



WELCOME!



Officials of Loew's, Inc., and the late Marcus Loew are shown above. In the center is Nicholas Schenk, president of Loew's; and left is Col. E. A. Schiller, vice president, and at the right is Mr. Loew.

## LOEW'S AKRON OPENS

ONCE again Akron celebrates the entry into its city of a new amusement enterprise, this theater, Loew's Akron, located on S. Main st., near Bowery, being opened to the public for the first time today. The first performance at Loew's Akron, the largest theater in this city, seating 3,500 persons, started at noon Saturday and will be continuous. At 8 o'clock this evening plans have been made for the official reception when Mayor G. Lloyd Weil and other officials will extend to the Loew organization, Akron's greetings.

The opening of the new theater brings to Akron men high in the theatrical world who were long associated with the late Marcus Loew who personally selected the site for the local theater. Foremost among Akron's distinguished guests from the theatrical world is Nicholas M. Schenk, who succeeded Mr. Loew in the presidency. David Bernstein, vice president; Col. E. A. Schiller, vice president and general manager; Joseph R. Bogel, assistant general manager; Terry Turner, publicity director; John Ebersson, famous theater architect; A. Howard of the Michel-Angelo studios and many officials with United Artists and Metro-Goldwyn Mayer are to comprise the official party to be present at the official reception.

Included in the list of local guests will be fire and police officials, city councilmen and newspaper representatives. The loge seats are to be reserved for the theater's guests and the balance of the house will be open to those who procure seats at the box office.

### Talking Picture

Loew's Akron will be opened with a bill including a talking motion picture production, "The Voice of the City" and five acts of vaudeville headlined by William and Joe Mandell. Other acts on the vaudeville bill include the Coed Juvenile steppers, Carleton and Ballew, Juvenile sextette, Juvenile solo dancers and Owen McGivney.

Popular prices will prevail at the theater and were announced by W. A. Finney, district manager for Loew's as follows: Orchestra and loge seats, matinees including Saturday, 35 cents, remainder of seats 25 cents and children 15 cents. Nights and Sunday prices are 50 cents for all seats with the exception of the loges, 65 cents. Night price for children is 25 cents. In the orchestra pit Akron will welcome back to its midst a well known local director, Edward C. Marquardt, who directed many engagements at the Strand theater and spent 15 seasons at old Lakeside Casino during its vaudeville days. The musical program for Loew's Akron will include many special features in addition to the regular vaudeville accompaniment. The orchestra pit is equipped with elevated stages that

(Continued on Next Page)



# More Than \$1,000,000 Spent In Moorish Garden Decorations

## Waving Foliage, Silver Stars Set In Blue Skies, Walls

MORE than \$1,000,000 has gone into the creation of the old Moorish garden, with its waving foliage, silver stars set in the warm blue of southern skies, and castle walls where balconies dream in the reflected amber of swinging pendant lanterns, which forms the setting in which Akron will watch the plays that are to be offered at Loew's Akron theater, which will open Saturday.

The theater, which is located on S. Main st., near Bowery st., has combined a gay profusion of blended colors with a sense of restfulness and contentedness, which in this instance disparages Shakespeare's utterance that the play's the thing.

**Resembles Outdoor Court**  
The main foyer, which resembles the Moorish outdoor court, is made from golden colored stucco framed in real Italian marble, and the walk is Moorish patio in design with various figures worked in colors on it. A large foyer arch, done in golds and tans leads into the grand lobby with its staircase and mezzanine arch. The staircase, royal with the insignia of honor worked in its Moorish design, partakes of the spaciousness of a castle entrance.

To the right of the main foyer, as one enters, is the suite which contains the manager's and executive offices, arranged in the form of a completely equipped miniature hotel.

**Dull Green Woodwork**  
Draperies of velvet maroon, in the grand lobby, add an enriched tone quality to the greens and golds and tans. The grand candelabra, hung with maroon velvet tassels, is enforced by four auxiliary candelabra. Woodwork, done in dull green, also contains a thread of crimson and blue and gold for ornamentation.

Intakes, outtakes, heating and ventilation, throughout the theater, have been worked through shadow patterns of deep blue, which depict Moorish windows, giving the effect of belonging to castles that enclose a garden. Flowers and shrubbery sway in a continual breeze, statuary is placed in niches, and lamps of old, rich colors add mellow light.

**Costs Over \$100,000**  
The ceiling in the grand lobby, a startlingly bright arrangement of colors that escapes being too bizarre because of the harmonic blendings, represents a cost of more than \$100,000.

The auditorium, which will seat 3,500 people, gives one the sense of viewing a play under open sky, due to the clouds and stars presented in the atmospheric setting. A proscenium arch, done in golds, is placed across the stage. Air is changed throughout the building every 72 seconds, and sufficient space has been allotted for seating so that one's knees do not touch the back of the seat in front. The color combination of Etruscan gold, blue, green, tan and crimson leads up to an arched dome which not only serves as the sky but improves the acoustic effect.

**Tapestries In Lobby**  
Lights in colored clusters, pendants of medieval design which act as lamps, and other semi-opaque globes done in pastel shades give softened amber light. Tapestries depicting medieval scenes are hung in the grand lobby, the royal Moorish banner occupies the place of honor in the arches and Moorish treasures gathered from throughout the world succeed in presenting realism to the spirit of romanticism that is presented. Treasure chests, throne chairs and cabinets are used not only in the mezzanine and grand lobby, but in the dressing and smoking rooms as well.

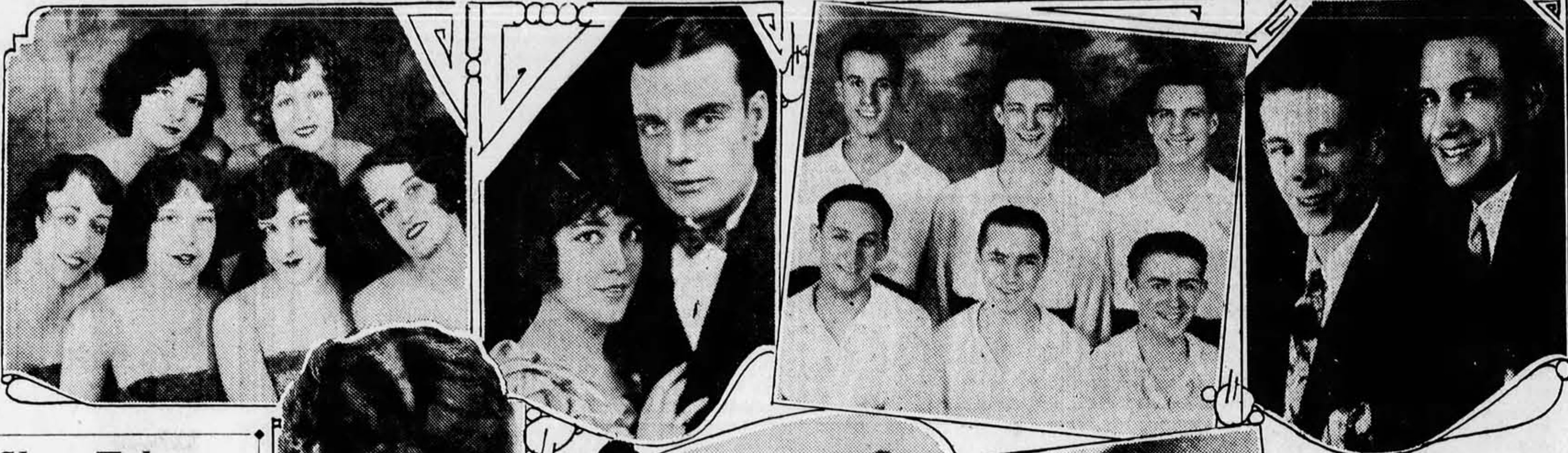
Safety has played a large part in the erection of the theater, it being so arranged that the entire building can be emptied in five minutes. The main floor of the auditorium alone contains five aisles, several widened spaces for people to pass, and nine regular exits.

**Flood Lighting**  
The theater is equipped with both projection equipment and contains the first simplex sound and photographic Vitaphone and movietone to be used in any theater anywhere. Flood lighting comes directly from the projection room, rather than below the balcony as in most theaters.

The entire building is covered with deep crimson carpet one inch thick, which is placed above a padding one and one-quarter inches in depth. Dressing rooms are commodious enough to care for the largest theatrical troupe in the country.

John Ebersohn is the architect and Albert Howard designed and painted all stage settings.

## William, Joe Mandell Headline Opening Bill At New Loew's Akron Theater



### Shoes Take First Place In Wardrobe

Should Be Chosen To Fit All Occasions And Outfits

By JOAN CRAWFORD

SHOES are the article which make or break the perfect ensemble. It is impossible, I think, for a woman to be too careful in the selection of her footwear, too conscientious in its care or too painstaking in matching her shoes to her various gowns.

Shoes have been gay and gorgeous for some time, but never have they reached the peak of colorful and classic distinction that are theirs this season. Shoes, now, are truly beautiful. They have enough color and come in enough variety of materials to thoroughly satisfy the feminine love of adornment and variety.

Besides taking on a colorful character, shoes have acquired temperament. They either shine with perfect distinction and grace in a certain setting or they are definitely dowdy and out of place. There are shoes which are typically shoes for the forenoon. Others, with a degree of elegance and adornment which are decidedly for the afternoon. Still others, more dressy, for informal occasions and decidedly brilliant ones for the evening. Some are strictly walking shoes and, for a woman who seeks a perfect appearance, to appear on the street in any other type for long walks or strolls, is a fatal dress error. Others are meant solely for the country—and so on, through all the activities of a woman's life and all the hours of her day.

**Color Here To Stay**  
Color in shoes is, I think, here to stay. Not the bright, vivid shades which are vulgar for all but evening occasions, but the dark subdued shades, reds, greens, browns and blues, which blend into the color of the costume and make a perfectly toned harmony from head to foot. Women who do not make use of this colorful accent in their costumes are overlooking a style advantage.

Fabric shoes will be far more popular this season than ever before, and it will be perfect good taste for a woman to blend one or several colors in the same shoes. Fabric shoes have two distinct advantages one should not fail to appreciate—their color and their coolness.

**Leather Combinations**  
Leather combinations are very good if utilized with the restraint of good taste. Varieties of the strap slipper, the pump and the oxford are all good. Oxfords are generally cut lower over the instep than formerly, but the lower cut oxford has given rise to higher cut pumps, so the two are more of the same proportion. Shoes, as a whole, have become much more sensible, along with their greater beauty. They conform, now, exactly to the shape of the foot, and French heels are taboo except for dressy occasions. The sensible walking shoe has become both dignified and beautiful so that it is no longer just a nondescript article of comfort.

In my latest picture, "The Duke Steps Out," a Metro-Goldwyn-Mayer production, starring William Haines, I play the part of a college co-ed and in the athletic activities of the campus and the sorority parties have occasion to use all types of shoe. I have chosen them from my own personal footwear and recommend them to the attention of women seeking an illustration of this new feeling in shoe beauty and dignity.

"The Duke Steps Out" will open at the new Loew's Akron, as its second picture, with dialog sequences.

### CODY LAUNCHES ON CAREER AS DOCTOR

But Interest In Amateur Theatricals Lands Him On Stage

Lew Cody started out to be a doctor, studying medicine at McGill university, Montreal. He sandwiched in amateur theatricals with his medical books, however, and, via the Stanhope Wheatcroft school of dramatic acting, landed on the stage instead of in an office.

He began doing one night stands. He was stranded, marooned, broiled, and, in fact, went through all the vicissitudes possible on the kerosene circuits. Next, he went into vaudeville. Then he toured in stock as a leading man at first,



Lew Cody

William and Joe Mandell have the honor of headlining the first vaudeville bill at Loew's Akron. They are shown in the center below. Other acts on the initial program are, top, left to right, Co-Ed Juvenile Steppers, Carleton and Ballew, Juvenile Sextette, and Juvenile Solo Steppers. Ann Ballew is shown at the left below and Owen McGivney at the right.

and finally as the owner of five stock companies.

He got into pictures as a leading man to Bessie Barriscale in "Mating." In 1915 he made his first big hit in "For Husbands Only." Since his affiliation with Metro-Goldwyn-Mayer under a long term contract, he has added to his reputation in many films including "Time the Comedian," "Exchange of Wives," and "A Slave of Fashion."

Cody, who was born in Berlin, N. H., is of French descent. The name was originally Cote. He is a fraction under six feet tall, weighs 176 pounds and has black hair and brown eyes.

