picture history will be made by free and easy here's why it's full of stars who do things...play parts here's how

- In the handling of the new Buster Keaton picture, *Free and Easy*, follow the instructions listed here.

Give the balance of the cast equal prominence with the star. Keaton has one of the greatest assembles of stars ever created.

In this one picture. The stars act...not as in other "star casts" that have gone before...not just a "setup in front of the camera," these stars actually play parts...that is one reason that we must take full advantage of the names.

Here is the billing that you are to follow:

**FREE AND EASY**

With the greatest cast ever brought together in any picture—BUSTER KEATON, WILLIAM HAINES, ANITA PAGE, LENNELE BARRYMORE, ROBERT MONTGOMERY, TRIXIE FRIGANZA, KARL DANE, DOROTHY SEBASTIAN, GWEN LEE, JOHN MILJAN, FRED NIBLO, CECIL DE MILLER, and 100 other Metro-Goldwyn-Mayer Merry-makers. Directed by EDWARD SEDGICK.

If you use the M-G-M tagline, "in short it's..." print a spot and get this cast on it. Give all of the names a break in your lobby display...and in all other advertising that you do.

It has been found that the above billing...used in various cities...where the picture has played...will build up the weekly gross into the big hit class. Follow thru!

personal talks

by harold b. franklin

- FORESIGHT...is the difference between...a man and an animal.

Experience has taught you...that a slump is coming...Experience has taught you...that when the public begins to relax with the growing beat...then you must work doubly hard...to keep your theater out of the red.

It is coming. It is inevitable...To do something about it...is foresight.

Never let an impending event frighten you. All living things are so constructed that they flinch from danger. A nasty situation makes the average man wish to fly for cover. The poor business man...trenches at every scare. The good business man...studies the oncoming crisis...just as the storekeeper...studies the rushing bull...and...if there is a chance...turns the crisis into a victory.

Never let an inescapable problem confuse you. A showman must have...a great deal of emotion—a great deal of the thing...which responds...to a show...or to an act...about as would his emotional patrons.

The great trouble...
the TREND of the times

When we read some of the advance information on Grantland Rice's Sportlights, where they tell us they are going to show the world how homeless causes are trained to perform some of the most difficult feats, we wonder why some one has not yet built a subject for the screen divesting the secret of how blondes can go so many days without food—Dogone, can those dams eat!

No matter what position you hold in the Fox organization there is something wrong with you if you fail to become imbued with the spirit of cooperation that permeates the organization.

Witness the case of Charles Morrison, colored porter of the Fox Waldorf Theater, Kan- sas City.

L. B. Spooner, manager, was in a sweat over Mickey Mouse material that was delayed in transit. Everybody around the house had heard his prayerful queries about an "express package—"

It turned out that his return be found the package with C. O. D. charges of $24. They were paid. But by whom?

Inquiries developed the fact that when the shipment came Morrison was absent from his job and accepted it, paying the driver in cash.

"You see, sir," said Morris- son, "ah hears you talking about some food package, and I know you want it, so I just dug in the old sock.

Can you imagine a verse sprouting in Seattle. Such oddities are rare from that section. In view of the fact it was accompanied by ten bucks, we, of course, can afford to publish it. It comes from Hal Italia of M.G.M., and here it is:

I'm scared of your mimblistings
Concerning Snowballs plus
Pea and such
And Inspiration beckoned—
I heard her call!

Stress?—I've popped 'em all
Thanks, Harman, Barz and other West Coast brains.

Another bow to now
Ah, Faithful One
I'll woo you yet
Another year—
And cheap at that—
For tea!

On second reading of the let-
ter we find the ten similes was for a substitute and il-
citated by the caption on his verse which reads "The World's First Free (7) Verse Subscription, or 10 Bucks for the Privilege. Thank You."

personal talks

with emotional people

is that they become entangled in their own emotions. Therefore a showman is a natural victim of confusion—especially so when his difficulties are problem... is hurting toward him.

But—to realize his own limitations and weaknesses... is half the battle. To anticipate his dilemma... and be prepared to struggle with his problems... is foresight.

If he is... a real showman... he will somehow manage... to conquer his problems... without losing a whit of his emotional richness.

You are not a dumb ani-
mal... resigned to what comes your way. You are a show-
man... you are a show-
man... with foresight.

Use your brain... your wit... To understand...

Remember

that there is some solution to every problem— some path happens. Make it happen your way.

But—

Remember... that no one man... was ever so profound... that an-
other man... could not copy his knowledge. If you have reached the bot-
tom of your bag of tricks, you have tried every stunt you know... to drag the melting public... in off the sizzling periods... into your cool theater... let another man's ingenuity aid you.

Do not be afraid... to use the other man's... ideas—when they harmonize... with the needs of your public... and the exigency. You know your patrons. You know what they need.

Do your foresight tell you... that a stunt you've read in NOW— will be effective in your house? Then use it!

Drill... Hammer... Pound away. Have confidence in those that see that consistent effort... will put—your theater—permanently... in the public mind.

SPECIAL RELEASES TO SET NEW RECORDS

studio offerings are loaded with golden possibilities with outstanding features including classics, comedies booked

COMMENCING with Easter Week a dozen pictures are scheduled for release that show every indication of attracting a big record-breaking box-office quali-
ties. Seldom is this number of pictures available at one time.

Commenting on these pro-
ductions Harold B. Franklin said: "I have looked over the bookings and pictures that are available beginning Easter Week, and everything indicates this part of the year ought to be the beginning of a record-breaking era, if we can judge by the splendid product available."

Among the foremost of these productions is M-G-M's Rogue Song which introduces Law-
rence Tibbett to the picture go-
ing public. For more than nine weeks this picture has been en-
joying tremendous business at GRAMM'S GRAND CLAIR in Holly-
wood.

From the Fox Studios a suc-
scess to Sunnydale Up will be given in the latest Janet Gaynor and Charlie Farrell vehicle, High Society Blues. These pop-
ular players have another pro-
duction which will find a strong appeal to audiences.

It is prophesied by many that the M-G-M picture Divorcee, starring Norma Shearer, will duplicate Astaire and Rogers success at the box-office. This picture is based on the successful novel Ex-Wife. It is a gorgeous production and a story one will understand and appreciate.

During this period a western that will create history at the box-office is The Arizona Kid with Warner. It is a follow-up of the exploits of the Cisco Kid made famous in Old Arizona.

These points which have not played Montora Mountain with Jean Crawford have a real box-
office attraction headed their way.

It is claimed by many who have seen Universal's All Quiet On The Western Front that this is the finest war picture ever made. It will have its premi-
ere at the CARTHAY CIRCLE, Hollywood, with an admission price of $1.50 during the run.

This picture, as everyone knows, is based on the famous book bearing the same title. More than a million copies of the book have been sold.

Another unusual picture em-
ulating from the Universal studios is King of Jazz with Paul Whiteman. The screen has never seen a more spectacular or beautiful production. Effects have been injected in this pic-
ture that have never before been accomplished.

From the comedy standpoint R-K-O's The Can-adians stars Bert Wheeler and Robert. Wight will find a heavy response from every box office.

A release from the Paramount studios which will have a mighty strong appeal to the women will be Sarah B. Son, starring Lotte Lenya. It has the sort of punches that will reach the heart of every woman who was ever in love. A box-office flurry will be created by Light of Western Stars which will be released this fall as do all this type of outdoor western talkies.

As a sequel to Wings, Buddy Rogers will be offered in Young Eagles. It has some mighty fine material, is in from spectacular as well as entertainment stand-
point.

A strong boxoffice title is offered in Ladies Love, which stars George Bancroft. that name spells box-office.

