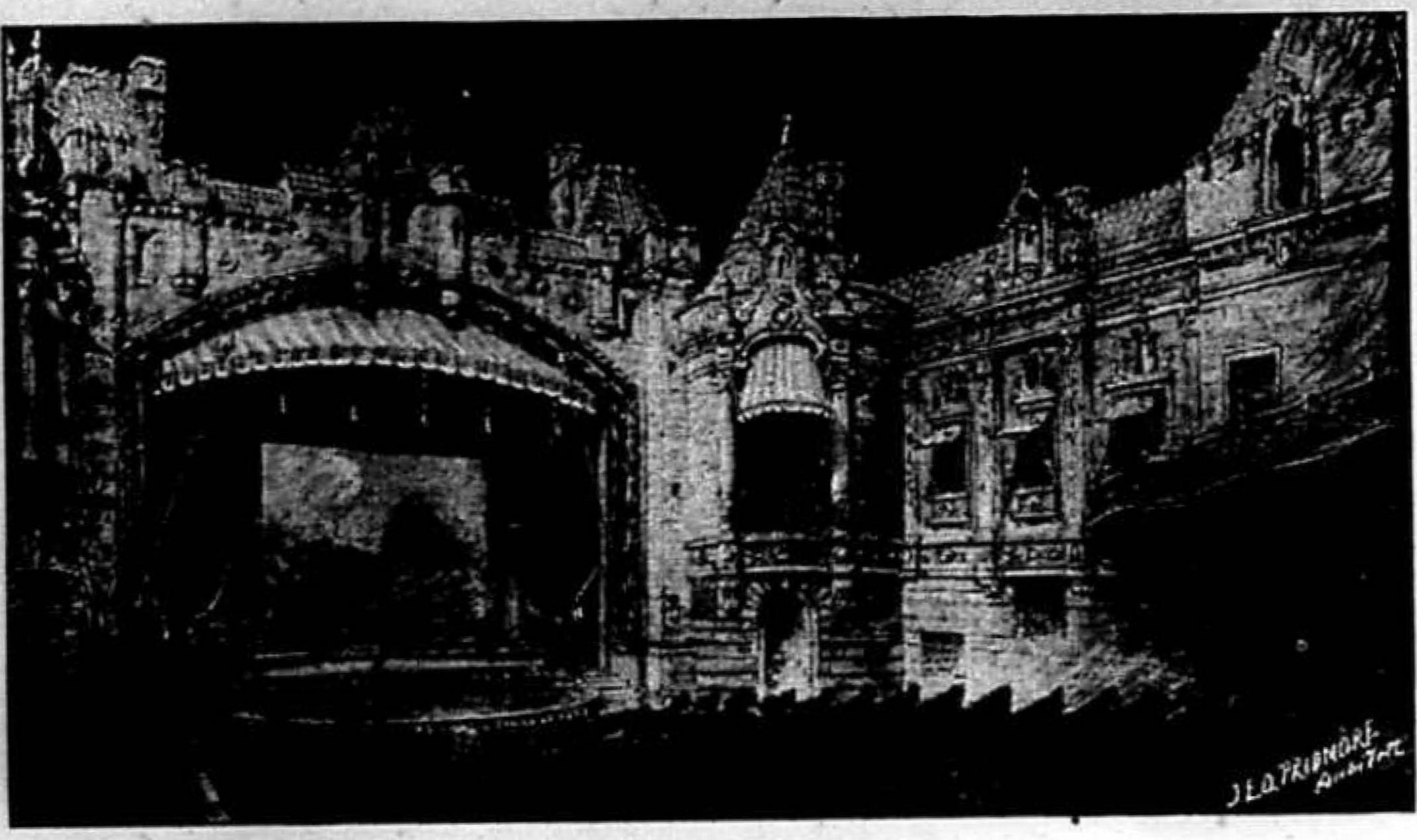
But it is when one enters the auditorium proper that the true beauty and distinctiveness of the Varsity is felt. This auditorium is destined to cause more genuine surprise when first seen than any other of the many "surprise" features of this handsome playhouse. Entering it gives the impression of entering the courtyard of a magnificent French chateau.

On either side, instead of the ornate and highly decorated walls that are predominant in the motion picture theaters of today, rise the outer walls of a beautiful castle, against a clear blue sky. Its massive stone work, relieved here and there by embrasures over which hang richly colored awnings held in place by ebony spears, its turrets and buttresses, gayly emblazoned windows, the irregular sky line relieved by the brilliant red tile roof extending out into the auditorium and its delicate balconies behind which one can almost imagine a lady of the old regime is seated, forms a perfect picture at once restful to the eye and pleasing to the senses.

