

NEW FOX THEATRE OPENS TOMORROW

Theatre Magnate Fully Realizes His Boyhood's Dream

William Fox, Dominant Figure in Moving Picture World, Fulfills Ambition of Poor Immigrant Boy

It may seem far-fetched to designate a boyhood dream as a compelling motive in such a hard-headed business as the motion picture industry. Yet it was a dream that furnished the mainspring for starting William Fox on the road to his great achievements and that has lengthened his shadow till now it dominates the world of film.

That imaginative dream came to William Fox when he was a small boy living in the tenements of the East Side of New York. He had been brought there by his parents from Hungary, where he was born 50 years ago. The Fox family was urgently pinched for money and young William, when not attending school, sold newspapers and peddled shoe polish which his father made. At night, the youth liked to attend the theater and whenever he could scrape together the money he could be found floating with the other gallery gods drifting into the wretched realm of the stage.

One day the boy unburdened himself to his mother, telling her that he had dreamed that some day he would own a theater of his own; also declaring that he was going to make his dream come true.

DREAMS CAME TRUE

The fulfillment of his dream started in 1903, when William Fox invested his hard-earned savings, amounting to \$1,000, in a penny arcade at 700 Broadway in Brooklyn. For many weeks business was at a low ebb; the venture showed nothing but losses. But Fox was equal to the occasion, changed the style of entertainment and made it a success. Soon he purchased two more penny arcades and made a success of all of them. Next the youth leased the Dewey and Gotham theaters in New York and the public began to ask who this man William Fox was.

This was the start, and soon the Fox theatrical holdings were increasing steadily, but always by careful and strategic moves. With a growing chain of theatres to be furnished with pictures, Fox began to find that the supply of films for himself and other exhibitors was both inadequate and unsatisfactory, so he started forming his own producing company.

Several companies were formed but it was not until 1915 that the Fox Film Corporation as it now exists started functioning. The plans

of this company called for the production of pictures not only for the William Fox circuit of theaters, but for other exhibitors as well.

NEW HISTORY BEGAN

History of a new sort then began to be made by William Fox. A succession of pictures that enjoyed a tremendous popularity carried the reputation to the far corners of the earth. At that time the expenditure of \$100,000 for the making of a single picture entitled "The Daughter of the Gods" was nothing short of sensational. The exploitation which was put behind this and succeeding productions proved a revelation in showmanship. Up to and including 1919 all William Fox films were made in New York and New Jersey. But in the meantime the company began the development of the immense studios at Hollywood, California, which have since grown to include a new plant of more than 100 acres at Fox Hills.

With his production establishment well under way, William Fox then turned his attention to the expansion of his theater holdings. Theaters were built and acquired at strategic points of the country until in January of 1928 came the astounding news of the purchase of the West Coast Circuit of theaters on the coast, in itself a chain of 250 houses. This was followed by the acquisition of 40 theaters in Wisconsin and the purchase of the Poll Circuit in New England. Other important deals followed, serving to make the William Fox enterprise

ROMANCE OF RIO GRANDE TO OPEN NEW PLAYHOUSE

Naturally a William Fox picture should have the honor of being the first to grace the screen of the beautiful new Fox Theater, and naturally again this picture should be one of the best available. To meet these demands "Romance of the Rio Grande," an all talking Fox attraction, has been chosen as the opening attraction.

Not only is this picture receiving well earned praise wherever it has shown, but it is entirely in keeping with the design and architecture of the new building, being Spanish in theme as the theater is Spanish in construction.

Warner Baxter, who made such a hit in "In Old Arizona" some months ago, has been given another role as the gay, caballero, heart stealer and adventurer. This is not a "western" as the world has come to designate, but rather the love story of an American student who has inherited a Spanish estate and knows not whether he wants it. Mary Duncan, fiery and seductive, Antonio Moreno in the villainous role for the first time, and the newest screen "find," Miss Mona Maris, have each been given leading roles, while hundreds of extras combine to make this an outstanding attraction.

This picture, brought to the audience by Western Electric equipment, is said to offer a new impression of the scope and beauty to be achieved by talking pictures, and it is believed will prove good entertainment to every member of the family, be he old or young.

one of the largest and most powerful theater operating units in the world.

(Continued on Page Seven)

ATTRACTIVE NEW THEATRE EDIFICE

Here is pictured the striking tower and main entrance of the handsome new Fox Theatre, which will be opened in due form on Christmas Day. The newest playhouse of the great Fox chain is located at Irwin street and Lacey boulevard, facing Hanford's picturesque civic center, a location appropriate for what is characterized by visitors as the finest and most modern picture house in the San Joaquin valley.

