

FEBRUARY
18TH TO 23RD
INCLUSIVE.

LOEW'S FOURTH ANNIVERSARY

LOEW'S THEATRE CELEBRATES ITS FOURTH ANNIVERSARY, COMMENCING MONDAY, FEBRUARY 18

FEBRUARY
18TH TO 23RD
INCLUSIVE.

HEARTY BIRTHDAY GREETINGS TO LOEW'S THEATRE

We extend to Loew's London Theatre happy birthday greetings on attaining this, their Fourth Anniversary, and our best wishes for continued success.

It has been our pleasure to serve Loew's with Quality Printing and Service.

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Phone 2343

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SIGNS**

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7581

Extend to Loew's Theatre their hearty wishes for continued success on this their fourth anniversary.

A. Blaney,
Manager



Send Your
Cleaning
and Pressing
To Talbot
Cleaners

Heartiest birthday greetings to Loew's on this, their Fourth Birthday.

The exacting work and service required for the stage and which we render to visiting acts at Loew's is proof positive that YOUR work will prove satisfactory.

Dry Cleaning when done by Talbot Cleaners is no respecter of dirt. No matter how old or how bad the stain, give it to us and we'll clean it up. Dry Cleaned articles are in a better-than-new condition. Here you'll find plenty of service to please you.

Talbot Dry Cleaners

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LOEW BELIEVES NOTHING TOO GOOD FOR THE PUBLIC

Controls Great Movie Organization and Provides What People Want.

INSPIRING STORY

Who is our best-known motion picture producer and exhibitor? We know that that is one of the most difficult interrogations that could be put to anyone. In fact we almost feel ashamed of asking anyone such a difficult question, on account of the fact that we would want to be burdened with the answer ourselves. However, we do know that they can be named on the fingers of one hand. In fact, one could make a graduation there and list them according to their comparative merits.

No doubt everyone is familiar with the inspiring story of the young fellow who started in a penny arcade and is now one of the giants in the motion picture exhibiting and producing business. Surely you know who we mean? Marcus Loew, of course, the directing genius and head of the extensive enterprises which extend from the most adjacent to the most remote parts of the country and which are known throughout the world.

Who hasn't walked Broadway in the evening and seen the great electric sign on Loew's State Theatre building. That is the principal theatre of the Loew chain, but it represents only a small fraction of his enterprise. We use the State Theatre instance only to illustrate the magnitude of Marcus Loew's enterprises throughout the country.

If the State is only a small fraction, what business the Loew enterprises must do. Then there's another salient feature of Loew enterprises not generally known. You know that the Metro Film Corporation is another Marcus Loew enterprise. Yes, Rex Ingram, Alice Terry, Ramon Navarro and a host of others make up the Loew organization. We do not know of producers whose business in that field parallels Mr. Loew's, but we don't know of another man who makes so many pictures and exhibits them within his own organization.

Marcus Loew has his hand on the pulse of the nation. He has the faculty of knowing just what they want in the line of theatrical entertainment. Yes, and he provides it. His great success is proof of it. And he spares no expense in his production. His motto is: "Nothing is too good for the public."

ZONING BILL IS STRONGLY URGED

Town Planning Conference in Kitchener Urges Amendment To Act.

Special to The Advertiser.

Kitchener, Feb. 15.—The council of a number of cities and towns in Western Ontario will be urged to support an amendment to the municipal act as proposed by the City of Kitchener, representatives at a conference on town planning here today decided.

The specific object of the legislation sought is to provide for the creation of more zones or districts than at present allowed by the act, providing for zones for heavy industrial, light industrial, business, residential and detached, private residential, instead of only detached private residential as allowed by the present act.

A proposal by Gordon Philip, of London, secretary of the United Boards of Trade of Western Ontario, that the conference consider the proposed town planning bill of that organization was laid over until the Kitchener amendment had been disposed of.

Lauds Town Planning.

In seconding the motion of Mayor Stephens of Guelph that the municipal councils be urged to support the Kitchener and Waterloo application, Mayor Wenige of London emphasized the necessity of having all requests of the government clear and definite so that there would be no possibility of the desired amendments conflicting in later years with other statutes and causing confusion and trouble for municipal councils.

He further believed that Kitchener had taken the right course in its efforts toward town planning. After disposing of the Kitchener amendment the conference dealt with Mr. Philip's bill. It was decided, as it contained many desirable clauses some of which, however, were of a contentious nature, that the respective councils be urged to thoroughly consider it, and to hold another conference at which the suggestions for amendments could be considered.

Consolidate Acts.

It was further decided to ask the municipal councils to urge the government to consolidate the various acts regarding town planning, it being claimed that it is difficult for municipal bodies to learn what their powers in this respect are, owing to the numerous amendments to the act.

