

WELL-KNOWN STARS AND REAL PRODUCTIONS WILL FEATURE FINELY-BALANCED PROGRAMS

"Eighteen Carat" Entertainment at "Plated" Prices Aim of New Astor Management, With a Complete Change of Pictures Three Times Each Week.

Notable Programs.

It is proposed to regularly show a complete program consisting of a feature production with a comedy and a news reel, with such added attractions from time to time as may seem desirable. The stars will be the very best known on the screen and quality will be apparent throughout the program, despite the fact that the admission scale has been fixed at the unusually low figure of 11 cents children's and 15c adults at any time. Pictures will be changed three times weekly, on Sundays, Tuesdays and Fridays.

Already booking plans have been perfected which will bring some of the greatest photoplay attractions to the New Astor screen, and the array of stars to be seen from time to time will not be excelled by any other theater despite the very low admission charge which is to prevail at all times. The hour which has been fixed for opening, 9:30 a. m. makes it possible for shoppers to run in and see a show while resting before or after lunch. The closing hour is 11:30 p. m.

New Link for Circuit.

The Duluth Theater company, which is opening the New Astor, already operates in Duluth the New Garrick and the New Lyric, high-class motion picture theaters; and the

New Grand, playing Loew's big-time vaudeville. The Superior Amusement company, a subsidiary company, operating the New Palace, playing Loew's vaudeville and feature pictures, not only also has Finkelstein & Ruben as managers but has among its official staff M. S. Cook, vice president; and B. J. Cook, treasurer, who hold the same offices with the Duluth Theater company. P. F. Schwie, who has been general manager for the other houses, will take the new house under his supervision. Samuel Cook will be the New Astor house manager.

F. & R. Lead in Northwest.

The Finkelstein & Ruben interests are the most extensive in the Northwestern amusement field, operating more than 30 theaters in the Twin Cities alone. This gives them a tremendous booking power which assures the very best in entertainment for the patrons of all their houses. The New Astor thus opens under most favorable conditions.

The opening program for tonight includes a James Oliver Curwood story, "Back to God's Country," featuring Nell Shipman; Charlie Chaplin in "A Dog's Life," and short subjects. For tomorrow, Sunday and Monday Constance Talmadge in "In Search of a Sinner" will be the feature. For Tuesday, Wednesday and Thursday Anita Stewart will be offered in "In Old Kentucky." There will be short subjects to complete the show for each change of program.