

KANSAS CITY, MO., THURSDAY, OCTOBER 27, 1927.

LOEW OFFICIALS WHO BROUGHT NEW THEATER TO KANSAS CITY

MISS PRINGLE AND NOVARRO ARRIVE HERE LATE TONIGHT

Stars Will Be Entertained by Citizens and Loew Officials.

ARRANGE FOR WELCOME

Busy Schedule Awaits Pair Coming Here for Theater Dedication.

Ramon Novarro and Aileen Pringle, famous motion picture stars who are coming to Kansas City to attend the grand opening of the new Loew's Midland theater tomorrow night, will arrive here at 10:55 o'clock tonight on the Santa Fe from Los Angeles.

The noted stars of many photoplay productions will be greeted at the station by a group of Kansas Cityans, together with the Loew executives assembled here for the opening, and will be escorted to their suites in the Hotel Muehlebach, where they will stay while in this city.

The visiting celebrities will be entertained Friday morning and Friday evening by friends and admirers, together with the management of the new theater.

They will make their first public appearance on the stage of Loew's Midland at the premier performance.

In addition to Mr. Novarro and Miss Pringle, Buddy Rogers, Kansas City's own movie star, also will take part in the dedicatory ceremonies.

ORGAN LARGEST MADE

1,000 Miles of Wire Used in Instrument.

More than 1,000 miles of fine wire have been used in the construction of the mammoth Robert Morton organ which is installed in the new Loew's Midland theater. It is said to be the largest, most complete and varied instrument ever made.

The organ contains a variation of percussion effects, such as harps, chimes, xylophones, drums, sleigh bells, vibrating bells, glockenspiels, oboe, flute, clarinet and tuba, in addition to the solemn pipe organ tones. Its delicate strings are said to be the nearest approach to violin music yet achieved. There is a second touch fitted for use in connection with almost every instrument in the mighty instrument.

One will hear the mighty sweep of a great storm as it rushes across the land, the deep roar of the cannon as it hurles across no man's land, and then, in the same instant, the solemn tone of the church bell and of the wind as it blows across a sunlit country.

ENTIRE NIGHT CLUB PERSONNEL IN REVUE

Anatole Friedland, famous impresario of the exclusive Club Anatole, brings to Kansas City for the grand opening of the new Loew's Midland theater his entire night club, including dancers, singers, hostesses, rags and even waiters. Acting as master of ceremonies, Friedland makes one feel as though they were actually attending his night club in New York.

PRONOUNCE IT 'LOW'

Kansas City's New Theater Name Not Confusing.

The name Loew is pronounced as "L-O-W", and not as Louie or Lowey, as frequently heard in Kansas City. The late Marcus Loew was born in New York city, as were his parents, but his grandparents came to this country from Hungary.

LOEW'S FIRST MOVIE THEATER



Marcus Loew's first step toward becoming a theater magnate was the construction of the Humanoscope, his first motion picture theater. It was in this theater that Mr. Loew first installed seats where patrons could see a movie sitting down. Heretofore they had been compelled to stand.

RAMON NOVARRO ACHIEVES GOAL IN FILM OF PEONS

Quaint Songs and Colorful Fiestas Find Response in Romantic Actor.

In the making of *The Road to Romance*, the opening photoplay at the new Loew's Midland theater, Ramon Novarro has achieved one of the ambitions of his screen life—to star in a picture in which appears his own people.

In this production he has come nearest showing upon the screen people of all Spanish classes. "It isn't a real Mexican picture such as I hope to appear in some time, but it has a decided Spanish atmosphere and shows life as lived by both the high and lower classes of people of Spanish descent," Novarro declares.

"I have always felt that the world has not understood what might be termed the Latin-American peasantry—though there is really no peasant class in the new world.

Fiestas Stop Work. "Mexicans and Spaniards were used on the sets and, though they appear on the screen in a different manner from that in which they live, we had a chance to see them between scenes, as they fraternized in the picturesque patios, sang their folk songs and performed their dances.

"On more than one occasion we stopped work to listen to their songs and watch their dances. It was hard for the American screen players to realize that a great percentage of the Latin women have good singing voices and most of them play some sort of musical instrument.

Peon Celebration Best. "When I was a youngster in Mexico I used to attend some of the fiestas given by both the upper and lower classes. I am afraid I will have to admit that the ones staged by the peons were the most interesting to me on account of their gay dress, the plaintive songs and the folk dances which have been forgotten long ago by the upper classes.

"They are about the only people I have ever met who are happy in their poverty and who manage to enjoy themselves without grieving over their station in life. To the American players every one of these people is a potential screen or vaudeville star. Americans couldn't realize that there is as much color and talent among these people as actually exist today."

Novarro, who plays the stellar role of Don Juan Riego, a Spanish courier in this picture, was born in Durango, Mexico, and is of Spanish descent. He received his education in Mexico City and is one of the screen's foremost romantic actors.

REVUE BOASTS BEAUTY

Personality, Pulchritude and Vivacity Mark Talent.

Personality, pulchritude and pep are the three most essential qualities of any revue—and the famous Anatole Friedland proves it in his newest Club Anatole Revue, which will be the featured stage attraction on the opening program at the new Loew's Midland theater.

The revue boasts of the most beautiful women in New York's night club life and a wealth of gorgeous costumes.

The cast is headed by LeBlanc and DuCharm, Parisienne dance team, Rena Parker, former musical comedy star, and Lucille Kay. Al Jockers, noted composer and director, swings the baton for the big novelty.



KANSAS CITY BOOSTER



Herbert M. Woolf, Kansas City business man, who interested the Loew people in Kansas City and "sold" them on the idea of erecting a show place here. Mr. Woolf is financially interested in the new Loew's Midland, which will be opened to the public tomorrow night.

FILM WESTERN SCENES

Wyoming, New Production, Well Photographed.

Having completed the exterior scenes of Wyoming, his new starring production for Metro-Goldwyn-Mayer, Tim McCoy, Director W. S. Van Dyke of the western film unit have returned to the studio with what is said to be the best western pictorial photoplay ever embraced in a motion picture.

Much of the picture was filmed on McCoy's big Wyoming ranch near Thermopolis, while other scenes were taken in the vicinity of Fort Wash-akie and the Wind Indian reservation.

Cavalry from the United States western outpost was used in the picture, as were several hundred Indians, Shoshones and Arapahos, from the Wind River agency.

Dorothy Sebastian plays the featured feminine role in Wyoming, and William Fairbanks is cody in the role of Col. "Buffalo Bill" Cody.

SIGN ALBERTA VAUGHN

Actress Will Appear With Ramon Novarro.

Alberta Vaughn, who achieved fame as the heroine of the telephone girl series of films, and who for the last six months has been successfully free-lancing about the studios, has been selected for the role of Nannette in the new Metro-Goldwyn-Mayer starring vehicle for Ramon Novarro.

The new starring film deals with the life and times of Louis XIV, the grand monarch of France.