With the program and effort put back of these produc-
tions, one of the most successful periods in the history of the F. W. C. theaters should be estab-
lished.

trade view paper

songs' my heart as an

EPOCHAL FEATURE

indications are that Song O' My Heart, John Corbett's first picture which has been delayed by the added width and Grandeur by Fox, will be one of the outstanding pictures this spring and you might know what the industry is thinking of it and that you might want to be prepared to when you will show this picture, we are quoting for you the tribute given it by Variety. This might ordinarily be called your review, but you will realize it is more of a tribute than a review after you have finished reading Sil-
verman's views:

"This is not merely a matter of John McCormack singing 11 songs. The studio has made a tremendous strench and has and will surprise many in the trade by the manner in which it has molded what might easily have been a rather pedestrian vehicle into a luminous back-ground for the Irish tenor. It is spurred by more than word-
woven legitimate comedy that may later be the film's strongest appeal. This picture, however, leaves two basic factors, McCormack's voice and J. M. Keenan. McCormack's first screen effort is going to be a tremendous success, as it will be for the three present generations. And so far as I can sur-
vey the record on the screen through looking through Song O' My Heart no harbinger of a failure."

Original story as outlined by J. M. Keenan, who is the producer, had no other aim than the heart. There was never a thought of attempting to make a romantic screen figure of Mc-
Corracks. The producer's di-
gity permit that he was made to book McCormack as the most romantic of Irish tenors by accident in the剩�. Between trying to run out a sentimental, yet not too sentimental screen story and preserving the Mc-
Corracks voice, it is an in-
credible task to accomplish something more than the ordinary proble-
ms of production and ignoring these
factors, as you choose, "Song O' My Heart," a remarkably pure piece of work.

The common sense apparent in this one as in all should do some thing to throtte that repetitious el e phatic fashion which only refers to, or speaks of the screen accurately if at all. It is two legitimate excuses giving the wrongs for the studio, in that it ex pe cts as much as $1,000,000 gross return from this effort. But it will top that figure, and it looks a certainty that McCormack will make another feature for Fox.

To take care of McCormack, in some way, will be the act of the studio with his age not figure in drawing him as yet. When the young holds a man and land colored be inferior, with an un successful love affair, the subject of which, Mary, has wed elsewhere by conventional means, will be back after her two children. The building up to the H. T. Hear You Calling McM did comes when Mary dies and a cable is informed McCormack's accom pan y den as the tenor is in the midst of an estate. The story of a young man's story appears to be no des ignation of the singer's occupation only, although when it is hinted that he will sing in the again. Up to that time the audience must accept him as a man of apparently moderate means, devoted to his wife. 

"Meanwhile, there are the two vit age - romances-Kerrigan and Farrar, McCormack. Almost as good as Ker rigan's specialty is McCormack's "straight." Between them is upper- market comedy, giving strictly legitimate performances. Not simply a matter of being just two clown mugging for good ticketeats. Do they all know what they're doing? They know how to do it, and they make one prem-Ier Katharine Pike, involved in everything, has the highest approval of this line, as the studio has its way and a report that it has a long string of options on his services.

Kerrigan is a former legte act of stage who was director of the Ajax Playhouse. Dobie, for a number of years, is the successor of the late Miss O'Neil, bound to rank among the greatest in taking pictures to date. Actively a supporative contri bution, "Song O' My Heart" is a credit to everyone concerned in its making. The recording of McCormack is excellent as is the judgment evidenced in the handling of all the component parts, un sophistication, singularity, and warmth are what they'll like.

DEDICATE MONTH TO H.B. FRANKLIN
los angeles managers set aside month during which they will pay tribute to f.w.c. chief's inspiring leadership

In the Los Angeles Division, the month of May has been set aside as Harold B. Franklin Month. This was decided upon a recent meeting of the managers of the division. The purpose of the decision was to address the employees.

In the heart of the Los Angeles Theatre Managers today it was unanimously decided to set aside the month of May as Harold B. Franklin Month, and as a Tribute to Your Inspiration and Loyalty to us. To Contribute every effort to making the month of May one of the biggest months in the history of our Circuit. We also offer you Combined Congratulations and Best Wishes for a Happy Birthday." Signed H.B. Wright, Ray Duerson, Fred Cruise, Marvin Park and Milton Arthur, Committee.

In answer to this tribute Mr. Franklin conveyed the following appreciation to these men:

"I was more than happy to receive the information that as a body you have decided to set aside the month of May as Harold B. Franklin Month.

"This is a tribute which I appreciate deeply as I also do the reasons expressed in your wired. for the designation you have made.

"We have gone a long way together in building up that gigantic entity of Service and Success which is Fox West Coast Company. You and the other men who form this organization have been tested, and Fox Helen has been a source of infinite pleasure to note the consistency which you are so regularly come through.

"I know your activities for the month of May are going to be enormously successful, not because of the name you have placed on it, but because of the kind of men you are.

The committee is now devising plans for a united and concent rated effort that each manager in the Los Angeles Division will follow out. Several meetings have been held by the committee and sub committees are being appointed to carry out the various phases of the big campaign.

All managers of L.A. are enthusiastically co-operating.

tucsn opens a new theatre

Fox West Coast Thea tres forshed another link in their growing chain with the opening of a new Fox Theatre in Tucson, Arizona, April 24th.

Harold B. Franklin attended the opening personally, leaving on the Southern Pacific for Tucson and the new Fox Theatre Thursday, April 10th. Executives of Fox West Coast Theatres who accompanied H.B. Franklin were Harry Arthur, J.H. Franklin, and Bruce Fowler.

Charles Farrell, now starring in High Society Blues, led a merry company of Hollywood dignitaries, including unmissable Polly Moran, lovely Gwen Lee, charming Lois Moran, and the suave Don Alvarado, all to share in the christening of Tucson's new Fox West Coast Theatre.

City fathers and business men of Tucson arranged a mammoth celebration welcoming the officials and visiting picture stars.

PRESENTS CHARTS FOR FADER CUES
following sample of scheme which home office is offering for correct sound picture breaks to improve timing

**TALKING** fader cues properly arranged which have much to do with the effective showing of pictures have always been a tough nut for managers. J.J. Franklin has been giving this subject much study and has arranged the following cues on Street of Chance. Division managers are advised that Mr. Franklin's office can supply these sheets on request.

Red 1. Open-Music on Titles
Red 2. Music on Titles
Red 3. Scene of man standing by windows counting money
Red 4. Down 1-On close-up of court summons
Red 5. Scene of man sitting on settee
Red 6. Scene of man in apartment

Red 7. Down 1-Immediately after scene of man talking to newsboy...On scene of poker game...
Red 8. Open-Scene of a newsboy wearing white sweater entering Apartment lobby...He talks to woman...
Red 9. Down 1-Scene of a newsboy coming into store...Music on ends

Sound quality is such an important factor in pictures that anything that will assist in eliminating guess work in the mechanical operation of sound control should find a welcome among all theatres. Fader cues have proved a big help.

inclusion of new pantages is actlual in HOLLYW'D

Ace Spot

*The theatrical circles of Hollywood and Los Angeles are still buzzing with the news of the New Pantages Theatre becoming a Fox West Coast House. This is considered a scoop of the first magnitude on the patch. For some time the conjecture had been afoot during the construction of this theatre as to just which circuit the Pantages boys would decide upon. It is to the credit of John J. Franklin, Los Angeles Division manager, that this deal was initiated and ultimately consummated. The Pantages, possibly the financial house in the entire country and situated as it is in the center of things theatrical in Hollywood, where the world gathers in their visiting and sightseeing journeys in Southern California, will be the mecca of many millions. Mr. Franklin has strengthened the Hollywood holdings of B.W.C. by this addition, giving the Los Angeles Division four major houses (Anaheim, Covert's Circle, Grauman's Chinese, Grauman's Egyptian) and now the New Pantages.
SHOWMANSHIP, PLUS

EDUCATION BOARD APPROVES TIE-UP

that is ideal plan for insuring support of p.-t. a. on special children’s mat. and assuring success of kid shows

● An idea that is the perfect consummation of the Fox West Coast Theatres institutional policy of reaching right to the very fountain-head of the most desired supporters has been evolved by Speed Borst, manager of the Fox BEL-MONT THEATRE, Los Angeles.

