UNITY

By

Harold B. Franklin

The power of unity is irresistible.

Unity built Fox West Coast Theatres.

Our organization moves with the concerted power of a locomotive...like that giant mountain of co-ordinated steel...which thunders toward you...hot...pulsing...swift. You catch a breath-taking glimpse of the forces of man...perfectly united.

Men making a locomotive...work with unity...think, dream, act...with unity.

Draughtsmen strain over drawings. Foremen encourage their artisans. Ironworkers, deep in fiery foundries, gleam with sweat and ambition...to create the power of which other men dream. In the shops...a new power is rising...made of cold steel with a heart of unity of action, thought...and unity.

The greatest things ever accomplished by man...were brought about through...unity.

Unified strength built the pyramids.

Unified armies...under Alexander...conquered the world.

Fox West Coast Theatres were born of unity of desire...and thought...and action. Unity of heart made them the power they are. The unified dream became a fact.

And when fact becomes reality...then, if ever, unity must continue. For the life-breath of the circuit is advancement. And advancement comes only when each individual, each integral part of the circuit...desires and dreams...and thinks wisely. And acts in unity with...in cooperation with...the operating head.

Unified desire of mankind to rule the world brought control of all living things.

Unified need for swift transportation brought ships, trains, aeroplanes.

Need...desire...thought...action, brought into unity...are irresistible.

United we stand. One man controls the throttle of the locomotive. But alone...he cannot drive it on forever. Another must fire. Another must govern the cars that follow. Men must guard switches. Place lights and tend roads, oil bearings...thousands must bend their efforts toward one thing...keeping the locomotive thundering on...in control of one man.

Fox West Coast Theatres is a mighty vehicle. It is a mighty train...in unity of thought and action it will keep driving on.

In unity lies our hope for progress and our everlasting success!
F.W.C. President Introduces New Fox Film Head

Also Hails H. L. Clarke Directing Business Genius

WHISPERINGS have died away... the malicious tongue of Rumor is stilled...
Now come the cheers... now comes order—out of chaos!
The name of one man... the influence of big business... has brought normalcy... permanence... to an organization that was filled with whisperings.
Harley L. Clarke sits firmly... solidly... in the chair as President of the FOX FILM CORPORATION.

Clarke brings with him a masterful career in big business and... these days... no old fashioned weaking parade.

The very name of Harley L. Clarke steadies an organization because... need welcomes comradship with—success.

Clarke has been successful because he is a modern... because his methods of business... of finance are the methods of today. Clear... clean... forceful and resourceful.

Names that are synonymous with international enterprise have been associated with the name of Harley L. Clarke and these same associations... these aids and attributes of success—now become the stimulation to order and solidity that firmly, wisely, intelligently—guides the FOX FILM CORPORATION.

Harley L. Clarke isn't unknown to the motion picture industry... to the executive heads of production, national distribution and theatre management.

When any captain of industry registers national success then that man... and his business methods—are known... and respected.

The word of the motion picture welcomes and respects... the advent of Harley L. Clarke into this industry.

FOX WEST COAST THEATRES... welcomes... and appreciates... the association of Mr. Clarke with our own organization.

Naught but good... permanency and success—can come from Harley L. Clarke as president of the FOX FILM CORPORATION.

His business wisdom... his great power in the financial world... his brilliant executive acumen will lead the FOX FILM CORPORATION to new heights... and new work... and new glory.

—

Enthusiasm Marks Region Gathering

Personal words by Harold B. Franklin opened the Divisional Conference in Seattle, Washington, at a luncheon in the Olympic Hotel, on April 28th, when Howard Sheehan read to the 35 managers and officers present a telegram from the President of Fox West Coast Theatres.

"Tremendous times are ahead for the Motion Picture Industry," the message said. "FOX WEST COAST THEATRES will get its share because our men-power which has kept us ahead of the field for years will continue to keep us there." In clining, H. B. Franklin's message declared, "I see nothing but great days ahead."

Howard Sheehan delivered to the conference further communications from Harold Franklin. "About the financial structure..." Mr. Sheehan said, "a happy solution seems to have been arrived at." And later, "We are now on the verge of a great era." Earl L. Crabb presided at the conference.

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Civic Leaders Extoll Career Of F.W. C. Chief

At Hollywood Breakfast Club's Enthusiastic Gathering

As living evidence of the big esteem in which Harold B. Franklin, President of Fox West Coast Theatres, is held by his friends and associates in the motion picture business, over two thousand people from all parts of the state of California gathered Wednesday morning at eight o'clock in a state-wide demonstration at the Los Angeles Breakfast Club, to pay their respects to the genius for whom "Harold B. Franklin Month" during May is now being celebrated.

This gathering comprised executives from the various motion picture companies, such as Louis B. Mayer of Metro-Goldwyn-Mayer, Joseph M. Schenck of United Artists, Sol Wurtzel and Al Rockett of Fox, and many others.

It included Governor C. C. Young of California, Dr. Rufus Von KleinSmid, President of the University of Southern California, more than twenty members of the Superior Court panel of the Los Angeles County Supreme Court, including Judge Carlos B. Hardy, Representing the City of Los Angeles, Fire Chief Ralph E. Scott, and Chief of Police Roy Stockel.

Baron Phillips Rothschild of the internationally famous banking family of Paris, now on a world tour, paid his respects to the Fox West Coast chief. Executives of the Fox West Coast Theatres, including Howard Shearman, J. Franklin, J. Sullivan, Charles Buckler, Delazar, and theatre managers and publicity directors of the Fox West Coast Theatres and representatives of the press.

Fanchon of Fanchon and Marco, and distinguished guests, men and women notable in all walks of life, were all present to pay tribute to Harold B. Franklin and Joseph M. Schenck, who were hailed as hosts for the occasion.

Addressed of praise extolling the personal virtues and showmanship genius of Harold B. Franklin were delivered by Dr. Von KleinSmid and Governor C. C. Young, who broadcast over Radio Station KFWB.

Louis B. Mayer dwelt at length on the recent visit of the Fox West Coast Theatres president from his earliest beginnings to the present high rank which he holds in the industry. He praised his human qualities and his democratic virtues. Joseph M. Schenck, in a brief, witty speech, remarked on the keen showmanship of Mr. Franklin, and his ability in presenting and putting over successfully pictures produced at the various studios.

Through the courtesy of Fanchon and Marco, de-lightful entertainment was furnished, including the Los Angeles State Band, under direction of George Stoll, an adagio team from the Fox Studios, and many other acts, topped of course, by the Sunset Beauties who took the audience by storm.

Mr. Franklin was then present, by Dr. Von KleinSmid, with a bronze lamp, suitably decorated and significant of the centers of the Breakfast Club, as a memento of the high esteem in which he is regarded.

Harold B. Franklin, deeply affected by the demonstration accorded him, pointed out that he was the head of an organization to whose greatness—as well as his own rank in the field of showmanship—every individual member of Fox West Coast Theatres had contributed to the fullest measure. He paid his respects to the executives and members of the organization, and expressed his gratitude to the men and women gathered to pay him honor.

Maurice DeMond, founder of the Breakfast Club, delivered the closing remarks, stressing the fact that this was one of the most enthusiastic gatherings ever assembled at a Breakfast Club function. Photographers, representing the press, basied themselves in obtaining photographs suitable for their various publications, and a meeting such as seldom assemblies to pay respect to a showman had adjourned.

IS DIRECTOR OF STATE C. OF C.

Another Honor for President

Among other honors conferred on Harold B. Franklin during the Month of May which is being celebrated by all the theaters in the Los Angeles Division as Harold B. Franklin Month, was his election to a directorship of the State of California Chamber of Commerce. Cumulating two years of progressive business leadership on the west coast, Harold B. Franklin, President of Fox West Coast Theatres, was suggested as a director of the State Chamber of Commerce, by Harry Chardonn, publisher of the Los Angeles Times, and the State Chamber of Commerce put its stamp of approval on the suggestion by electing H. B. Franklin director by unanimous vote.

CIRCUIT THE WORD TO BE USED

In Referring to the Theatre Group

BuCAUNE of agitation in some sections of the country against chain stores and other chain enterprises, it is Harold B. Franklin's instructions that under no conditions is the Fox West Coast Circuit of theaters to be referred to as a "chain," either in conversation or any written matter. The word circuit is to be used.

While no movement has been made by any of those opposed to the "chain" idea in commerce against the theatre situation, it is believed the better policy is to eliminate in every way the idea of chain in connection with Fox West Coast Theatres.

The power of suggestion in the word may at some point set off a spark that would do inestimable damage. In an analysis of the situation the theatre occupies a much different position in the life and commercial phase of a town than does the amalgamated system of retail enterprises.