The late Marcus Loew, former president of Loew's Incorporated, and the Metro-Goldwyn-Mayer Pictures corporation is shown above at right. His ideas, his foresight and accomplishments will be reflected in the new Loew's Midland theater, which formally opens tomorrow night.

LOBBYING

It doesn't seem like so many years ago. Since I attended the opening night of the Subway theater. Formerly at Eighth and Walnut street, now extinct. That theater made a big impression on Kansas City. It was the first local cinema palace that didn't seem like a store room. The very first thing that caught your eye were the lavish hangings drawn across the first entrance.

These hangings also caught your hat and your glasses and your arms if you weren't careful. There was a pair of these portieres, one at the entrance and one at the exit. They lent tone to the theater. Then instead of a direct level to the seats there was a sharp incline about a yard long and the first floor began. This made it seem more like a theater than ever, and gave the slant to the seats. And Kansas City's first deluxe presentations were offered on the stage of the Subway. A soprano sang My Hero, from The Chocolate Soldier, in a red and blue spotlight shaped like a five-pointed cigar. The spotlight, not the soprano. Then the lights faded down, one at a time, and the picture came on. And so far into the day and night for show after show.

As I started out to say—that doesn't seem so very many years ago. And still, as I stepped into the lobby of Loew's Midland theater and climbed the grand staircase.

I could not help but feel the difference—you could see at a glance that the Subway didn't stand a chance with it. In fact, I overheard one of the New York representatives here quote a price on one of the mirrors in the lobby which would have paid the entire operation cost of the Subway for a year.

And as I wandered through splendor and glamour, treading on the costliest of carpets, brushing up against the richest of tapestries, sinking into the luxurious depths of the mezzanine loges.

Gazing into the colorful depths of the center chandelier, admiring the magnificent drapes and hangings in the arches, arranging the antiques and costly furniture scattered in wonderful taste around the corridors and taking in the general atmosphere of wealth and refinement which permeates the theater.

I say—feeling all these things about this latest and most pretentious creation in cathedrals of the silent drama. I couldn't help but climb up to the practical and not particularly attractive picture booth, where I laid an affectionate hand on some tin cans—without which this four million dollar institution would be helpless. The little old cans of film. You're welcome.—ACE.

MANAGING DIRECTOR



M. B. Shanberg, who has been appointed managing director of the new Loew's Midland theater, has had an extensive experience in the theatrical business.

CLUB UNDER PADLOCK

Anatole Revue Goes on Road as Result.

When the federal government padlocked the Club Anatole in New York, it meant the public could not come to the Anatole. But, it did not prevent Anatole from coming to the public, and that is exactly what he has done.

The Club Anatole Revue will be presented at the new Loew's Midland theater during the opening week in the same way it was shown to frequenters of the Club Anatole, minus the usual covert charge. Anatole Friedland prides himself upon being able to offer in the same revue, the greatest galaxy of night club stars ever seen at one time on the stage.

The dancing team, LeBlanc and DuCharm, thrilling adagio entertainers, with Rena Parker, former musical comedy favorite, leading the singers, and last but not least Anatole Friedland in the role of master of ceremonies—forms one of the stage's greatest presentations.

GETS TOO MUCH SHOW

Loew Management Receives Unusual Complaint.

The most unusual complaint ever to reach Loew's New York office came recently in the form of a letter from a Kansas City theatergoer. It ran, in part:

"I am delighted to know you are soon to open in Kansas City, for I have had the pleasure of attending Loew theaters in several cities—and have always enjoyed your shows. The only complaint I have is that you give too much for the money."

Col. E. A. Schiller, vice president and general representative of Loew's, Inc., when informed of the contents of the letter was of the opinion that the only response to such a complaint is that the patron, under the Loew policy, can leave at any time when the volume of the show is too great.

MIDLAND READY TO WELCOME THRONGS ON OPENING NIGHT

NEWSPAPERS GIVE INSPIRATIONS FOR SOUSA'S MARCHES

Composer Able to Weed Out History Making Events.

That the inspiration for a stirring march may be found in any newspaper is the declaration of Lieut. Commander John Phillip Sousa, who this season makes his thirty-fifth annual tour at the head of his famous band.

One of the first of the Sousa marches was dedicated to a newspaper, The Washington Post, and Sousa declares that the actual inspiration for more than 70 of the 122 march compositions which stand to his credit have been written solely because of something he saw in the day's news.

Sousa saw in a Philadelphia paper the announcement that Liberty Bell was to be taken from Philadelphia to the World's fair in Chicago, and he wrote Liberty Bell.

James G. Blaine, the "plumed knight" of an almost forgotten political campaign, inspired The White Plume march. Dewey at Manila brought forth The Glory of the Yankee Navy, the Jamestown celebration resulted in Powhatan's Daughter, the organization of the American Legion was the inspiration for Comrades of the Legion, and so on.

That the American daily paper should be the greatest inspiration of the march composer is quite understandable, Sousa says. The march is distinctly an American musical form and expression of the irresistible progress of America recorded day by day in the newspapers.

For the composer, the only trick lies in the ability to distinguish between the fleeting, unimportant things of the day and the deep-rooted happenings which are likely to leave their imprint upon history.

This is Sousa's fifty-first anniversary as a conductor. His first appearance on the director's stand was made April 9, 1877, in Washington. This is also the thirty-fifth year of Sousa's band. The first performance was in Plainville, New Jersey, September 26, 1892. Sousa observed his golden jubilee as a director by conducting two concerts in Boston.

Sousa is coming soon to Loew's Midland theater with his famous musical organization.

THE GARDEN OF ALLAH RECEIVES HIGH PRAISE

Seven Metro-Goldwyn-Mayer productions, four feature pictures and three short subject novelties, have been selected for the Photoplay Guide by the National Board of Review. One of these films, Rex Ingram's *The Garden of Allah*, has received the exceptional honor of an asterisk to mark it as an exceptionally interesting film, and also has been recommended by the Critique committee of that organization, a high honor.

GERMAN BAND PLAYS 30 HOURS ON STRETCH

KOESLIN, POMMERANIA. — (U.P.)—"The Berger Band," a local jazz orchestra which plays at the Father Rhine restaurant, claims to have established a world's jazz record by performing nonstop music for thirty hours. The previous record is said to have been twenty-two hours, held by an English jazz band. The German musicians received liquid refreshments, largely beer, to sustain them during the ordeal.

MOVIE STARS TO APPEAR

Ramon Novarro and Aileen Pringle, famous motion picture stars from the Metro-Goldwyn-Mayer studios at Culver City, will be presented in person by Anatole Friedland in the course of his act, as will Buddy Rogers, Kansas City's own motion picture celebrity, who is here to attend the opening.

Loew's Midland feature presentation, Ramon Novarro, in *The Road to Romance*, will be the ninth unit. The program will be concluded with *It Was Only a Sunshower*, exit march by Watterston.

LOEW'S LATEST CINEMA PALACE



A section of Loew's Midland, his latest pretentious motion picture theater, showing a part of the luxuries of Kansas City's newest and finest theater of the silent drama, which opens tomorrow night. The pomp and glamour of his latest institution are in keeping with the progress made by the magnate who was born in the tenements of the East Side, New York.