The places represented and the delegates were: London, Mayor G. A. Wenige, Gordon Philip, W. P. Near, Ald. Edwin Smith, I. Leonard; Hamilton, W. A. Child; Brantford, A. C. Bunnell; Galt, Mayor S. E. Willard, A. C. Trory, A. Gordon Scott, A. W. Hilborn; Guelph, Mayor Stephens, Lieut.-Col. W. Simpson; Elmira, Mayor P. F. Stumpf, George Klinck; Preston, Mayor N. Hipel, Reeve J. M. Grimes; Bridgeburg, Mayor N. C. Williams; Oakville, Mayor Foyster; Waterloo, W. P. Kress, Dr. W. L. Hillard, J. H. Roos, A. M. Crossman.

MARCUS LOEW EXPRESSES THANKS TO CITY PATRONS

Mr. F. B. Jackson,
Loew's London Theatre,
London, Ontario, Can.

Dear Mr. Jackson: Undoubtedly you are aware that Loew's London Theatre will celebrate its fourth anniversary during the week of February 18th. During the four years we have had a theatre in London the theatregoers of your city have been unusually loyal to us, and their generous patronage has enabled us to give them the best pictures and vaudeville available at all times.

It is the wish of my Canadian associates and also myself that you thank them through the daily press, and in this way advise them of our deep appreciation of their response to our efforts. You may promise them for me that in the future the Loew organization will continue to endeavor to give them the very best entertainment possible. You may convey my thanks also to the staffs of the various newspapers in your city for their generous support and earnest co-operation in any campaign we have launched for the betterment of any entertainment in London.

Extending greetings to yourself, the staff and every theatregoer in London, I beg to remain,

Yours very truly,

MARCUS LOEW.

TRADITIONAL HONOR GOES TO F. KELLY OPERATORS FAVOR LONGER CONTRACT

Liberal M. P. For North Cape Breton To Make First Formal Speech.

Canadian Press Despatch.

Ottawa, Feb. 15.—The first formal speech in the Canadian House of Commons this season will be delivered by F. L. Kelly, Liberal member for North Cape Breton and Victoria (Nova Scotia).

According to the tradition which gives this honor to the last elected government supporter, Mr. Kelly has been chosen to move the address in reply to the speech from the throne. His motion will be seconded by E. A. Lapierre, Liberal member for Nipissing, Ont.

Mr. Kelly was elected to the House in July last to represent the seat made vacant through the elevation of D. D. MacKenzie to the bench.

DELOME'S COUNSEL THINKS FRIENDS MANY

Hopes To Discover Names of Writers of Anonymous Letters.

Canadian Press Despatch.

Montreal, Feb. 15.—Alberta, Nova Scotia, New Brunswick, points in Quebec, as well as Montreal, will yield new witnesses holding sensational evidence for the defence of the Rev. J. Adelard Delorme, indicted for the murder of his half-brother, Raoul, if Alban Germain, K.C., can discover the names and addresses of those who have written him a number of anonymous letters "that contain very important information."

Each day's mail brings more communications, Mr. Germain declared today, "but," he added, "we have no money for the defence of Delorme, so we can employ no detectives to make searches."

Mine Owners in Two States Would Sign For Three Years.

Associated Press Despatch.

Jacksonville, Feb. 15.—Breaking away from the uncertainty which has characterized the debate of the operators in the miners' wage conference here, the Ohio and Indiana operators today cast a solid vote for a three-year contract. This was interpreted as the first hopeful sign that deliberations are nearing a conclusion, and it was predicted that on resumption of the conference Monday a vote on the three-year offer will bring an agreement or a definite break.

Both the operators of Illinois and Western Pennsylvania voted against signing anything more than a one-year contract, while the miners continued insisting on four years. This insistence, however, it is believed, will give way if the operators elect to vote for three years.

VIENNESE PROFESSOR CONFOUNDS THE MEDIUMS

Associated Press Despatch.

Vienna, Feb. 15.—Professor Prippman of Vienna University is said to have reproduced before an audience of forty professors all the phenomena attributed to the celebrated spiritualistic mediums, Willy and Rudy Schneider. Professor Prippman not only used natural means entirely in his exhibition, it is declared, but later explained to his audience how the various effects were produced.

SECRETARY TO ATTEND.

Special to The Advertiser.

Toronto, Feb. 15.—D. W. Jackson, new secretary of the Western Fair, and late of the Ontario Department of Agriculture, will be in London for the annual meeting of the association next week. He states he will assume his duties about two weeks later.