### Film Wedding Aid To Movies' Success

Mary Pickford and Douglas Fairbanks were married March 28, 1920. Their happy married life and loyalty to each other have done much to elevate the motion picture industry's place in public confidence.

Miss Pickford's sister, Lottie Pickford, and her brother, Jack Pickford, are both living in Beverly Hills, Cal.

## Congratulations

We congratulate Loew's upon the completion and opening of their magnificent theater.

## The Akron Baseball Club

JOHN FITT, President

**Congratulations**

**LOEW'S THEATRE AKRON**

**YOUR NEW THEATER IS MAGNIFICENT!**

We are pleased to have had the privilege of furnishing the new ALL-STEEL OFFICE EQUIPMENT and SUPPLIES in this fine new amusement center.

**Commercial Office Furniture Co.**  
East Market and Broadway Main 1763

**Welcome To Akron**

**LOEW'S THEATRE AKRON**

We desire to take this opportunity to congratulate Loew's, Inc., Mr. Nolan and associates on the opening of this beautiful theater.

We extend our best wishes for the success of your enterprise in this city. Your faith in the future of Akron is well justified.

**The Hays Co. Flowers**  
Metropolitan Bldg.

A Theater For All Akron

## A SUPER-THEATRE

THE OPENING of the beautiful new Loew theatre is a compliment to Akron.

Loew's Akron is a super-theatre. It seats 3,500. Its equipment and decoration are on a metropolitan scale of finish and richness.

Such a theatre investment is an expression of Loew's faith in the future of Akron.

The

# OHIO STATE BANK & TRUST CO.

Capital, Surplus and Individual Profits  
\$1,700,000.00

### Congratulations

From

**THE AKRON HOTELS ASSOCIATION**



# PERSONALITY OF LOEW PRESIDENT BRINGS SUCCESS

### Nicholas M. Schenck Bridges Many Differences And Squabbles HIS SMILE IS MAGNETIC

**By TERRY TURNER**

In order to write something of Nicholas M. Schenck, successor to the late Marcus Loew, as president of Loew's, Inc., one must actually corner him betwixt and between conferences. Having accomplished this feat, one must then devote considerable time in convincing him that there is a single soul in the world sufficiently interested in his life to take as much time reading it as would require telling it, and even then the process becomes a difficult one, inasmuch as each fact must be literally dragged from him.

And in the end, the scant biographical facts obtained prove of little importance because it has been the personality of the man combined with a magnetic smile, forever in the foreground to bridge differences and squabbles, as the chief attribute to his phenomenal success.

**Recalls Incident**

To more illustrate paragraph one, the writer recalls an incident which occurred some 15 years ago, when an enterprising theater manager sought to glean some facts from Mr. Schenck for a newspaper yarn, during one of his visits to a Canadian theater property. The answer prefaced by an ever engaging smile was quite to the point. "My boy, you are young and I like you and for that reason I do not want you to forget what I now tell you. You are operating a theater and selling amusement to the public. What you sell from your stage to the public is the all-important story for every newspaper. Aside from that, Mr. Loew is the head of this organization and stories should be of him, and not of me. Now remember this, if you put my name in the newspapers you automatically discharge yourself."

And to more aptly illustrate paragraph two of this story, the writer also recalls an incident occurring some years ago which disputes threatened to delay the opening of Loew's State theater in Cleveland. The completion of the gigantic structure was truly a back-breaking task for everyone. The various local executives headed by Mr. Schenck had been on the job almost continuously day and night, grabbing a sandwich and a cup of coffee whenever a fleeting moment was to be had. The mechanics had begun to feel the strain and so had many of the lesser executives. Fagged brains and muscles alike are at times subject to irritable thoughts and moments. As I recall it, the clash came with the plasterers.

**Both Factions Break**

It was just a case of fagged nerves from within the ranks of both factions, but nevertheless, brought about a breaking point. The worker assumed he was being driven and the executive assumed the attitude the worker was laying down on the job. Then the strike. Everything stopped dead and a messenger ran for Mr. Schenck. He came, not on a run or breathless, but slowly and bearing the most radiant smile imaginable. Spokesmen of both factions, who had berated each other bitterly a moment before, lowered their tones and the smiling face before them forced a smile from their tired countenances. And then came the demonstration of the winning personality of which I have written. With less than five hours to go until opening time, he agreed with both sides, officially declared work off for a half hour, took both factions to a neighboring restaurant for a bite and a much needed rest, trotted them back to the theater smiling at each other—and Loew's State theater, Cleveland, O., was ready to open on schedule time.

**Magnetic Personality**

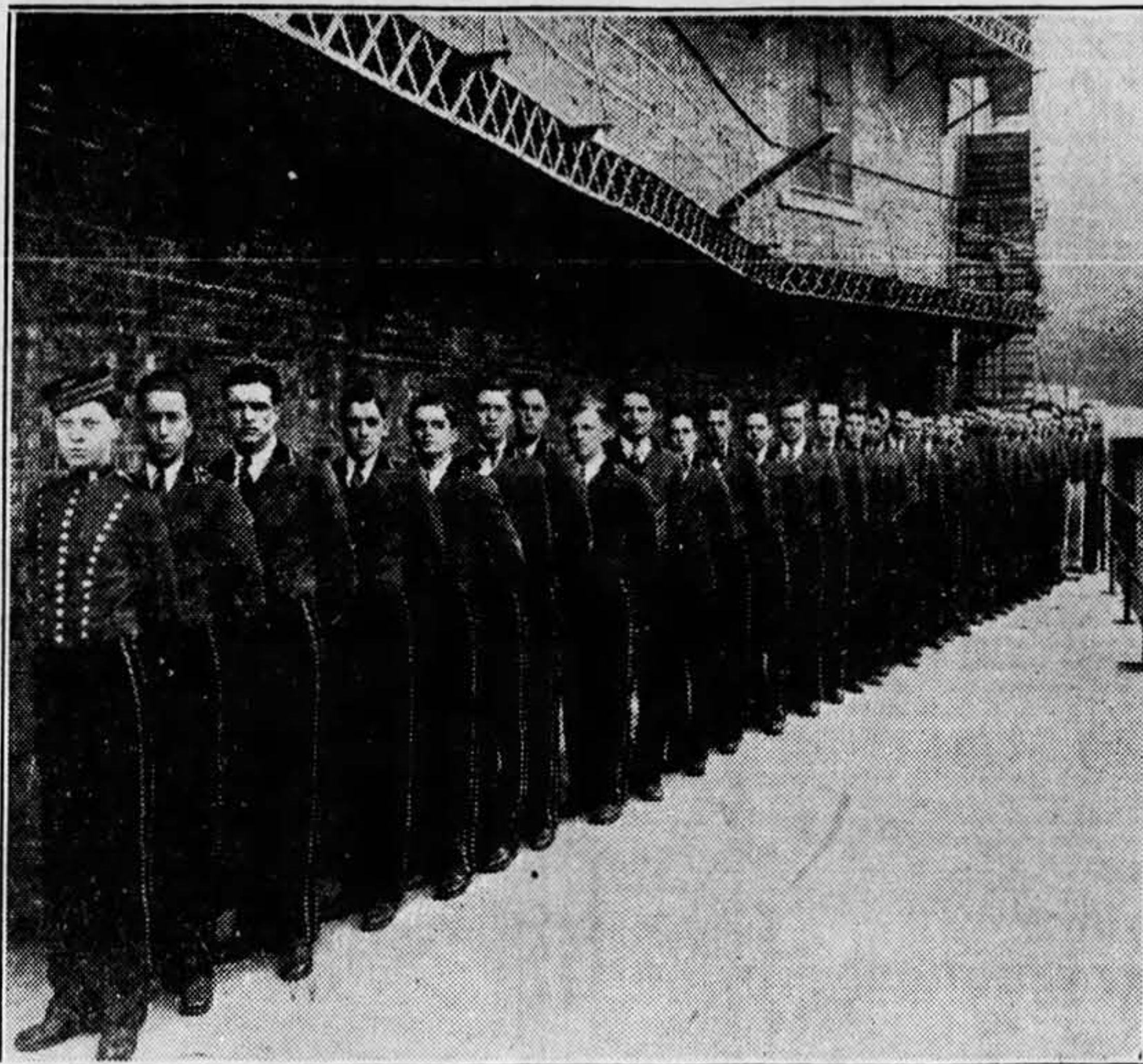
And now an illustration of paragraph three, wherein we will try to show that Nicholas M. Schenck has thrived and progressed in the main through a magnetic personality. With very little school education he began testing his earning power as a newsboy and unconscious of the fact that he was but proving his powers of personality in the writer's mind he said: "I suppose you will want to write all that bunk about me starting as a newsboy. That is true enough but don't say I fought on the street corners with kids for the best spot because I never did. In fact I never fought with any kids. They were all my friends, so if you must write about it, don't say that I fought with everyone." And so the quality of drawing people to him evidenced itself quite early in life and assuredly without the knowledge of its possessor. By that illustration, however, let me not lead the reader to believe that Schenck is a "namby pamby" type of executive. Quite to the contrary, he can and is quite impressive and most exacting in his arguments, but never delivered in an antagonistic spirit or in a dictatorial manner.

Like his predecessor, Nicholas M. Schenck is a great listener and weighs both sides of any discussion before attempting to give a decision. He is quick to commend and slow to condemn. Throughout the world of the theater he is affectionately known as "Nick." Office boys and stenographers who share his engaging personality equally with business associates as the regular order of things refer to him affectionately and yet quite respectfully as Mr. "Nick" Schenck.

**"Merry Widow" Wins Fame For D'Arcy**

Roy D'Arcy won screen fame at the first showing of "The Merry Widow," established himself as one of the largest discoveries in villains. He is a featured member of the Metro-Goldwyn-Mayer Stock company. Among his pictures are: "La Boheme," "The Masked Bride," "Valencia," "The Temptress," "Beverly of Graustark," "Bardelys the Magnificent," "The Gay Deceiver," and "Winners of the Wilderness."

# These Young Men Will Assist You



Should patrons become "lost" in the spacious new Loew's Akron any one of the above young men stands ready to guide guests to the various sections of the theater. They also have been selected for their experience in guiding patrons to seats in the theater.

## SALLY O'NEIL JOINS SCREEN BY ACCIDENT

### "Out For Evening" When Neilan And Wife Discover Her

Some persons have fought their way into the movies; many more persons have fought without getting into them, but the case of lovely Sally O'Neil was nothing like that at all. In fact, Miss O'Neil would have had to fight rather strenuously to have kept herself off the screen, once she had been spied by Marshall Neilan, the director.

Sally O'Neil, Miss O'Neil, born Virginia Noonan, daughter of the late Supreme Court Justice F. T. Noonan of New Jersey, and educated at Notre Dame convent, New York City, hadn't any more idea of becoming an actress than she had of discovering the North pole, perhaps even less. Mention might be made of the fact, however, that in her veins was the blood of the famous Costello family of actors in Ireland.

**Her Family Moves**

It happened that Miss O'Neil's family moved from New Jersey to Los Angeles, merely seeking a change of climate and not thinking anything about the movies at all, unless it was as a means of entertainment. Once in Los Angeles, what was more natural than that Miss O'Neil should be dancing at the Ambassador hotel on the same night Mr. Neilan and his wife, Blanche Sweet, were there for the same purpose?

Mr. Neilan had been looking long for just the right type of girl to play the title role in a picture called "Mike" that he was then making for Metro-Goldwyn-Mayer. No sooner had he and Miss Sweet seen Miss O'Neil than they exclaimed simultaneously, "There is Mike." They arranged to be introduced to Miss O'Neil immediately. Within a day or two Miss O'Neil had passed the necessary screen tests and had made her debut as a screen player, playing a lead.

## Soft Lighting Is Used In Theater

Soft lighting that accentuates the beauty of decorations, furnishings and furniture is one of the outstanding characteristics of a Loew playhouse. Patrons who visit the new Loew's Akron theater, will note the effects.

White lights are noticeable by their absence. All lights are of soft amber, green, red or blue tones.

## CHANEY IS GENTLE PERSON OFF SCREEN

### "Man Of Thousand Faces" Once Worked As Slap-Stick Comedian

LON CHANEY, "man of a thousand faces," may be beetlebrowed and stern-looking, but he really is a very gentlemanly person who hails from Colorado Springs. To those who ask what impelled him to begin upon the road that has led to stardom he explains that it was "just a natural hankering to be an actor." He is fond of relating how, at an early age, he made his first appearance with his brother in a play of their own invention. That he performed "The Bells" dressed in Hamlet's costume didn't much matter to the 16-year-old prodigy, nor to the audience who saw that show.