It is a business stimulant. It is the focal point for many people, both of the town and in many instances from surrounding towns. Many merchants find a location near a theatre very favorable to their business. Theatres are heavy tax payers, their expenditures in the town run high in advertising, electricity, help, etc. Possibility of all outside interests they invest more money in the town in which they are situated than any other type of business.

Where theatres play vaudeville or other live attractions additional money is left in the town through the hotels and restaurants.

Under no conditions use the word "chain." Circuit is the proper designation. It is a word grown up with the theatrical business.

MANAGERS IN CONVENTION AT ST. LOUIS

Talk Over Problems And Make Plans

T. A. Reid, St. Louis division manager called all his managers into St. Louis, Tuesday, April 22, for a series of screenings and dinner.

In the evening a banquet was held at the Jefferson Hotel at which time a telegram from Mr. Harold B. Franklin was read.

Mr. Franklin expressed himself as being greatly pleased with the outlook for the immediate future. The large number of especially fine pictures offered promises fine spring business was his opinion.

Speakers at the dinner were Mr. J. F. Mansfield, assistant to Mr. Franklin, who urged that problems of Summer be met early before the hot weather actually commenced.

Mr. Reid, who for the first time since Fox West Coast Theatres acquired the houses, had all his managers together, expressed himself as being very happy over the new connection and explained at considerable length the benefits being associated with such a progressive organization.

E. C. Rhoden, Midwest District, who attended the meeting as guest, spoke briefly confirming Mr. Reid's remarks.

Others who spoke were T. E. Yemm, assistant to Mr. Reid; Caesar Beruts, booker; H. S. Rusthoffer, division auditor; H. E. Jameyson, publicity director.

At the conclusion of the talks an "open forum" was held in which everyone exchanged experiences, problems and ideas. So interesting did this part of the meeting become that it was only adjourned on account of the necessity of many managers catching mid-night trains.

This great thing in this world is not so much where we stand as in what direction we are moving. —Oliver Wendell Holmes.
NOW

SHOWMANSHIP...PLUS

All Los Angeles Unites to Honor
H. B. Franklin

Theatres in Demonstration to Chief's Leadership

The general committee in charge of Harold B. Franklin month in Los Angeles is doing a wonderful job.
Mainly, through splendid publicity stories in all metropolitan and neighborhood papers supported by effective trailers, just about every one in Los Angeles knows that Fox West Coast Theatres managers have dedicated the month of May to their chief.

Motion picture executives, civic, fraternal and industrial leaders have officially recognized the month and are paying tribute to Mr. Franklin's sterling citizenship and business genius.

The Los Angeles Chamber of Commerce is arranging a brilliant testimonial banquet and Mr. Franklin will be further honored in that world famous shrine of good fellowship—the Breakfast Club.

All Los Angeles Fox Theatres are united in insuring the success of two great stunts—a Bathing Beauty Talent Contest and a gigantic and unique Treasure Hunt. The search for beauties is being conducted in each theatre by means of special trailers and heralds. Screen tests being awarded by Metro-Goldwyn-Mayer Studios and Fanchon and Marco contracts are stimulating scores of ambitious young ladies to enter in each theatre. Preliminary contests will be held in the individual houses on the nights from May 12th to 15th inclusive. Final selection will be made in the fore-courts of the Fox Chinese Theatre during the following week. This feature will be preceded by a parade of beautiful floats, one from each theatre, bearing its winner, through the streets of Los Angeles. Winners will receive their prizes in LOR'S STATE during the last week of the month.

The Treasure Hunt differs radically from the ordinary. The air of mystery with which it is surrounded makes it more intriguing. That it is popular is attested by the fact that already more than 300 prominent merchants have been contacted, and the value of prizes to be awarded is enormous.

The Hunt extends over the entire period of the observation month. A special pamphlet of directions has been prepared that contains all information necessary to participate. Just as an example of how the stunt is made most fascinating may be gleaned from the following sample direction:

"Go north from theatre one and one-half miles where you see a drug store with a Blue Ninos sign upon which the sun does not shine after four o'clock on the P. M. Turn west from drug store and travel the distance a dog can run in one-half minute at full speed on your left—after you have made three short faces locate a stone with a red swirled with the trade name in light letters on same; the first letter of this name is "A" and the letter next to the last is "B"—in the window is a picture of a beautiful movie star. Ask the operator of this store for a pink card with his initials on it.

Each week a different group of business houses are published. Patrons visiting all, getting a pink ticket, signed by the owner, will be adjudged winners.

Individual houses, also, are arranging special programs and features marking the month. Enthusiasm is running high.

The month will be productive of many good things. Business will be increased materially, publicity will be reaped by the page, prestige will be enhanced. But most important will be the loyalty of spirit of cooperation inspired by Mr. Franklin's leadership.

Managers vie, with each other in devising novel exploitation stunts. Among the many, one of the most unique is a card originated by W. O. Record, Jr., of the Fox Wilshire Theatre. Using the four suits in a pack of playing cards and printing the picture in place of the missing word, the reverse of the card reads: "You may be long to many a club, you may wear many a diamond, you may have a big heart, but you don't need a spade to dig up the location of a Fox West Coast Theatre."

Speed Boast of the Fox Bel-Air took the old calendar idea and made it the inner pages of his program. Heading it "Harold B. Franklin Month," the features booked specially for May were printed under the dates. Many special programs were published, prominent among them being one arranged by Tom McDonald of the Fox Westlake.

The general committee is deeply gratified with the spirit in which every Los Angeles employee, from division manager to the humblest usher, has entered into celebration month. The sincerity and good will marking every effort is indicative of one splendid fact—the unity of Fox West Coast Theatres.

WHEN Bill Connor, manager FOX ST. HELENS THEATRE, Chehalis, Washington, puts on a stage, avoiding it practically becomes a civic holiday. Not only did he promote $150.00 worth of gifts for the bride and groom, but he promulgated the papers for more than a month, even broke into the Tacoma press. He went so far as to secure a honeymoon trip in an airplane for the couple. Bill did it up handsomely, and by the way he is in the following upper picture wearing the iron hat.

MAY 16TH 1930

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WHEN "The Rogue Song" played the WARFIELD THEATRE, San Francisco, Dick Spier, manager of that house, planted the striking window display shown at top. Music houses are keen for this sort of cooperation. It boosts production songs and Tibbett records.

EIGHT hundred dollars is represented in the window shown at right. These are the wedding presents prom-\textit{itted} by Big Connor for the stage wedding held at ST. HELENS THEATRE, Chehalis, Washington. Other presents included clothing.

CRACK drill team of the 107 U. S. Marine Corps Reserve which amused patrons of the FOX RAYMOND THEATRE, Pasadena, Calif., as guests of Dick Moss, manager, when they appeared there in connection with showing of "Hit The Deck," with their speed and expertness.
Stage-Wed Pair
Highly Honored
By Whole Town

As Stores, Theatre, and Friends
Show Them With Gifts

**STAGE** weddings are not rare, but the manner in which Bill Conner, manager of the Fox ST. HELENS THEATRE, Chalhalls, Washington, arranged and promoted his is unusual.

It cost him nothing to secure front page publicity for three weeks. Even the ad with which he announced the event was contributed by the paper. Three double trucks were run through the cooperation of thirty merchants who also gave the bride and groom more than $800 worth of beautiful and useful presents.

Of the many couples who barked to the call, Miss Priscilla Trotter and Mr. Leonard Henriksen were selected to march down to the town hall and accept the license which Clerk John W. Boone issued without charge. Then unlike most bridal couples, they were permitted to go about town and select their own presents. Priscilla and Leonard knew just about what they wanted. Various merchants presented them with suits for the groom, gowns for the bride, shoes, furniture, electric range, bank account, groceries, down pay-ment on a car, gas, oil, a spare tire, kitchen cabinet, table lamps, electric range, farm cultivator and with the cooperation of Conner, Rev. W. L. Keckley was secured to tie the knot gratis.

The wedding night was perfect. The Forest Degree team, of which both are members, acted as bridesmaids and attendants. A house packed to the rafters with happy friends of the young couple showered them with rice and old shoes.

Conner had saved his best gift as a surprise. He arranged for the bridal suite in Chalhalls' finest hotel, provided an auto to take them there and then a guard in the corridor to see that the young couple were not disturbed. The following morning another auto took them to the airport where they took off in a St. John Airplane to Portland, their first honeymoon stop.

Everybody was satisfied. The happy newlyweds could not thank Conner enough. His letter, in its concluding paragraphs, tells how the contact-ing merchants appreciated the event.