Forum Cafeterias, Inc.

---all Three of Them

OFFER
HEARTIEST
CONGRATULATIONS

TO

Mr. Woolf---Mr. Shanberg
and Loew's, Inc.

on the Achievement of
Loew's Midland Theater

STUDENT PRINCE LIKED Film Premiere Brings Praise in East.

"This is one great picture, and the home of The Big Parade, can be mightily proud of its new tenant," commented the New York News the day following the world premiere of The Student Prince in Old Heidelberg at the Astor theater, New York.

The statement was typical of the reception accorded the new Metro-Goldwyn-Mayer special by the New York critics and film public. Even before the opening night, people lined up at the box office to buy seats in advance and after the tremendously enthusiastic reception given the picture the advance sale at the Astor set a new record for a first week's intake.

The premiere was a brilliant one. Society, screen and stage notables mingled in the great crowd which reached from Times Square to the theater at Forty-fifth street, with police reserves called out to handle the jam around the playhouse.

The 80-foot Big Parade sign which had been a Broadway landmark for the twenty-two months, was superseded by a sign of equal length, with great white letters on a blue background backed by mirrors producing a sensational effect. The vivid lobby display and decorative effects also were the talk of the white way.

A feature of the presentation was the use of the music of the beautiful operetta, The Student Prince.

CREAMERY INDUSTRY GROWS IN OREGON

Since 1909 the Tillamook County Creamery association, Tillamook, Ore., has grown from nine member creameries to 23, and the quantity of cheese manufactured has increased from 2,500,000 pounds to nearly 7,500,000 pounds.—Wheat Growers' Journal, Wichita.

LOEW EXECUTIVE



Louis K. Sidney, executive of Loew's Incorporated, who personally will supervise all programs presented at the new Loew's Midland theater, which formally opens tomorrow night.

Mr. Sidney, considered one of the country's foremost showmen, has booked some of the world's greatest attractions for the Loew circuit and will provide Kansas City theatergoers with good programs at the new show place.

Mr. Sidney has been here for the last few days arranging the opening program.

SCHENCK, LOEW'S SUCCESSOR, FINDS BIOGRAPHY DULL

Personal Publicity Side of Corporation Presidency Irks Executive.

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 actually must corner him between conferences. Having accomplished this feat, one must then devote considerable time in convincing him that there is a single person 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 literally must be 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 that has led to his success.

The writer recalls an incident of some fifteen 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. The answer prefaced by an 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 story. 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."

Calmed Labor Trouble.

A few years ago when labor squabblers threatened to delay the opening of a Loew theater in Cleveland, Mr. Schenck effected peace and saved the day. The building was nearing completion when the plasterers and executives clashed. The workers believed they were being driven and the executives assumed the attitude that the workers were laying down on the job when the strike. All work stopped and a messenger ran for Mr. Schenck. He came, not on the run, but slowly and with a radiant smile.

Within a short time an agreement had been reached. Mr. Schenck declared work off for a half hour, took both factions to a neighboring restaurant for a bite to eat and a much needed rest, trotted them back to the theater and the theater was ready to open on schedule time.

Mr. Schenck had very little early education for he started early as a newsboy.

"I suppose you will want to write

all that bunk about me as a newsboy," was his comment. "That is true enough but don't say I fought with the kids for the choice street corners for I never did. They were and still are my friends."

Employe Sensed Smile.

Some ten years ago an employe sought out the writer for some advice. He had been offered a position to manage a chain of theaters in Cuba. The salary stipulated was far in excess of what he was earning from Loew, but having been so long with the latter organization he was in a quandary as to just what to do.

"What would you do about it?" he asked. "I need the money, but I don't like the thought of leaving the firm and going to Cuba."

"Why don't you put the matter up to Mr. Schenck?" was the reply.

"No, no, not that," he replied hastily. "He'll smile at me and make me ashamed for having thought of it twice." And he was serious, so serious in fact that he did not put the matter up to Mr. Schenck, nor did he take the new job, and he still is a valued employe of Loew's, Inc.

Like his predecessor, Mr. 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. In the theater world he is affectionately known as "Nick."

His hobby is just plain unadorned work. Throughout his twenty years with Loew he has remained in the background whenever possible.

The business of being president is

new to him and the attending publicity often irks him. When, in the course of business routine, it was announced that he had been elected to succeed Marcus Loew, it was discovered that there were no press photographs. It was also discovered that there were few generally known facts about this man who for two years, due to Mr. Loew's illness, had directed all the Loew theaters and the Metro-Goldwyn-Mayer Pictures corporation in Culver city.

"This president job takes a lot of time from your work," was Mr. Schenck's comment. So engrossed had he been that he had overlooked his rise in the theater and his importance to the industry.

Twenty-two years ago Mr. Schenck was a drug clerk, but he tired of this and, with the aid of his brothers, acquired control and operation of Paradise park in Fort George.

This venture was successful and "Joe" and "Nick" then secured the Lyric theater in Hoboken, N. J. It was there that they met Marcus Loew. He needed their theater to expand his little group of holdings. The deal that followed, Nicholas M. Schenck became the general manager of the Loew circuit and Joseph M. Schenck became the vaudeville booking manager. Nicholas Schenck's salary was \$50 a week.