Then followed a brief theatrical venture professionally. He acted as property man and sometimes as wardrobe man with odd traveling shows. When he couldn't get theatrical work he turned to the transportation business as a means of livelihood. Later he took a jump artistically by becoming an interior decorator.

In 1912 that "natural hankering to be an actor" led him, after several stage disillusionments, to the screen. He became a slap-stick comedian. It wasn't long before directors singled him out for villain roles and all around character parts. Early disappointments had written themselves so clearly on his face that he made an excellent character for "The Miracle Man." Then came renown.

Lon Chaney

**We Congratulate**



Upon their fine new theater and take this opportunity to congratulate the management and extend our best wishes for their success—your faith in the future of Akron is well justified.

**Standard Savings Bank**  
174 South Main Street Akron, Ohio

**THE LARGEST TITLE COMPANY IN OHIO EXTENDS TO**



**A SINCERE WELCOME**

**THE GUARANTEE TITLE AND TRUST COMPANY**  
SECOND NAT'L BLDG. AKRON

TITLE TO ALL OF THE LAND OCCUPIED BY THE LOEW THEATER BUILDING WAS INSURED BY THE GUARANTEE TITLE AND TRUST CO.

**SPEAKS FIVE TONGUES**  
Roy D'Arcy speaks five languages. His particular hobby is the collection of antiques. He says he has no am- and horses and lives at an apart- bition. He owns some valuable dogs ment in Hollywood.

**Congratulations**



We are pleased to have had the furnishing of all the Ornamental Iron and Miscellaneous Iron Work in this magnificent structure.

**Stairs — Railing — Balconies**  
**Grilles — Area Gratings — Fire Escapes**  
Furnished and Installed

—by—  
**The Wroble-Maine Co.**  
Ornamental Iron Work  
3106 East 63rd St. Cleveland, Ohio

**A Work of Art!**



IT IS especially fitting and proper that so outstanding a monument of achievement as the new Loew theater be crowned with the success it deserves and with the glory of public praise. We congratulate Loew's upon their new theater which is a work of art.

**City Laundry and Dry Cleaning Co.**  
637 S. Main St. Main 1468

We welcome the Loew Akron Theater and congratulate them on their magnificent and massive structure.

**SPECIAL PERMANENT WAVE** ..... \$5.00  
As a special theater offering— during one week only — phone for appointment.

**RIGGS-LEMAR SYSTEM**  
Ohio Bldg. Main 1851

**Congratulations**



WE join with all Akron today in congratulating Loew's, Inc., and the management upon the completion and opening of this massive and magnificent monument.


Akron can be justly proud of this new palace of entertainment which is evidence of the stability of our city.

**CENTRAL HARDWARE & STOVE CO.**  
200-202 S. MAIN ST.

**STAR HARDWARE CO.**  
13 South Howard St.

**EAST AKRON HDWE. CO.**  
900 E. Market St.

**From One New Akronite —to Another**



It affords the Maas Company, itself a lusty youngster among Akron's business institutions, great pleasure to felicitate LOEW'S upon the completion of Ohio's Most Beautiful Theater.

That it reaps the brilliant success it so richly deserves is the wish of myself and the whole of the Maas organization.

*Lois Maas*  
President

**THE MAAS CO.**  
"Fashions In Taste and Style"



# DETERMINATION TO WIN RESULTS IN HIS SUCCESS

Col. E. A. Schiller, Vice President Of Loew's, Amasses Fortune

STARTS ON LAUNDRY CART

Colonel Edward A. Schiller, a product of Gotham's Harlem, who, like his many predecessors rose from a literal zero mark to the vice presidency of Loew's incorporated, unquestionably the largest theatrical organization in the world at the present time, did so by sheer determination, faith in his work and opinion, and a perseverance in attaining any goal.

Although in his early forties, he now dominates those phases of the theatrical realm in which he once fought to retain the smallest share. Possessing a natural argumentative nature and an analytical mind, it is reasonable to state that he would have been a success had he chosen law or politics as a profession.

He has acquired the knack of sifting the negative angle of any question to the sheen of the positive side with the result that he invariably takes the play away from his opponent.

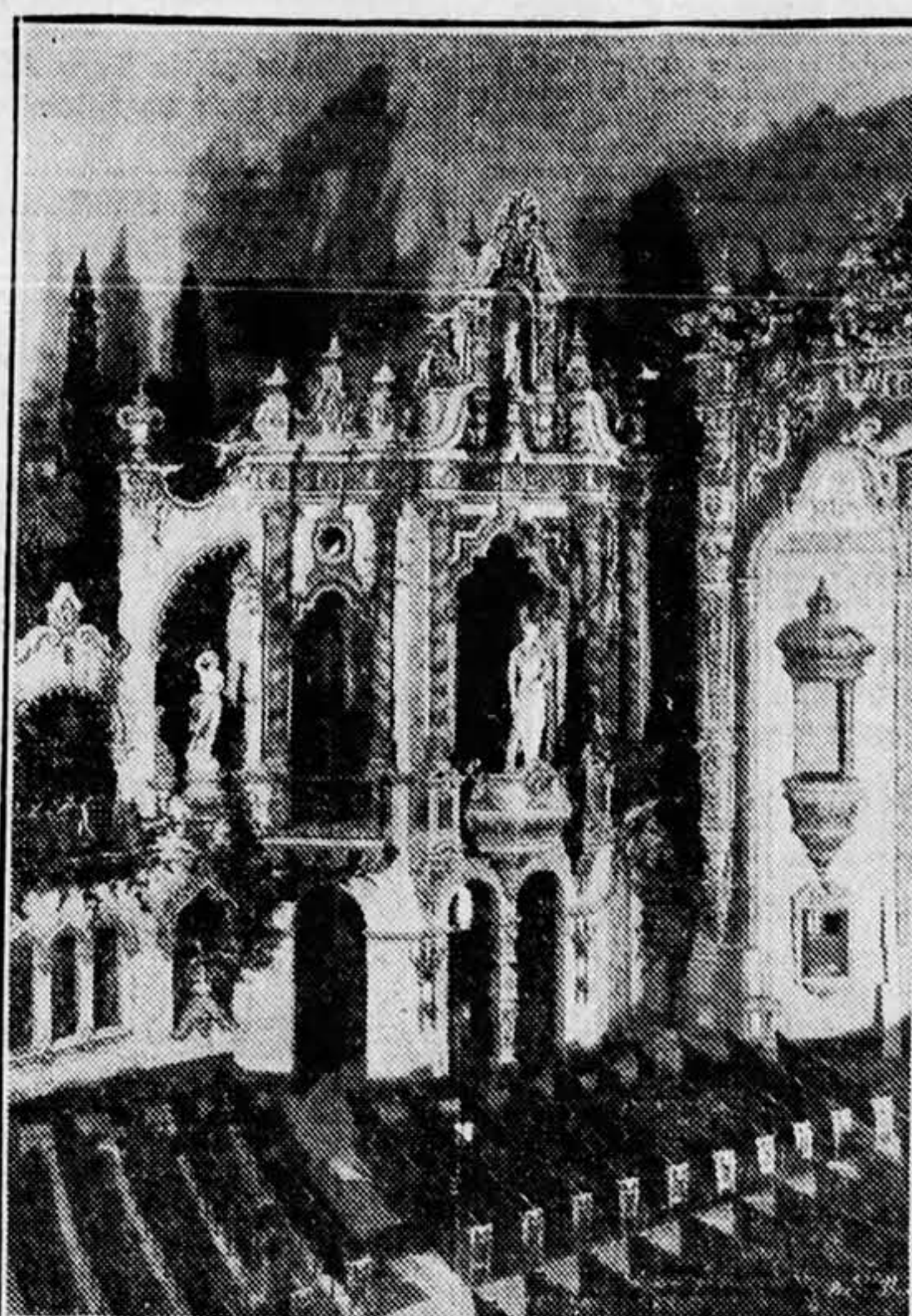
**Born In New York**  
Despite the fact that he spent a number of years below the Mason-Dixon line, with his headquarters generally in Atlanta, Ga., he was born in New York City and of poor parents. There were two other boys and Edward A. being the oldest, it behooved him at an early age to find work and less schooling to sort of keep both ends from merging in the middle. He did get as far as the primary department in school when he was forced to go to work. Even as a primary school pupil, however, he showed inclinations to become a theater owner by securing a wide open space of ground on the banks of the East river (without the formality of leasing or even speaking to the owner about it and charged five pins to each kid of the neighborhood (who fell for it) to watch the blasting at Hell Gate. He has never quite given up the pin idea, pinning down everything of value within his reach, to Loew's Inc.

He witnessed his first theatrical performance when six years of age at Niblo's Garden in the form of "Monte Cristo" with James O'Neill. Years later he was destined to produce the same show in stock.

**Works For Laundry**  
Schiller's first position was not selling newspapers, the knowledge of which is in itself a refreshing relief from the usual life start of a famous individual. He confesses to having been on a laundry wagon, somewhat in the nature of a collector of soiled antique garments. Inasmuch as many of the relics revealed themselves upon handling as even beyond the antique stage he deserted the wagon and became a tobacco salesman, doling out to the retail trade real cigars as well as the usual run of hem.

It was in this capacity that Schiller was literally thrust into the producer's end of the theatrical business.

## Interior Of Loew's



ABOVE is an interior view of the new Loew's Akron theater which opens today. Waving palms and floating clouds add to this scenic beauty.

Schiller is now vice president of the vast theatrical interests that control Metro-Goldwyn-Mayer Pictures, which sponsored and produced quite recently, "The Scarlet Letter" and "La Boheme," starring the Duse of the American screen, Lillian Gish.

**Fortune To Command**  
Through the success of melodrama, Schiller amassed a fortune and established himself in Bayonne, N. J., with the erection of a theater there. The same line of melodramas were booked into that territory with the same phenomenal success and he later built a larger theater in the same city. However, the panic of 1907 when practically every industry suffered greatly if it wasn't smashed, resulted in financial reverses which ultimately sent Schiller into the promotion of theatrical stock companies. He sponsored these aggregations with an equal measure of failure and success in Norfolk and Richmond, Va., Atlanta, Birmingham, Memphis, Nashville, New Orleans, Chattanooga and Knoxville, Tenn. Many of these were directed in association with Jake Wells, a well known theatrical producer in the south.

It is interesting to note some of the now famous stars virtually began their careers with Schiller through the medium of the stock company. Among them were Dorothy Dalton, a famous screen star and now the wife of Arthur Hammerstein, one of the foremost producers of light operas; Allen K. Foster, now staging the dance ensembles in many of Shubert's leading musical comedies and who really began his career in the company of "Her First False Step;" Jack Mason, another master

## LOEW, WARFIELD MEET ON STREET, ENTER BUSINESS

Two Great Theatrical Leaders Come Together By Accident

START PENNY ARCADE

**By DAVID WARFIELD**  
ON a bright Sunday morning in 1899, I stood in 111th st. looking over some property of mine, two apartment houses which I had bought with what was practically the first money I had ever saved—and, despite the fact the investment was not paying me, I felt that glow of pride that only the property holder knows.

A little farther down the street I noticed another man gazing, with something of my own possessive air

at an apartment building. I rather liked his appearance and air, and because we were young and thrilling with the same proprietary sensations we fell into a conversation. He seemed such a splendid fellow, so sincere, so unassuming and so straightforward, I liked him immediately. He gave me his name.

**Was Marcus Loew**  
It was Marcus Loew, and he was a furrier, with offices in Union Square. We spent the forenoon chatting like old friends, and old friends we were within a very few weeks. Discussing our apartment houses I told Marcus—we were Marcus and David to each other that first Sunday—of my trouble. He took my houses over, and he made them pay.

We were strolling in 14th st. one day when Marcus exclaimed, "I want to show you something." He then led me to the storeroom of a well-known dairy kitchen, where Adolph Zukor and some young associates were remodeling the premises with a view to installing a penny arcade. Suddenly I turned to Loew and said: "Marcus, let's go into this business!"

Marcus finally sold his fur concern and we joined forces with Zukor and his partners, forming a subsidiary company, and I put up the money, as I had promised.

**Paid Dividends**  
Then we formed a stock company with \$100,000 capital and launched out into the penny arcade business under our own steam. Our first ar-

cade was on 23rd st. near Eighth av. We had as many as seven or eight and we were paying dividends of 20 per cent.

Then we went into the movie business, putting our shows into tiny storerooms. Our little picture theaters began dotting the town.

Marcus used to call for me at the theater and we'd have supper, talking of our "growing pains" as movie picture house proprietors until 3 and 4 o'clock in the morning.