"I feel that this public wedding, gave our theatre a great boost. Every merchant who had a tie-up with us is more than satisfied, and they all are looking forward to another cooperation with the FOX ST. HELENS THEATRE."

The only thing needed in the whole affair was more sun. We turned away over five hundred people.

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GOOD STUNT OVERCOMES CRITICISM

Newspaper Seconds Manager's Plan

In the columns of the Times, residents of Palo Alto, California, were being waged a bitter battle as to the propriety of showing many talking pictures to children.

Without expressing his own opinion, the editor printed hundreds of letters, both pro and anti.

However, Manager George Tickemeyer of the Fox Varsity Theatre gave the controversy much attention, and by announcing the formation of a Mickey Mouse Club for special children's Saturday matinées, he apparently has successfully solved the problem. Turning the matter in a special editorial the Times says:

"Giving an ear to the complaint often heard from parents that the best programs in local playhouses are provided on school nights only, whereas the Saturday matinée is the occasion which best suits the children's schedule, Manager George Tickemeyer of the New Varsity Theatre has launched an enterprise which he hopes will meet this criticism. He plans to inaugurate a series of talks, specially adapted for the intellectual and emotional requirements of juvenile entertainment, and will present them Saturday morning, to the formation of a club among the juvenile patrons for the purpose of assuring a continuity interest is a detail of the project.

"The public has been abundantly critical in discussion of theatre matters when disappointing of particular programs. It is only fair then that the public should be duly co-operative with the theatre in the showman's efforts to do something to remove any of the total sources of objection. We hope that the Mickey Mouse Club project of the new Varsity Theatre will prove appealing to the parents and children as satisfying and wholesome fun for the juveniles, and that it will not be a losing venture financially for the theatre."

LETTERS ARE SENT MUSIC LOVERS

Stimulate Patronage
For Music Week

The first week of May was National Music Week. Apparently only a few managers noted it and of those who did, Lynn L. Peterson, manager of the Fox RIALTO THEATRE, Bremerton, Washington, profited most.

A lucky break in the picture scheduled—The Rogue Song—was an invitation to write to about twenty clubs and musical societies, calling attention to the week and then to the picture that he was providing. The second paragraph of his letter:

"I am writing to you as one who is interested in the finer things of stage and screen—since you are president of the Sunshine Society—so give you an 'inside' to the problems of the theatre. What you and I would consider artistic often proves a 'bog' from an attendance standpoint. Therefore it devolves itself upon you and me to interest choosy of the community who appreciate better productions, to the end that they can be made profitable to the theatre thereby insuring frequent showing here in Bremerton of the good pictures of the screen."

This is an artistic bit of showmanship as it puts the question of presenting the finer kind of pictures directly up to the patrons. The 'tongue-in-cheek' linerup with Peterson's gag strongly. In news and editorial colorful it is reason to show that Bremerton appreciated and wanted more pictures of the finer type. This manager assured Peterson of popular support in the continuance of his endeavors.

A MAMMOTH CAKE FOR PARTY

Shared by Many of The Wellwishers

A CITY-WIDE birthday party marked the first anniversary of the FOX THEATRE, Seattle.

Under the leadership of manager Lou Golden, the first year has been just about all that anyone and everything in Seattle has taken the Fox unto itself and made it its own. Appreciating the loyalty of his patrons, Golden provided a gigantic birthday cake and set aside Thursday evening, Thursday, for a big party to which he invited all Seattle. The mob that turned out, maddened by the cake a mathematical problem of much difficulty.

Business firms and civic leaders united in extending their congratulations to both FOX WEST COAST and Golden. Of course, Lou saw to it that the newspapers were furnished with plenty of publicity and pictures of the cake. And to further demonstrate the true showman, be it known that the cake was contributed by Manager Frank W. Hull of the Olympic Hotel. The birthday party was a wonderful event from all viewpoint. Lou looked upon it as outstanding inasmuch as the cost to the theatre was practically nil.

Best of all were the many testimonials and compliments which Golden received from his great mass of steady patrons. By letters, telegrams and phone calls, Seattle showed its appreciation of the splendid entertainment which the FOX THEATRE has continually provided.
Minister Warmly Approves Action of Theatre Men

Who Made Possible the Success of Holy Week Services

As a result of keen foresight and action on the part of the popular manager of the campus theatre, Berke

ley, California, Fox West Coast prestige is greater than ever before. Simply by offering the Berkeley Fellowship of Churches use of the campus in which to hold special noon-hour holy week services won the complete adoration not only of the participating clergymen, but public and press as well.

Letters from four pastors, Rev. Oswald McCall, First Congregational Church; Earnest A. Trabert, St. Michael's Lutheran Church; Lindley H. Miller, St. Clement's Church and Jacob Trapp, First Unitarian Church, all highly commended Mitchell. Probably the finest appreciation was the conclusion of the sermons of Rev. E. W. Blakman on Good Friday. The minister said:

"In conclusion, I would like to take this opportunity to express appreciation to Mr. Mitchell, the manager of this theater, for having built and maintaining this beautiful theater for us - the faithful."

It is much too often that we neglect to observe and appreciate the real good that is being done for humanity, by the man whose life work is to make others happy. It is also gratifying to note that the man power behind the theatre of today as compared to the manpower of the theatre of several years ago, consists of the finest type of mankind.

"Particularly is this true with the manager of the Berkeley Fox West Coast Theaters. We find these men behind every movement for the improvement and general betterment of this community."

The executives of this wonderful organization are of the highest caliber in the land. We are fortunate indeed in having theatres in our city supervised by such men as Harold B. Franklin and Mr. A. M. Bowler.

"The church people of Berkeley can well give these theatres their hearty support."

"Let us bow our heads in thanks for his doing that has led us in the solution, in solving our problem of where we would hold our holy week services. Let us bow our heads in thanks, to these men who have made our Holy Week service possible."

Risky Stunt Is Big Booster

DISTRIBUTION of free tickets is usually pretty risky business. However, Bill Fairchild, manager of the Fox Lincoln Theatre, Cheyenne, Wyoming, worked out a scheme that redounded decidedly to his advantage.

On the Saturday preceding the opening of Montana Moor, in cooperation with Servey Stores, he gave a special children's matinee. Nearly 1800 youngsters jammed their way into its 1250 seat house. They saw a dandy show, had a wonderful time and as they passed out each one was handed a ticket which admitted him free, if accompanied by an adult, to see Montana Moor.

The free tickets surely did the work. The kiddies came back en masse, some of them bringing along three and four grown ups. The opening Sunday was the biggest day the Lincoln has enjoyed in years. The opposition house, presenting an ace picture, played mainly to empty seats. That the gang was efficient may be noted by the fact that Fairchild says business increased every day of the run.

Marines Drill Under Parade

A PARADE of thirty automobile carriers carried the 307th Company, U.S. Marine Corps reserve to the Raymond Theatre, Pasadena, California, which Dick Mosi, the manager, arranged as a ballyhoo for hit The Deck.

The marines, one of Calif. Reserve's stronger organizations, have won themselves a wonderful reputation for the expertness of their drilling and are in constant demand not only for public appearances, but they have featured in many motion pictures.

In full dress uniform, they repeated their rapid-fire manual of arms and close order formation drill on the stage of the Raymond between shows. As two of the company officers live in Pasadena, great popular interest was aroused by their appearance. A packed house greeted the marines.

School Students Will Stage Own Elaborate Show

To Convince Board That Special Courses Are Worthwhile

PLANNING an All High School Night just previous to the closing of schools for the summer vacation is one stunt that Tom Berta, managing the Fox RKO Tho Theatre, Rocky Springs, Wyoming, figures will bring in a lot of additional business and win him much favorable publicity.

Also he is showing the proper spirit by sending in his plans now before the event occurs. He is planning a show that will feature the local high school orchestra, soloists and mixed choruses from the Glee Club and dancers. More than seventy six persons will participate.

Berta is playing the game from two angles—the box of fice and prestige contact. The school authorities are with him one hundred percent. To them it is a grand opportunity to show results attained by the music and dancing in Rocky Springs, as in other small towns, it is always a battle to convince the school board of the necessity of employing these special teachers. But in combining with Berta, the principal and teachers will have an opportunity to show both board and public money spent for such instructions is worth while. Already in the press, Berta is running his preliminary stories, building up interest in the night. He is pulling a smart trick by using the pupils as press agents. Each student is supplied with blank post cards on which he writes a message about the show to his friends.

Operating from a strong foundation practically insures Berta a packed house. Not only that, but it furnishes him with invaluable contact with the schools for future events. Berta not only demonstrates a complete knowledge of prestige building. In two ways he is doing something different—permitting the schools to believe they are indebted to him—and sending in his plan of operation before the event occurs. There is still time before school closes.
A DISTINCT problem itself in the playing of The Divorcee.