Co-operating with the neighboring Parent-Teachers Associations, he presents four special children’s matinees each month.

The P.-T. A. advertises them in all its bulletins as well as in every school room, in addition to supplying both metropolitan and regional newspapers with publicity stories. The theatre and the Association split fifty-fifty on receipts. The Association applying its share to the “Nutrition Fund,” which is devoted to providing proper food for needy and sickly children.

The Los Angeles Board of Education has officially gone on record as favoring the scheme, and is recommending it to all Parent-Teachers Associations in the city. Such a situation was obtained by the P.-T. A. tying up with the BEL-MONT Theatre.

The first matinee was held Friday afternoon, April 4th, and more than 1,600 hundred school pupils were in attendance.

As a means of building theatre prestige this idea is almost unbeatable. It accomplishes the two objectives for which all true showmen should strive—increasing box-office receipts and enhancing the theatre’s reputation as a community asset. Not alone are the children impressed with the theatre’s policy, but it cannot help but have a stimulating effect on adult patronage.

No manager anywhere on the circuit can afford to pass up copying this plan. Whether there is a Parent-Teachers Association or not, there surely is some similar welfare organization that can be contacted and the same endorsement should be obtained from school authorities.

The following letter from Lucille E. Missman, Secretary of the Virgil Junior P.-T. A., is indicative of the spirit in which the Association holds Borst’s action:

“We are most happy over the satisfactory results of the picture show given for the children last Friday and feel that it is due partly to your friendly efforts and cooperation that success was attained. Your spontaneous and helpful suggestions for promotion and cheerful interest is a source of much inspiration to us. Our president, Miss Goliroy, and our executive board wish you to know for your patient and interest in our further association.”

FIDDLER CONTEST BIG STIMULATOR

brings many new patrons to theatre aids also to break down barrier that kept rural population from coming

● Mention has previously been made of the old-time fiddlers’ contest with which Clor Miller, manager, TOWNHALL THEATRE, North Platte, Nebraska, was arranging. That town has been a tough nut to crack. Its patronage is drawn practically 100 per cent from farmers, but the manner in which Miller is increasing business as well as prestige is nothing but good showmanship. Here’s his graphic description of the contest:

“I had thirty-two fiddlers and they were some fiddlers. We did a fine business on it. We didn’t have a lot of town trade, but boy, we sure pulled the farmers and people from the small surrounding territory. It was the manner in which we tried to build good will with the farmers. We had many people who had never heard a talking picture before. They came in, overall, hose and what-not. Whiskers and all. We had a lot of corn pone, and hot fudge, and we did a lot of things as we are going to get a lot of these now, but you’ve got to know where to buy the ticket, or how to get in the theatre after they bought them. I overheard one farmer make the remark, ‘I don’t know whether I want to go to this (the show), or not, as I am afraid it is too swell for me, and I wouldn’t know what to do after I get there. We made a feel easy right away on that point.”

“Our fiddlers were not getting the full trade as we should, for the simple reason we were too swell, and that if they came in they would be embarrassed. So we went away. And we need the farmers’ trade always here. They got an awful kick out of the show, it was the talk of the countryside. The papers gave me fine support. And we had the opposition pretty much worked. We passed the word around that it was a kick show. But I noticed he checked up on both nights, and admitted afterwards that it was a good stunt. The only thing he was sorry for was because he didn’t think of it first.”

There’s more than the mere reporting of a good stunt, ably managed, in Miller’s story. He sets a mark for managers operating under similar conditions to shoot at in emulating his idea.

The fiddlers’ contest in itself is nothing new. Its been done many times before in just as many different ways. Right at the start of his story, Miller admits it didn’t pull in many of the local regulars. He probably got them coming anyway. The tactics in which the opposition manager indulged shows which way the wind is blowing in North Platte.

Showmanship in the last analysis means developing business. That’s just what Miller is doing. Furthermore he is directing his efforts to the places and people that need most attention.

USES SKY HERALDS IN APT MANNER

as airplane scatters advertising from half way to heaven feature boosted in most realistic manner to public

● One of the first principles of showmanship is that no matter how attractive the offering, the first task is to make your patrons stop and lend an ear. Otherwise you haven’t a chance.

The FOX PALACE THEATRE, in 100, City, Illinois, is right in the midst of territory where competition is more intense than almost anywhere. One of its most recent advertising features is itself. It shows that its manager, John Meinaardi, gets, a novel campaign to fully realize on all its possibilities.

On Half Way to Heaven he conceived a unique scheme. Instead of distributing his heralds in the ordinary manner, he had them scattered from an airplane.

The wording of the throw-a-way made it novel, “This advertisement is coming to you from Half Way to Heaven—the picture showing at the FOX PALACE.” It clicked. Not breaking any records, but arousing enough interest to give the house one of its best weeks in months.

Evidently he is not showing Mickey Mouse Cartoons, nev- ertheless Meinaardi is organizing, a Junior Saturday Matinee Club. Membership cards and buttons are issued and the young folks of Johnson City are enthusiastic about the club. The club purposes and activities are quite similar to the many Mickey Mouse organizations elsewhere in the circuit.
In mms, MR. Ai' WAROMAN OWNER. Proposed new theatre.

The top is architect's conception of the new Fox Theatre to be erected in Whittier at a cost of $176,000. The seating capacity will be in excess of a thousand. The building will contain eight stories. It is possible before construction is started revisions may be made to include eight stories of apartments.

IT REQUIRED ten Pickwick Buses, eight Oaklands and ten Hackies to transport the party of 750 Campfire Girls, Superior Court Judges and prominent club women shown above to the Mickey Mouse Club Matinee conducted by Arthur Wenzel, manager FOX UPTOWN THEATRE, Los Angeles.

IT IS estimated the arrival of the Fox-Fanchon and Marco Air House Party in the giant Fokker F-12 at Los Angeles attracted more than ten thousand people to the Air Port. Among the passengers were four F. U. M. Sunkist Beauties.

AT RIGHT is a photo of the front of FOX CALIFORNIA THEATRE, San Bernardino, showing modernistic design of lobby cards. Both frames and cards carry only black and white in their coloring scheme. Their simplicity in design and lay-out brings the lettering out very effectively.
EXPLOIT GOLDEN CAFE THIS WAY

contest that may become country wide suggested by manager seeing great newspaper and merchant contacts.

FOX THEATRE managers are not going to fall down in exploiting and advertising Her Golden Cafe. Last week New York carried a story that someone in the studio publicity department slipped a cog in not arranging a national tie-up with Blue Moon Hosiery.

Now comes O. Fred Glass, manager of the FOX TEMPLE THEATRE, McCook, Nebraska, opening his letter thusly: "Just saw Her Golden Cafe last night at midnight preview and believe we have the greatest picture for tie-up and exploitation that we have in years."

Glass' first suggestion en-braces individually houses, whole divisions and finally the entire circuit. It's the essence of constructive showmanship. "The Perfect Leg" is the type of contest that Glass advances. In conjunction with the showing of the picture in outlying towns, such a contest would be undertaken with the four wins--young ladies competing with similar winners from every house at a grand finale to be held in the same house of the city in which divisional headquarters is located. He points out the tremendous publicity that could be obtained from newspapers all over the division in the course of the contest. Suggesting among many others, tie-ups not only with local businesses but also with hosiery manufacturers and dealers, shoes, dancing schools, fashion shops, sporting goods stores, physical culture establishments and last but not least chiropractors and other practitioners who are anxious patrons of the Golden Cafe.

Furthering the divisional contests, the winners of which could be sent to Hollywood to compete for picture careers with FOX and other studios in addition to furnishing splendid material for FANCHON and MARCO SUNSET BEAUTIES.

