

PRICE SCHEDULE OF LOEW THEATER FIXED BY OWNERS

**New Playhouse Will Offer
Children's Tickets At Spe-
cial Rate**

PICK ORCHESTRA HEAD

Announcement of the price schedule for the new Loew's theater, the appointment of Edward C. Marquardt as the theater orchestra conductor, and names of Loew executives who will come from New York to attend the opening performance, was made Wednesday by W. A. Finney, district manager of Loew's theaters.

Orchestra and loge seat prices for adults for all matinee performances including Saturdays will be 35 cents, with the remainder of the seats selling for 25 cents. Matinee prices for children will be 15 cents.

With the exception of loge seats, all seats in the house will be 50 cents for adults for nights and Sundays. Loge seats will be priced at 65 cents for evenings and Sundays, and seats for children will sell at 25 cents for these performances.

New programs will start every Saturday and four performances will be given on Saturdays and Sundays.

Former Akronite Returns

Marquardt, the orchestra director, is well known among Akron theatergoers as a former director at the Strand theater for 12 years. He also was director of music at the old Casino for 15 seasons.

Marquardt was born in Akron and has spent most of his life here, with the exception of some time spent in Detroit, Cleveland and the east, where he has played.

Members of his Loew's orchestra will be Charles Bieber, pianist; Wilbur Treat, violinist; Henry Ciequa, cellist and arranger; John Waclawski, bass and tuba; John D'Elisa, flutist; Harry B. Lewis, clarinetist and saxophone soloist; George Jenkins, formerly of Sousa's band, performer on the clarinet, saxophone and bass clarinet; Charles Lotz and Clarence Dresser, trumpeters; W. A. Turner, trombonist; and Reginald Light, drums and tympani.

Notables To Attend

Nicholas M. Schenk, president of Loew's, Inc., will head the delegation of executives that will attend the opening performance. Other executives who will be here are: David Bernstein, vice president; Col. E. A. Schiller, vice president and general manager; Joseph R. Bogel, assistant general manager; Terry Turner, director of publicity; John Ebersson, famous theater architect; A. Howard of the Michaelo-Angelo studio; heads of the technical departments; and representatives of the United Artists and Metro-Goldwyn-Mayer companies.

Mayor G. Lloyd Weil, the chief of police and the fire chief, together with other city officials and newspaper representatives will also be guests at the opening.