Executives of Fox Organization Who Built Magnificent, Modern Playhouse in Hanford



William Fox, president and master of Fox organization; Winfield Sheehan, vice-president and general manager of Fox organization; Howard Sheehan, vice-president of Fox Theatres and in charge of the building construction; Harold B. Franklin, president Western Division of Fox Theatres; A. M. Bowles, manager of North California and San Francisco Division of Fox Theatres.

Name of Winfield Sheehan Synonymous With Pictures And Fox Theatre Chain

When you think of the Fox Film Corporation you think of two names; William Fox and Winfield Sheehan.

In the case of any big company that is successful in any field of endeavor, you will always find people ready to rise to call that success "Luck." The film industry is no exception.

But within the film industry there is one exception, at least to this generally accepted idea. When William Fox began building his company he surrounded himself with capable, aggressive men. One of those was Winfield Sheehan, whose name has since become synonymous with the film industry itself.

Born and educated in Buffalo, N. Y., Sheehan early in life took an active part in athletics. He not only played baseball and football, but also organized a semi-professional football team that became a world championship team. When the Spanish-American war broke out Sheehan volunteered and fought through all of the campaigns of that war with the first regiment of U. S. troops to land in Cuba.

During his school days Sheehan had a taste of newspaper reporting and liked it, and so, when he returned from the war he took up newspaper work in earnest, working

at various times on the New York Journal, the American and the World.

It so happened that one of his former officers, Rhineclauder Waldo, was made fire commissioner of New York City, and he took Sheehan away from newspaper work to be his secretary. Later Waldo became police commissioner, and Sheehan went with him.

It was while on this job that William Fox, looking about him for capable, young, energetic men, chose Sheehan as one of his aides. From this point on his success was rapid. He worked up many departments, learning all angles of the business. Among other things he did was the establishment of film exchanges for Fox Films in all parts of the world. Sheehan was general sales manager of the company since its foundation. Later he succeeded to the vice-presidency and general management of the entire Fox organization.

There was no luck about Sheehan's administration of the office. If it were a matter of chance it would have been only a brief flare-up of Fox achievement, instead of an unbroken string of hits like "What Price Glory," "Seventh Heaven," "Sunrise," "Street Angel,"

"Four Devils," "The River," and "In Old Arizona."

Sheehan does not waste time discussing just how he managed to lure success to his aid. Accomplishment only seems to have unleashed further energies, in the nervous reservoir known as Winfield Sheehan.

Recently a motion picture editor of country-wide fame remarked that "Winfield Sheehan is always full of plans." Unlike most men who are brimming over with schemes, he possesses the abundant vigor to put them into effect, instead of letting them brim. This endless vitality is doubtless an outgrowth of his nearly newspaper training, but Sheehan had the wisdom to channel a way into film fame with it.

Here are a few of Sheehan's activities since he joined William Fox as the first step in a long friendship that led to his being designated general manager of Fox Films in 1914.

Building up the earliest Fox Studio in New York City to supply the needs of the Fox chain of theaters. Solving formidable problems of distribution, establishing branch offices in the principal cities of the United States and Canada.

Being the first to open up foreign countries to American films, recognizing the value of markets abroad, which now amount to 40 percent.

Invading South America and later the untapped fields of Australia and the Far East. Furthering branch offices every where, until today the studio output is distributed in 40 countries outside the United States. Promoting Fox newreel, an

achievement in a long established field with more than 1100 cameramen throughout the world daily submitting the material from which a single reel is assembled semi-weekly under the management of Thomas H. Tulley at New York headquarters.

Organizing the Hollywood studios—the William Fox Studio and the Fox III Studios, including Movietone City which was dedicated to the advancement of sound productions in October, 1928. Mr. Sheehan has been able to lift his policy of more and more expansion to greater productivity because he was animated by one unwavering principle in all the early better-skeeter scramble of the show business. That principle has been, and still is, the soundly justified one of always preparing a long way ahead, instead of for the dizzy moment.

FOX THEATRE PARTY FOR LACEY'S STAFF

Loren Lacey of the Lacey Milling Co. purchased ticket No. 1 to the new Fox Theater. In fact he bought No. 1 to No. 50, a block of tickets which he gave to his employees as an added bit of Christmas cheer.

While the tickets were really not yet on sale, Manager Pilegard believed the cause too worthy to pass up, and marauded the vault to the extent of fifty tickets in order that each employee of the milling company might be able to see the "Romance of the Rio Grande" on Christmas Day.



