

LOEW THEATRE OPENING KANSAS CITY EVENT

Midland's Premiere Oct. 28—
Cost \$4,500,000 — Monu-
ment to Marcus Loew

Kansas City, Oct. 25.

Loew's Midland, proclaimed by judges of theatrical architecture as among the most magnificent and artistic theatres in America, will be opened Friday evening (Oct. 28).

Four and a half million dollars have been spent on the playhouse, which stands as a lasting monument to Loew's, Inc., and the Midland Theatre and Realty Company. With its seating capacity of 4,000, the house ranks with the largest in the country. The ceiling reaches 100 feet above the orchestra seats. From the center of the dome hangs a massive bronze and crystal chandelier, with 360 electric candles,

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wired for four shade tones. This is but a detail of the elaborate lighting equipment. Another detail is the battery of 100 spot and flood lights around the front of the balcony.

From the main street entrance one steps immediately from the vestibule into the grand foyer containing valuable works of art. Here the ceiling is 55 feet from the floor, and a feature is a great mirror 36 feet high.

The ladies' smoking room is a feature. It is the Oriental room from the Vanderbilt mansion, 5th avenue and 56th street, New York, transplanted in its entirety.

A costly gold piano of Louis XV

design is prominent in the grand foyer.

Fine marbles from Italy and France, embroidered sofas, carved gold consoles, French plate mirrors and interesting lamps and paintings are used in the decorative design.

The stage and its equipment is the last word in theatrical mechanics. The stage is a sectional affair with screw lifts, and the orchestra pit can also be elevated either as a whole or in parts. The remote control switchboard, carrying enough current for a city of 25,000, but so nicely adjusted that one man operates it, cost \$30,000.

The theatre will be operated under the Loew policy under the personal direction of M. B. Shanberg, who is responsible for the house, having promoted it. Mr. Shanberg is also managing director of the Midland circuit of theatres in Kansas and Missouri.

The feature picture for the opening is "The Road to Romance." Rubinnoff will be the guest conductor of the 30-piece orchestra, which is to be a feature, and Anatol Friedland's revue will be the opening stage presentation. Arthur Nordberg will be the regular house leader.