This is check full of confidence as to possibilities of the idea, stating that it would prove to be one of the greatest ballyhoo gags that we have in years. This is the kind of showmanship which every executive in the FOX WEST COAST organization wants to see coming in from every manager. Because of it a Showmanship Council was created. It benefits everybody. Glass didn't wait until he had the picture scheduled for his own house. Neither was it possible to have had a copy of NOW to see what was going on. He had no time. Glass likens it to a golden cafe. Not did he hesitate to send his idea immediately on seeing the preview.

TALKING TRAILER IS ABLY ANALYZED by manager who intimates they should excite interest but not reveal story as well as be properly programmed

DON'T READ this unless you are vitally interested in one of your advertising bets. Studio publicity departments will find it food for much thought.

A. C. Raleigh, City Manager, FOX WEST COAST THEATRES, Olympia, Washington, critically analyzes the trailer situation, and offers very constructive suggestions for its improvement. It's showmanship. The kind of showmanship that studies every item of possible advantage and then develops the cardinal essentials to the highest degree.

Raleigh writes:

"The question of trailers is one that needs some sort of supervision or attention. I frequently have patrons tell me they like the trailer better than the picture. In my present picture, the press book and all advertising landed Jimmy Durante in the news screen comic. In the trailer he sings practically all of the same two songs which he does in the picture. People had almost won what I was kidding my head off for them to come and see. "I believe that trailers should be made to excite interest without showing your whole hand. I believe that Warner Brothers have evolved the best note, that is, they realize that trailers give a little sort of story and introduce the cast and use various methods of stimulating interest in the picture without spelling the beans. "The best trailers leave plenty to the imagination. A few scenes might be shown, but not all the punch scenes. They could be described by some member of the cast in a way that would still leave them...

Study of patrons' remarks has been the basis for Raleigh's conclusions. But treating the make-up of the trailer does not finish his argument. The proper placing of trailer advertising receives much attention. He places the trailer following the attractions immediately ahead of the current feature. Special subjects such as scrap and policy talks come earlier in the program.

The final argument is the high cost reasons that the theater is entitled to a special trailer, made as a trailer in its entirety, not merely scenes from the picture, cut and put together. Trailers have one purpose, that of exciting interest in the coming attraction.

The should not be a synops in tabloid form.

Raleigh's diagnosis will be of interest to many managers who find trailer advertising one of their most important selling forces. The remedy, however, appears to lie with the studio.

gas company is tied-up twice

TWO PORTLAND, Oregon, theatres tied up simultaneous with the Portland Gas and Coke Company for good publicity. Allan Cashman, manager of the FOX IFIELD, in Portland, has arranged for the Gas Company to work with him in putting on a cooking school. The company is furnishing stoves, refrigerators and a cooking specialist and will carry the news in all their advertising, both in the press and by means of cards to gas consumers.

Food also was the basis for J. J. Parker's tie-up. FOX U. A. THEATRE when playing Do Yourself in which Fannie Brice uses a gas stove.

A CITY wide celebration marked Hermie King's reaching his 75th consecutive week as master of ceremonies at the FOX OAKLAND THEATRE. This full page layout appearing in "The Tribune" and put over by Phil Phillips is a testimonial of Hermie's popularity among Oakland merchants.

"A CITY wide celebration marked Hermie King's reaching his 75th consecutive week as master of ceremonies at the FOX OAKLAND THEATRE. This full page layout appearing in "The Tribune" and put over by Phil Phillips is a testimonial of Hermie's popularity among Oakland merchants."

APRIL 19TH 1930

KEY WILL OPEN BOX

NOT SEVEN, but 2500 keys. This is the total that Bracke, managing the FOX VILLAGE THEATRE in an exploitation stunt, got from his merchants on Seven Keys to Baldpate.

Giving away the keys to patrons he offered the chance to win a right key for each separate box displayed in the windows of the cooperating merchants. A card alongside the box informed key holders they could
try their keys anytime during business hours. Worthwhile prizes in the locked boxes stimulated the searchers to visit each shop. Of the six boxes displayed only one remained unopened. The merchants reported that practically everyone who had a dummy key visited their shops.

An additional box was placed in the lobby of the theatre for which the key was held until the very last. Consequently everyone who did have a key came back to try that lock after visiting all the stores. The prize in the lobby box was a $5.00 scrip book.

**COSTS NOTHING TO DOUBLE BUSINESS**

Schools support contest while teachers feel it increases student interest in regular musical instruction courses

- Field representatives of NOW are starting to get in effective work. Here's H. E. Jamison's first story of a real event in his territory:

  "Harmonica contests to double business; help youngsters learn the elements of music, and finally to make the FOX WALDO THEATRE, Kansas City, a community center of family interest is the three-fold accomplishment of L. B. Sponsler, manager of the theatre.

  Sponsler started his weekly Harmonica contests by calling the P.T.A., who called a special meeting to sponsor the idea and help put it across. The meeting was held in the neighborhood school. The principal of the school put her stamp of approval on it by declaring that interest aroused in Harmonica playing led to a better understanding of the principles of music and made instruction in piano and violin easier.

  The merchants of the community came across with fine window displays and stores handling harmonicas did a rushing business.

  The contest is held once a week and four prizes are given, including Harmonicas furnished gratis by the Hohner Company. The four winners of each contest are eligible to become members of the Harmonica band being organized by Sponsler.

  In addition to doubling business, the contests have aroused much interest.

  **to forestall summer drop**

- Looking ahead to summer with a view to forestalling the usual drop in business. Rick Rickerson, Northern Rockies Mountain Division Manager, is planning a "Request Week" a month in advance, audience will be asked to select the four or five best talking pictures they would like to see again. Six sheet boards will be placed in the lobbies of all theatres suggesting the titles of all big pictures available, with as many features being listed as possible. Ballot boxes placed in the lobby and cards handed to patrons will allow them to vote for their favorites. Those pictures getting the largest number of votes will be the ones shown.

  Rickerson states that he is only picking up an old idea that has been used in that territory previously with good results being obtained. Experience showing that in towns where "Request Week" has been put on before, even though the pictures have been run twice and three times, the last at very cheap prices, the stunt has brought patrons back to a deluxe house at the usual admission price. Try it. It always succeeds.

**SIX REASONS FOR CHILDREN SHOWS**

**FULL PAGE TIE-UP HAS NOVEL IDEA**

**SIX REASONS FOR CHILDREN SHOWS**

- Addressing a letter to all parents of the members of the Richmond, California, Parent-Teacher Associations. A. V. Brady, manager of the Fox CALIFORNIA THEATRE gives six big reasons why parents should send their children to the Saturday matinee.

  1. Feature pictures, carefully selected for their suitability to the child's mind, are the only ones allowed on our screens.

  2. Added attractions such as costumed and talking somedel that appeal to children, also group singing of popular songs are part of the matinee program.

  3. Your child gets his entertainment during the day, thus lessening his desire to see an evening performance and later wonder about the stories unwatched.

  4. Every child attending the matinee receives a regular size "Hot Air" candy bar, manufactured by the Car- dent Candy Company, to add to his enjoyment of the show.

  5. The organization of Birthday Clubs, etc., help to keep an interest alive in the worthy activities of the theater and community.

  6. A Junior Matinee is primarily a kid's party where the conventions of the evening show are cut aside to give them one opportunity each week to have a whole of a good time in their own way.

**FULL PAGE TIE-UP HAS NOVEL IDEA**

Facade of theatre and figure of modish maiden make up entire front page of a special fashion week supplement

- Some Measure of the excellent business that Herman Korken is doing at the FOX THEATRE, San Francisco, can be attributed to his keeping his eyes and ears attuned to what most interests the public.

