



## 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 Ebersohn, famous theater architect; A. Howard of the Michael-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.

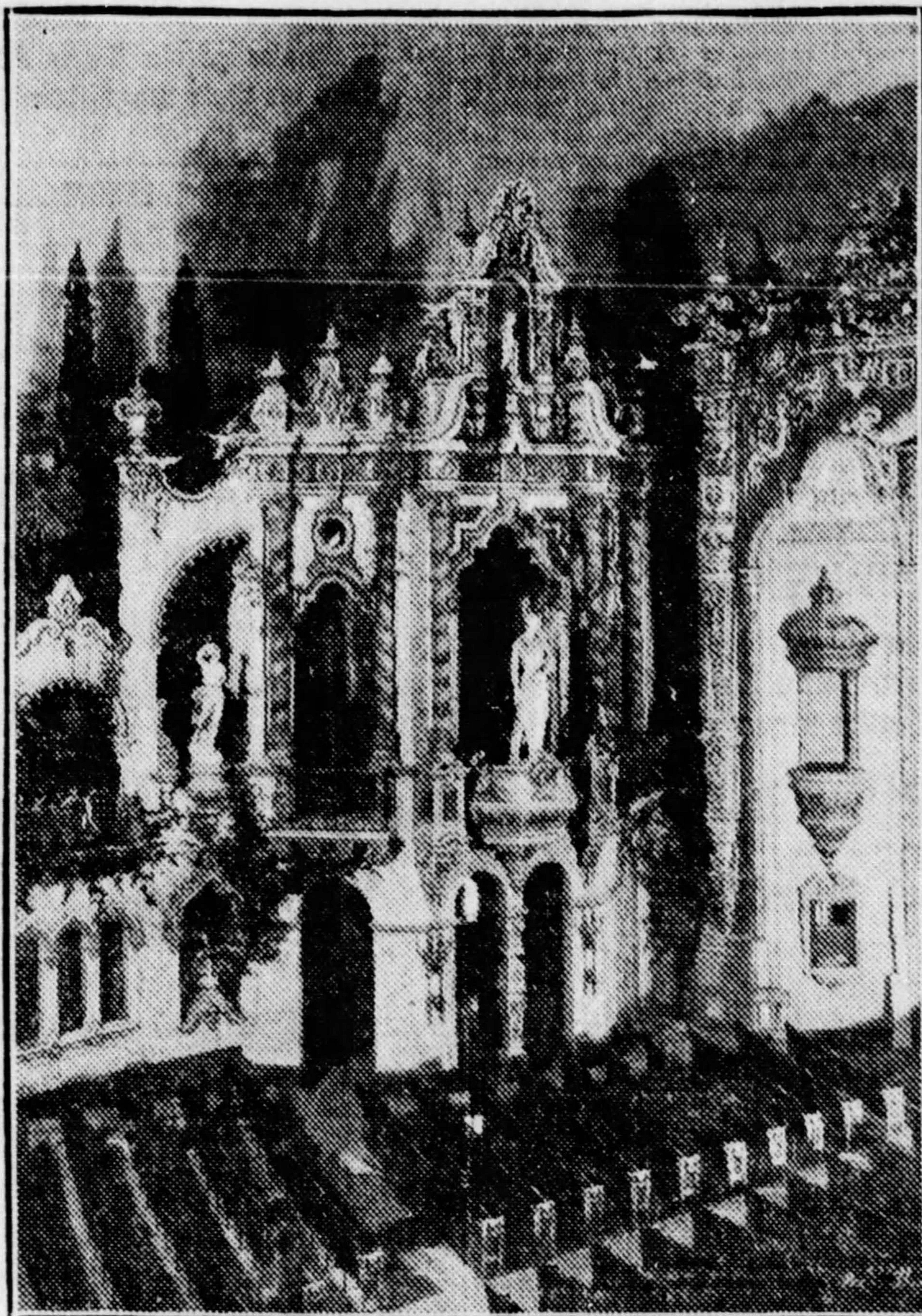
### Talking Picture

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

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# Interior Of Loew's



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