As I look back on our penny arcade days in 1900 and those first years and then try to visualize the night and far reaching enterprise that Marcus heads today, it all simply doesn't seem possible. It is actually beyond my conception.

**GISH WITH M-G-M**

Lillian Gish is now under contract to star in Metro-Goldwyn-Mayer pictures. Her pictures thus far with that company are "La Boheme," "The Scarlet Letter" and "Annie Laurie."

## Daily "Throat Baths" Are Advised For Those Who Talk

**By SYLVIA FIELD**  
Daily "throat baths" are essential if you must earn your living by talking, as I do on the stage or in talking pictures.

There is no greater beauty aid than proper throat care. Germs galore come into the mouth in a dozen different ways. Not all of them cause disease, and 90 per cent of them are thrown off by the body without causing serious damage. Note the word "serious." Every time a germ is absorbed into the blood the body has to work to throw it off. That extra work takes energy which should be used to build tissue—and therefore a girl who neglects proper hygiene of the mouth

may be interfering with her own beauty. Personally I never give the germs a chance! I don't have any queer formula—I just rinse my mouth and throat night and mornings in a weak solution of salt water, occasionally varied by a favorite throat rinse I buy in the stores. I believe in stopping trouble before it can start—and permitting my blood and my bodily organs to work 100 per cent to maintain the tone of skin, eyes, throat—all the physical backgrounds of beauty, whether it be visual or vocal. Miss Field will open at the Loew theater in Willard Mack's all-talking picture, "The Voice Of The City," a Cosmopolitan production for Metro-Goldwyn-Mayer.



### Congratulations

We congratulate the Loew enterprise in its fine new theater, one of the finest in the country.

We are happy to have had a part in the opening by furnishing and doing all the tile work in its construction.

### Flower Marble & Tile Co.

56 North Summit St.

**We Pay 5% ON SAVINGS AND CERTIFICATES OF DEPOSIT**

We Extend Sincere CONGRATULATIONS To Loew's, Inc. Upon the Completion Loew's Akron Theater

We Share Your Confidence in the Future Growth of Akron.  
May the Best of Good Luck and Success Be Yours.

**The CITIZENS SAVINGS & LOAN CO.**

THE BEST SECURITY ON EARTH IS EARTH ITSELF

East Market at Broadway AKRON, OHIO

### The PORTAGE

One of the units of a great chain of hotels that tirelessly directs its best efforts toward rendering the kind of service and satisfaction to its guests that leaves them no alternative than the desire to experience again and often the restful comfort and warm hospitality to which these modern hotels have been dedicated.

**Restaurant** **Coffee Shop**

Our Coffee Shop Popular For Its Noon-day Specials. Priced Moderately

Our Restaurant is The Choice of The Discriminating Person Who Enjoys Good Food, Refinement and Entertainment

**Congratulations**

The new Loew Theater is a monument and achievement and this hotel extends its very best wishes for success.

**LOEW'S THEATRE AKRON**

**UNITED HOTELS**

325 CHEERFUL ROOMS at rates from \$2.50 to \$6.00

**Loew's Akron Theater**

—Marks Another Milestone In Akron's Successful Growth

This achievement is indeed a credit to Greater Akron and we take great pleasure in extending our best wishes.

**LOEW'S THEATRE AKRON**

**Permanent Savings & Loan Co.**

MILL AND HIGH STS.

**Congratulations —and— SUCCESS IN THIS WONDERFUL HOUSE OF ENTERTAINMENT.**

**LOEW'S THEATRE AKRON**

We take pride in announcing that all the excavating and wrecking of the old structure for construction of this wonderful new theater was done by the Franklin Bros. Co. Our years of experience in this type of work qualifies us for the largest jobs in construction.

**FRANKLIN BROS. CO.**  
EXCAVATING CONTRACTORS

49 Glenwood Ave. Main 1907

**LOEW'S THEATRE AKRON**

**Telling's**

"Unequaled Quality"

**Ice Cream**

CONGRATULATES! and otherwise takes sincere pleasure in commending Loew's Akron Theater

Upon their completion of the splendid edifice—to which all Akron can point with justifiable pride—conceived and erected to serve a progressive community.

**THE TELLING-BELLE VERNON COMPANY**

MAIN 2820 231-235 EAST EXCHANGE ST.

### Magic Electric Power

The Master Actor In

**LOEW'S THEATRE AKRON**

**Congratulations To Loew's, Inc.**

Upon the Opening of This Fine Palace of Entertainment Our Best Wishes Are With You

Whenever you want to go anywhere ride the street cars and motor coaches . . .

**NORTHERN OHIO POWER & LIGHT CO.**



# NAGEL'S SUCCESS IN COLLEGE TURNS HIM TO PICTURES

Enters Stock Company, Later Vaudeville, Graduating To Broadway Stage

SERVES AS BRICK LAYER

Conrad Nagel had followed his childhood ambition, the field of architecture might have been benefited, but motion pictures certainly would have been deprived of one of their handsomest and ablest masculine players.

Nagel, whose mother was a concert singer, and whose father, Dr. Frank Nagel, was a noted pianist and composer, felt so strongly the desire to design buildings that, as a lad, he got a summer job helping to lay bricks at one dollar per day during the summer holidays.

He took his first step away from architecture when the bricklayers' union stepped in with insistence on a long apprenticeship. He then became a key clerk and a telephone operator in a hotel in his spare time. During his attendance at Highland Park college, Des Moines, Ia., where he was graduated with the degree of Bachelor of Oratory, he was prominent in the college glee club and in college theatricals.

**Success At College**

His success as an entertainer at college definitely turned his ambitions toward the stage. In this change of plans he was warmly encouraged by his mother. So, after a season with the Redpath Lyceum bureau, as reader, he joined the Princess Stock company in Des Moines. He left leading roles there for vaudeville whence he graduated to the Broadway stage, appearing first in "The Natural Law." His most famous stage part, that of Youth in "Experience," followed. Then he was in "The Man Who Came Back," and played opposite Alice Brady in "Forever After."

During the war Nagel enlisted as a seaman, being assigned to the U. S. S. Seattle. Ultimately he was assigned to the admiral's staff.

**Married Interviewer**

His first camera experience was in 1918 in "Little Women." In 1919 he married Miss Ruth Holms, a charming young girl, who had called to in-

terview him as a writer for Photoplay Magazine.

After working in various pictures, Nagel signed a long contract with the old Goldwyn company in 1923. He went with Metro-Goldwyn-Mayer in the merger that formed that company and still is under a long term contract.

Among his most recent pictures are "Dance Madness," "The Exquisite Sinner," "The Waning Sex," "Tin Hats" and "The Mysterious Island."

Nagel is six feet tall, weighs 160 pounds and has blond hair and blue eyes. He prefers to play character leads; his hobby is books, history and biography by choice. His pastime is swimming and motoring and his ambition is to play Hamlet.

**BEAUTY CONTESTANT**

Gertrude Omstead, one of the featured players with Metro-Goldwyn-Mayer, arrived in Hollywood and the movies via Chicago, a beauty contest and an Elks convention.



Conrad Nagel

**LOEW'S THEATRE AKRON**

Ohio's Most Beautiful Theater  
A Credit To The Progress Of Akron

We feel it quite a recommendation to have been asked to photograph and a privilege to do so, during the course of construction, photographs for the architect, contractor and the management of Loew's.

Another Credit to Peck's Service

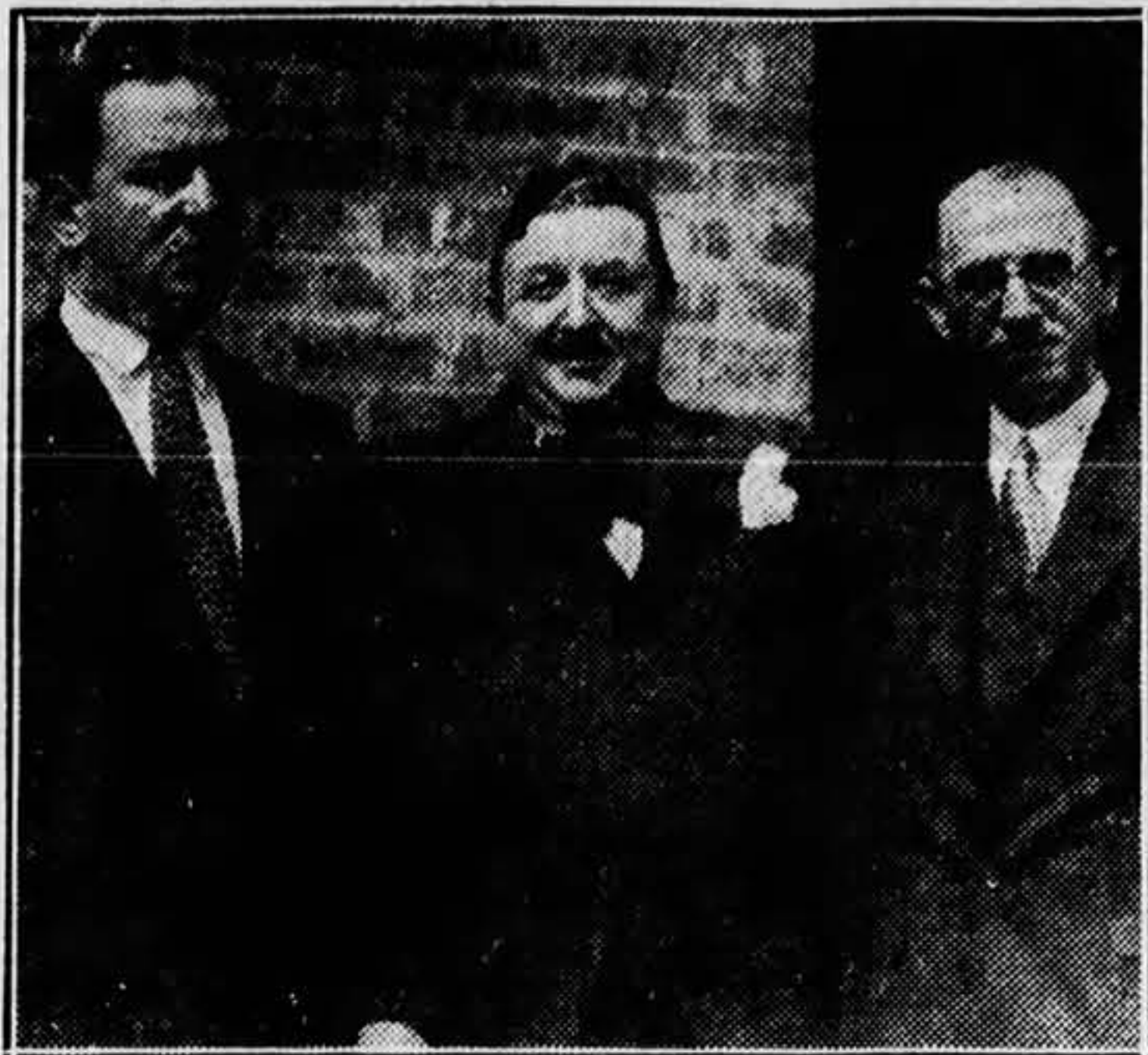
**Peck's Studio**  
Akron's Leading Photographers  
86 South Howard Street

**Heartiest Congratulations**  
to the  
**Loew Organization**  
Upon The Opening Of Their New

**LOEW'S THEATRE AKRON**

The Fixtures In This Theater Were  
Manufactured and Installed  
by the  
**Charles J. Weinstein Co.**  
Importers and Makers  
Distinctive Lighting Effects  
2 West 47th Street  
New York City

# Here For Opening



Harry Muscovitz, construction manager; John Eberson, architect, and W. A. Finney, district manager of Loew's theaters are receiving congratulations today upon their success in meeting schedules for opening day of the new Akron house.

## Loew's Twin Sons With Organization

Twin sons of the late Marcus Loew, David and Arthur Loew, are employed in the firm. David looking after the real estate and domestic film bookings. Arthur looks after the foreign distribution of the Metro-Goldwyn-Mayer film product. Both are married, Arthur to Mildred Zukor, daughter of the president of the Famous Players-Lasky corporation.

## PROBLEM OF DRESS FACED BY ACTRESS

Appears Shabby, But Not Grotesque In "Voice Of The City"

In dressing as a working girl in "The Voice of the City," a girl who is rather up against it because her brother has been put in prison, although innocent, I found I had to be careful in the details of my costume.