Compliments to Loew's London Theatre on our Seventieth Anniversary

70 Years of Satisfactory Service

To builders of London and vicinity is a record hard to beat—

There Must Be a Reason

Better let us figure your next Lumber requirements. We will meet all legitimate competition based on Price, Grade and Service

Geo. H. Belton Lumber Company, Limited

Lumber for all Purposes

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Special Program Monday To Honor Fourth Birthday Of London Loew's Theatre

Monday, Loew's London theatre will be four years old. The management announced today that in celebration of the fourth anniversary of the establishment of the theatre a special entertainment will be given.

In 1920, when the executives of the Loew's Theatre Company and many citizens of London decided to build a theatre in this city they determined to make it the most spacious and modern entertainment house of its kind in Western Ontario. That their faith in London as a theatregoing center has been justified is indicated in four years of unbroken prosperity enjoyed by the most popular moving picture and vaudeville house in the city under the management of Fred Jackson.

Manager Jackson has arranged to have in London for the celebration three special head-line acts. He has written a personal letter to Marcus Loew, in which he has asked the head of the great theatre corporation to have specially selected vaudeville to play here for the first three days of next week. The feature picture to be shown is also of the highest quality.

There are in the city of London and Toronto more than 800 stockholders in the London Loew Theatre. The theatre itself has in its employ 35 men and women. It was built four years ago upon the application of Londoners to Mr. Loew, who felt this city was of a size which could amply support a theatre of higher quality.

The preferred stock in the local house is owned by Canadians alone. Mr. Loew controlling only common stock. Unlike other Loew theatres, the local picture and vaudeville house is not American-owned and the only manner in which Mr. Loew has an active interest is that his vaudeville circuit plays at the local houses.

The London Loew Theatre has always aimed at cleanliness in the

character of the entertainment it displayed. Loew's Theatre was the first in the city to introduce lower prices for both afternoon and evening performances. The success of this plan is shown in the manner in which the theatre has received the support of the whole city.

RUSSIA AND HOLLAND NOT IN NEGOTIATION

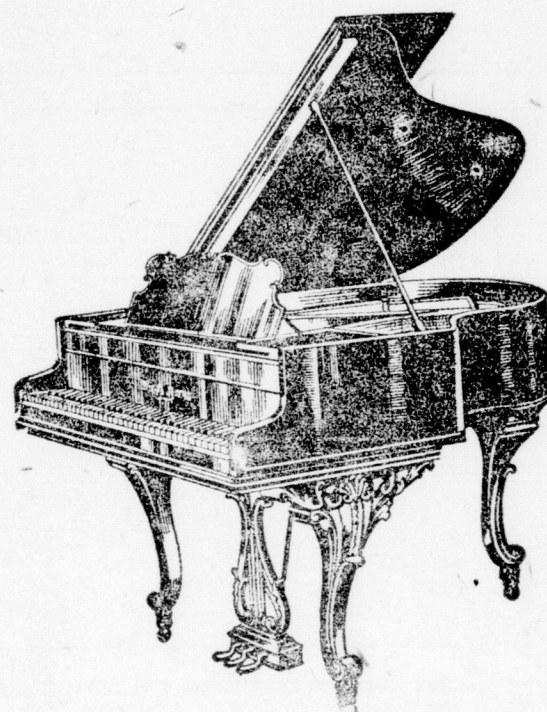
Associated Press Despatch.

The Hague, Feb. 15.—Replying to a question from a Communist deputy yesterday, Foreign Minister Van Kerckhove denied that Holland was negotiating for the re-establishment of normal commercial and diplomatic relations with Russia. The Government, however, he said, was giving close attention to the possibilities of trade in that country.

FUNERAL OF C. W. HALL.

Special to The Advertiser.

Theford, Feb. 15.—The funeral of C. W. Hall, who died in Sarnia on Monday, was held here on Thursday, when the funeral services were conducted in the Presbyterian Church. Interment took place in Pine Hill cemetery. The pallbearers were George Westley and James Hall, and William Nutt. Rev. W. McInnis officiated.



LEADERSHIP—

Naturally the directors of Loew's London Theatre desired the finest piano made when the theatre opened its doors to London playgoers in February, 1920. Today those same pianos are enriching and perfecting the Loew stage performances. The Mason & Risch piano was selected because of its exclusive and distinctive combination of tonal and mechanical perfection—A LEADER in the world of music.



The Trade Mark of Quality.

Every patron of Loew's in the past four years has enjoyed the glorious tone of the Mason & Risch grand and upright pianos—instruments of signal distinction—the market can offer nothing better.

The master-builders of old put their best work into carvings hundreds of feet beyond the range of human sight. The same ideals of workmanship enter into the construction of every Mason & Risch Piano.

"HOME OF THE VICTROLA"

"THOUSANDS OF RECORDS"

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