It is this...

Permission to film Ex-Wife was given with a definite understanding that no mention of the book be made in the advertising. This obligation concerned the Metro-Goldwyn-Mayer studio and they, in their advertising, have lived up to Ex-Wife. The only story resemblance they have in common is the cause which separated the leading characters of the novel.

Now then... if we advertise "taken from the novel Ex-Wife"... we are deliberately advertising an untruth... the story was not taken from the novel... the theme was merely suggested by the novel.

If we advertise "this is the screen version of Ex-Wife"... then we are piling censorship troubles on our head and...

We will be flying in the face of the very organization that every film producer, distributor and exhibitor is paying the organization that is trying to correct apparent, and malicious, evils in our own business.

We, of Fox West Coast

the spirit and letter of the contract.

We, of Fox West Coast Theatres, must share in this obligation, because we owe our moral support to the Hays office and to the promises made by M-G-M.

There is still another reason and this is—truthful... and decent... advertising.

The Divorcee is not Ex-Wife... not by any stretch of the imagination—the only thing they have in common is the fact that the story of The Divorcee was suggested by the story of...

because there is no synonym... you can't say "former wife" or "late wife" or "recent wife"...it just doesn't run off the tongue... it doesn't look good in print... it doesn't make sense.

Maybe you will think we are merely hiding behind a subterfuge... maybe we aren't... but our intention is honest.

Personally... I don't think we need to depend upon a refer...
Put Over "The Divorcee"... Norma Shearer's Latest and... It Must Be Handled Carefully... Intelligently...

Reference to Book... too Fine for Cheap Exploitation

by Frank Whiting

The impression you will want to put over on this production is bit...

modern, of a high standard in both production and story. All cuts are two columns in width, excepting the large center illustration. It was necessary to reduce the two-column ads to one column measure for reproduction here. Bear in mind, however, when ordering these cuts, that they are all made to fit a two-column newspaper size.

Once to the book to make the engagement successful—I think the title, the star, the supporting company, the director and the strength of Metro-Goldwyn-Mayer as producers—will carry you on to an unusually profitable engagement.

I haven't seen the exchange billboard on The Divorcee. I don't know if it is better than ours or not—but if you need 28 shorts and you like ours... give us your requisition and we'll ship at once. (See cut of billboard on another page.)

Please use these ads. I think they have more selling power than the press sheet ads. By saying this... I don't mean to take anything away from the M-G-M copy. The press sheet ads were made up before any one had seen the picture... we've seen The Divorcee and, I think, we have caught the spirit of Miss Shearer's great performance and, in addition, the importance of the picture as a production.

- Visualize these ads as 2x10... not as they are shown here... 1x3. There is a punch line in every ad... there is a punch illustration. The make-up of the ads—the entire spirit back of the campaign is different than anything we have ever given you.

When you use these ads... you may be sure there will be nothing like them on the page of your local paper.

We have mats and cuts of three 7x20 ads. This is studio... not exchange... copy. All three of them (one is shown in the center of this page) are great... they are different... in make-up and design. Send for mats if you need them.

- WE HAVE a serial story... in six chapters... on The Divorcee. Can you plant it? It is yours for the asking. When you see your editor... don't tell him it is a serial of Ex-Wife because it isn't—it is the story of The Divorcee.

- IN REFERENCE to the 7 column ads. The one reproduced here will make an excellent window or tack card. Do you want any? We are not strong for this type of advertising... unless it is exceptionally well done... but this copy is so striking... so different— it might be a good idea to use it.

- DON'T... Please... don't gag this picture. The Divorcee isn't the kind of picture that you can gag... Don't have matness for divorces... or grass widows— or things of that sort. Keep to the dignity of the attraction.

To the average woman... a good cry in a theatre is a re-freshing treat. That's why Carewe stood the rest of time on the legitimate stage... every woman wanted to think of her- self as Carewe. They'll do the same thing with The Divorcee... every woman will want to suffer as Jerry suffers... they'll laugh when she laughs... cry when she cries... because— Jerry is a very human, and lovable, young woman. Let your women patrons know... here's a chance for a good, old-fashioned cry.

- I BOUGHT... and read... Ex-Wife in September of 1929... it was then in its fifth edition. This is May of 1930—can you imagine how many copies of the book have been sold since then?

If this is true... then build a huge book for the top of your marquee. Copy the same colors of the book jacket BUT—do...
Unbiased Opinions

The Big House

Tells the working title. A better one is to be figured before the release. The final product is a two-hour, thirteen-minute prison story, but not a seri- ous drama. The setting is the well-known penitentiary and includes some great comedy. The cast looks like a Hollywood woodstock directory. Wallace Beery and Claire Chenoweth together with Robert Montgomery, beg the corner of the stage and give wonderful performance. This will surely be one of the outstanding pictures of the year. Look at these names: Zasu Pitts, Karl Dane, Dewitt Jennings, Matthew Betts, Claire McDowell, Ed- dard Foy, Lewa Stone, Lula Hayles, G. C. Nagert, Fletcher Norsen and more like them and each one is impor- tant.

It ran ninety three minutes last night, May 24, 1930. May be slightly shorter when finished. Directed by George Hill.

Women Everywhere

Fox.

A MELDRAMA, with many songs featured by Mabel Normand and Fik Duray, Story of the Foreign Legion of the French Army in Mocha, Portobello with Arabs in the desert. French legionnaires, with big chaps, long hair, and many of the items of foreign wear used by Morrie and Max Dunitz. It includes Clyde Cook, Ralph Rolland, Rose Chace, and George Goosens, all well known actors of the speak- ing part. Directed by James Kenda. Ran eighty three minutes of which twenty minutes were musical. A good program picture until those feature players are made for the screen.

Caught Short

M.G.M.-C. Scott; Polly Moran, Maria Duarte, Anitas Faye, Cogsdill, Daws; running time, 77 minutes.

Daughters of the American Revolu- tion. A comedy and a highly amusing comedy concerning two boarding house girls, who, playing the stock market, temporarily acquire riches, which involve them and their two children in many hilarious situa- tions. Result: Four stars: a very easy entertain- ment for the entire family.

California Federation of Women's Clubs: This slapstick comedy por- trayed their efforts and the fun played in the lives of two boarding house proprietors. A typical Mabel Dunitz and Polly Moran picture.

Movietone News


• THIS original drawing of Norma Shearer will not only be of service to you when showing her latest success "The Divorce," but in such a form can be used with any of her produc- tions. It is a splendid piece of art and comes in these columns. Of course it is available to you from the Los An- geles office. Ask for Mat at "The Los An- geles office.

• NUMBER SIXTY-SIX. King George goes to Football Game... His Majesty Receives Great Ovation from One Hundred Thousand Fans at British American Stadium in Wembly Stadium... Visiting Fans from Germany... Gulf Zep- pelin is First Foreign Dirigible to Fly over England Since Great War... His Majesty Rewards Awarded From Being King to London for Flint Times Star Nineteen Twenty- one. Milady will use Kid Summer. This Summer. New Fashion in Foot- ware include shoes for All Hours in Soft Soles. World Financier is Only Third Time That Meet Pierre Mussini, New Manager of Great International Settlement in His Paris Office. Forest Fire Rage on East. --- Blazes continue over wide area doing much damage in South Japan. Japanese Typhoons need Good Eye. --- Fair Sheenings of Nip- pon use Machine with Complicated Characters --- Japanese. --- Open Air School in Tokyo. Spanish Royalty Take Part in Foreign Film. Chilean Woman Does Native Andean Costume to Ride in blue and grey. --- King Alfonso Prefers to use Car... --- Colorful Seville Dames are Feria Feature.

Relaxing, interesting and humorous. Family picture.

Unframeed


DETAILS: In the American Revolu- tion: "Another stump-story crook stumps in which the daughter of a man is murdered by a policeman finds that love for the policeman's son proves stronger than revenge. Fair entertain- ment only.

Women's University Club. Los Angeles Branch of American Assn. of University Women. "A night club hostess avenges against a police official for the death of her father in a racket war. She strikes at him through her son who is ignorant of her police record. The happy end- ing witnesses most novel incident. Adults. 12 to 16: Not advised. Children. 6 to 12: "No interest.

Los Angeles Dist. Calif. Congress of Parents and Teachers: "Another amusing crook story in which the daughter of a man is murdered by a policeman finds that love for the policeman's son proves stronger than revenge. Family picture.

Towards the World

Talking Picture Epoch. Footage, 2426. running time, 55 min- utes.