I should be shabby, of course, but not grotesque. In other words, girls who work for a living are quite as smart as their sisters with large pocketbooks. In the case of Mary, the girl I portrayed, one or two of her things were a season or so out of style—but that was all—and that only because she lacked the money to keep right up to the minute.

I found also, that, except in such extreme cases as that of Mary, where the personal misfortune of her brother interfered with her finances, the average working girl of very limited purse does very well indeed in dressing—if she has ordinary good judgment. Low-priced silk stockings—which will wear—can be found if one shops carefully. Also gingham and other such cloths make a girl look just as charming as silk or satin—and they can be washed!

**Imitation Lace**

Of course, one has to figure closely to dress on a salary of \$20 a week.

—but it can be done. In dressing to such a limited budget, however, one must look for wear as well as beauty. Nothing is more terrible than a cheap imitation of expensive lace—after it has rubbed against the work-a-day world for a while! It isn't necessary to look ridiculous with cheap imitations when there are so many reasonably priced fabrics. In my search for costumes for Mary I learned much about the dress problems of the working girl—and I certainly don't pity her! A girl with real spunk can have a lot of fun beating that old budget.

Miss Thompson opens in "The Voice of the City," an all-talking Cosmopolitan production for Metro-Goldwyn-Mayer, at Loew's Akron.

## D'Arcy Styled As Soldier Of Fortune

Roy D'Arcy might be styled a soldier of fortune, for his life story weaves like a magical tale from the time he was born in San Francisco, Feb. 10, 1894, to the time when Eric von Stroheim discovered him in a musical comedy in Los Angeles 30 years later and cast him to play the crown prince in Metro-Goldwyn-Mayer's "The Merry Widow."

## Leads Orchestra At New Theater



Edward Marquardt

## Screen Star Wins Place On Vacation

Marion Davies' Photos Taken On Florida Beach Attract Producer

Marion Davies, outstanding star whose pictures for Metro-Goldwyn-Mayer have won her fame, first won success on the stage.

Born in Brooklyn, the daughter of Judge and Mrs. Bernard Douras, Miss Davies attended the grammar schools there and later entered a convent in New York City. Specializing in dra-

matic art, French, literature and music, all of which studies she still continues, she paved the way for histrionic success and left school while still very young.

Her first role was in the chorus of "Chin Chin," whence she graduated into the cast of "Oh Boy." Her unusual beauty attracted immediate attention, and was celebrated by Harrison Fisher in his painting called "Morning." From "Oh Boy," Miss Davies was chosen for Ziegfeld "Follies."

Her initiation into pictures was interesting. In Florida on a brief vacation she was photographed casually with other girls on the beach. A New York producer who had met Miss Davies, saw this picture on the screen and soon persuaded her to abandon the stage for pictures altogether. Her first picture was the gypsy story called "Runaway Ro-

many," a great success. In the order of their appearance, her chief photographs have been "Away Romany," "Cecilia of the Palaces," "The Belle of New York," "The Cinema Murder," "April Folly," "The Restless Sex," "The Bride's Play," "The Young Diana," "When Knighthood Was In Flower," in which in the role of Mary Tudor she scored a sensational success; "Adam and Eve," "Little Old New York," in which she duplicated her "Knighthood" triumph; "Yolanda," "Janico Meredith," "Zander the Great," "Lights of Old Broadway," "Beverly of Graustark," and "The Red Mill."

Miss Davies is a natural blonde, with blue eyes and golden hair. She loves out-of-door sports, is an omnivorous reader and her ambition is to "do fine work that will be permanent."

# Congratulations To The Loew Theater!

We extend congratulations to those who made possible the magnificent new Loew theater.

From a civic standpoint all Akron accepts the new theater as a valuable addition to its many fine institutions.

**The COMMERCIAL SAVINGS & TRUST CO.**  
Akron's City Wide Bank  
316 South Main St.

# A BIG JOB WELL DONE

The new Loew Theater is an undertaking that does credit to the progressive spirit of advancement and marks a definite milestone in the growth and prosperity of our city.



Main 1700

**The Knickerbocker**  
WAREHOUSE & STORAGE CO.  
"Akron's Leading Movers"



We  
**Welcome**  
LOEW'S TO THE  
"CITY OF OPPORTUNITY,"  
AKRON

**ORPHEUM**

The Home Of Vitaphone

The National City Bank  
EXPRESSES ITS HEARTIEST  
CONGRATULATIONS  
TO

**LOEW'S THEATRE AKRON**

Upon the opening of their wonderful edifice and wishes them the fullest measure of success---

The National City Bank  
Main Street Between Mill and Market  
ONLY NATIONAL BANK IN AKRON

**Howdy Neighbor Loew's!**

**AKRON** has every reason to be proud of the splendid theatre you have erected here and we extend our own sincerest congratulations and best wishes.

You know it is only about one hop and two skips from our parking station at High and Church streets, down to your front door, so we're real neighbors.

Your patrons will find it very convenient to park their cars in our big, fireproof station. Some 300 cars can be cared for and the Theatre Parking Rate, which is in effect from 6:30 p. m. until midnight, is only 35 cents.

**S E R V I C E**  
**Russell Harp INC.**

**PARKING STATION**  
180 South High Street

**LOEWS**  
SOUTH MAIN STREET  
OHIO BLDG.  
HARP'S PARKING STATION  
SOUTH HIGH STREET



# RAMON NOVARRO DISPLAYS TALENT IN ACT AS BOY

### Makes Miniature Theater, Designing And Fashioning Settings

### HE STARTS AS DANCER

Living the life of a well-to-do Mexican boy, Ramon Novarro, born of Spanish parents in Durango, Mexico, gave evidence of unusual talent at an early age. He made a miniature theater, even designing and fashioning the settings. The only way he could get his sister, who did not share his enthusiasm, to act in his plays was by paying her a salary of 2 cents a performance. Novarro came to the United States in his teens, eager to carve out a career on the stage. His first engagement was as a dancer with the Marion Morgan troupe with which he toured the Orpheum circuit in "Atlea and the Huns." His first chance in acting in pictures came in 1921 when he was given the leading role in "Omar Khayyam."

**Ingram's Discovery**  
Rex Ingram, then making pictures for the old Metro Co., was looking at that time for an actor to impersonate the dashing Rupert of Hentzau. Ingram saw in Novarro's acting the necessary qualities of diablerie and reckless audacity for which he was seeking. Novarro acted the role and from then on became one of the outstanding stars of the screen, he and John Gilbert now being mentioned throughout the world as the first two choices for the title of "the greatest lover" in pictures.

Novarro's greatest role is the Prince of Hur in Metro-Goldwyn-Mayer's screen masterpiece, "Ben Hur." Besides this picturization of General Lew Wallace's famous novel, Novarro's other pictures have been: "Trifling Women," "Where the Pavement Ends," "Saramouche," "The Name is Woman," "The Red Lily," "The Arab," "Ben Hur" and "A Certain Young Man."

**Studied Opera**  
At the start of his career Novarro filled in gaps in engagements by teaching music; he studied for grand opera for a time, and, as a matter of fact, his ambition always has been to be a grand opera singer. Although a remarkably good singer his hobby is the violin. As might be expected of one who excels at the dance, he is extremely fond of athletics, indulging in most forms of out-of-door sports. His pets are dogs.

Novarro is five feet eight inches tall and has brown hair and brown eyes. Still a bachelor he is devoted to his family, with whom he lives, spending very little time in public.

**STARTS IN CLEVELAND**  
Viola Richards, a permanent Hal Roach player in Metro-Goldwyn-Mayer pictures, began her career before the camera in Cleveland, when she posed for the first photographic illustration in newspaper serial, "The Flapper Wife," an N. E. A. feature.

# Size Of New Theater Is Seen



This photo taken during the last minute rush to install seats in the new Loew's Akron gives the reader an idea of the size of this beautiful playhouse. Loew's Akron seats 3,500.

# HAINES INVADES NEW FIELD FOR LATEST PICTURE

### Is Ring Hero In New Saga Of Sportsdom At Leow's Theater

### PROVES TO BE TRIUMPH

William Haines, he of the many sided athletic prowess, invades a new field of sport in "The Duke Steps Out." He becomes a prize fighter and stakes a thrilling and realistically sensational ring battle as one of the highlights of the production. At the same time he's a different kind of prize fighter from the usual ring hero of the screen, for between battles he goes to college. This odd twist in fight stories is being shown in Metro-Goldwyn-Mayer's finalization, with dialog, of the Saturday Evening Post story, to be seen at Loew's Akron, as its second feature attraction. Lucian Cary's tale was made into a clever script, and directed by James Cruze, responsible for Haines' former success, "Excess Baggage."

Haines, perhaps because of the nature of the story and, too, Cruze's direction, presents a rather striking variant in his best known type of clowning. The story, while it abounds



William Haines

# Jean Darling Is Born To Theater

Jean Darling, Hal Roach player in Metro-Goldwyn-Mayer pictures, was born and bred to the theater. Her mother, Dorothy Darling, is an actress of the legitimate stage. Her grandfather, Frank E. Hamilton, was an old-time producer in the show business in New York.

Jean was recognized at first glance as belonging to the movies. Mrs. L. A. French, wife of the assistant general manager of the Hal Roach studio, saw her on the street and knew instantly that she would be an asset to the screen. She took the baby to the studio and Jean was given a place in the "Our Gang" comedies where she has remained. "Bringing Home the Bacon" was her first picture in October, 1926.

Jean was born Aug. 23, 1922, at Santa Monica, Cal.

# Lionel Barrymore Of Famous Family

Lionel Barrymore, one of the foremost actors of stage and screen, and now under contract to Metro-Goldwyn-Mayer, was born in Philadelphia, the son of Maurice and Georgia Drew Barrymore. He is the brother of Ethel and John Barrymore and the nephew of John Drew. He was educated in New York City. His stage career began when he was an infant and he has appeared in innumerable dramas since. Perhaps "The Copperhead," "The Jest," "Peter Ibbetson" and "The Claw" are the most outstanding. His picture career began in 1909, when he played with Mary Pickford and Henry B. Walthall in "Friends," directed by D. W. Griffith.

# Mary Pickford On Stage At Age Of Five

Mary Pickford, rechristened "America's Sweetheart" in San Francisco by Sidney Grauman, father of the Pacific coast film showman, is really Gladys Smith. She began her stage career in her native city of Toronto, Canada, when she was five years old, playing a speaking part with the Valentine Stock Co. in that city. When she was eight years old, she was already a veteran actress, going on the road with "The Little Red Schoolhouse."

A year later she was starred in "The Fatal Wedding." Many roles in popular melodramas of the day followed.

# Owen Moore Goes On Stage At 12

Like many other stage and screen stars, Owen Moore was born in Ireland, in County Meath. He came over to this country when he was 11 years old, and the following year found him behind the footlights. For awhile he attended school in Toledo, O., and then went back to the footlights until he felt an urge to go on the screen, and enrolled under the old Biograph banner.

He has appeared in innumerable productions since that time and has a boundless knowledge of the screen.

# Makes Own Picture While She Works

Peggy Wood, famous stage star, making her debut in pictures in "Wonder of Women" at the Metro-Goldwyn-Mayer studios, is filming her own movie at the same time. She takes her little amateur camera on the set with her, and has worked out a little story she films with her fellow players between scenes. Lewis Stone, Clarence Brown, director, Sa-

rah Padden and several others are in the cast.

# Congratulations TO



On the completion and opening of Loew's Akron Theater, which marks another milestone in Akron's successful growth.

This achievement is indeed a credit to Greater Akron, and Leroy's take great pleasure in extending their heartiest congratulations and best wishes.



# A Splendid Theater in a fine City



Loew's Akron... beautifully appointed... modern... luxurious... tastefully decorated... perfect acoustics... a real asset to Greater Akron.

The Central congratulates Loew's on their faith in Akron as exemplified by this attractive theater.



# The CENTRAL Savings & Trust Company

Main Street at Mill, Akron, Ohio

Branch at Barberton

Resources Over \$23,000,000

in comedy of the more subtle type, is essentially a very beautiful love romance and the fight scene and other thrills, together with the comedy, only form a vivid background for the central romance. Joan Crawford is the girl.

**Fights Under Alias**  
The hero, a fighter, goes to college to please his sweetheart, but has to fight under an alias to protect his title. The denouement is a striking bit of drama. Cruze, by manipulating taking effects, uses the radio to tell the girl of her sweetheart's appearance in the prize ring.

Haines proves not only a clever

actor, but a very clever boxer. In the big fight scene he is pitted against Jack Roper, famous heavyweight championship contender, and stages a fight that is a classic in ring battles. Between all this his whimsical humor dots the structure with laughter.