  On Sunday, April 6, the San Francisco Chronicle had a twenty-four page section devoted to a spring cavalcade of footwear and fashions. The entire front page depicted but two objects—a feminine figure garbed from chapeau to pumps in the ultra mode and a striking pen and ink etching of the orate facade of the FOX THEATRE.

  No woman in San Francisco could escape the terrific power of suggestion. Just that fashionable lady joining the throng in front of the theatre. In the entire supplement, there's only one other reference to FOX. On one of the inner pages, surrounded by a mass of fashion notes, is a little squib stating that Walt Reiter, concert-overs leader, recognizes spring shoe fashion week by donning a pair of the latest style light shoes for men. The front page is the thing. If ever a picture was worth a thousand words, this one surely is. The beauty of the layout, the smashing drive of the tie-up, is more than stealing a page. It makes the page.

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**WILLIAM**

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**EVERY**

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BOLES

**Fat...Funny...Melodious**

**PAUL WHITEMAN**

His world famous Band... and Stars... Stars... Stars...

JOHN BOLES

JEANNETTE LOP

LAURA LA PLANTE

MAYA KENNEDY

GLENN TROYON

KENT

CLAYWOOD

GAGE HAYES

WILLIAM PINT

TWIN SISTERS G

HELL O'DAY

- 500 OTHERS

**A UNIVERSAL PICTURE.**

**F禳ted...and...by...JOHN MURRAY ANDERSON**

- **EVERY**

ct on this page is avail-

able in mat form. Order by num-

er from Los Angeles office. Thre

are all two-column lay-outs. Black

backgrounds predominate in all ad.

---

**HERE'S HOW**

**IT COST A MILLION—AND WORTH EVERY DIME!**

Here is splendid...here is the magnificence that is Hollywood...here is lavish spectacle...the daring to be original...to stun with ideas...here...and only here...is a production that shames the best...

**KING of Jazz**

Fat...Funny...Melodious

**PAUL WHITEMAN**

His world famous Band... and Stars... Stars... Stars...

JOHN BOLES

JEANNETTE LOP

LAURA LA PLANTE

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**here...**

**LET'S GET THIS STRAIGHT...**

I've seen a lot of pictures...I've never seen a more glorious spectacle than the Universal production of Paul Whiteman in The King of Jazz.

That's just it...spectacle...we've got to add...in our advertising...the entertainment...the picture has...which the title...the star and the cast does not indicate.

There is no dodging the fact that The King of Jazz is a revue...and right now—revue...in the theatre...are...bitter. Do not...in any way...use the word "revue" in your copy.

As a word..."jazz" died years ago. "Syncopation" died with it. The only excuse for "jazz" being in the title...is Whiteman—for with Whiteman the word "jazz" was created.

Whiteman is an institution...no other orchestra leader ever compared with him...probably none ever will. Whiteman is international...he is small town and big city and yet...to me—the picture...the glory of the thing...the entertainment...the cast...the production...is bigger than Whiteman.

**Selling Copy**

**I THINK it has been our experience...in selling pictures...that the person that comes to the screen from outside of the movies...is a dud on their first venture. This was true with a half dozen well-known stage stars...there is a chance that it may be true with Whiteman...that's why I say...another Whiteman...the title of the picture...with the entertainment that is in the picture itself. Read the copy in the attached ad...**

We've tried to keep away from bromides...adjectives...superlatives—on the contrary...we've tried to give them selling copy. We've tried to get it away from the usual run of sales arguments...we've introduced...we think...a new angle in the way we've handled "cost a million and worth every dime"..."The most talked about picture in history." Not the lines themselves...but the thought behind them.

**Girl Appeal**

**GET GIRLS into your appeal with this attraction. The mere announcement...in towns where Whiteman has played...of "Paul Whiteman in The King of Jazz." may infer that Whiteman in person...is again appearing at the theatre with his orchestra.

John Boles should be an important figure in your campaign...Boles made good in Reo Rita...and he should repeat in this one. His two big numbers are Dtown of the Day and Monterey. Boles is a Victor recording artist.**

**COLUMBIA PHOTOGRAPH COMPANY**

will play ball with you in the exploiting of Whiteman—they have all the song and music hits of the production. Get in touch with your merchant who handles this line...in the cities...contact with the Columbia agency.

Follow through with the cast in this picture...each has a following...give them all a break.

**BALLOONS**...Fred Cruise...manager of the FOX CRITERION...in L. A., where the pic-

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**NOTE:**

Title has been played above Whiteman's name. Reason for this is explained in text matter on this page. Bear this in mind when creating your ad.
To Exploit... Advertise... Publicise "King of Jazz"... Some Don'ts... and Some Dos... Read Carefully... for Important Stress Points.

by Frank Whitbeck

ure will play, has made a deal for Paul Whiteman balloons. They come from the Western Novelty Co., 718 South Los Angeles Street. Leon Harris, manager. The price, fully imprinted with date and theatre, is $92.50 for 5,000.

- **Exploitation** will help this one... there are a score of things at your command... a few of them—
  - Radio announcements — Whiteman is an international figure because of his broadcasts for "Old Gold Cigarettes." Supply your radio station with Whiteman records from The King of Jazz.
  - Phonograph in your lobby... better still... can you connect a loud speaker that will bring to the street the music of the production?

**Merchant Tie-up**

- **Merchant** tie-up on Whiteman records... get windows... get the merchants to distribute heralds. Get the girl angle into everything that you feature.

- **Dance Hall Orchestras and Cafés**... get them to feature the music hits of The King of Jazz.

- **Give** your lobby a ballyhoon on this... dig up the pen-nants and the flags... make cut-outs... girls... girls... more girls. Sell the frivolity... the masque production... make this picture BIG and it will land BIG.

**noted director**

- **Here** is the first picture to be staged... every foot of it —by a legitimate stage producer... John Murray Anderson... and what a job he has done. What the Pantages, the Scandals and the Greenwich Village means to New York... what they mean for spectacle, wit, physical beauty—lavish production... The King of Jazz will mean to the talkies.

When you get a peek at The King of Jazz, you'll find it a picture... every inch of it.

**"The King of Jazz"**... with rotund Paul Whiteman... is the most glorious spectacle ever conceived in the mind of man... it is the most colorful melody romance ever produced... it costs better than a million dollars... it has more clever people than any picture produced up to date... it has more feminine beauty... more ravishing gorgeous girls than you ever dreamed of... there is more genuine entertainment than we ever thought possible... "The King of Jazz" is a picture... every inch of it is super-entertainment... there are more novel ideas in it than you would expect to find in five pictures... Believe what we are telling you... Los Angeles will rave over "The King of Jazz" as they never did before over any picture!

**World Premiere**

SAT. APRIL 19

CRITERION

DOORS OPEN 1:00 P.M.

IT DARES TO BE DIFFERENT... IT FASCINATES YOU WITH ORIGI-NALITY, STARTLES WITH COLOR, CHARMS WITH MEL-ODY, FASCINATES WITH BEAUTY, YOU CHORTLE WITH JOY AT THE COMEDY... HERE... THANKS BE... 1930 entertainment...

"KING of JAZZ" WITH ROLLING KING AND ROTUND PAUL WHITEMAN HIS BAND AND JOHN BOLES

A Spectacular Production with More Originality, New Ideas... and Feminine Beauty. Than a Scare of Rivals...

Staged and seen by John Murray Anderson... |

**KING of JAZZ**
The image contains a document that appears to be a newspaper article, discussing various topics such as weather, plant life, and a theater. The text is printed in a clean, readable font. There are paragraphs discussing different aspects, but the content is not directly translatable to a structured format like a table or chart. Here is a transcription of the visible text:

**From a distance, also keeping the inside around the box-office dark, permitting the use of baby spots laminated under marquee, to give cool colors a play on the box-office display frames, etc.**

**AUGMENTING the marquee picture, a conno board border is imposed over the top of the lobby frames. Transforming the entire lobby scheme in to a glittering wintry heaven that is nothing if not inviting. Cool copy is inscribed across the tops of these border masks, the later, with a snow-capped effect.**

**WHENEVER a radio program is broadcast from the theatre, or for the theatre, every mention of the theatre name is followed with the slogan, such as Fox McDonald, the Coolest Spot in Town:** and, quite often, the theatre name is omitted, using only the slogan.

