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### FALL FAIR DATES 1921

Sarnia ..... 28, 29, 30 Sept.  
Glencoe ..... 29, 30 Sept.  
Forest ..... 3, 4 October  
Brigden ..... 4, 5 October  
Wyoming ..... 6, 7 October  
Florence ..... 6, 7 October  
Wilkesport ..... 10, 11 October  
Alvinston ..... 11, 12 October

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### GRAND TRUNK RAILWAY SYSTEM

#### TIME TABLE

Trains leave Watford station as follows—

#### GOING WEST

Accommodation, 111.... 8.44 a.m.

Chicago Express, 17.... 12.47 p.m.

Detroit Express, 83.... 6.48 p.m.

(a) Express, 5..... 9.11 p.m.

(c) Express, 15..... 10.10 p.m.

#### GOING EAST

Ontario Limited, 80.... 7.43 a.m.

Chicago Express, 6..... 11.16 a.m.

Accommodation, 110.... 2.28 p.m.

Accommodation, 112.... 5.38 p.m.

(a)—Stops to let off passengers from Toronto, Hamilton and east.

(c)—Stops to let off passengers from Kingston and east.

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ED. DE GEX

KERWOOD, ONTARIO

Everyone reads the "Guide-Advocate Want Column" on page 4.

### A THEATRICAL MAGNATE

Most of movie goers are familiar with the name "Loew's" in connection with moving pictures but few know much of the history of Marcus Loew who has better right to be called the greatest theatrical magnate in the world than any other man though the title has been frequently bestowed on others. We doubt if there is any other man who owns or controls 12% theatres. Not only that, but in the next two months he expects to open a new theatre each week, one of them being in Montreal. He has made a prodigious success of the business, starting on the proverbial shoe string and now being able to command whatever millions he needs. His new theatre in New York, on the corner of Broadway and Forty-fifth street, cost \$6,000,000, and is the biggest of its kind. It seems likely that before Mr. Loew dies, if he continues at his present rate, he will have at least one theatre in every important centre in the United States and Canada. Most of his theatres are movies. Some present vaudeville. Others combine the two. He makes a study of his neighborhood, he says, before he decides on what kind of theatre he is to operate.

The outline of his career as told recently to an interviewer for the New York Times, is an interesting one. He went to work when he was six years old, and when, one assumes the school laws in New York were easily evaded. He was a newsboy and acquired some way or other the privilege of selling papers in front of McGlory's notorious resort at Hester street and the Bowery in the early morning hours. He did considerable business, for when McGlory's patrons left the place they required a copious supply of newspapers to settle bets as to what day it was. So little Marcus prospered. He says that he was not actually obliged to work thus early in life, for while his people were poor, they were by no means paupers, but he had an ambition to do something for himself. For three years he toiled in front of McGlory's from two a.m. to four a.m. and put by a few dollars. He came to the conclusion that he ought to learn a trade, and with this end in view, got a job in a map-coloring plant.

He was paid 35c a day, and presently cultivated the idea that he was worth 40c, in pursuance of which he went on strike. Next he went into partnership with a printer, and they started a little newspaper which would be thrown in door-ways and carried neighborhood advertising. This also blew up. Then he went into the fur business, first as a salesman and when he had \$80 to invest, as a proprietor. This might have proved a lucrative business but for the fact that his foreman stole most of his furs and he went bankrupt, eventually paying all his creditors. The next ten or fifteen years were spent on various jobs, but we infer that the thrifty Mr. Loew was able to save a little. He had also the good fortune to make a friend of David Warfield, and it was at Warfield's advice that he went into the amusement business. He was then thirty-five years old.

His first venture was a penny arcade in New York—old fashioned "moving pictures," graphophones and so forth. He made money and set up several of these places. The luckiest thing that ever happened to him was when he went to Cincinnati and opened a penny arcade, for that resulted in him making the acquaintance of a house painter in Covington, Kentucky, who had opened a sort of moving picture place there. The house had been a private residence, and the seats were packing cases. This painter sold his own tickets and operated his own machine. He would also deliver lectures. As an additional attraction, he had a negro who gave performances in legerdemain when required. The painter was making money, too, and from him Loew got the idea that made his own fortune.

He went back to Cincinnati and proceeded to turn his penny arcade into a moving picture house. At first he devoted only a part of the

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premises to the new venture, and hired the camp chairs from an undertaker. The first day he had nearly 5,000 people. It was the first movie in Cincinnati, and the admission fee was only five cents. The pictures, we may be sure, were terrible, but they were new, and the business Loew did in his 110 seats was as much as some big theatres are doing to-day. Loew went back to New York and turned his penny arcades into moving picture houses. They succeeded as swiftly as his Cincinnati house, and with his profits he secured leases on other premises, being one of the earliest in the field to see the prospects of building theatres devoted exclusively to the movies, and not regarding the pictures as merely an added attraction to a vaudeville performance. Mr. Loew is only fifty-one years old now, and has been sixteen years in the movies.

Over \$3,000 was collected in fines from law-breakers at Bothwell on Labor Day.

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