A notable cast appears. Delmer Daves, a genuine collegian, plays the college "heavy" convincingly. Eddie Nugent is the campus "sheik" and Luke Cosgrove gives a quaint interpretation of "Professor Widdicombe." Herbert Prior plays the father role convincingly. The elongated Karl Dane, as the giant trainer and Tene-

Holtz, as the comical fight manager, add much comedy to the college episodes.

**MOORE'S EARLY HITS**  
A few of Owen Moore's early film successes are "A Girl Like That," "A Coney Island Princess," "The Little Boy Scout" and "The Crimson Gardenia."

Under the Selznick Co. he did remarkable work, in such productions as "Reported Missing," "Love Is An Awful Thing," "Modern Matrimony," "The Chicken in the Case," "Divorce of Convenience," "The Desperate Hero," and "Piccadilly Jim."

# To The Management of Loew's Theater

We wish to congratulate you on giving to Akron a place of entertainment that in its scope and artistic conception is certainly unexcelled by any theater in the great middle west.

Having endeavored in our own business to develop art in food and atmosphere, we perhaps appreciate more keenly the artistic in other lines of human endeavor.

Fine Theaters and Fine Restaurants Will Always Be Civic Assets to Any Community  
Accept Our Best Wishes

# The ROXY Cafe

164 So. Main Street

A Few Doors From Loew's



THE AKRON SAVINGS AND LOAN CO.



5% Paid on Savings  
Mortgage Loans  
Safety Deposit Vaults

# WELCOME TO AKRON

THIS PIONEERING INSTITUTION ON MAIN STREET WELCOMES THE

Coming of the ponderous, gorgeous Loew's Akron Theatre as another pretentious link in the constant improvement of Main Street and the progress of Akron.

May The Best of Good Luck and Success Be Yours.

The AKRON  
SAVINGS & LOAN CO.  
RESOURCES OVER \$13,000,000  
5% Paid on Savings  
MAIN & BOWERY AKRON, O.

# The Spencer

FRANK C. SPENCER CO.

Portage Hotel Bldg.  
Market Street Entrance

Akron's Finest Leather Shop

Congratulates



Akron's Finest Amusement Palace

WE CONGRATULATE  
and WELCOME

The New Loew Akron Theater  
Akron's Biggest Golf

And Leather Store  
Invites You-

-GOLF-



Step into our store at your leisure, look over our stock of golf supplies. You are at perfect liberty to examine these goods and get the "feel" of them.

At your service - we have for your convenience to answer your golf questions and advise you on your selection, a professional golf player.

MacGregor  
Matched Set

Consists of four Chromium plated rust-proof irons and a driver of brassie, complete with a genuine cowhide golf bag.

\$22.50

Beginners' Outfit

A complete set of four clubs (iron, wood, putter, special) made by MacGregor, special.

\$7.50

# WEBER'S

Akron's Largest Leather Store  
293 S. Main St. Open Saturday Evening Till 9



# Marcus Loew Gains Fame, Fortune After Series Of Reverses

## Suffers Many Bumps Before Venture That Proved Successful

"If at first you don't succeed, try, try again!"

The foregoing familiar phrase strikes at the paramount issue in the life of Marcus Loew, an issue seemingly always before him, and one that carried him over a sea of defeats in youth to the goal of fame and fortune he now enjoys.

Seemingly fickle fame did not beckon until every measure of defeat had been meted out to the little man who now controls the largest of theaters in the world. The story of his life should prove most interesting to ambitious youths, who so often, after tasting their first defeat, are content to cling to the fringes of semi-success, with its bare necessities of life.

Like most boys of his age, Mr. Loew early saw the attractions of the theater, and we find him at the tender age of seven at the old National theater in New York investing a hard-earned dime to see "Melodrama" with plenty of red, white and blue that is always present here.

MARCUS applauded with the rest, and a year later he set up in business for himself and sold papers in front of old Billy McGlory's place, working from sunrise until school time, and then after school working with his papers until midnight.

So it went for three summers. When Loew was nine he left school for good and, except for some lessons with a private tutor who enriched himself to the extent of \$2 per month from each pupil, that was all the schooling he ever had.

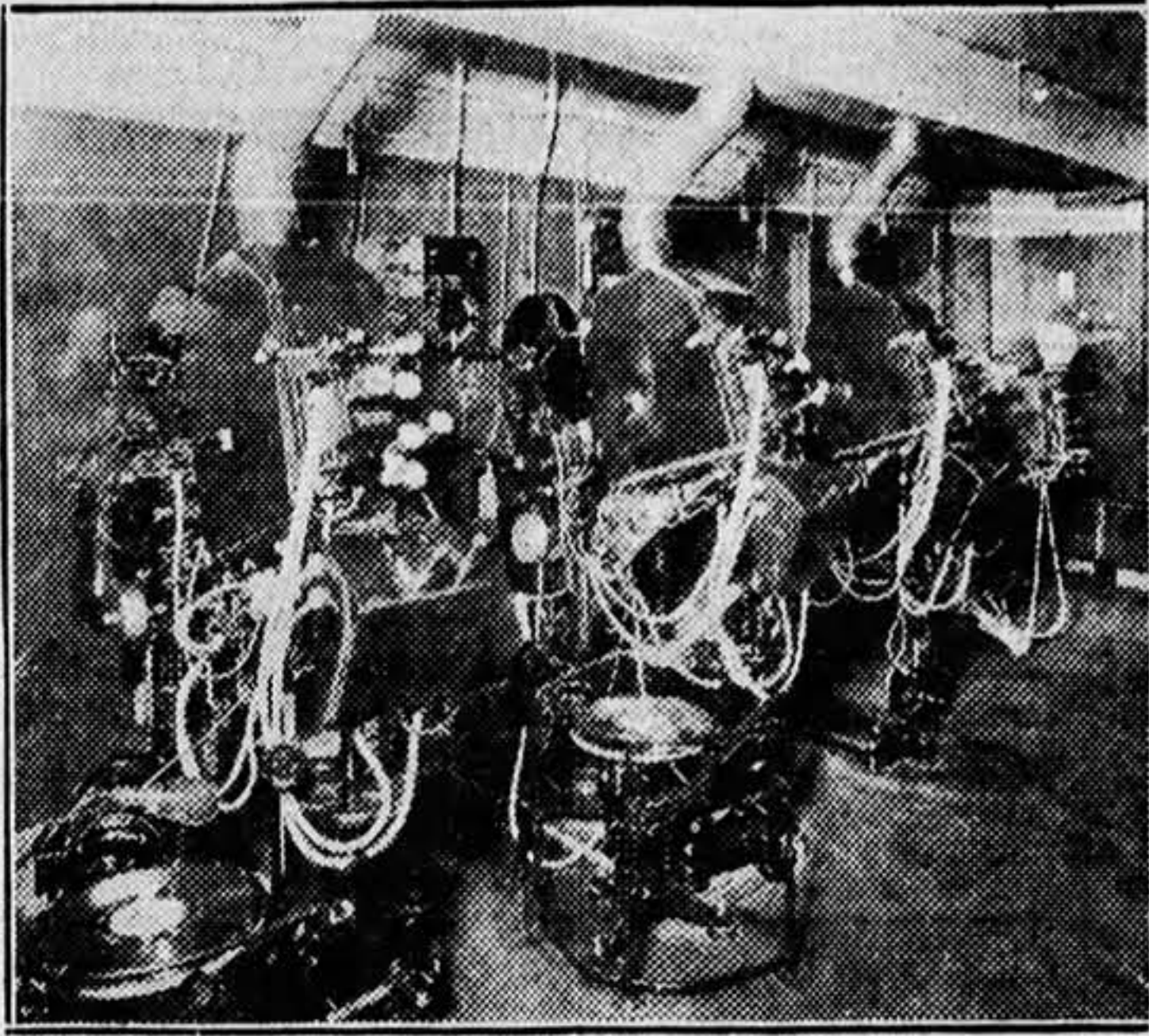
He went to work for a map printing concern, pulling the sheets from under the coloring blocks. The pay was 35 cents a day. He was there for a year; then the spirit of industrial unrest broke loose in the place; the boys struck for 40 cents a day, and were quietly locked out by the proprietor. Loew was 10 years old and out of a job.

SO he went into another partnership, this time in the printing business with a lad some years older than he. First they set up a little hand press and printed visiting cards, and then as their trade increased, they installed a foot press, and finally started a weekly paper of eight pages called the East Side Advertiser.

Loew was a weakly boy, small for his age, and hardly fit for the slightest physical labor. So instead of running the press, he was editor, copy holder, proofreader, manager and subscription agent for advertisements. Also in his spare hours he used to write the paper. The partner set up the type and ran the press, supplying the power with his own feet.

The Advertiser had a surprising success. The circulation grew steadily, and toward the last it touched 500 copies. Loew hustled around among the ice cream stores and nov-

## Projection Machines



Above is the battery of projection machines at Loew's Akron. The latest talking picture equipment has been installed and records can be seen in the picture.

elty shops of the East Side and cornered enough advertising to make the sheet pay well.

FINALLY he inaugurated a system of six months' contracts for all the advertisements that could be squeezed into the paper for half a year in advance.

That was where the trouble started. For the partnership was paying \$12 per week apiece to the two members of the firm, and the senior partner was so pleased with himself that he married immediately, and Loew, who had nothing to do, now that the contracts were signed, except to improve his literary style and work in a few lines of the Advertiser's columns, became an eyesore to the senior partner's young bride.

She could not see why he should sit around and write and her husband was breaking his back over the press and really earning some money. She came up to the office one day and said so. She said other things, too, about his poverty and wound up with the cruelest taunt any angry woman can find—physical insignificance—and the boy, who was only 11 and full of a boy's sensitiveness and hot pride, left the shop and the pair they could have the paper and welcome to all they had.

THEN he worked in a dry goods store at Grand and Allen sts. The pay was only \$4 per week, but it was sure. He waited on customers, ran errands between times and worked until midnight six days in the week.

Then when he was 12 he went to work in a factory for handling furs and making dress trimmings. There

was no power in the plant and his work was turning the crank of a machine for 11 hours per day, but the pay was \$4.50 per week; it was better than before. His parents were still living and every penny he brought home was needed there.

Gradually he worked his way through the plant, for he had an inquiring mind, and he learned every trick of the trade. At one time he was a weaver of dress goods; then at 16 he was made the chief of the factory's fur department.

PRESENTLY he took the few hundred dollars he had saved and started in the fur business for himself. He was 18 then. At 19 he failed. His debts were \$8,000 and his stock brought a little over \$5,000. There remained debts of \$1,800, for which, after the bankruptcy proceedings, he was not legally liable. Opportunity did not come to Loew in any strange or blustering way but in his daily work. Once, because he had paid his debts out of plain old-fashioned honesty; once, because he had indulged in a piece of plain old-fashioned softness of heart.

It was like this: One of the largest of his creditors at the time of his failure was a fur dealer. The man knew that young Loew's business had been more or less extravagant, and when he drew down three-quarters of his account he counted himself lucky to come out so well.

A FEW MONTHS later, when the fur dealer was desperately pressed in his turn, Loew called on him and told him that he had come to pay the balance of his debt. The young man had a place as a fur salesman,

and the amusement place was opened on the south side of Union sq., where it still stands. All told, the man who built it plunged to the extent of \$105,000, and it paid them back their money within seven months. Then Loew saw what opportunity could do for those who had the whip hand of her and he exploited her without mercy. He built an arcade of his own on 23d st., near Seventh av., and another uptown. They cost him \$150,000 and he lost nearly all the money before they began to pay.

By the time he was 23 Loew had paid his debts and scraped together a few hundred dollars for another start.

So he married, took his own capital and that of his wife and started at the fur business again. At the end of the first year he was wiped out. By this time, however, he had learned something about management, and he was able to meet all liabilities and close his accounts with a clear conscience and a balance of \$7.

That was at the time when golf capes were in vogue, and Loew was soon at it again in a cape jobbing house, and with a partner named Herman Baher. In three weeks he lost. Then came the hard times of 1895, one after another the cape houses closed their doors. Only 10 of the firms survived the storm, and Baher and Loew were among the number. The partnership lasted for 10 years, and when it came to an end Loew was well to do, and something of a capitalist on his own account.

IT was in 1904 that opportunity came to him, guided by the friend he had made at the time of his failure. The fur dealer knew some out-of-town people who were planning to start the penny arcade and Loew would be welcome as a partner. He knew nothing about amusement enterprises at that time, but he said if the fur man was willing to go into it that sounded good, and he would be willing to take a chance.