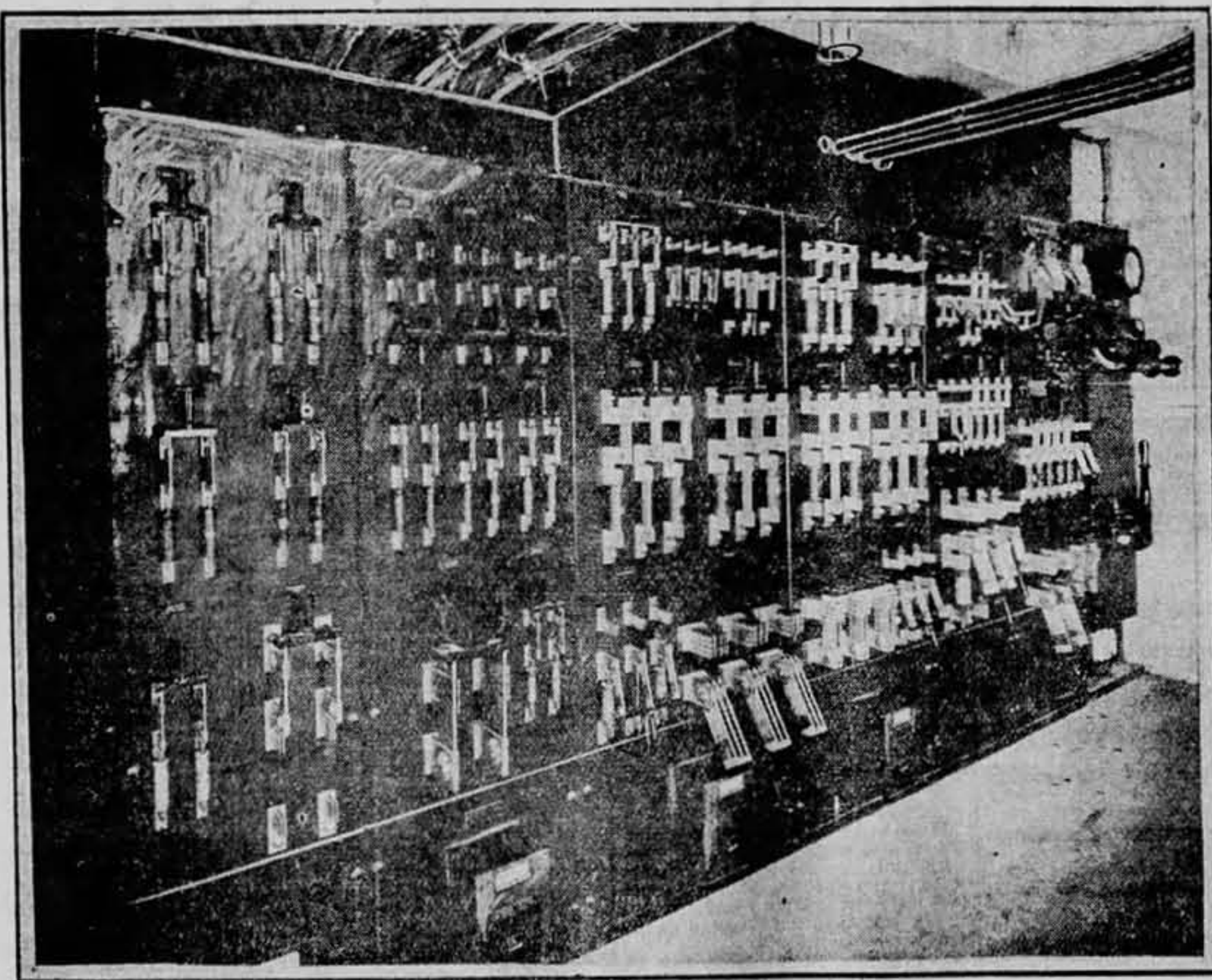
In later years, Mr. Schenck turned his entire attention to motion pictures, so conclusively in fact that he married one of the industry's best known stars, Norma Talmadge.

Journal Post Wantads Bring Results

LOEW'S MIDLAND

have installed a 13,200-volt substation to obtain their electrical service from our
Down Town "Loop Feeder"

This equipment is of such magnitude as will light the homes of a normal city of 15,000 population.



Distribution and 13,200-volt Substation Control Board

Our customers can attend this magnificent theater with the knowledge that LOEW'S MIDLAND is protected in any emergency against failure of its electrical service.

This "Loop Feeder" is really electrical service de luxe.

Two completely underground cables from our Northeast Power plant form a loop into this theater so connected that in case of trouble on one cable, the other automatically takes over the load.

It is another contribution of the Kansas City Power & Light Company to the comfort, safety and security of its patrons.

These substations can be very profitably installed in your "Downtown" property.

For complete details and information, phone Grand 0060, Power Dept.

Kansas City Power and Light Company



In Perfect Safety—

**We Handled all of the Expensive
Carved and Inlaid Furniture
For the Beautiful Midland Theatre**

The lovely French furnishings, the Dresden ornaments, mirrors, valuable paintings—some of them famous originals—the wonderful old Louis Philippe grandfather's clock formerly in the Vanderbilt mansion—all these were entrusted to our care for moving.

And we proved ourselves worthy of the trust. From the heaviest bronze to the daintiest bric-a-brac, every article arrived in PERFECT CONDITION.

W. E. Murray Transfer Company
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An Appreciation

To those men whose vision and efforts brought about the direct result of Loew's Midland Theatre in Kansas City; the

Sage Store
of Kansas City

extends its compliments. The new theatre puts Kansas City on the list of cities that are still growing. It brings new life to Main Street, as far as 13th.

The Sage Store, in recognition of the importance of this event, offers its sincere congratulations.

1204-06 Main



It is, we feel, a valuable indorsement of the quality of our products and the reliability of our service that we were selected to furnish a large Amount of the Basic Materials used in the Midland Theater Building.

Welch-Sandler Cement Co., Inc.

311 E. 19th Street GRand 1216-1217 KANSAS CITY, MO.

Casimir J. Welch, Pres. J. Hutto, Vice-Pres. and Mgr. Harry Sandler, Sec. and Treas.

NOVARRO EARLY TO DISPLAY SIGNS OF TALENT AS ACTOR

Star, to Attend Midland Opening, Played at His- trionics in Mexico.

Ramon Novarro, who will attend the opening of the new Midland theater Friday night, is one of the most likable and popular male stars in the movies. He was born of Spanish parents in Durango, Mexico. Living the life of a well-to-do Mexican boy, he 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