The Texan


"The Texan." Miss Cooper, as the heroine, is quite the equal of Miss Mary Pickford. The story follows the career of a young cowboy, sheriff, whose picture is worth a thousand words. The picture is well produced and is the most entertaining of the year. The cast is a very strong one, with Miss Cooper, Miss Pickford, and many others.

California Council of Catholic Women: "An amusing comedy. Too sophisticated to be used for Junior Matrons.


Paramount on Parade

Paradise, All star cast includ- ing; Barbara Stanwyck, Anita Morin, Marion Cheatham, Helen Herron, Emma Dunn, Muni, Mrs. Marles Green, etc. Footage, 1722. running time, 80 min- utes.


Possible. Children. 6 to 12: Little interest.

California Council of Catholic Women: "This film is a very fine one. It is a story of a brave little boy who is the object of both hatred and humor. This film is very interesting and the comedy hits, the whole being a wealth of laughs and the end gives one a laugh and white and pink technicolor. Ruth Chatterton takes a very strong and the most outstanding. The story is a very interesting one and is very entertaining. Suitable for family audience. Adult and Mature.

Showmanship ... By Divisions

- WATCH for report of showmanship Council next week on the subject of "Good Will Building." Among the members are men who have had considerable experience in that direction and their views should prove interesting.

St. Louis

- FOR THOSE who are planning to inaugurate Mickey Mouse Clubs, it might be well to follow the ideas advanced by Gerald Baker. Fox, Lincoln Theatre, Charlotte, Illinois. His club will not hold its first meeting until May 17th, but here are a few of the things done by Baker to arouse interest. Has contracted the P.T.A. associations, the principals of the schools and all the teachers of the lower grades who are teaching the children to sing the Mickey Mouse theme song. During the week preceding the formation of the club, he will have a large-sized cut, disguised as a mouse, parading about the streets in the vicinity of all schools.

Atlanta

- MAPPING out a schedule of twenty things to do in inaugurating his keen campaign in going to keep Rocky Newton of the Fox Theatre, Atlanta, Georgia, is trying to accomplish them all. However, Rocky has a habit of accomplishing everything upon which he embarks and it's a rich bit to be trying to miss out on any of his outlined items. Particularly in Atlanta, where it does get hot. He goes over the whole drive list, from change of house lights, theatre, newspaper stories, radio broadcasting, furniture and his company ties ups to initials on billboards and for every notion, there is some good gag planned.

- Everything is zippy with coolness. Rocky's only knock is that some wise-cracking columnist doesn't have that old story of his organizer being found frozen to death wrapped up in a fur coat.

Montana

- AIR-CONDICATED managers have been able to work some very good tie-ups with Flight. The biggest juvenile activity in Boice, Baker, is in the American Air Cadet, an organization of boys deeply interested in aviation. P. F. Lamon contacted the Cadets to hold a parade and exhibit their planes in the lobby and front of the FOX EGYPTIAN. The Boise High School Band played for the parade, during which two air-planes from the Boise Flying School circled overhead and dropped thousands of streamers. The only cost to the theater was for half the printing bill. Pennant goodwill the balance and also provided the planes.

So. Calif.

- THE TOPICAL Igor of the Pollard and Casti-Mari Theater comedy Caught Short enabled Manager W. L. Doubtful of the Fox Theatre, Pomona, to get up a snappy double truck cooperative ad in the Pomona Bulletin. All firms and merchants find the two words ideal to get over their messages in every town in the vicinity of Pomona. Caught Short was at the head of every ad and each one carried a reference that it was playing at the California.

- CELEBRATING its third anniversary was a regular color week for the Fox California Theatre, San Diego. Manager Rob Carson didn't let any bets get by at all. First, of course, he arranged for an outstanding exhibition commemorating such an important event and around The Roaring Song. He played that up heavy from all angles. The house was especially decorated and Cannon with a new movie had pictures made showing him, subtitled, laying the new carpet. The McGroary graphics included an all-personal birthday cake, topped with three candles, and the motif neighbor-ehood was invited to join the party. In case there was any error, Manager Harry C. Clark provided it with the initial clanging and when he laid down his knife, many a crumb was left.

San Francisco

- YEARS ago a pioneer stationer was not an uncommon sight upon the streets of Stockton. Today it is. During the showing of the Light of the Western World, Nick Turner of the FOX STATE operated as old time freighter for a ballyho. As such it was good. But in reading its history, it became a valuable piece of publicity for Turner. In the gold rush days, it carried ore from the Southern Mines to Tilt-bergh—now Stockton. But while coming of the railroad and the wear- ing out of the mine, it was abandoned on a deserted ranch. There it stood undisturbed for years. Recently, it became a prized relic of Stockton's pioneer days and after Turner was through using it, the old wagon was thrown over to the San Joaquin County Historical Association for preservation.

- AFTER DRIVING continuously for 150 hours, Miss Cheviot spent her six hours of rest in a special roped off section of the FOX OAKLAND THEATRE lobby. Manager Frank R. Newman had arranged with Montgomery-Ward Company to in- stall a handsome bed room suite and there the pretty miss slept soundly.

- Her recent public appearance after completing the grueling test was also in the FOX OAKLAND. This time on Monday evening, she stepped upon the stage and was introduced by Hermie King. Of course Phil Phillips made sure that the theatre sparked prominently in all the advertising and publicity run about the young lady's exploit.

Northwest

- HERE's how Russ Brown, manager of the Fox McDONALD and Rex THEATRES, Eugene, Oregon, hus on all patterns.

- Vagabond King ran a large ad campaign in all papers, plugged it heavily over the radio. Used picture coloring contests in paper and had good response. Tied up with Philco dealer for publicity in paper and also window displays. Tied up with music stores. Tied up with movie stores in song and record business.


- Aliin Front Gay—Exploded this one big. Capitalized on popularity of Beulah Daniels. Had a big lobby decoration with crock idea motif.

- Light of the Western World—This was a natural, but we gave it the works. Used big atmosphere, lobby. Tied up with book stores for free copies. Used considerable help which was most beneficial in outlying districts.

Birthdays

- FOX WEST COAST THEATRES extend congratulations and best wishes to the following members of the organization whose birthdays this year coincide with the dates of May 16th and May 21st.

14731—Walter L. Peck, Card Writer, Central Office, L. A.
13974—Theodore McGee, Cashier, Oakland, Calif.
14782—Alice Hirschman, Costumer, F. & M. Costumes Co., L. A.
15760—Bernard E. Loper, Manager, Bard's, Glendale, Calif.
14792—Montana Ludwig, Umbretto, North Beach, San Diego, Calif.
14798—James De Vany, Doorman, Capi- tel, Yakima, Wash.
17191—Emilio B. Scott, Asst. Cashier, Mis- sion, San Jose, Calif.
17971—Henry Sensor, Doorman, Warwick, San Francisco, Calif.
18706—Hedley A. Price, Information, Di- vision Office, San Francisco.
19450—Dorothy Reven, Publicity, T & T Dak- oakland, Calif.
12041—Howard Fraisher, Janitor, General Office, L. A.
14764—Doorty Miller, Cashier, Imperial, Long Beach, Calif.
20562—Lewie Stone, Ward Writer, General Office, L. A.

THIS is the twenty-four hour stunt on "The Discover" mentioned by Whitehead in "Here's How" this week. This striking piece of paper is available to you from the Los Angeles office. Those using another of this issue will find it a strong bit of advertising. It is carefully in design and copy.
Caught Short by name — opened my eyes. And, possibly, is one to be respected in film or to be known as a well-informed Hollywood producer. Caught Short is the title of a little story submitted by Eddie Canner’s book, “You Can’t Be Serious,” to screen writers Marie Diller and Molly Moran. These two women, Malignant praised to unwind the old skunk, crows of eggs and casual, they made an old fashioned ham-bun-comey, love of the heavy brains of Hollywood — my own included. I assume to say: “Try Catch Short ...” and added

**Caught Short**

That old hokum! we asked directors, could we get away with that cast up pie, coffee? Too! This is 1910 — no more! And then, the picture went on and wondered “Em”! That’s the hour pill — it fed the public. Just before talking pictures same as movies was in a half way. It’s an open secret, now, Merris are even directors are saying it. “Oh Yeah — “You know “Be Yourself” — “Believe it or not” — are you sure — why if the Hollywood Boulevard have pied — and until they hit it at the edges and then discarded for fewer catch words. Caught Short is the later thing phrase to be adopted by this most fashionable of the new words. Have you ever seen Caught Short? I asked Molly Moran. “No,” now, she answered, “before any picture — in Hollywood — they must sit on a park bench for an hour. The problem was, I draw my own conclusions from this. Does this mean in Hollywood — they must sit on a park bench for an hour? If this is true there is a story going the rounds that supposed to be authentic. Marie Diller, now a well-known writer on the Boulevard saw a very exclusive little shop and displayed therein was the cedar dust that she knew would just stick. So she approached the shop, sala deedly and asked to try on a hat. The man in hat, Marie demanded to decide with it. They, at least, would not contain the desired amount of money and checks were not accepted! So she found herself on the cabling of Hollywood Boulevard and the most unusual dress was to be in people — trying to see us. They were out there, waiting in the city with a fear of custard.