He did so to the extent of \$40,000

and the amusement place was opened on the south side of Union sq., where it still stands. All told, the man who built it plunged to the extent of \$105,000, and it paid them back their money within seven months. Then Loew saw what opportunity could do for those who had the whip hand of her and he exploited her without mercy. He built an arcade of his own on 23d st., near Seventh av., and another uptown. They cost him \$150,000 and he lost nearly all the money before they began to pay.

THINGS were looking very black for him, indeed, and then he discovered Cincinnati. There were penny arcades there, but they were shabby, dark, dirty and more or less disreputable, and he bought one for almost nothing. He broke the wall through for windows, invested liberally in pressed steel and white paint, took out the posts and put on a facade that had a tempting look.

The money came pouring in at a rate that is almost incredible. In five months he had a quarter of a million dollars, taken from his machines where the coins came in one cent at a time.

Loew installed a moving picture show in his Cincinnati place, and it made a surprising success. Then he tried one in his arcade on 125th st., New York, with the same result. Then he began putting in store shows all over town, taking a room that was intended for a store and making it into a small moving picture theater, with a capacity of 100 to 300 spectators. The man never did things by halves, and within a few months he had 40 of these establishments. They paid him handsomely. He was fast becoming a rich man.

So it happened that when opportunity came to him for the second time, when he had already made a fortune that would content a great

many men, it never occurred to him to let well enough alone, but he went again and this time went deeper than ever.

ONE day a man came to David Warfield with a tale of woe such as you may hear from 40 persons before breakfast along Broadway. He had been stranded in the wreck of a barnstorming company, came back somehow or other, struck town a week ago and had a wife and four children, no job, no money, was down and out. Also he had seen every manager in New York, and found,

as was to be expected at the end of a slack season, that there was no hope of any work until fall.

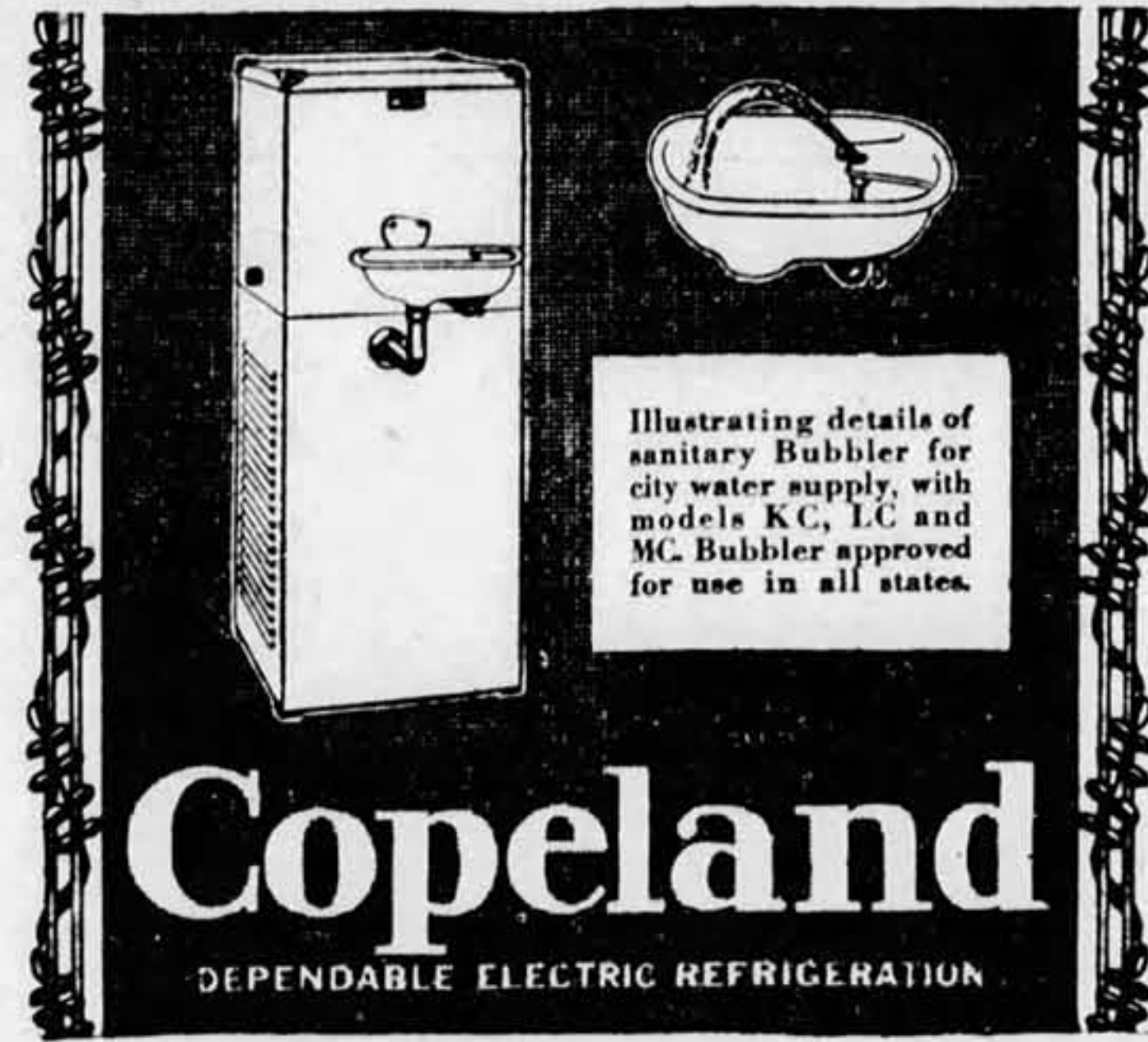
Warfield rubbed his head awhile and wrote a card of introduction to Loew, who had been a friend of Warfield, and to him the actor went and told his story about his wife, children, standing joblessness and all. It was too much for Loew, who had handled hard luck stories himself, and he began to talk job. There was no work at hand around the picture places, so since the man could neither sing, dance nor contort, it was decided to let him do a recit-

tation in one of the picture places and bill him as an extra attraction. The actor proposed "Porphyria's Lover" for a starter and some little things from "Pippa Passes" as encores. Loew thought they ought to have something up-to-date, so they compromised on "Gunga Din."

So Loew entered the field where he made his great success, the field of pictures and vaudeville. With those first experiments in vaudeville he pushed rapidly, feeling his way as he went.

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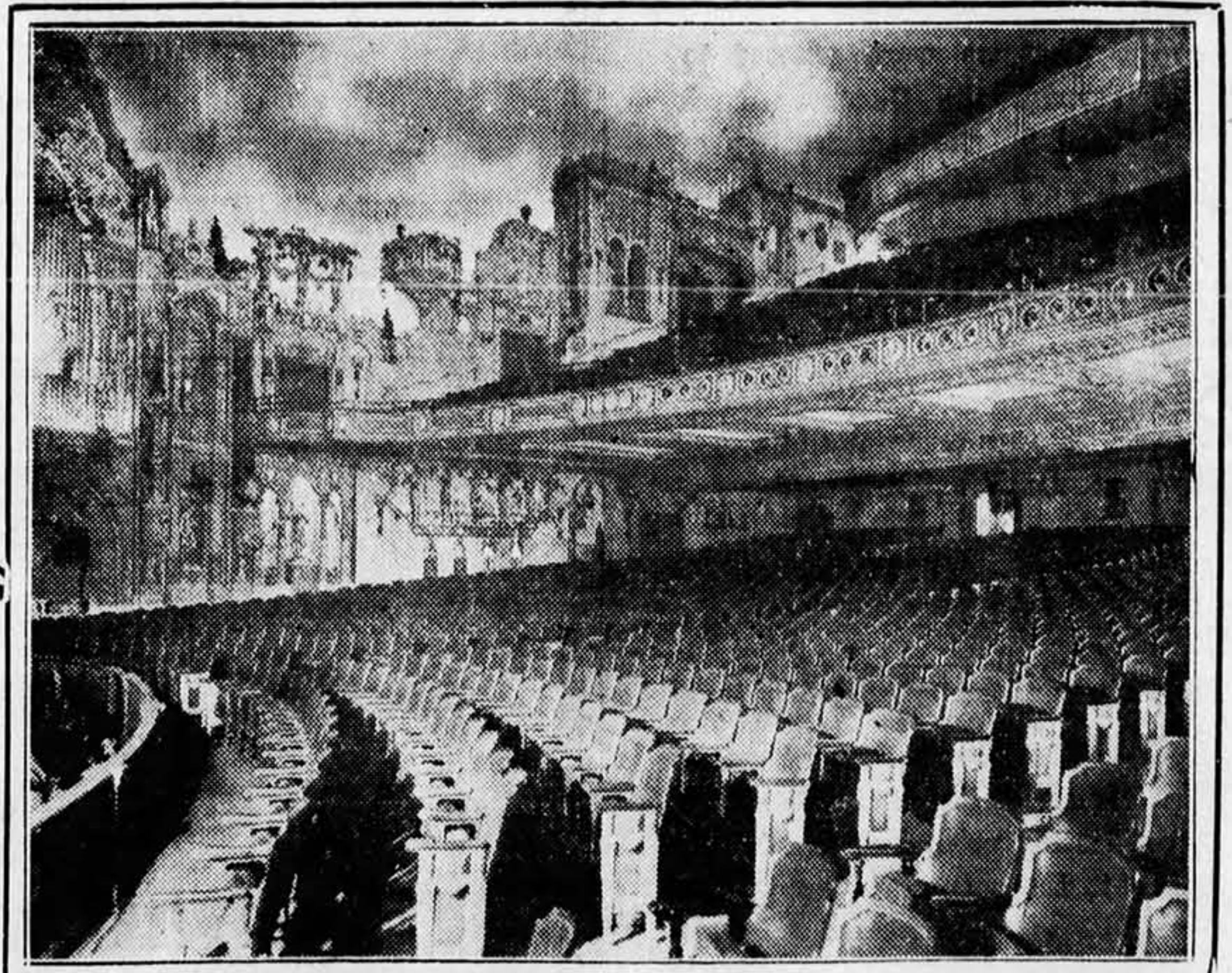
# AKRON THEATER

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Cleveland Ohio





# "Voice Of City", "Duke Steps Out" First Pictures At Loew's

## Actor-Author Is In Drama Sensation Opening Loew's

"THE Voice of the City," Willard Mack's all-talking picture which is the opening picture at Loew's Akron, creates the illusion of sitting in on a New York opening night of one of Mack's stage successes.

The triple-talented Mr. Mack not only wrote "The Voice of the City," but he also directed it and plays the principal character role. His work in that role, an implacable detective engaged in a desperate man hunt, is a gem of characterization.

Taken as a whole, this production is a splendid type of the highly human sort of melodrama which

### Here Is Cast For 'Voice Of The City'

- Bobby Doye ..... Robert Ames
- Biff Meyer ..... Willard Mack
- Dapper Don Wilkes ..... John Miljan
- Beebe Barrett ..... Sylvia Field
- Mary Doyle ..... Duane Thompson
- Johnny the Hop ..... Clark Marshall
- Inspector Wilmot ..... James Farley
- Martha ..... Alice Moe
- Bess ..... Beatrice Banyard
- Tom ..... Allen Sewall

### Mack Has Been Writing With Such Consistent Success For So Many Years

**Story Of Gangdom**  
A story of gangdom, it moves with the rapid pace of a runaway train for the entire action, which includes a jail break, a man hunt, a fake suicide, a murder and an unexpected and dramatic happy ending, takes place within the space of 24 hours. It is filled with suspense, plot and counterplot. Nevertheless it carries a romance as sweet and appealing and tender as any out and out love story. This delightful, though rather breathless love story, is beautifully interpreted by Robert Ames, who plays the escaped prisoner, and Sylvia Field.

### He Plays Detective

Mr. Mack plays the role of the detective, who eventually gets his man and at the same time gives him his freedom. Mack is the same fascinating player on the screen that he is on the legitimate stage and his direction of his own story is as fine a bit of directorial management as this reviewer remembers seeing. Mack has a story to tell, and he tells it interestingly, with the result that there is not a draggy moment in it. The tension builds consecutively until the climax is reached. Even the dialog spins up the action, rather than retarding it as is so often the case.

Miss Field, who makes her debut in this production, having come directly from the Broadway stage production of "The Royal Family" is both a beautiful young lady and a talented actress.

John Miljan, Alice Moe, Clark Marshall, Duane Thompson, James Farley, Tom McGuire and Beatrice Banyard also do well.

**PRONOUNCED "LOW"**  
The name Loew is pronounced "L O W" and not Lowy or Louie. Marcus Loew is native born and his parents came from Hungary.