**IN LINE with planting the idea of having "the coolest spot in town," or any such slogan, a Limerick Contest type with the newspaper is a good bet. Each limerick should contain the theatre name and slogan in some manner, and the limericks can be judged, daily, over a period of days or weeks, with the paper running the winning limerick daily. Pass tickets will be all that is necessary, or a merchant type can be made. A co-op ad can be made. A cooperation ad can be placed around Frigidaire dealers and Ice plants. Ice cream emporiums can be given the theatre a head for its Keep Cool campaign. Another idea, with papers that play that way, is to make it a half-page co-op ad, with the rest of the page devoted to news stories and pix about the cooling plant, and the co-oper.**

**A THE-UP with a Dixie, Eskimo Pie or similar ice cream bar manufacturer, to give away such bars at special matinees, kiddie shows, Mickey Mouse clubs, etc., is a good hot weather draw, and many other angles can be evolved, such as banning the delivery trucks, and a special show for all the**

**ice cream employees, to show them how cool the theatre actually is.**

**THERE ONE has whiskers, but it is always an appreciated gag, the idea being to give patrons coming in off the hot street a big shot of ice water, which helps cool them off, and is taken as a special service on the part of the theatre. A large cooler, with the ice free for credit given the ice plant, and walk in front of the theatre, with a card explaining that those present at the time may have the coins and pads after they have melted out. The bottom of the ice should have a picture, 11 x 14 or 8 x 10 still, of the current show, visible to those watching the streak.**

**A SPRAY of water, shooting straight up from the top of the marquee, and falling in a fine mist on the pavement and possibly the sidewalk, (if the mist is fine enough) is a good cooling bet, giving both a cool atmosphere and the suggestion.** We used the steam idea on Hot For Paris, and have left the spray pipes around the top of the marquee with the idea of a white uniformed usher with a paper cup, it all that is needed. An embellishment would be to have the cooler in an ice cave effect, under colored lights, a few igloos and scenic background, or as one of the imagination might be permitted to go.

**WHEN "Breaking" played the FOX JONES THEATRE in Camden Coun., Dave Mori- son tried out with one of the department stores to procure a striped window with the sky-line of a big city forming the central background against which the merchant displayed his wares. It is striking for its simplicity and dignity.**

**Tons of cool fresh air are pouring into the FOX PALACE—"COOL"—$60,000 worth of machinery working to keep you cool and comfort- able... tons of steel turning heat and humidity into summer cool- weather... come to the PALACE and length in the face of the weather man.**

**ONE OF the best and most inexpensive cool effects is that achieved by dressing all employ- ees in whites just as the heat wave breaks. The whites take blue spots beautifully, and do much to add to the general scheme of coolness within.**

**TO THOSE who have been good and hot (here on earth) and have then been subjected to a loud racket, noise or such**

By April Showmanship Council

---

The text in the image appears to be discussing various aspects of showmanship and advertising, likely related to a theater or similar venue. The content includes ideas for cooling off during hot weather, use of slogans, and creative advertising techniques. There is no clear indication of the full context of the article, as it seems to be a cutout from a larger body of text, possibly a column or article from a newspaper.
eddie fitzgerald
rocky newton
h. e. jamestown
russell brown
harry hattman
jim hughes
bob harvey

the idea of the cool FOX THEA-
RE. Every possible medium of exploi-
tation will be utilized. Saving the best for the last—this campaign is entirely
without cost to the FOX
THEATRE.

• Since all of the new mar-
quises are of neon display, we
believe that everyone of these
marquees carry red letters to
announce the current attractions. It seems that some arrangement
could be made with the Neon
Company whereby blue or green
letters could be used instead of
red, enhancing the "Keep Cool"
Idea.

• Here's an idea that sounds a
bit far-fetched, but which could
mean a lot to you with the aid of proper promo-
ation. At present many beverage
concerns are concentrating on
novel thirst quenchers to meet
the demands of summer. A
suitable spot could be set aside
in an inter theatre foyer, where
some enterprising firm could
install a nice display and serve
cold drinks to patrons of the
theatre. The glasses or preference
ably paper cups used need not
be over two or three ounces in
capacity.

If a firm were introducing a
new drink to the public, no bet-
ter means of exploitation could
be found. The firm would prob-
able be willing to furnish a
couple of girl attendants, prop-
erly attired, who could serve
these drinks to the audience dur-
ing a special "Keep Cool" Inter-
mission. As a rule, a new con-
cern of this kind finds it profita-
able to do a lot of advertising
both in newspapers and on bill-
boards. The Theatre could tie
up with this display in a promi-
ant way.

This is just a suggestion that
may easily be elaborated upon.

• The Gilmore Gasoline Com-
pany is doing a lot of adver-
tising at present in connection
with their Blu-Green Gasoline.
They have a big broadcasting
program over the radio, at
which time they sing what they
call the longest song in the
world and every verse in it
with their selling line of keep
your gasoline cool with Blu-
Green Gas.

Their line offers a tune with
the word "cool" which could be
hooked up with our campaign. If the FOX
THEATRE on the coast could
be in harmony with Gilmore, it could get
a large amount of publicity through
these radio broadcasts. The above
idea is a perfect idea for thought. Some representa-
tive of the Gilmore Company
could combine with Gilmore in
some cooperative measures laid
between their Gas gap and our
cool theatre stunt that would
carry the message over for both.
It's impossible to state definitely
just what could be done—this
would unfold during a confer-
ence with the Gilmore people.

It should be made coast-wide
with Gilmore Gas, and in some
parts of the country this same
proposition could be worked
with other gas companies
exploiting the same idea.

• Since Frigidaire does a lot
of advertising, a tie up with
them would be profitable.
When you were looking away
Cherokees in cars our theatre,
in through local dealers, they
catered to the fullest extent.
Like the Chevrolet film we
showed of the assembling of
different parts in a car, we
likewise show a film of the
Frigidaire methods of cool-
ing and hooking this up with a
real showing similar methods
employed in our theatre.

With proper book-up, with Frigidaire
one of these Frigidaire ads could
be given away at the theatre in
the same manner that we gave
away the Chevrolet car.
A large Frigidaire could be on
display in the lobby with the coils
exposed to the air and the Frigida-
ire hooked up and in opera-
tion. The coils would become
covered with frost and finally
resemble a large snowball. This
display could be kept in the
lobby during the hot season
and would be very effective with
blue and green lighting.

Their methods of cooling
could be tied up with the meth-
ods used in our theatres to
cool the air. A lot of possibilities
center about this line and many
other angles could be worked
out in conjunction with this
idea.

• In HOUSES where the PAN-
WAGON MARGO idea play, the
line girls dressed in bathing
suits and busily polishing up
the spay apparatus in the
air work system, while same
being turned on, would make a
very effective picture for newspaper
ads.

Where the Frigidaire system
of cooling the air is used—the
girls could be dressed in furs,
mittens, fur caps, etc. while
in-
specting the cooling plant.
A picture of time being away
have the girls a little in the nude
for contrast.

• Your Los Angeles ads have
been carrying comic strip
characters on Sunday. Why
not use them in publicizing the
"Keep Cool" campaign? The
Katterman Jammers in Alaska,
for instance.

says newton

• Hang two large thermome-
ters: one in town near heavy
sidewalk traffic and the other
in the theatre lobby. On the
thermometer in town call atten-
tion to the prevailing temper-
ature and urge people to come
to the FOX THEATRE where the
thermometer inside the Theatre
is 20 degrees cooler. This
could be varied according to
the maximum and minimum

temperatures.