When Marie Diller, in Caught Short a droopy into the floor and he would have some hilarious antics trying to get it / you’ve / it to laugh—that’s all.

In the old days when the Keystone Coy, three and stopped, when Fred Stelling went square glasses, and stuck Charlie Marriott with paper / there was laughter on the studio lot / as well as on the screen. In these days / when they measure a laugh on-befehld, with a side skid and a pair of cakelines / the rest, humorist is grinding.

Caught Short may teach the producers to leave a little more of the rawness that is both funny, and clean.

Perhaps the trolley car in the fact / was an era were raise themselves in knoos / trying to be ready.

After all they used to get a kick out to the box office in Shakes- square who whipped the people and the people would sit in seats to try / among seeing audience get a wailing in the city with a fear of custard.

There were some innovations in the old days / as funny to the city / it is just as funny as it ever was a few years younger.

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**Mirthful Market Mixup Depicted in M-G-M’s “Caught Short” with Marie Diller and Molly Moran**

Rumor D. W. Griffith to Produce “Birth of a Nation”

Anta Page and Charles Polly Moran’s Romance in Wall Street Wow “Caught Short”

William Haines to Make Stage Hit “Remote Control” as Next M-G-M Picture

Polly Moran Co-Starring with Marie Diller in “Caught Short” Won Screen Fame in Mack’s “Sheriff Nell” Comedies

“Caught Short” Adapted from Eddie Cantor’s Book on Stock Crash

H. R. Franklin Becomes Manager of St. Louis Public Library

Duncan Sigamay Now at Work on Their Second Talking and Singing Picture for M-G-M

Marie Diller’s “Caught Short” as M-G-M’s Latest as America’s Greatest Stage Comedienne

Chaplin Complaining the Organization of New Film Company to Produce Silent Pictures Featuring Five Great Players Besides Himself

Anita Page Appearing in Pictures Direct from Ruling Line of M-G-M

Mack Sennett—Definitely Concentrating on the Production of Modern and Tasteful Comedies

Public Pleasures Heavily in Marie Diller’s and Molly Moran’s Laugh of M-G-M’s “Caught Short”

**Hollywood Headlines**

**PRIVATE LIVES**

**NOW DAILY FEATURE SYNDICATE PAGE**

Offers You This Week in These Six Featureettes

— Many Interesting Features in all of Which the Marie Diller and Polly Moran Feature “Caught Short” is Mentioned

**Hollywood Synopsis**

**Mirthful Market Mixup Depicted in M-G-M’s “Caught Short” with Marie Diller and Molly Moran**

There’s a crop of old fashioned blood. But they’re good. There’s nothing quite sticky about Marie Diller and Molly Moran. They’ve contributed much to the general market. Several more prominent pictures. Now they have the laughs of Short. Both of them have those strange American attributes, both Legitimate and a punch line. They’re playing the籴 of a free lancer that runs the market as the seventh heaven for the grocer — the Tidentalary, New York. Each has a batch of European tours on a side dish. They’re both dabbled in every branch of stage art. Sometimes they get ancient when evil days fell upon them, they just worried for eating money. Neither one’s career has been a load of level heads. They both do. They both are not the same. They are not the same. They do. They both are not the same. They do. They both are not the same.

Strange, isn’t it, that now they should be caught in making such an amusing comedies as Caught Short? They don’t know anything. No, they are not the same. They are not the same. They do. They both are not the same. They do. They both are not the same.

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Stepping with... Fanchon & Marco’s BOX O’ CANDY IDEA

Changes

COMMENCING Salem, Oregon. Walt Lorraine is now of Gypsy Gyp Gypsy idea. Ruth Levit is to be featured in her place. Cast for Gypsy Gyp Gypsy now reads:

Frank Evans and Gerda
Anna Anderson
George Price
Jack Wicks
Kathie Silver
Chas. Elam

COMMENCING Springfield, Massachusetts—Terry Green is to be added to the cast of Box Dominoes. Cast now reads:

Les Riley
Paul Mall
Libbey
Hart Whistler
Gerry Green

Notices

Smiles Idea

Lamberti and Slate Brothers are both feature numbers.

Where possible set both Lam berti and Slate Brothers to rights.

In newspaper, program and other advertising copy use equal size type for both names.

Must Gos

Box O’ Candy Idea

1. Arrange with city scale of weights and measures for official weighing in of Sun kist Beauties on the day they arrive in your city.

2. Procure set of Toledo scales. They are available to you.

3. Forward copy of weighter’s report to managers of house next to yours on the route.

4. Obtain all candy manufacturers, confectioners and distributors in your localities.

5. Furnish press with plenty of pictures and publicities.

6. Redy Box O’ Candy Supplement.

IT’S BOX O’ CANDY WEEK

AT THE FOX THEATRE NOW

I came back from holidaying among summer sweetenin’ sugarbees.

Now, here I am, and the sugarmachines start their work in earnest.

The box o’ candy idea is the same idea that’s been going on for years.

It’s the idea of giving the children of America a box of candy for a price.

In this way they can have the pleasure of bringing in their blank boxes to their mothers and fathers.

And to make the idea more complete, they can also bring in their own pictures.

So here we are, and the sugarmachines are at it again.

And here’s to the children of America, and to the mothers and fathers who love them.

A inspector is the only candy that will be sold.

It’s the idea of giving the children of America a box of candy for a price.

And to make the idea more complete, they can also bring in their own pictures.

So here we are, and the sugarmachines are at it again.

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A inspector is the only candy that will be sold.

BOX O’ CANDY WEEK FOX NOW MOTHER’S DAY SUN MAY II+ SWEETEN HER DAY WITH CANDY

LATT A BRO S.

SUNLORNA CONFECTIONARY

SNICKERS CANDIES

HUN T LE ISLE CANDIES

Fであること

LOEWS STATE THEATRE

MARCO’S GONZALES CANDIES

RUTH’S CANDY

SUN KIST CANDY

HAPPY DAY’S AT THE FOX NOW

A FEW of the publicity possibilities offered in Box O’ Candy Idea. Stories official weighting blank was contributed by Ray Deurson of LOEWS STATE.

L. A. Double page newspaper tie-up, photos of girls being officially weighed, slogan contest card and Kids Candy Matinees arranged over by Les Fountain of San Diego.

BOX O’ CANDY WEEK FOX NOW MOTHER’S DAY SUN MAY II+ SWEETEN HER DAY WITH CANDY

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Sound Efficiency

By R. H. McCullough
F. W. C. Sound Engineer

- PROJECTORS are to be stored in a storage compartment, to place service labels on vacuum tubes. Note the standard location of these labels on a conventional 60-W. E. E. Vacuum tubes in upper illustrations.

- Many theatres encountered great difficulty with the EFFI 711-A Drive. Note in lower sketch that this drive has been modified.

- STORAGE batteries have to be continually recharged and replaced, which is generally bothersome and expensive. Since the average theatre is furnished with alternating current power, which cannot be directly used for charging batteries, a charging circuit of some kind must be used to keep the batteries fully charged. Of course, the ideal amplifier is evidently one which would function properly on A. C. However, there are some circuits in the sound projector system, which require true direct current. There are plenty of the first type of Western Electric Sound Projector systems, which are still using batteries for the A. F. H. and B battery circuits.

- The FOX WEST COAST THEATRES were the first to install Motor Generator sets for the replacement of all batteries. Many projectionists are doubtful about the success of the operation of the Motor Generator sets in connection with the operation of sound projector systems. It is well known that the projector arc motor generator sets give very little trouble and the theory of the successful operation of the larger Motor Generator sets can be considered for the smaller type Motor Generator sets. Batteries have been the cause of poor quality of reproduction in many instances. For those circuits, which require true, direct current, it is much faster to install a Motor Generator set with the proper filter circuit to filter out the commutation ripple, as this power is constant; whereas, the battery supply discharges gradually with the result that the values of component circuits decrease.

- The question has been asked, "Can A. C. be used for the plate circuit of an amplifier?" It should be noted that the plate of any vacuum tube is always positively charged. If it was attempted to use raw alternating current supply for the plate supply, without rectification, the output signal would be unintelligible, due to the constant change and reversal of polarity.

