

FEBRUARY  
18TH TO 23RD  
INCLUSIVE.

# LOEW'S FOURTH ANNIVERSARY

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

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## QUEEN'S ALUMNAE PLANS BANQUET

City Club To Hold Annual  
Event in November of Each  
Year—Officers Retained.

With the decision last night to hold its annual banquet in November of each year, the Queen's University Alumnae Association for the London district has postponed the annual election of officers until November of this year. It was agreed, therefore, that the present officers and the executive committee should remain in office until that time.

The pleasant library room of the Central Collegiate Institute last night was the scene of an alumnae banquet. The college yells and a brief toast list were happy preliminaries to the address of Dr. McClement, professor of biology and one of the most popular members of the Queen's faculty.

This was along no formal lines, but rather a summing up of the

year's progress and comment and personalities of men and institutions familiar to the ex-students. Pride on the part of the speaker met equal pride in the hearty applause and cheers of the alumnae when Dr. McClement, referred to the prowess of the present university rugby team, and the acquiring of a prominent place in the Dominion athletic sun by the basketball team.

The one phase of university life which received particular attention from Dr. McClement was the extension work. The progress made in this direction was more or less of a revelation to the alumnae and the figures Dr. McClement quoted showed the present increase and future promise aroused the keenest interest.

The announcement was made also that the university had installed a radio-broadcasting set and on Wednesday evening after 9 o'clock lectures were sent out, and on Saturday afternoons and evenings the most recent sport news.

### HAS LEG FRACTURED.

Special to The Advertiser.  
Brucefield, Feb. 15.—Andrew Scott, general merchant and postmaster here, met with a painful accident on Tuesday night. He had closed his store after the day's business and was going to his residence, when he slipped and fell on the steps, sustaining a fractured leg.

## LOEW IS EVER READY TO TAKE BIG CHANCES

Great Theatre Owner Lost All  
His Savings on Two Differ-  
ent Occasions.

KEPT ON PLUGGING  
Now One of the Dominating  
Figures in the Theatrical  
World.

By TERRY TURNER.  
Is Marcus Loew a gambler?  
Is the little man who controls more theatres than any other man or organization in the world, a formidable rival to the few men who have broken the bank at Monte Carlo?

How does he compare in your mind with the men who staged the battle of dollars in a small arena under the blazing hot sun at Toledo—or practically the same men who offer something more than one full half million cool dollars for less than an hour's work between two pugilists?

What proportions of bravery or daring would you mete out to him against the final plunge of the heroic figures in the days of the '40ers when the last bag of nuggets dented the polished base of roulette wheels and the faro tables in the golden west?

Ponzi splashed and drowned in the million class, yet he was a first-class gambler. Does Loew compare with him?

You say he cannot be compared with any of the foregoing examples—that he is not that class of a gambler? You are wrong. When Marcus Loew started his bank account fitted nearly—and with room to spare—in that right hand pants pocket. He lost that. He saved and lost another and yet another. One hundred dollars meant the same to him then as perhaps \$1,000,000 would now—more perhaps, because every penny of that \$100 belonged to him. His million of today may be shared by others. Having someone to lose with you is easier than sliding alone.

Marcus Loew is the greatest gambler of the age, and has been for years. Here's why—let's see if you'll agree with me. (Some do occasionally).

Marcus Loew began life, that is, in a commercial vein, as a printer. He lost in this. Little it was—true—but that little was all he had. He saved and tried again—and lost. Once again he set aside the pennies, nickels and dollars and aimed at the fur business. He lost and began saving again. Right here let's run back over memories' lane and think how many men would have started the saving game again after so many setbacks. Few, eh, you said it, but let's go on. My brother lost \$5 once and phoned the police. (He is still on a salary).

Penny Arcade.

Next he took a long shot with a short bank roll at the penny arcade business. This met with fair success and he started a one reel picture show, selling the tickets himself and keeping the door closed until he could leave the box office to collect the tickets. Some system, but it went over. He had as his partner David Warfield, and they both while many an evening counting "so-so." Occasionally running across a nickel. They traded them for dollars at that time in banks too, so it did not make much difference.

Then with the latest bank roll of his career Loew took his real plunge of that into the theatrical business in New York, which had been conceded to be well plumbed, sealed and kept in monopoly long before his coming. His entrance was looked upon as impertinence; it was only a matter of speculation among the wisecracks how long the bears would allow him to exist, or how long it would take to make the skids that were being prepared for his slide down and out of show business.

Then that losing business began with Loew again—for while. He tried opera—any of the thousands who have tried it since will not only sympathize with him, but testify to

### At Loews

NOW PLAYING—The Warner Brothers' classic, "Flaming Passion," from the celebrated novel by Kathleen Norris, with Monte Blue and Irene Rich and all-star cast. Added film features and three acts of Loew's supreme vaudeville.  
Loew's Celebrates Its Fourth Anniversary Week of Feb. 18.

