

Announcement

Mr. William Lando and Mr. Willie Rabinowitz are pleased to announce to the Jewry of Pittsburgh and vicinity the completion of their plans for a new and modern playhouse and theater, to be known as

Lando's Theater

at CENTER AVENUE AND GREEN STREET
(Former Zionist Institute Site)

Where they will present the finest in Yiddish Comedy and Dramatics at popular prices in conjunction with high-class movie presentations.

The theater is now under construction and will be completed in time for the Fall Season, about September 1st, 1928.

The playhouse will be known as Lando's Theater.

The completion of these plans for such a venture have been made possible through the whole-hearted cooperation of Pittsburgh Jewry. It is hoped that this theater will provide ample entertainment for both young and old and the managers ask for the continued patronage of local theatergoers, in maintaining a permanent Yiddish Theater in this city.

Brick for the New Lando Theatre,
Centre Avenue and Green Street,
Supplied by

**KITTANNING BRICK &
FIRE CLAY CO.**

710 Chamber of Commerce Bldg.

ATLANTIC 7042

BRUE JACKSON

EXCAVATING CONTRACTOR
FOR

LANDO'S THEATER

CENTER AVENUE AND GREEN STREET

GRANT 7158

H. B. HARRIS

2030 WEBSTER AVE.

PLUMBING AND HEATING CONTRACTOR

for the **LANDO THEATRE**

CENTER AVE. AND GREEN STREET

NEW YIDDISH THEATER PLANNED FOR THIS CITY

William Lando and Willie Rabinowitz Join Forces in New Theatrical Venture

It is with much interest that formal announcement of the construction of the new Lando Theater is being received by local theater-goers who have for some time anticipated such a venture. However, such a thing is now a reality through the combined efforts of Mr. William Lando, prominent local real estate operator, and Willie Rabinowitz, for twenty-five years one of the foremost actors and producers in the United States and Canada.

The theater is now under construction and will be located at Center Avenue and Green Street, the site formerly occupied by the Zionist Institute. It was only after a promise made by Mr. Lando that the ground would be used for a theater

In speaking of his new venture, Mr. Lando said: "I have for many years been aware of the need of a Yiddish play-house in this vicinity and feel certain that Pittsburgh Jews will subscribe their hearty co-operation to the maintenance of such a place of amusement. Other cities have always been afforded consistent productions, whereas Pittsburgh has never had a permanent theatrical enterprise.

"In the construction of the new Lando Theater, located at Center Avenue and Green Streets, and having a seating capacity of one thousand, the Jews of Pittsburgh and vicinity can look forward to amusement of the highest type. Mr. Rabinowitz, my associate, through twenty-five years of experience as an actor and producer, has felt the pulse of local theater-goers; and neither time nor expense will be spared in presenting in a high-class manner the finest in Yiddish play-writing. A superb cast, one that boasts of the finest talent on the American stage today, is being brought here for this purpose. A first-run moving picture will be shown in connection with a stage presentation, and the orchestra, of the finest merit, will be a permanent part of the theater.

It is certain that our plans will provide ample entertainment for both young and old, and the management asks for the continued patronage of local theatergoers in maintaining the first permanent Yiddish theater in this city."



Willie Rabinowitz

that he was able to get this location; and plans call for a modern building of fire-proof construction, with every convenience and accommodation, and having a seating capacity of one thousand.

Pittsburgh has long felt the need for a regular play-house, and is lending their utmost co-operation for the success of this enterprise. Mr. Rabinowitz is now in New York engaging productions for the new season, and is also engaging a troupe of twelve stage stars who are members of the Actors' Guild. The cast will be a permanent part of the theater and will present only the finest in Yiddish comedies and dramatics. In addition, a first-run movie will be shown in connection with an excellent permanent orchestra.

"Spring Clean" Your Clothes

This is just the time of the year when women and men are thinking about their spring and summer wardrobe. It is to the advantage of everyone to look over last season's things to see which pieces of apparel may be refreshed by cleaning or dyeing and made to look like new.

Mr. Meier, of Meier's Cleaners and Dyers, Lincoln and Tennis Avenues, East End (formerly Mack Cleaning Co.), has been in this line of work for many years and promises expert workmanship. Many of their customers have been recommended to them by regular patrons. This speaks volumes for their good work and efficiency. They never fail to please because they own and operate their own plant and can restore the newness and freshness to the most delicate fabrics.

Meier's can give to Criterion readers prompt service and delivery, and all they ask for is a trial. Call Hiland 4992 to have truck call for work.

R. GOLDSTEIN

Brick Laying Contractor

for the new *Lando Theater*

Center Avenue and Green Street

3723 Frazier Street

Mayflower 8479

R. J. COLWELL

ARCHITECT & CARPENTER FOR LANDO'S THEATER.

100 Elm Street, Edgewood