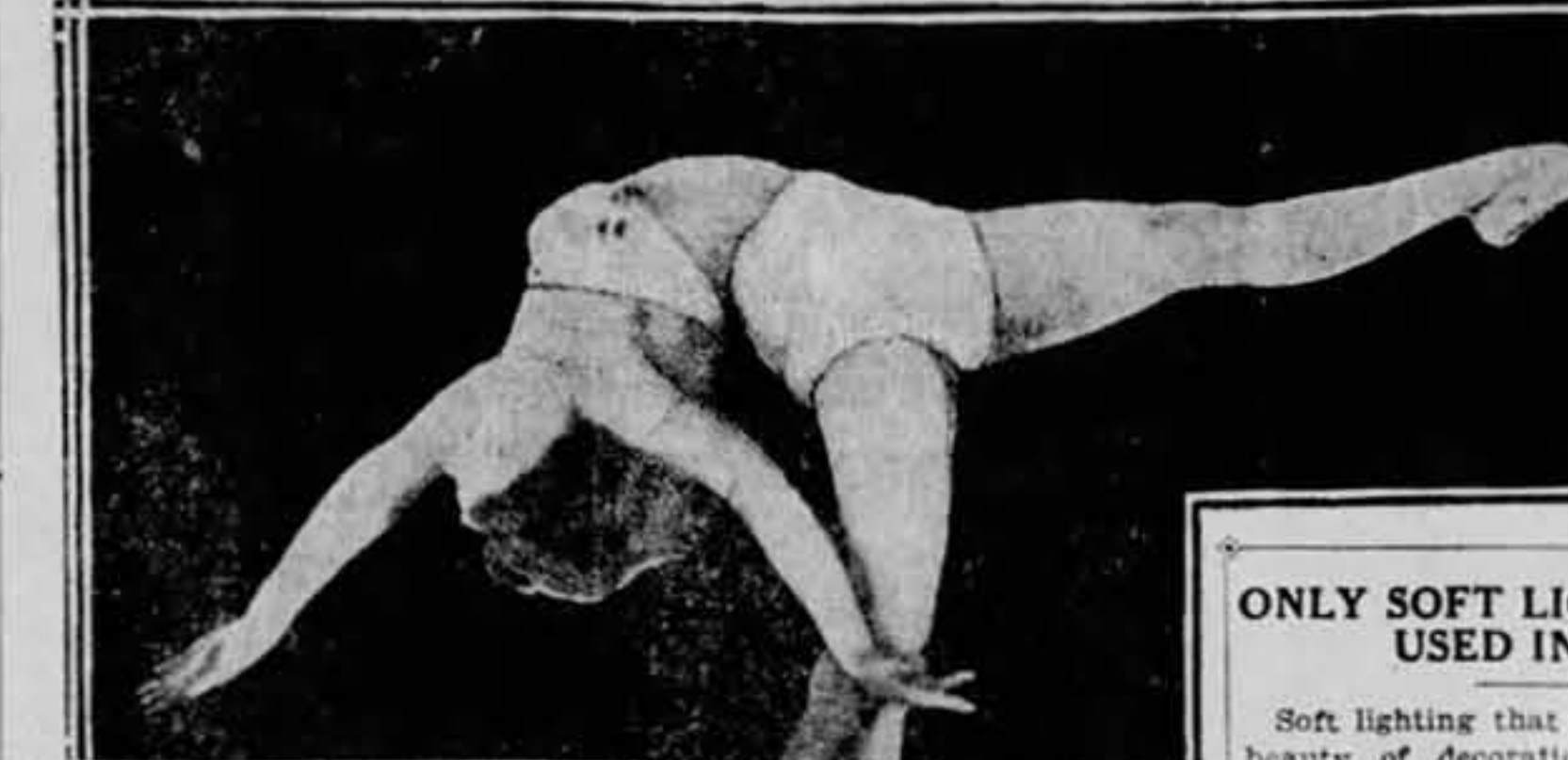
share his enthusiasm, to act in his plays was by paying her a salary of 2 cents a performance. He came to the United States in his teens, eager to carve out a career on the stage. His first engagement was as a dancer with the Marion Morgan troupe with which he toured the Orpheum circuit in Attila and the Huns. His first chance in acting in pictures came in 1921 when he was given the leading role in Omar Khayyam. Rex Ingram, then making pictures for the old Metro company, was looking for an actor to impersonate the dashing Rupert of Hentzau. Ingram saw in Novarro's acting the necessary qualities of dexterity 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. Of course, Novarro's greatest role in the Prince of Hur in Metro-Goldwyn-Mayer's screen masterpiece, Ben Hur. Beside this picturization

of Lew Wallace's famous novel, Novarro's other pictures have been: Trifling Women, Where the Pavement Ends, Scaramouche, The Name Is Woman, The Red Lily, The Arab, Ben Hur and A Certain Young Man. At the beginning 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-doors sports. His pets are dogs. Novarro is 5 feet 8 inches tall and has brown hair and brown eyes. Still a bachelor, he is devoted to his family, with whom he lives, spending little time in public.

PORTRAY NOTED MEN National Celebrities Impersonated in New Film.

National celebrities appeared in animated effigy in one of the most interesting scenes ever filmed in a picture studio when actors and actresses made up as national celebrities to stage the great embassy ball scenes in Fires of Youth, John Gilbert's new Metro-Goldwyn-Mayer starring vehicle. One great stage at the Metro-Goldwyn-Mayer studios was transformed into the ballroom reproduced from the actual scene of the affair in Washington and celebrities who actually attended the last affair were duplicated by players made up for the roles. Famous ambassadors and internationally famous leaders from many lands were represented. The actors were selected by inspecting the actual guest list of the affair and choosing the types to reproduce them. Several hundred extra players were used in these elaborate scenes. So realistic was it that Frederick W. Cook, secretary of state of Massachusetts, who was present as a visitor, complimented Bonta Bell, the director, on "almost actually recreating the ball." He was amazed to find that Bell had not personally attended it, but was reproducing it from newspaper accounts and data gained from newspaper men while in Washington. "I remember how I got a great kick out of General Dawes," said Cook. "He posed for about an hour

OPENING STAGE ATTRACTION AT LOEW'S MIDLAND



In one of the center arches—and I noticed that Bell had an actor doing the same thing in the film reproduction of the affair."

FOREIGN BANDSMEN ON WANE IN AMERICA

When Lieut. Commander John Phillip Sousa assumed command of the United States Marine band in 1880 there were two Americans in the organization. When Sousa formed his own band in 1892, only eleven of fifty instrumentalists were American-born. For his thirty-fifth annual tour, Sousa has only two bandmen who are not American-born. Thus a single generation has seen music become an American profession. More than thirty of Sousa's men are American college and university graduates.

FRIEDLAND PROMISES DAZZLING OFFERING

Patrons of the new Loew's Midland theater can enjoy their night club life during the opening week minus the proverbial covert charge when Anatole Friedland, following a successful tour with his new Club Anatole Revue, comes to Kansas City direct from his own night club. A dazzling array of feminine beauty, gorgeous costumes, sensational dancing, beautiful music and unsurpassed talent makes Friedland's offering one of the greatest he ever has produced.

AILEEN PRINGLE PREFERS SCREEN TO SOCIETY LIFE

Metro-Goldwyn Star to Attend Midland Opening.

Intriguing Aileen Pringle, who will attend the opening of the new Midland theater tomorrow night, is a daughter of one of San Francisco's richest men, and the wife of Sir Charles M. Pringle, whose father was former governor of Jamaica and is one of the largest landholders in the world. She preferred a screen career to a life of ease and idleness. Since her first theatrical experience, which was made on the London stage in 1915 with the Elliotts, she has risen rapidly in her chosen profession. She began pictures in 1923 and is a member of the Metro-Goldwyn-Mayer company of featured players. Miss Pringle is a true cosmopolitan. She has spent a large part of her life in the capitals of Europe, receiving her education in private schools in London and Paris and has lived in the British West Indies, Jamaica and San Francisco. At present she has three homes—one in Jamaica, one in San Francisco, and her professional home in Hollywood. Miss Pringle's daff, seductive beauty is particularly effective in exotic roles. Her hair is dark brown, her eyes a shimmering green. She is 5 feet, 4 inches tall and weighs 117 pounds. Stage experience previous to her debut in motion pictures included two years on the New York stage in support of George Arliss in The Green Goddess. Her first motion picture was The Sport of Kings, a First National release. Other pictures in which she has appeared are The Red Head, True as Steel, Earthbound, The Christian, My American Wife, The Wilderness Woman, Tin Gods, The Wife of the Centaur, Three Weeks and His Hour. Miss Pringle's main interest in life is the silver sheet; it is her main ambition and her hobby. For recreation she golfs and rides. She is exceptionally well read and has a keen knowledge of literature. It is about her that the literary celebrities who visit Hollywood eventually gravitate.



Ramon Novarro who will appear on the screen and in person at the opening of Loew's Midland Friday.

RAMON NOVARRO

Wears Fine Clothes Tailored by Hart Schaffner & Marx

THIS famous star is noted almost as much for his smart appearance as for his superb acting. He admits that Hart Schaffner & Marx clothes help him look his best. They'll help you, too.