MONDAY, TUESDAY AND WEDNESDAY NEXT—Metro Pictures Corporation presents "The Man Life Passed By," with Jane Novak, Percy Marmont, Eva Novak, Cullen Landis and Hobart Bosworth. Usual added film features and three acts of Loew's supreme vaudeville.

THURSDAY, FRIDAY AND SATURDAY NEXT—The biggest success of the year, Gloria Swanson, the screen's foremost star, in "The Humming Bird." Usual added film features and three acts of Loew's supreme vaudeville.

his downfall in this direction without any testimony having been presented.

But "they didn't take him" for the full roll this time. Nope—we think he short-changed them or cold-decked them on this deal. Maybe he had a couple of ones turned double in the roll, anyhow they missed, and the little man strove manfully to break into the show business. A shot at vaudeville combined with what pictures he could get.

Given Publicity.

Did he quit? Should say not. He finally cooked some standard acts at that time to play for him, and when he had barely a few coming, he ripped out the roll, threw its full contents into the pot and shouted, "Play on." They did, and he did. Acts were forbidden to play for him. Marcus Loew, then a very small pea in an extremely large pod of theatrical activities, was getting a world of publicity through the many underranked attacks on his business. Laymen were just as thoughtless then of inner wrangles and squabbles as they are now. They cared not only for the best entertainment at the smallest possible price, and they do now. In other words, they wanted the best for the least cost.

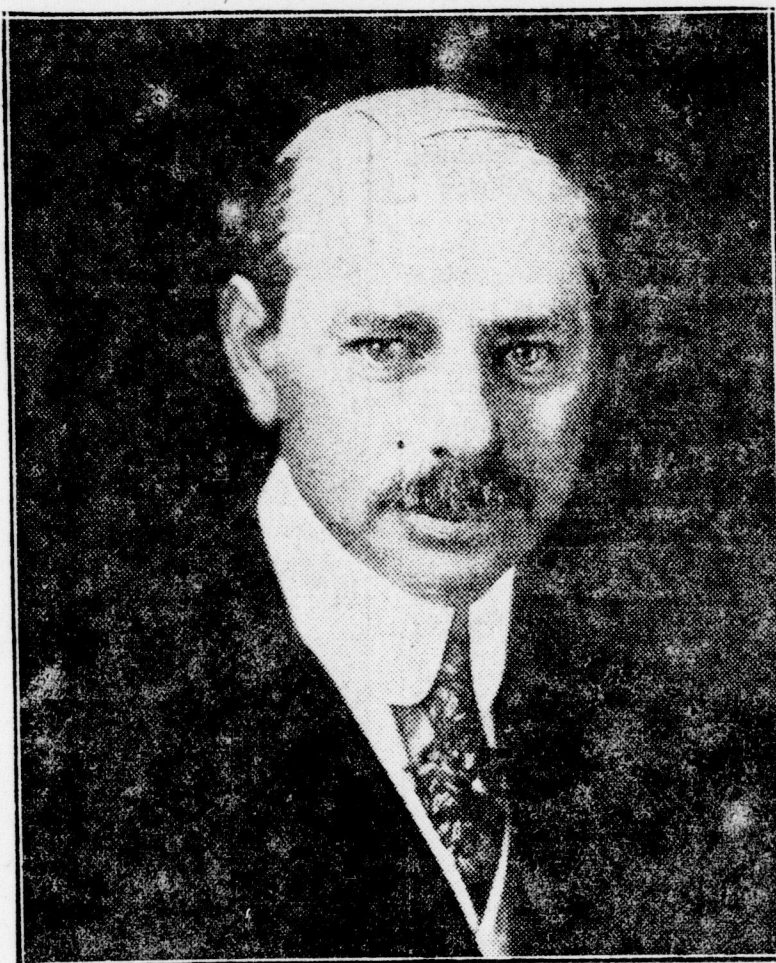
Whether it came from Loew's or the competitors whom he dared oppose. Money talks now—it did then. The dimes kept singing Stephen K. Foster's masterpiece, "Old Black Joe," with emphasis on the first four bars, "I'm coming," from 9 a.m. to 11 p.m., and Loew's began to prosper. The thing like getting more money when you are prosperous. Ain't it funny how Henry Ford had so many friends when he was poor? Loew used to get someone interested as much as himself in his toy-room edition of an automobile. Well, Loew used to carry his own rods at his first picture show—now he was lucky if anyone allowed him to look at a reel. Friends—oodles of 'em. Money—plenty of it. "Let me in on it" comes from those who darted behind pillar and post months before to escape the little speech, "You're the right idea, I need money to push it."

Veil Lifted.

Seemingly, the veil of misfortune lifted from Loew. The future was emblazoned before the bursting gold in the sun of fortune. Friends on all sides, and the little man who gambled all—lost and lost—won and lost yet again and again—found his feet treading the pathway of success toward the goal of the biggest gamble man has ever found.