- Will any serious damage be encountered to the plates of a storage battery if the voltage of each cell drops below 2 volts? In the operation of a storage battery, the discharge must not go so far that the voltage becomes abnormally low. Under no condition should discharge be continued when the voltage drops to 1.7 volts per cell. If the current flow from the battery is continued at this voltage serious and permanent damages will result from over-saturation of the plates. It is well known that the proportion of acid in the electrolyte will give an indication of the condition of the battery, whether it is properly charged or nearly discharged. The acid is much heavier than water and will float in the liquid; therefore, the heavier the electrolyte, the more nearly charged the battery is known to be.

- Sound on film requires greater attention than sound on disc. The 45 volt d.c. battery sets, which supply plate potential for the photo-electric cell amplifier tubes and also supply the potential for the photo-electric cell, have given considerable trouble. Exhausted B-batteries cause weak, distorted and wavering Movietone Reproduction. B-batteries, which drop 5 volts, may become noisy and even new batteries may sometimes be noisy. When intermittent popping and crackling noises are perceptible, with Movietone Reproduction, check the condition of the dry B-batteries. Total inaudibility can sometimes be traced to internally open-circuited B-batteries. This may be caused by one cell being exhausted, or by a poorly soldered joint between the connector terminals and cell terminals. When a fuse blows, throw it away. If a blown fuse is mixed with good fuses, perhaps, when trouble occurs you will pick up the blown fuse, which will cause considerable delay.

- Most of our trouble with sound reproduction has been with amplifier tubes. I have found that many theatres are trying to get too many burning holes out of vacuum tubes, with the result of distorted output. When reproduction is dis- tered and fr ingy, check the power amplifier tubes. With those sound reproduction systems using batteries, fringy distortion is often caused by rundown battery voltage. I have Electric 43-A amplifier, which employs 211-E Vacuum Tubes, must be watched very carefully. This amplifier is not provided with a filament control, such as is provided with the 10-A amplifier. If such were the case we would have less tubes to replace. The filament current for the amplifier and for the 43-A amplifier is supplied from the secondary of the T-3 transformer. Any increase in filament voltage will naturally increase the filament current. The filament current for the 211-E Vacuum tubes should not exceed six amperes at a voltage not greater than 10 volts. The life of the filament is in the life of the vacuum tube. The metal of the filament gradually wastes away from continued heating and the filament wire becomes thinner and thinner. This lessens the area of filament surface and there is less electron emission.

Check the line voltage at peak and low periods, have the technician replace any circuit, which is not functioning, and install a recording voltmeter to check this situation.

Dealing with sound to many theatres, I find that projectionists are allowing the guide rollers, which are directly above the reproducing aperture, to become cut on the inner surface, which allows the film to move sideways at leisure. If the film is allowed to move sideways at the sound reproducing aperture, this may cause the sprocket perforations will project over in the light source, which passes through the sound track. If such is the case, a ninety-six cycle hum will be perceptible in the reproduction. On the other hand, if the film moves sideways, so as to allow the dividing line, which is between the sound track and the picture, and part of the frame line to project into the light source, there will be no chance of the sound track, a motor boating sound will be perceptible. In addition to the film, the guide rollers and be positively sure that they are in good condition.

Civic Contact

- ORANGE County, California, has a children's health camp where sickly and undernourished children are restored to health. The youngsters are housed close to and others prove who Robinson's thought has been a "Sure fire" goodwill builder.

- SOMETIMES it's a long wait for the world to bear a path to your door. But Allan Cushman, manager of the FOX HOLLYWOOD THEATRE, Portland, Oregon, is in a hurry. He can't afford to wait. So he has taken the lead in organizing the Hollywood Club. Forming a committee Cushman prepared an invitation to be sent to every man and woman in the Hollywood area urging them to join. The response was most gratifying. The theatre was placed at the disposal of the business men for the organization meeting. A campaign to develop the section as a business center was outlined. Each man present subscribed to an advertising fund and at the first 15,000 edition of the Hollywood Shopping Guide was distributed. The paper's primary purpose is to give the entire East Portland territory and nearby advertising, it carries many news items of local interest.

Cushman has been doing just the things that the Here's How section of NOW emphasized so strongly. He is building a business center about the theatre. Furthermore, he is impressing upon the business men, property owners and city officials in his neighborhood that the policy of FOX WEST COAST THEATRES is to develop and create a business center in the vicinity of every one of its theatres.
Operation of Theatre

All people are potential patrons of your theatre; those on the street as well as those going in or coming out of the theatre, so extract ideas of every kind in every direction. Quick and neat work in changing signs will be a great step in the right direction.

The same ideas should be included in changing lobby frames. First take the old stuff down and neatly stack it together and then go out to the lobby and sidewalk while you are putting in the new cards. See that glass doors are kept swinging open only for the moment it takes to put the change in, and in the event that people are coming in or going out stop your work and give the public the right of way with the least inconsideration.

The manager and his entire staff should be in the theatre and dressed in a smart manner at all times to make the crowds and see that every- thing is as it should be. Exit doors closed; curtains down or open; fans properly placed; programs ready in their proper places; seats all turned up, lamps checked and replacements made so that the moment the doors open to receive the public the staff is on the job to see that instead of running around facing doors and seats and signs looking for programs.

Managers

The manager and his assistant should be on the floor from the time the audience is in the theatre until the audience is well in for each show; before the doors are opened after the second show is well started. The floor should never be left empty while the audience is in the theatre, as the manager or assistant, and preferably both, shall be on the floor at all times, not going to get acquainted with his patrons and the theatre person likes to be recognized just as you do when you go into a store to buy.

The retiring rooms should be looked after several times during the time the theatre is open for business. See that there are no dirty or soiled toilet paper in their receptacles and the floor in front of these toilet rooms. The time to check these things is after the audience is in for each show, and especially at the break of the first show.

Acquire the observing managerial eye; make it a habit that no matter what your job is on the theatre floor that you unconsciously look at your sur- roundings. At a glance see that there is a dead lamp in the back row or that there are programs or chewing gum papers on the carpet. Never let anyone enter a theatre who has uncles, cousins, friends or relatives to be discharged. There is a modern short cut for accomplishing business. Telephone recommendation should be made post- dally during as many hours of the day and evening as possible. And every employee who answers a phone call should give the best information possible and with courtesy. Proper telephone service makes or breaks your business.

Training

 Everybody in the front of the house should be trained to note all these little things that go to make up the best operation of your theatre.

Never leave an exit door while the theatre is open to the public. It may sound simple to many managers but the writer has known a number of instances where inexperienced help have tied doors with rope or locked them for some purpose or other. The reason for preventing such a thing is obvious. The exit door is placed where it is in an emergency exit. It may never be used, while on the other hand it may be the means of saving many lives. And of course in speaking of exit doors never permit the alley ways or side exits to be opened up in any shape or manner.

All fire escapes and outside stair cases should be used as an emergency exit.

Instruct all employees never to try to get acquainted with the audience while the theatre is open for business. If there is an errant, or only a few minutes left after the doors are opened an employee who wishes to get out. Withdrawing room keys opened as they can be reached, especially the front doors. All food and refreshments, are often quickly disposed a potential fire. If at the moment a panic is imminent an usher is down the seats or near exit doors, they should be instructed to get the castaways, if any, and open the doors.

Ashton Certain

The Ashton certain should be lowered in case of fire as quickly as possible to that point primarily the danger, and of course in case of fire on the stage it should be lowered to protect the audience and send the fire up through the vestibules provided in the roof.

A manager should be accessible when wanted. Make it easy for people to talk to you. Do not have your key in your pocket. You don't have to barricade yourself in your office when an emergency arises. Remain the guardian of doormen or others to do the work for you. It will be just as big as you are if you are tall and easily approached.

Dear employees and boys and girls tend to be gentle and kind to when people ask questions, or when they ask for the manager and see them. You can never tell what important it may be in your and your business.

Employees should move about the theatre quietly. Livelyly never under any circumstance run. An employee who races across a foyer or down an aisle or up or down the stairs is guilty of a serious breach of discipline.

Avoid the gathering of employees in front of the smoking licking and gossiping, at any time. Employees not in the show or not under the supervision of the floor should never be seen lounging around the doors, the lobby, the foyer or the manager's office. Indeed, lagging around the front by any- one, friends, relatives or employees should be discouraged.

The telephone is a modern short cut for accomplishing business. Telephone communication should be made post- dally during as many hours of the day and evening as possible. And every employee who answers a phone call should give the best information possible and with courtesy. Proper telephone service makes or breaks your business.

The Novice

This chapter is designed for the young man who wants to reach the top position in theatre management and the reasons for the commend- able is not merely to appear to the inexperienced reader, or to the manager, assistant or other employee who has never been properly instructed, nor is he at all likely to be impressed by this history either, because there are many who know that the best way, and they didn't learn about these efficient ideas until many years of finding out for them- selves.