Hart Schaffner & Marx Suits, Topcoats and Overcoats are priced for our 39th Anniversary at

\$39

The Palace Clothing Co.

Arthur A. Guettel, Pres. Twelfth and Grand Avenue



The leading stage attraction for the opening of Loew's Midland theater will be Anatole Friedland in his new Club Anatole Revue, with twenty charming young artists. Two of the clever dancers in the act are pictured above. The other photograph is that of Rubintoff, celebrated violinist and composer, who will present his novelty called Classics and Jazz in addition to appearing as guest conductor of Loew's Midland grand orchestra.

RUBINOFF LENDS REVERSE TOUCH TO JAZZ MUSIC

Whereas Whitman Ravages Classics, Violinist Works Restoration.

Those who witness the technique of the violinist Rubintoff, who will be on the opening program at Loew's Midland theater, will be interested in his methods. "When I started to rearrange popular numbers and give them the 'decorative plumage' I thought they deserved, I was met with a barrage of complaint from the critics. 'What are you trying to do?' they demanded of me. "Paul Whitman and Vincent Lopez ravaged the treasures of the world classics, took every jewel note and ornamented the crude jazz of the past. I was accused of reversing the process, of taking the raw ore of mob-song and by the employment of a variety of harmonies reworking it into classical music. "To these critics I say that music is not made on blue print specifications. Like all art, it reflects the inner life of a people. The reconstruction that popular music is now undergoing was not started by me, or by any one person. I have only tried to add a few touches of my own."

WRESTLER FORSAKES MAT FOR FILM ROLE

Ivan Linow, noted wrestler, challenger of Zhyzsko, temporarily has forsaken the mat for the Kleigs. Linow has been engaged for a role with Karl Dane and George K. Arthur in Baby Mine, Metro-Goldwyn-Mayer's filmization of Margaret Mayo's famous stage farce. It is the second appearance of the Dana-Arthur comedy team which recently scored a tremendous success in Rookies.

THE GREATEST PERFORMER IN THE WORLD TODAY—BAR NONE

MARMON 8

Our recommendations to you to buy this car.. are very specific



While in Kansas City for the opening of Loew's Midland Theater, Aileen Pringle, Ramon Novarro and Buddy Rogers have chosen the Marmon "8" as their official car.

We Recommend the Purchase of a Marmon 8

Because:

- 1) It is the greatest performer in the world today.
- 2) It is a superfine car without great bulk or weight.
- 3) It will go anywhere and do anything—without getting winded or worn.
- 4) It is the easiest riding car in the world.
- 5) It is a genuine Marmon.
- 6) In the hands of owners it has proved everything we ever claimed for it—and more.

- high speed that can be maintained hour after hour
- high gas mileage
- extremely low center of gravity that gives tenacious "road grip."

And every piece of material in it will stand hard punishment year after year.

Talk with any Marmon owner—then give us just 15 minutes of your time so you can discover for yourself the remarkable things this Marmon 8 will do under all motor-ing conditions.

Prices: \$1795 and upward, all under \$2000, f. o. b. factory, completely equipped.

MANY people, after trying various makes of automobiles produced in great numbers, feel strongly inclined toward a quality car built more painstakingly, in somewhat better taste, and backed by an important name. But in the past such quality has been rather high in original cost. A straight-eight motor in a truly distinctive fine car, bearing a great name: this is what Marmon offers in the new Marmon 8—and under \$2000 —flashing acceleration and deep reserve power

MARMON MOTORS, Inc.

1908-10-12-14 McGee Trafficway Sidney L. Altschuler, Pres. Harrison 5080.



The Beauty and Utility of Fine Iron and Bronze Work

Is Illustrated in the Beautiful New Midland Theater Building

We furnished and erected the large window in the front of the theater, all stairs—including the grand stairs in the main lobby—the bronze ticket booth, radiator grilles, balcony rails and all miscellaneous iron work.

ROGERS-SCHMITT WIRE & IRON CO.
ORNAMENTAL BRONZE IRON & WIRE WORK
St. Louis, Mo.

Journal Post Wantads Bring Results

LOEW'S MIDLAND TO SHOW COMEDY OF RAILROAD LIFE

Chester Conklin Will Share Honors With George Bancroft.

Chester Conklin and George Bancroft, the new comedy team, are coming soon to Loew's Midland theater to show audiences just what they can do in the exacting art of creating laughs. The new team bids fair to rival the popularity and box office success of the Wallace Berry-Raymond Halton combination.

Conklin and Bancroft have an excellent vehicle in which to make their joint debut. Titled 'Tell It To Sweeney,' it is a story of railroad life and is filled to the brim with pep, action and real comedy. There are thrills, too, and there is romance. The picture has everything audiences want.

The story has a well-defined plot, centered about two principal characters, Luke Beamish, haughty engineer of another day, and Cannonball Casey, a modern throttle-pusher whose ego and Herculean strength stir the wrath of the veteran.

THEATER WELL INSURED

The new Loew's Midland theater is covered by liability insurance as few other theaters are. The United States Fidelity and Guaranty company, which carries the policy, is just five stories above the theater, using the whole tenth floor of the building for office space.

The office of this organization was established in Kansas City in 1920. With its rapid growth the space available in the Federal Reserve Bank building was outgrown and the move to the new Midland building became necessary.

The Kansas City office is a branch, handling all business from Oklahoma, Kansas and western Missouri. More than 350 agents are employed from this branch alone. The office functions for this territory as if it were the home office. It employs 102 Kansas City men and women and handled last year more than \$4,000,000 in premiums. Lewis L. Bebout is general manager of the Kansas City office.

A NATIONWIDE INSTITUTION OFFERING AN UNEXCELLED SERVICE

United States Fidelity & Guaranty Company

HOME OFFICE, BALTIMORE, MARYLAND
R. HOWARD BLAND, President.

Surety Bonds

- Judicial
- Contract
- Fidelity
- Official
- Bank
- Internal Revenue
- Customs
- Fraternal Order
- Railroad



Casualty Insurance

- Automobile
- Accident and Health
- All Liability Lines
- Workman's Compensation
- Burglary
- Plate Glass
- Bank Check
- Sprinkler Leakage
- Water Damage

Announces removal of its Branch Office to New Midland Building occupying entire Tenth Floor