• Display a large block of ice,
say 200 pounds, in the
lobby with a placard alongside
wired to the effect that "out-
side this cake of ice would melt
completely away in five hours.
Here it will last three days. It
is always cool and comfortable
at the FOX THEATRE". This
could be varied according to the
town. You might even go to
the extreme of putting a cake of
ice on the sidewalk in front of
the theatre, and one of similar
size inside, which would create
quite a crowd to watch the re-
sult, and of course the papers
would play it up big. You
could really make a content out
of it and have some prominent
man of the town be the official
judge, etc.

• I am sure every theatre
could tie in with one of the
electric refrigerating companies,
like Frigidaire, Kelvinator, or
Genral Electric, and use their
windows thru out the summer
with effective teips of one sort
or another. Attention could be
called to the fact that the FOX
THEATRE thinks enough of
the comfort of its patrons to spend
$X. Why not come in and select a Frigidaire and pro-
tect your food as well as your
pocketbook, or something along
these lines.

• I believe we could also tie
up with the regular ice com-
panies on some sort of a gag
maybe to put placards on the
sides of their wagons, pointing
out the advantages of ice to
the patrons of the Fox theatre
as compared to the advantages
of their ice in protecting their
health and food at home.

• I believe arrangements
could be made in a great
number of cities whereby some
of the leading department
stores, with particularly attrac-
tive show windows, would not
only display bathing suits on
dummies, but the theatres using
PANWAGON-MARGO shows
could send down several of the
prettiest girls and give a demon-
stration of the living display.
Naturally there would be teips
and mention of the current
show, and the fact that it is

speaking of summer
RECORDS

Just as cool at the FOX THEA-
RE as these FANCHON & MARCO girls appear.

In the ad copy here is a
good line: "At the FOX
every day this summer you will
be as cool as a cucumber: as
comfortable as an old shoe:
and as cool as we say "cool" in
our hot weather programs".

says hughes

• We have no modern cool-
ing appliance in our theatre
but only two suction fans on
the roof, so therefore about all
I can help on this topic is
"what I have been in the past"
to fight hot weather.

It makes my task a little
more difficult in hot weather
to entice the patrons in as
they know the frigid air fans as
well as I do as to comfort dur-
ing the summer so have fol-
dowed different lines to keep
them coming.

In the past I have—Given
more attention to my book-
ings during July and August,
bringing in the more attractive
ideas, Lowes Warfield.
"Bigger Over the Summer"
which I thought might do as
well as I do as to comfort dur-
ing the summer so have fol-
dowed different lines to keep
them coming.

Always inaugurated a
GREATER MARGO than starting
the first of August, carrying my
advertising campaign dur-
ing July along with advertising
on current attractions, this has
that so-called psychological
effect on patrons, when they see
the "bigger and better" pictures
coming they will continue to come.

Also just carry "It's Cooler
in THE IMPERIAL" in our
ewspaper space: "It's Cooler
Inside" signs out front, that's
all the mention I make of the
weather, as it doesn't feel the least
I say the better.

Summing up the hot weather
situation in this city the outcome
will depend greatly on the condi-
tions that I have, but I never let up on
my usual stunts or advertising, in
fact go at them a little harder.

APRIL 15TH

1930
Buster the labor microphones. It's ultra.

It's been a long time since John Gaynor and Charles Farrell were last ery with each other, but the two of them, still enjoying the life of a picture, are due now to join forces again in High Society Blues. This is the third installment of the picture, following the previous two installments, High Society Blues and High Society Society. The story, set in the world of high society and music, features Gaynor and Farrell as two members of a struggling musical group who are trying to make it in the competitive world of music. Their journey takes them through various challenges and triumphs, as they learn to overcome obstacles and pursue their dreams.

The film is directed by Jules Dassin, who also directed the first two installments. The cast includes Gaynor, Farrell, and several other prominent actors of the time, including John Beal, who plays Gaynor's character's brother. The film is notable for its music, which includes several popular songs of the era, and for its exploration of themes such as love, ambition, and the pursuit of happiness.

Overall, High Society Blues is a fun and engaging film that offers a glimpse into the world of music and the struggles faced by those who pursue their dreams. It is a must-see for fans of classic Hollywood and music fans alike.
CANDYLAND IDEA "SICHTIC TIE-UP"  

Fanchon and Marco's Candyland idea is to have on the most unique and extensive ballyhoos and exploitation campaign tie-ups in the history of the country. The National Confectioners Association and the Toledo Scale Company have been contacted to cooperate on the idea over the entire circuit.

The premise of the campaign and the wedge which won 100 percent support of the N.C.A. is the necessity of including sweets in the diet which marks the passing of the boystown and heralds the return of curves.

The opening episode will take place simultaneously with the initial performance of Candyland idea in Loew's State Theatre, Los Angeles. The Sunlight Beauties will be weighed in on sixteen Toledo Scales, their weights recorded by the Los Angeles Sealer of Weights and Measures. Then they will be put on a special diet in which a certain amount of candy will be included for each week as for between times. This diet the girls will follow rigidly. When the idea goes to San Diego, the Sealer there will check the girls on another group of scales. The same procedure being repeated in every one of the thirty-six markets where the idea will play. The confectoners' association will publish the diet in a manner similar to the current Nancy Carroll menu. In mat form it will be furnished to all houses playing F. and M. ideas for use in their advertising or publicity. General stories have been prepared for national magazine publication and more than 1000 publications will be supplied with news relative to the experiment.

Not only members of the N.C.A. but independent manufacturers all over the country will participate in the tie-up. The Associations national advertising will boost the stunt continually. All the well known names associated with candy manufacturers will devise special window decorations as well as copy for local advertising to be run simultaneously with the playing of the idea. Each theatre manager will be supplied with a complete exploitation bulletin, containing all information necessary to put the stunt over in a knock-out manner. New York and Los Angeles publicity departments have been instructed to consider this tie-up as an absolute must and to keep at it hammer and tong during the entire period. The Confecioners Association will spend more money on it than they ever have in any other advertising campaign. Every possible means of exploitation and publicity will be utilized. It's the one big opportunity for all candy manufacturers and dealers to capitalize on a psychological movement. Dealers, sociologists, fashion designers have quit fighting the slangy ad and in some cases are helping to lead in a movement to get women to feed themselves rather than starve.

CIRCUITS ADD TIME  

Commenting on a news item that sound had cut into vaudeville fifty percent, Marco states that the inroad is purely temporary and due to causes other than sound.

"Latter day vaudeville as a whole was waning, de luxe presentations or units was supplanting it.

"The new vaudeville, as a matter of fact, gained many additional weeks in 1929, our circuit alone adding 13 weeks. Furthermore unfavorable conditions, making the playing of vaudeville prohibitive in some spots are fairly in the way of being adjusted by the most interested parties. Those men cannot afford to see vaudeville disappear and before many months elapse, we expect to get a helping hand from them, which will bring more theatres into the presentation fold.

"It may be correct in interpreting the news as marking the passing of the third, second or third grade vaudeville. That is the only kind which sound can supplant but our kind of presentations were rapidly supplanting that before the day of sound. The talkies have brought the first grade vaudeville talent into the films and this very fact makes them better attractions on the stage. Sound, therefore, will not hurt vaudeville, but help it."

TRAINER TROOPERS  

Training Trained Troopers to her ideas is not an everyday occurrence for Fanchon. In developing Fanchon and Marco's Miniature Idea, the famous Singer's Midgets came to her intact. The fascinating little people were known from one end of the country to the other as purveyors of splendid entertainment. But in coming under the F. & M. banner, they were entering the field of the network and some modern theatrical offerings.

Adapting their style to Fanchon and Marco standards, requiring it to present the outstanding numbers, plus adding two or three novel and original features became a task for Fanchon.