Year after year, house after house came under his control. He surrounded himself with a tight-knit yet efficient organization, swamped Gotham with Loew theatres, commanded and demanded the respect and fair play of "advocates," and then began his survey and let in to vision of the states surrounding and the Dominion of Canada.

We hear of Wall street gambling. I pointed out a very prominent figure in the street one time to a friend, who had thrice been bitten on the curb in that same street. (My trips were just sightseeing.) I said: "There goes a gambler." Said friend looked at me in pity and responded: "Yeh, only the gamblers in this street carry the cold deck in the left-hand pocket, a blackjack in the right, and



MARCUS LOEW.

make their deposit before the day's cash comes in." It is said Wall street is heard from the track only when the favorite has broken its leg and a flock of notaries that he'll pull the race ten days before it comes off. One of those sure-thing affairs. I'll admit its stretching it a bit too far, but it fits this story better than any other, so I'll use it.

## FAMOUS PICTURE COMING TO LOEW'S

Percy Marmont Has Title Role  
in "Man Life Passed  
By."

Coming to Loew's Theatre Monday is the new Metro picture, "The Man Life Passed By," which Victor Schertzinger directed from the story he wrote in collaboration with Winifred Dunn, who did the scenario.

Percy Marmont has the title role of a man whose bitterness against the world nearly proves his own undoing, until love takes a hand in the person of the daughter of his worst enemy. Hobart Bosworth is "Iron Man" Moore, who ruined the unrecognized inventor, and it is a novel coincidence that Jane and Eva Novak have sister roles in the photoplay as his daughters. Cullen Landis is the father's secretary, in love with the younger daughter. This combination of characters is set in a series of incidents that develop into a great emotional struggle.

Many thrills and dramatic situations make "The Man Life Passed By" one of the notably entertaining motion pictures of the year. J. J. Hughes was art director, and Chester A. Lyons photographed the production.

### THORNTON ANNOUNCES PROMOTION OF VAUGHAN

Canadian Press Despatch.  
Montreal, Feb. 15.—The appointment of R. C. Vaughan, director of purchases and stores, as vice-president in charge of purchases and stores, Canadian National Railways, was announced this morning by Sir Henry Thornton, president of the system.

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## GEORGE COHAN'S SHOW IS COMING

"Little Nellie Kelly" Will  
Appear at Grand For  
One Night.

When is vaudeville not vaudeville. This conundrum is definitely nailed to a standstill by the reply, When it is a "song and dance show." An evening of satirical mystery studied with catchy musical numbers and fast-stepping dances, which do not hinder, but are real genuine stepping stones in the plot—where you have the pocket definition of a "song and dance" show, and George M. Cohan's "Little Nellie Kelly," which will charm you at the Grand one night. Thursday, Feb. 23, is described as the first song-and-dance show to be produced in this country, therefore our own Yankee-doodle-author-producer, George M., has been extended the credit. He has made the mystery satire style of both musical and dramatic plays most popular, and has long since planted the seeds of clean, wholesome plays as now established on this bustling continent, as well as Europe. Other prominent dancing stars have suddenly started a campaign to prevent the production of unclean plays, and "hey may be doing it for the pub." That can be gained through such a move, but George M. Cohan has never written or produced a play in which he resorted to vulgarity or sex in order to attract the theatregoers, and he has written hundreds of sketches, as well as plays, the majority of which have been great successes. In the cast of "Little Nellie Kelly" will be found such well-known players as Norma Terris, protégée of Gertrude Hoffman; Marion Fairbanks of the Fairbanks twins; Carolyn Lilja, Jean Palmer, Flora Crosby, Kathryn Nelson, Eddie Girard, Arthur Cunningham, Lester Cole, Joe Smith Marba, Clay Hill, Gene Richards, Walter Davis, Frances Milner, Selby Galloway, Dorothy Charles, Cedric Lindsay, Hazel Mason and Marsh sisters, and a full quota of charming young ladies of unusual voice and nimbleness. There is also an augmented orchestra. Seats go on sale Monday, Feb. 25. Mail orders now being filled.

MRS. JOHN WOLFE.  
Special to The Advertiser.  
Dublin, Feb. 15.—Amelia Wolfe, wife of Mr. John Wolfe of Logan, passed away on Wednesday. Besides her husband, she leaves four young children.



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Evening at  
Loew's

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We have dozens, yes hundreds of patrons who have been regular customers with us for years. Many who were customers of Langley—20 years ago—are still regular patrons with us today!

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During the seasons of stress, when coal supply was next to impossible, our customers never suffered, our aim was service. We were not satisfied to rest on our oars and sit pat waiting for supply to come to us. We went out into the markets, bought supply at a premium, yes, a big premium, in order that we might better serve the people, and WE DID IT. Today, with more adequate supply available, we are still on the job to SERVE.

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