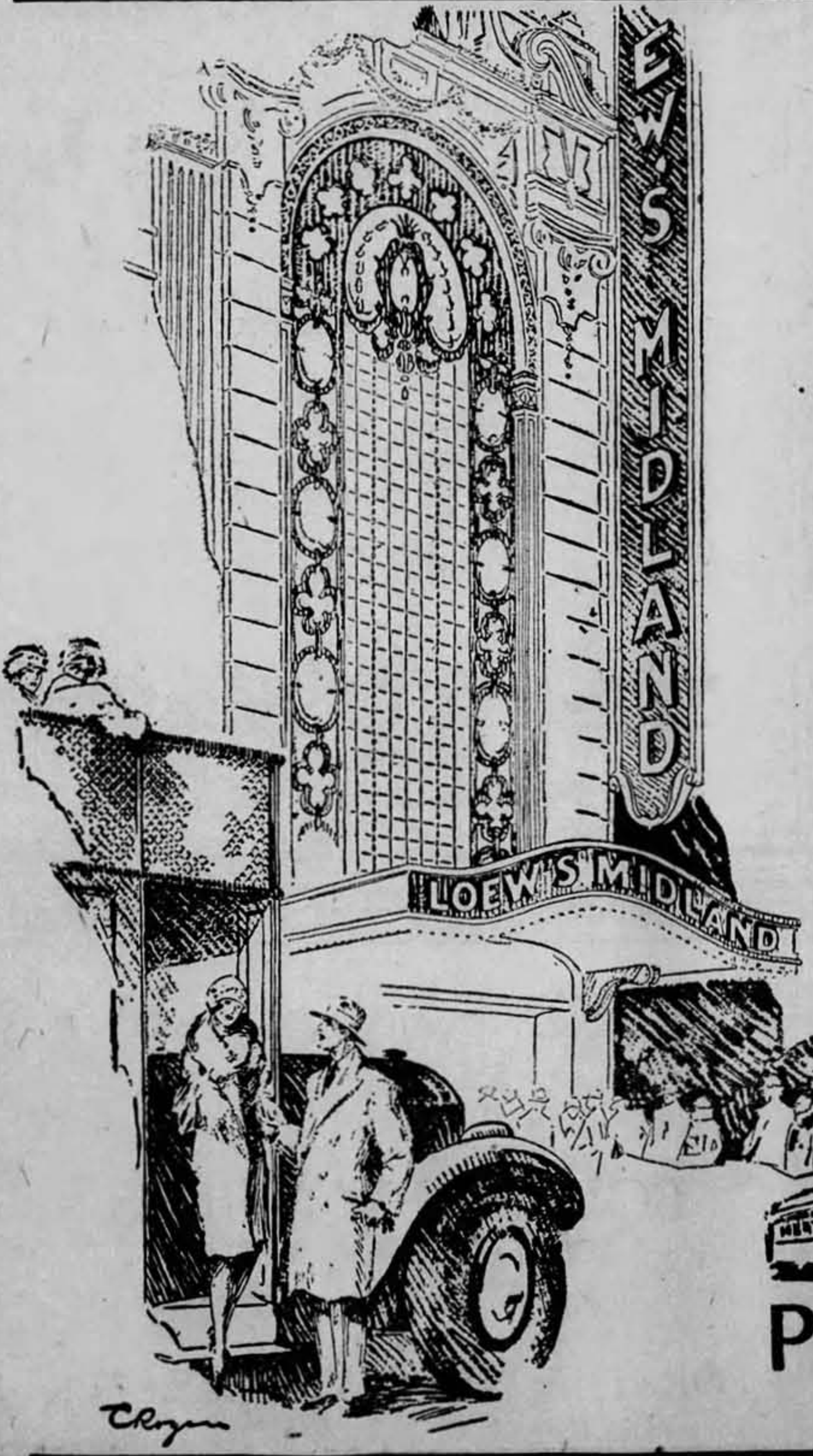
Old friends and the public are cordially invited to inspect our new quarters. With increased space, the office is better prepared to render service.

Ask your Agent or Broker to place your Bond or Policy in this Company



The Branch Office of our Company is a real Kansas City institution employing 102 people.

Consult Your Agent or Broker as You Would Your Doctor or Lawyer



Ride the Street Cars and Coaches to

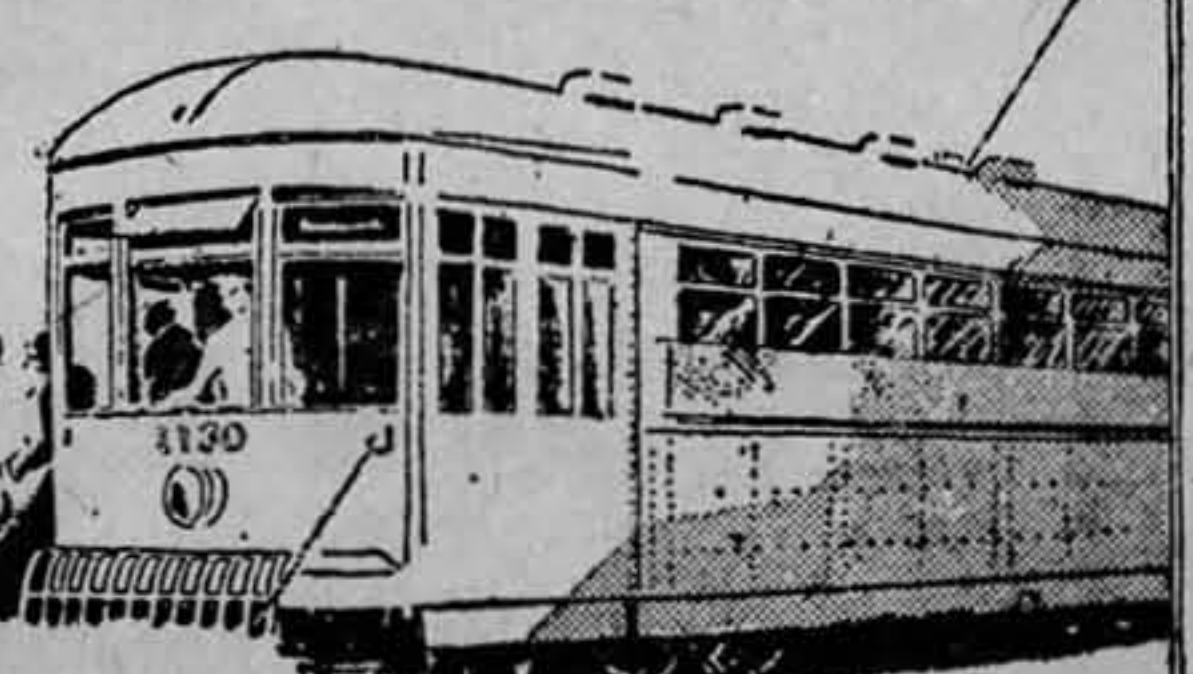
LOEW'S MIDLAND THEATRE

Convenient Service Direct to the Front Entrance

It is significant that in choosing a location for the magnificent new Loew's Midland Theater the Loew organization selected a location readily accessible from all parts of the city by STREET CARS and MOTOR COACHES. As a matter of fact many of the Kansas City Public Service Company lines operate directly to the front entrance of the Theater, while convenient transfer service is provided to these lines from the more distant portions of the metropolis.

In a broader sense the street car and motor coach service to the Midland is representative of the improvement in street car and coach transportation during the past year that more and more people are enjoying the advantages offered by the downtown sections. They come downtown to enjoy the theaters, to dine and dance, and to partake of the bargains offered in all lines of merchandise. And every day more and more of these people are using the street cars and motor coaches. They have found these means of transportation the most convenient and economical. They avoid parking worries, traffic congestion and accident hazards and at the same time enjoy greater comfort.