First thing that befell the little folk, despite their years of experience, was long hours in the rehearsal hall. Most attention was given to the ladies of the ensemble. Fanchon took personal charge to transform them into typical Sunlight Beauties. Assuming that nothing is good and complete unless thorough from the ground up, the little women embarked willingly upon the strenuous training to which all embryo Sunlight Beauties are subjected. It didn't go very well--at least as far as the girls were concerned. The idea of being transformed into this type of beauty was a little distasteful, but Fanchon was ultimately able to get the girls into the swing of things.

Official Changes..  

Overtures Idea has been revised by Jack Golde added in the cast, beginning with St. Louis, on April 11. He will receive third billing, and Louis Manning will be deleted to sixth billing. The cast in correct order now reads:

Edison & Gregory
Toone Novello
Jack Golde
Hale & Mann
Sunaessen
Louis Manning

DOC BAKER, EVA MANDELL, AND ART MADLEY are to be featured in Changés Idea. If manager is not large enough for all three names, none should appear. Newspapers and publicity should carry all three names jointly.

SUNKISTS CENSUSED  

Census Takers are not going to miss our on enumerating Fanchon and Marco's Sunkist Beauties. And the population of Los Angeles is going to be further increased by their being numbered among its residents. Many of the girls have applied to the census authorities in the city in which they happen to be playing for the special blank which they have been directed to forward to the local offices.

Training Troupe of Minatures Idea. Two weeks of training under personal supervision of Fanchon, hard at work mastering the Sunlight Beauty technique. One of the girls has grown the famous F. & M. hallmark of class on Miniature Idea.
The retardation coil and condenser form a simple filter system, which serves to by-pass or filter out the alternating component of the pulsating rectifier current, which would otherwise come from the rectifying tubes V-5 and V-6, so that true direct current is obtained. By removing the A. C. ripple from the current going to the amplifier tubes V-3 and V-4. From retardation coil L-2 and condenser, the current flows into the Western Electric amplifier coil L-1, which is used to prevent the amplifier currents fluctuations from being fed through the rectifying circuit.

On many occasions amplifier tubes become unbalanced and it is found that retardation coil L-1 preserves the push-pull action of the circuit. From retardation coil L-1 the current flows to the secondary of transformer T-3 and to the plates of amplifier tubes V-3 and V-4 and out through the filaments into the secondary of transformer T-4 through the center tap, across resistance R-18 and back to the center tap of transformer T-5. Across R-18 there is a voltage drop that impresses a negative bias on the grids of tubes V-3 and V-4. Resistance R-20 and condenser C-5 is used to remove the remaining ripple and unfiltered alternating current from the negative grid voltage of tubes V-3 and V-4. The Grid bias for the 339-A amplifier tubes is obtained by a voltage drop across resistance R-1. The plate power for these tubes is obtained by the vacuum tube is taken between R-12 and R-13. The second 100-A meter is connected in the plate potential is taken between R-16 and R-17. The output is through the transformer T-3 and to the receiver circuits. This amplifier has an output of 2.4 watts.

Many interruptions have occurred due to the stripping of the fiber gone on the 707-A amplifier. This condition is caused by the condenser on the Universal Base. I am surprised that so many projectionists have overlooked the mention for stripping this gear. The Foot Brake on the Universal Base is only to be used in an emergency. It is very important that the Foot Brake be set hard so that it will stop the projector mechanism gradually instead of a dead quick stop. Stopping the projector quickly is the direct cause for some of these fiber gears stripping. When the projectionist first enters the projection room and starts up to start the performance, both projectors have been running fast and should be run slowly. This will give the bearings a chance to loosen up and run free, before giving them top speed. Always use light oil in the projector mechanism bearings. When the present Western Electric Power Amplifiers are A.C. operated, I have answered a combination coil in regard to the short life of power amplifier and rectifier tubes. In order to obtain full life from these tubes, the filament terminal voltage should not exceed that specified by the manufacturer. In application of the fact that the filaments are often overloaded when the incandescent lamp is used from the A.C. lighting mains rise above the point of safety, a means must be provided for controlling the input voltage to the rectifying transformer. It is necessary to select the proper plate voltage for an A.C. Recording Volt-Meter. If the voltage is far above normal, it will be up to the Local Power Company to correct this condition, by installing a volt-regulator. With system using the 41-A, 42-A and 43-A amplifiers, the plate current is indicated by plate current meters, L-2 and L-3. To test the 43-A amplifier, the plate current indicated value should stay within the red line on these meters. With an increase in line voltage these indicated values will pass the red mark on the plate current meter and if this increase in voltage continues, it is liable to break down the insulation on one of the condensers.

When a condenser breaks down, due to overload, it is very perceptible as the reading on the plate current meter will drop below normal. Take the 43-A amplifier for instance. Two groups of condensers are used with this amplifier. They are connected in parallel. As indicated on the Western Electric Schematic Drawing on the cover of the 43-A amplifier, you will notice that the first group contains condensers from C-1 to C-10 and the second group contains condensers from C-1 to C-19. These condensers are accessible, by removing the front cover of the amplifier. If the plates of the rectifier transformer exceed a certain point, this is another indication of a defective condenser. The troubles experienced with fixed condensers are open circuits and short circuits. The latter is caused by overloading the condenser by an excessive voltage, which punctures the insulation and provides a path for current across the plates. This will off power to amplifier before testing for a defective condenser. You will notice that all connections are soldered to the condenser terminals on the 43-A amplifier.

At the meeting that two groups of condensers are in use, first unsolder connection connected to the lower terminal of C-2. This lead comes from behind the panel. After unsoldering connection on condenser C-2, turn amplifier starting switch to plate; if the meter reading is normal, the defective condenser is in this group. Again turn off power to amplifier testing for a defective condenser terminal several times. Sharp clicks should not be heard after the first and second click should be heard when the testing tip is removed from the terminals. This double click obtained when the tip is applied and when it is removed indicates a short circuit.

A condenser may be faulty even though it does not show a direct short circuit. Moisture in the insulation may cause a slow leakage and this makes the condenser worthless for use in an amplifier. First discharge the condenser completely and lay it on a piece of glass, mica, or paper, and connect it across an insulating material. Charge it by holding the two leads from a C-battery or storage battery, for a short time. After a few minutes touch both terminals of the condenser with a testing tip of a head-set, without any battery in series. If a strong click is heard, the condenser has shorted out the charge, but if a weak click is heard, or none at all, the condenser is leaky. The strength of the click of a condenser depends to a great extent on its size. When testing a condenser, never take a shorting test on the terminals of the condenser or the bare tester tips with the fingers, as this permits a loss through the body and consequent results in a faulty test.
 previews
...by charlie bugle

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THANK THE man who drives you.

Be happy if necessity is pushing your car into action. A jockey knows his horse — he knows how to get the most out of him — courage, stamina, speed. Know the person you are driving — do not use mass methods on the individual — do not get into the stretch — if you do — your horse may break.

The best pictures were painted; the best books were written — under the driving of necessity. Ambition is necessity. Give yourself — your theatre — a goal — then let it be your ambition to reach that goal. Drive yourself — drive your crew — but don't let them pull the whole load; get your own shoulder to the collar — get your own shoulder to the wheel — then — encourage by fairness, realism, firmness, when needed — but drive for that goal.

When you are driven — take a chance; try to understand what is back of that insistent push — that urge intended to carry you on. If you think you are being bullied — maybe the fault is with you. Think it over — if the thought is still there — go to your boss — he'll talk — come to an understanding and a deeper appreciation of the motive back of the drive.

Some of us run better without the driver's whip. If you are one of that kind — don't kick — don't grumble — don't break — don't lose the race on your nervousness — carry on — and when the right time comes — then have an end, and talk with the man doing the driving; he'll appreciate it — every department head wants to understand, to know — the men he is working with.

If the circuit is going at high-speed — we are on top on the job every minute — driving is necessary. Don't look back — don't kick over the traces — understand — and thank — the man who is driving you.