## In First Films At Loew's Akron



## GEORGE COOPER DOES NOT SEEK STARDOM

Desire Is To Create Characters, Submerge Own Identity

Proverbs cite among impossible things a blackbird with white feathers and a screen actor who doesn't want to become a star.

But—while there's no such thing as a white blackbird, so far as science has discovered to date—the other exists. The name of this paradox is George Cooper.

Cooper doesn't want to be remembered by his audiences. He says that when he plays a role in which his own identity is carried away by the audience, he has scored a failure. "When people talk about the funny character in 'Tin Hats,'" he says, "and can't recall the name of the actor who played it—I know I have done a good job of acting. I have created a character and submerged my own identity."

**Is New 'Slant'**  
His is a strange "slant" among studio folk. Edward Sedgwick, his director in "Tin Hats," at the Metro-Goldwyn-Mayer studios, says that in George Cooper's idea is a prediction of a new style of comedy—in which the characters must be funny—not the actors. The actors will only create the characters.

Cooper has other reasons, too, for not wanting to be a star. A star, he says, has no permanent job. He lasts about five years—five years of an existence as insecure as that of a steeplejack in an earthquake.

Furthermore, he says a star isn't happy. He's constantly dodging adulating crowds. He has no privacy. "But a character actor can work along all the time, in the most interesting form of screen drama," he says.

## Greta Garbo's Success Made In Short Time

Becomes One Of Europe's Foremost Actresses Almost Over Night—Popular On Screen

Greta Garbo, blonde, statuesque and beautiful, became one of the foremost actresses of Europe almost over night, and since her affiliation with Metro-Goldwyn-Mayer late in 1925 has become one of the most discussed figures in the motion picture throughout the world.

Miss Garbo was a pupil in the Royal Academy of Art in Stockholm, her birthplace, when she was chosen by Mauritz Stiller to play the leading role in his picture, "The Story of Gosta Berling," from Selma Lagerlof's Nobel prize story. She made a hit and her success swept over Europe. Offers from U. F. A. and other continental companies were not accepted by Miss Garbo who preferred to stay in Sweden with the Svenska Film Industrie while building a strong foundation in the art of screen acting.

Real opportunity came to Miss Garbo, however, in 1925, when Louis B. Mayer, vice president in charge of production for Metro-Goldwyn-Mayer met her in Berlin. It did not take Miss Garbo long to sign the contract which Mr. Mayer offered her and which already had resulted in her amazingly fine performances in "Ibenez Tron," "The Temptress" and "The Flesh and the Devil."

Miss Garbo is a typical Scandinavian with golden hair and blue eyes and a beautiful figure. She is five feet, six inches tall. She prefers emotional leads and her pastime is reading and studying about the theater.

Charming Heroine  
Miss Crawford, who last appeared with Haines in "West Point," makes a charming heroine and is the very embodiment of the college co-ed in

## College, Ring Are Backgrounds For Epic Of Sports

COLLEGE campus and fighting ring touch, and their people, presumably opposite poles of human society, prove very much alike under their skins in William Haines' latest and one of his cleverest screen vehicles, "The Duke Steps Out," with dialog sound picture to be shown at Loew's Akron starting April 27.

Filed by Metro-Goldwyn-Mayer from Lucian Cary's Saturday Evening Post romance, directed by James Cruze and with the vivacious Joan Crawford as heroine, the new picture blends the life of the ring and the life of the campus in a rapid fire mixture of comedy and thrills, with a very charming love story as the central thread.

**Three Major Thrills**  
Haines, as the prize fighter who goes to college, concealing his identity to please his sweetheart, is a sort of 1928 Cashe! Byron with many more lovable traits. His quick wit and whimsical humor find ample opportunities for expression and there are three major thrills, the fight on the campus, the big ring battle staged, by the way, in the famous Hollywood stadium, and the fray in the cafe.

Cruze, in his direction, used several novel and daring expedients, as in the talking sequences where he had Miss Crawford learn the true identity of her lover while listening to the returns of the big fight over the radio.

Charming Heroine  
Miss Crawford, who last appeared with Haines in "West Point," makes a charming heroine and is the very embodiment of the college co-ed in

the new picture. Delmer Daves, a genuine collegian, was impressed for the campus "sheik," while Karl Dane and Tenen Holtz supply the laughs in the fight episodes as trainer and fight manager. Luke Cosgrove, Herbert Prior, Jack Roper, well-known professional fighter, and others of note are in the cast. Raymond Schrock is responsible for the scenario. He also wrote the scenario for "West Point."

## Robert Castle In Play "Marianne"

Robert Castle is appearing to advantage with Marion Davies in her new starring picture, "Marianne." He has just signed a contract as a feature player with M-G-M. In "Marianne," Castle plays a French officer, blinded during the World War. His devotion to the peasant girl (Marion Davies) furnishes the romantic theme of this production.

## Bickford Will Play In M-G-M Release

John Gilbert is not to play opposite Greta Garbo in her next starring picture, "Anna Christie." It was decided on the M-G-M lot that Gilbert was not the type. So Charles Bickford, recent recruit from the stage to talking pictures, gained the coveted post.

**FAIRBANKS IS HEARD**  
"The Iron Mask." Douglas Fairbanks' current picture is based on the further adventures of d'Artagnan and the Three Musketeers. Mr. Fairbanks' voice is heard talking from the screen for the first time.

**CHARMED MILLIONS**  
Owen Moore and Mary Pickford made up the personnel of a team that delighted and charmed millions. D. W. Griffith picked this remarkable Irishman to feature in several of his attractions.

## WELCOME! LOEW'S THEATER

We take pleasure in welcoming you to Akron. Your splendid institution is a tribute to the progress of our city.

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We Wish You Success!



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That we were selected to furnish the Common Brick used in the construction of Loew's Akron Theater, we feel a valuable endorsement of the quality of our products and the reliability of our service.

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The Loew's Akron Theater is an edifice that will afford lasting pride and satisfaction to the people of Akron, Ohio.

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# NEW EQUIPMENT ASSURES SUCCESS OF TALKIE FILM

### Mammoth Projection Room At New Theater Testifies To Advancements

## "SILENTS" ARE HISTORY

A visit to the mammoth projection room at the new Loew's theater in company with technicians and officials of Loew's, Inc., brought up the subject of the permanence of talking and sound pictures.

The members of the Loew organization who have charge of the installation of sound and projection equipment in all of the Loew houses, are firm in their belief that with the improved equipment of today, the improved pictures of this time, and the recognition by producers of those essentials necessary in the making of pleasing and successful talking and sound pictures, the public will never again respond to the "silent" pictures of yesterday.

**Faced By Problems**

In the discussion of the making of sound and talking pictures, Louis K. Sidney, production chief of the eastern sound studios of Metro-Goldwyn-Mayer, pointed out the unremitting efforts of all directors and producers to perfect their work, and called attention to an interesting problem that faces them all.

By the use of double photography and titles, the former silent pictures were enabled to present the same character portraying two parts and in the act of talking to each other. Now, the public may soon demand that it actually hear these two people speaking. To do that there must be recorded the voice of the speaker as he portrays one part and then follow with the other. It is possible to blend the photographs together, but how can the voices be blended? It will be interesting to note what director first succeeds in this endeavor for that it will be done, sooner or later, goes without saying.

Such discussions as this, however, did not dampen one's interest in the physical equipment of the projection booth. There are three master Simplex projection machines of the latest and most advanced type, combined with apparatus for sound reproduction in such a way as will prevent lack of synchronization at all times. These machines are equipped to take care of sound on film or sound on disk through any process of reproduction.

In addition there are large spot or color lighting machines for augmenting the lighting of the stage and just outside the booth, there are 12 enormous floodlights to be used for similar purposes.

Direct contact between the projection booth and the stage and managerial departments of the theater may be had at all times through a system of telephones and signal buttons and flashers.

# Norma Shearer Is Aided In Film Career By Beauty Test

**NORMA SHEARER**, Metro-Goldwyn-Mayer pictures star, voted the most popular feminine film player by more college graduating classes than any other star, was born of wealthy parents in Montreal, Canada.

When she was a debutante, reverses in the family fortune caused her to set about earning a living. With first place in a beauty contest in her native city as a stepping stone, she turned to the movies.

Miss Shearer made the round of agencies as so many thousands of other girls have done, and with little more success at the beginning. She obtained her first part as an extra girl in New York in 1921. After working in several studios as an extra, she met Louis B. Mayer, vice president in charge of production for Metro-Goldwyn-Mayer, on one of his trips east. Mr. Mayer was impressed not only by her beauty but by her unique type. Miss Shearer was given a camera test which was a revelation. She immediately was placed under contract and went to the coast.

After playing small roles in two pictures, she was given a lead in her third film. The tremendous hit she scored is a matter of history. Success followed success until she was made a star by popular demand. Her pictures have been "Pleasure Mad," "Broken Barriers," "The Snob," "Excuse Me," "He Who Gets Slapped," "Lady of the Night," "A Slave of



Norma Shearer

Fashion," "The Tower of Lies," "His Secretary," "The Devil's Circus," "The Waning Sex" and "Upstage."

Miss Shearer is five feet one inch tall, weighs 118 pounds and has brown hair and blue eyes. Her hobby is swimming, at which she is an adept. Her pastime is the theater. Her pet is a Persian cat. She is quiet and reserved, but is one of the most popular of the younger film luminaries on the west coast.

# BIJOU FERNANDEZ DISCOVERS HAINES

**Inquisitive Miss Discovers Chap Who Now Ranks High**

When Bijou Fernandez was looking for new faces for the screen for the old Goldwyn Co. back in 1921, she passed on the street a tall handsome young chap. She turned and addressed him, and found out that he was William Haines of Staunton, Va., son of a broker and interested in a business career. He had not thought of the movies, he said, except from a spectator's point of view.

Upon Miss Fernandez's insistence, Haines called at the Goldwyn office and underwent a camera test for the screen. It was so successful that he won a contract with the Goldwyn company over thousands of other male aspirants for a motion picture actor's position.

**West West**

Going to the west coast, he began his career with a small part in "Three Wise Fools." His upward progress after that was constant. His Metro-Goldwyn-Mayer pictures include "Sally, Irene and Mary," "Mike," "Brown of Harvard," in which he had the title role and made the biggest hit of his successful career, "Lovey Mary," "Tell It to the Marines" and "Slide Kelly, Slide."

# Nolan Is Manager At Loew's Theater



Dave J. Nolan, formerly with Keith's Palace, Cleveland, and many other theaters, is new manager at Loew's Akron, opening today.

**LIVED IN MASSILON**

Lillian Gish was born at Springfield, O., but passed her childhood with her sister, Dorothy, in Massillon.

# GRIFFITH STARTS ON COURIER-JOURNAL

**Famous Director's Latest Film Is "Lady Of The Pavements"**

David Wark Griffith was born in LaGrange, Ky., Jan. 22, 1880, the son of Margaret Olesby and Colonel Jacob Wark Griffith, better known as "Roarin' Jake" Griffith, of Civil war fame.

When he was 17 years old, young Dave Griffith migrated to Louisville, where he soon became associated with "Marse Henry" Watterson, editor of the Courier-Journal. He wrote theatrical notes on this paper for several years. It was during this period that Griffith decided to devote his life to the drama. He aligned himself with a traveling show and went on the road. After several years' experience in stock he went to the coast with Richard Mansfield.



**THEATER IN HOME**

"Pembroke," Marcus Loew's country home at Glen Cove, L. I., contains a theater seating 600, a thoroughly equipped gymnasium, a shooting gallery and a swimming pool.

# STRAND

"The New Home Of Talking Pictures"

## WELCOMES

# LOEW'S THEATER

TO

# AKRON

"The City Of Opportunity"

# Sally O'Neil Back In Films Via Pathe

Vivacious Sally O'Neil is getting a lucky "break" again. This sprightly youngster had forsaken films to take a fling into the two-a-day, net venture in vaudeville was highly successful, but when an offer came from Pathe she gave up her appearances outside the film capital.

Her first picture for Pathe will be "Joe College," an anti-dual production of a serial story by Corey Ford, to appear soon in a leading magazine. Miss O'Neil will be co-starred with Eddie Quillan in this production.

# Achievement

Is it especially fitting that so outstanding monument of achievement as the new Loew Akron Theater with the success it deserves and with the glory of public praise.

We are proud of the part we took in this edifice by having the privilege of protecting this magnificent theater by writing the insurance.

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**MARY PICKFORD** in "COQUETTE" ALL TALKING

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