Attend the opening of the new Midland. It is a theater of which Kansas City justly may be proud. Make it a habit to bring the whole family downtown two or three nights a week. The theaters always offer interesting attractions. There are many places to dine. And you'll enjoy window shopping at the various stores.



How to Get to Loew's Midland by Street Cars and Motor Coaches

Take the Express or Armour-Paseo Motor Coaches to 13th and Baltimore.

Take Country Club, 31st St.-Observation Park and Holmes-Quindaro cars to main entrance, 13th and Main.

Take Prospect Ave., 15th St., Independence Ave.-Rockhill and Vine St. cars to 13th and Walnut. Take Argentine-12th St., Central-27th St. and Jackson-Roanoke St. cars to 13th and Main.

All downtown street car and motor coach lines are as close to the theater as the parking stations.

WHENEVER You Want to Go ANYWHERE Ride the STREET CARS and MOTOR COACHES.

KANSAS CITY PUBLIC SERVICE COMPANY

H. C. Woodruff - President

Loew's MIDLAND THEATRE



built by

Boaz-Kiel Construction Co.

BOAZ-KIEL conceived the Loew's Midland Theatre Building as an edifice that must bring lasting credit to Kansas City; as an edifice that must be perfect from foundation to roof---that must be the peer of any other.

To this end, they supervised construction of the entire building---the laying of the foundation, the concrete mixing, the interior finish---in fact, everything entering into the creation of an architectural masterpiece.

Consequently, the new Loew's Midland Theatre is one of the finest constructed buildings in the middle West.

Much of the work was done under the handicap of inclement weather---yet it was finished in record time.

Loew's Midland Theatre stands today mute evidence of the efficiency with which Boaz-Kiel Construction Co. can and does erect massive structures.

BOAZ-KIEL CONSTRUCTION CO.

General Contractors—Concrete Engineers

Ambassador Building

St. Louis, Missouri

LOEW INTERVIEW REVEALS CHANCE MOLDED CAREER

Magnate's Story of Life Rivals Tales of Alger's Heroes.

Editor's Note—The following story on the life of the late Marcus Loew was written prior to his death, and it vividly reveals the dramatic facts in his bitter struggle to fame and fortune. It should be an incentive to ambitious American youths. Mr. Loew died September 5, 1935, at Pembroke, Glen Cove, N. Y.)

By TERRY TURNER.

To have Marcus Loew, multimillionaire motion picture magnate and theater owner tell you his life story is akin to the first thrill of youth in reading one of Horatio Alger's tales of a poor boy's struggle for success. We were invited to spend the day with him at his estate, Pembroke, Glen Cove, L. I., the invitation including we would be permitted to ask him anything except the number of theaters he controlled.

This little chap had a way of convincing you he is right whether you feel he is or not and as we left the building we had a sneaking idea he was a rattling good salesman on any subject.

"Do you know many of those working for you, Mr. Loew?" we asked.

"Yes, I know quite a few of those working WITH me." The emphasis on the "WITH" hardly had sunk when he offered an explanation. "My success is based largely on knowing the people who have worked with me. Few men succeed unless they have their employes from the chief executive down to the smallest paid office boy working WITH them and not FOR them. To cite an example of loyalty, one of my boys who has worked hard for me about fifteen years recently came to New York to celebrate his honeymoon. He had purchased a home, sunk every penny he owned in the world in my business and it was just about the time I made the affiliation with Gaumont in France."

Proved His Loyalty.

"Always frank, he came to me and said: 'Mr. Loew, I'm up to my neck in mortgages for the home and well settled where I am, but if you say the word I'll pull stakes tomorrow and go to France for you, although I can't speak a word of French.' Now you must remember this boy would have willingly lost on his home and gone away from every friend. That's loyalty, and that's the kind of loyalty that spells success."

"Chance plays such a great part in our life. There you have one side of the element of chance. Here you have the other."

"You don't mean to say that after your hard battle you believe in chance and fate?" we inquired.

"I most certainly do. You probably know men, fine men, who have worked their fingers off nearly all their lives. They have striven manfully and with clean, honest purpose—yet chance did not favor them. I do believe, however, that many are miscasting life and not knowing or believing it, allow themselves to be swept away until it is too late."

Recast Own Life.

"As a kid my greatest ambition in life was to be a waiter—that is, of the head waiter variety. In those days, you must recall, Volstead had not been heard of—at least not nationally as he is today—and my greatest thrill was the blaze and glory of the large cafes. Of course, I did not drink. I really was young but the very brilliance of those scenes spelled success to me."

"I felt if I could secure a position as head waiter in one of those cafes I would be 'made.' I started as a bus boy, but fortunately for me I was short and a few unsteady customers did not notice me as I passed them with a load of dishes and I landed bodily in the street. You might say I was only a kid and all kids have queer ambitions to be conductors, policemen, but nevertheless that was an ambition and youthful ambitions well nursed and groomed often remain with an individual through life."

Politics Went Bad.

"I recall another instance in my life which, had I been successful, would have changed my career. I wanted to be a politician. The lower East Side always is seething in politics and I became imbued with the spirit of the thing during the late President Cleveland's run for the presidency. I had known several district leaders and they, in their anxiety to get out the full vote, promised me faithfully that should Cleveland win I would be appointed a page boy at Albany. I worked like a Trojan. I can recall how vividly I dreamed over my future political career in my room. Politicians were mighty to me. Everyone greeted them with the utmost courtesy and I wanted to be one of them. To make that story or career rather short, Cleveland didn't win, and needless to say, I didn't go to Albany. I found it rather difficult to find my political friends after that and I also found new leaders were receiving the courtesies once given my former leaders."

Make Own Opportunities.

"Most men make their opportunities in life. You give a man a chance, if he feels about that way—he takes hold of the opportunity and makes good. Where no one offers you that chance or opportunity you have to make it yourself. In my own firm I know the majority who have made their own opportunities. I remember as a kid I felt if I could make myself valuable by doing two or three men's work for my boss I was mak-

TO ATTEND MIDLAND OPENING IN PERSON



Ramon Novarro (above) and Aileen Pringle (below), Metro-Goldwyn-Mayer movie stars, will arrive in Kansas City tonight from Culver City, Cal., to attend the opening of the new Loew's

Midland theater tomorrow night. Both stars will have important parts in the opening ceremonies, and Kansas City movie fans will have their first opportunity of getting a closeup of the film favorites.

ing an opportunity for myself and I generally discovered I did just that. Every man must have an idea to get by in life. If that idea is a sound and practical one and he can sell it first to himself, then he can sell it to someone else and he has made an opportunity for himself. Lord help the chap who waits for someone to offer him this or that to make good. He might wait the rest of his life.

"While we're on the subject of opportunities let me say that saving is a good subject for one looking for that opportunity. I think every young fellow should save at least 40 per cent of his earnings no matter how small they may be. Learning to save young is a good habit, for when that old opportunity presents itself in one's mind it's great to have a bank

account to carry it through.

"When I mention saving I do not mean be stingy. A stingy man never could think of an opportunity or if one came his way would not have a broad enough outlook to grasp it."