If you want to run your theatre right, and if you want to get the top jobs you've just actually got to run them right and not blundering.

Whether your job is being properly handled or not will be quite apparent to the executives and patrons in a very short time. You can't sit it all up and follow the rules outlined just at the moment when an executive walks into a theatre for the first time in his life and tell you almost at a glance what the matter is with it. For instance if your usherette and cashiers are chewing gum when they're sup- posed not to be anybody looking, they are just as apt to be doing it at the moment when the president of the organization walks in and im- mediately the stage passes right up the line to the manager, and is very likely under such circumstance that the doorman is on the stand and is looking at the show when he ought to be on the game. The other side is sitting in his office reading a magazine story.

Stage Show

The manager should watch his stage show, if any, and his sound and projection, and his heating and ventilation. A defect of a only moment's duration of smoking your sleeve and disgust perhaps a number of pa- trons who may never come back, and

Patrons

If the manager or his assistant are on the job regularly as outlined he will know his patrons who have slight clandestine such as wink re- sight, your hearing, old folks, woman- en with go carts and baby carriages and cripples. He will quickly spot those people as they enter the theatre and quickly help them in advantageous seats—only for their sake as a matter of service to the patron but certainly not in case of emergency—and an emergency is always on its way. It is the manager and not— it is good forthwith to have a regimented near the back, an aisle or near an exit door.

The theatre staff must be trained to be fair to all classes of patrons and never play favorites for choice seats or admissions before the line is per- missions to move in and, in discovering the crowd, either leaving the theatre on a big break, or coming in or admissions should always be fair and people. Don't have a man definite in a bone voice: "This way please," and then calling a tramp: "This way, come here, this way please." Let the tramp play his peculiar purposes you are directing the majority of the crowd in the direction center or expedite the emptying of the house, and a tramp won't matter. The doorman when signaled that the line is clear for the incoming crowd can better hold the line and call the tickets just as fast as the usher can and the ticket just as far as the usher can bring it up. If there are lodges or driveways from gen- erally be in control of the people in the box office and politely call out what are going in, the price and other information pertinent to the conditions.

By CHARLES WUERZ.
The Dead Line

- WHAT the hell do you know about show business?
  
  For myself, I know damn little. Irving Thalberg proved that... to my complete satisfaction... last week.

  Here's the story...

  When Caught Short was previewed a few weeks ago I saw it and turned in a report that read to the effect that I thought (notice the "I") the picture was terrible... that it didn't have enough laughs to make a good fourth reeler.

  On Sunday, May 4, Caught Short broke the single-day record at the great FOX THEATRE in San Francisco... the gross intake was better than $2,000 on the day; at LOEW'S STATE the picture cracked another record... they did close to $9,000. And that is important money in any theatre with the capacity of LOEW'S STATE.

  Here's my point—

  Some folks think that we'll have the same situation... that I have a fair average in picking a good picture from a bad one... that I'm wrong. Caught Short proves how well we can judge them... how little we know of the box office value of any picture.

  Never under-estimate the value of a picture. Give it everything you have... let the public be the judge... through the medium of your box office... if the picture is good or bad.

  We're not engaged as critics... we're not paid a salary for our critical knowledge—our job is to sell the picture to the public... to sell it to the best of our knowledge.

  I've always taken the attitude that it was better to think a picture was ordinary until it had proven itself... providing you can do your work under pressure of this sort. I'd rather say... "This is a tough one and I've got to go." than to kid myself into the belief of "this is a natural and it will sell itself."

  Here in Los Angeles we're put on a spot... the producer asks for your opinion... you give it—one way or the other. You are either honest in that opinion... you take a chance on being frank—or you get cramps in the neck from moving your head up and down saying "yes." I guessed wrong on Caught Short—but not because I thought myself superior—but that was the way the picture struck me at the time. Still this opinion didn't stop us from doing the best we could on the campaign.

  That's why the reason we want to carry to you—

  Don't let personal opinions of a picture influence your work. I know every picture isn't great... you can't kid yourself into believing that a picture does merit the best you can give it.

  Don't sluff them... you'll still steam up on a few big ones—but don't let the program pictures suffer because of your enthusiasm over a natural.

  Over the year... we'll have more program pictures than specials—over the year the program pictures will pay us a better return on our investment than the specials... if we'll give them the attention they deserve... the attention they must have.

  I am glad Irving Thalberg reminded me of my mistake in judgment... maybe, in the future, I won't be so quick to pass an opinion—maybe I'll think before I speak. There is no harm in making a mistake... the harm comes in not profiting by experience... and my experience in this particular case is—no picture is a Joe Mages... until it has played and flopped—and then... maybe it wasn't entirely the fault of the producer.

  If you have Caught Short coming up... step on it and make the biggest picture of the year. We won't try to analyze why they storm the box office in their effort to get past the door-man... we'll just say—

  Caught Short is going to be one of the biggest money makers of the year.

J.W.

Must Gos

TH!ST purchase order is made under the following provisions of Southern Califor- nia Divisions, the colors being white, yellow and blue... in all other divisions there are five copies: the additional copy being buff color and is a copy to be sent to the national purchasing department.

It is most important that the orders be made out so that they can be understood, written in a legible manner, and all articles quoted by their proper name: machine parts and supplies must carry the legal description, serial number, etc., and particular care must be given to filling in the proper shipping instructions.

The pink, yellow, and blue copies of the purchase order must be signed by the manager of the theatre requesting the purchase be made, after which the blue copy is removed and held on file as record that the purchase order has been sent forward for execution, and to await receipt of goods. The white, pink and yellow copies are forwarded to the division manager for his approval, who in turn passes it on to the purchasing department to insert the prices and the name of the vendor from whom the purchase is to be made. No signatures should appear on the original copy of the purchase order up to the time it reaches the purchasing department.

When the above mentioned are received by the purchasing department and the transactions consummated, the yellow copy is returned to the theatre by the purchasing department and when received, all data such as names and prices of the vendor should be added to the blue copy which is filed in the manager's office for future reference. The yellow copy is held in abeyance pending receipt of the invoice approved by the purchasing department as to prices and terms, then if merchandise is received under purchase order, the invoice is received in satisfactory manner, settlement is in order. Payment is then made, along with the new copy of the purchase order with the invoice attached thereto is forwarded with the next weekly report to the accounting department as authority for the ordering of check and payment of moneys as shown on the manager's weekly report.

All invoices, by instructions as shown on the purchase order are first received by the purchasing department who check the prices before forwarding them to the theatre for payment. Should there be any differences between the invoice and the yellow copy of the purchase order, the invoice should not be paid until taken up with the purchasing department to explain why there is a difference.

In many instances the vendor is not notified of the party requesting the purchase be made, at the footnote of purchase order and copies of invoices are being sent through to the theatre. However, they should not be acted upon, but should be forwarded to the divisional purchasing department. The divisional purchasing department is immediately for determination as to paying correct and approval for payment.

Where the items purchased are covered by an application for appropriation, the invoice is paid by the Los Angeles general office and not by the theatre, when those invoices are received by the divisional purchasing department instead of sending the yellow copy to the theatre for payment, it must be sent to Los Angeles general office by the general accounting department.

On January 1, 1930 a new routine was put into effect for the handling of all parts and replacements for sound equipment. The Electrical Research Products, Inc., engineer is required to leave his recommendations in the form of a service department order with the projectionist who in turn hands it to the manager with his comment noting the reason or attachment, after which it is forwarded to the office of Mr. H. McCullough, Supervisor of Projection for final approval, and should be approved the service department order, it is passed on to the general purchasing department for a purchase order to be issued covering the items mentioned.

A special order form is used for this routine and unless such order is received by the Electrical Research Products, there is no action will be taken because the type of order that is issued by the general purchasing department is the only one to be recognized by the Electrical Research Products, Incorporated.

This is the second time the Must Gos printed on this page has been published in Now. Everybody had been instructed on several occasions to read this column first. Seemingly some believe it does not have to be read at all. It seems strange that it should be necessary to re-print instructions—when we have reached the majority. They are not put in Now merely to fill space, but for you to read.

With summer coming you should commence thinking of vacation days, when people are inclined to leave for other parts and seek amusement that will bring them into the open. Summer shows a slump in a number of theatres. It will mean hard work on the part of practically every manager to keep business up. Now is the time to start thinking just what you are going to do to offset this seasonal slump. Lay your plans well. By the same token that people from your town are going elsewhere for their vacation, people from other centers will come to your town. Possibly not in the same proportion, but you can make your theatre the mecca of amusements in their minds.