Happy al Fresco Effect
The courtyard scheme of treatment is extended to the stage, the presentment arch being a continuation of the chateau forming the massive arched gateway with flags and pennons flying and a gayly colored awning, also held in place by ebony spears, falling gracefully over the top of the motion picture screen.

On either side of the stage are mullioned windows through which faintly gleam soft rose colored lights. At intervals along the outer walls of the chateau are placed richly wrought lanterns, intricate in design, which shed a soft glow over the dull ivory and gold walls of the chateau.

A Revelation Awaits You



Something really new in theater designing is in store for Varsity patrons. The illusion created is that of entering one of the quaint thoroughfares in the French Chateau country. None other like it.

In the courtyard of a chateau is heightened by the marvelous lighting effects and the treatment of the ceiling of the Varsity. Overhead is the cerulean blue of a Venetian sky through which soft fleecy clouds lazily float across its face and a delicate crescent moon sails slowly and majestically overhead during the performance its rising and setting being timed so that it slowly fades from view behind the chateau just at the close of the performance.

Never, in the history of the motion picture industry has a theater been constructed with features similar to these.
Features of Organ
The piece de resistance, and one that promises to become a pattern for other theaters, is the method of treatment given the console of the giant Geneva organ which is sunken and rises slowly to the level of the stage during the organ numbers. This feature

has been used elsewhere but it is the console itself that commands attention, having been christened "the atmospheric console" by the management. Contrary to the usual procedure in the decorative treatment of organ consoles in the larger theaters the console in the Varsity has been converted into a miniature French chateau, turrets, windows and all, rising from a rugged stone base.

For the comfort and convenience of the patrons a spacious lounge, reached from the foyer by a marble stairway is a feature of the mezzanine floor. Adjoining this lounge are roomy and comfortable rest rooms with all modern boudoir conveniences for the lady patrons.
In no department of the Varsity has the comfort and convenience of the patrons been overlooked from the heating and ventilating system to the projection booth. Everything that could be done has been done by the manage-

ment to make the Varsity just what is claimed for it "the distinctively different theater" one that is destined to make Evanston the amusement center of the great-North Shore.

ARCHITECT GIVES IMPRESSION OF NEW 'VARSlTY'

Pridmore Designs Theater as French Chateau Imitation

(NOTE: An architect of note was requested by *The News-Index* to inspect the new Varsity theater and write his impressions after seeing it. This he has done in the following article.)

The new Varsity Theater, to be opened tomorrow, is the first theater, perhaps in America, certainly in the Middle West, to be designed in the beautiful style of the French chateau. I understand that the architect, J. E. O. Pridmore was requested, by the University Theater company, to design a playhouse on unique lines and to be essentially different from any previously constructed theater. The result to consider to have

justified the highest anticipations of the owners, and the cultured university city of Evanston will greet this distinctively artistic new creation as a prime addition to its reputation for achievement in the arts.
From the quiet dignity of its Francis I facade, one enters into a chaste lobby of marble ivory and gold. The foyer is richly decorated and furnished in the exquisite French period. But it is in the auditorium itself, that the proud Evanstonian will experience the greatest thrill. For here he will find himself transported forthwith into the interior courtyard of a magnificent French chateau.

Nothing omitted and yet nothing superfluous to make the marvellously beautiful Chateau Biols or perhaps that unique fortress—the Castle of Conde. For here are the beautified warm toned Caen stone walls and battlements, balustrades, balconies, turrets, towers, elegantly soaring chimneys, oiled windows, chaste wrought metal lanterns, red tile roofs. Immediately before one, the unique stage opening, designed to represent the great arched entrance to the castle yard, with drawbridge, portcullis and every detail that gave to these sixteenth century architectural masterpieces, a beauty and originality which has never been excelled

by any other period of the master art. Architect Pridmore's many visits to the historic noble homes of France is probably responsible for his strikingly beautiful interpretations of the chateau period. To make the illusion more complete, the lighting effects will give every condition of exterior atmospheric effect. Fleecy clouds will sail across the broad expanse of azure sky where myriads of stars scintillate and a bewitching moon rises majestically in the blue arc of heaven.
So much for the architectural beauty and the symbolic character of the design. At the same time the owner-manager, Clyde Elliott, has left no stone unturned to provide every convenience and comfort for the 2,500 patrons who will be able to enjoy every performance, each with a perfect vision of the entire stage and from luxurious and roomy seats. A unique ladies boudoir, a hand some tile floored smoking room, library, writing room, phone facilities everything for convenience and pleasure and of the most up-to-date pattern. The acoustics, heating and ventilation were personally supervised by Mr. Pridmore whose long and elaborate study of these problems are a guarantee of their effective



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