In Welcoming the New Fox Theatre to Hanford

We feel every citizen may be justly proud of this addition to our civic and social welfare. Not only will Hanford alone benefit, but surrounding communities who look to this city for pleasure and activity may also profit by this new venture. We therefore express our appreciation to the Fox organization for the faith they evidence in Hanford, and wish them great success.

CITY OF HANFORD

HANFORD BOARD of TRADE

CONGRATULATIONS TO FOX THEATRE WE WELCOME YOU TO HANFORD

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Congratulations to
FOX THEATRE
 WE WELCOME YOU TO HANFORD

TARR
 CLOTHING COMPANY

Welcomes the
Fox Theatre

And Extends Best Wishes for a
 Successful Future

The
FRANCIS VALENTINE CO.
 (Official Fox Lithographers)

Extends

BEST WISHES

And

CONGRATULATIONS

To

HANFORD'S BEAUTIFUL NEW

FOX
 Theatre

May increased happiness
 and enhanced vision result
 for everyone who visits this
 artistic new show house.

Best wishes to
 Hanford's new

FOX
 THEATRE

Foster & Kleiser Co.
 OUTDOOR ADVERTISING

**PICTURES FOR FOX
 THEATRES CHOSEN
 BY CHARLES THALL**

Picture a man behind an ample, flat-topped desk. Before him are hundreds of motion pictures from Fox, Paramount, Metro-Goldwyn-Mayer, Universal, Warner Brothers, and other studios. They are all at his finger tips, like the kings and queens on the checker-board.

And precisely as though they were kings and queens on a checker-board and he the player, these numerous films get shifted about, get "jumped," as it were, and eliminated by the many Fox West Coast Theaters of which the new Fox Theatre in Hanford is an important unit.

The personality behind this exaggerated and complicated "checker-board" is Charles M. Thall, booker de luxe for the Fox Theaters with division offices in San Francisco.

Charles Thall has been associated with Fox Theaters almost entirely in his present capacity. For one year he has shaped the destinies of Fox Theater interests in Seattle, as division manager, but recently he returned to his home town and former position.

Thall's task, in addition to being a complicated and responsible one, demands that great caution be exercised in the selection of films for the various houses. Thus as he manipulates the various "subjects" of his "checker-board," he must consider the precise nature of the last picture any given house presented yesterday. For instance, it is his duty to mix the picture fare so that it holds an appetizing flavor for the average picture patron. If the Fox Theater, in Hanford, yesterday presented Jack Holt in a "Western," it behooves Thall to book an attraction of diverse nature, say a society drama or a big city story, featuring some well known female star.

Rugged drama, comedies, back stage life stories, western, tragedies, farces, picture of society, home, city and farm life—these are his tools, and how expertly he applies them marks the success Thall has achieved. And his ten years' service with the Fox Theaters is a record eloquent enough.

**EXCEPTIONALLY FINE
 ACOUSTICS FEATURE OF
 NEWEST FOX THEATRE**

Because talking pictures have become the accepted form of theatrical entertainment the world over, acoustics mean more than ever in perfect construction of a new theater.

In Hanford's new Fox Theatre

**Greetings to Hanford
 from President of
 Fox Theatres**

"To the City of Hanford I wish to send my hearty greetings," started off a message from Harold B. Franklin, president and general manager of Fox Theatres sent to The Journal today.

"Almost every day a new theatre somewhere in the West is being opened under the Fox banner. I know of no better security for any enterprise than a host of friends in every community. It is those friends and their support which the Fox organization is seeking, and in entering Hanford a promise is made that the type of entertainment offered will be worthy of your consideration.

"In Fox Movietone, amplified by the Western Electric sound equipment, Hanford will be given the newest and best in talking and in sound productions. Your city should profit in more ways than one, as you will not only receive the best in entertainment for your own satisfaction, but you will draw from all the district surrounding, bringing to your city a patronage otherwise unsolicited.

"With the nationwide resources of the Fox enterprises, and the support of the Hanford citizens, the success of the New Fox Theatre is assured, and the benefit to all unprecedented."

WE THANK YOU

To the Hanford Board of Trade

It is with sincere appreciation that the Fox West Coast Theatres take this opportunity to thank the Hanford Board of Trade for its successful efforts to serve the city and to aid us in giving Hanford the finest theatre in the San Joaquin Valley.

Success of theatrical enterprises depends principally upon the success of a community and we believe that with an active Board of Trade Hanford's future is guaranteed.

Our investment in the Fox Theatre is a testimonial to our faith in the future of the district and our firm belief that the city of Hanford will assist us in the future as it has in the past.

Sincerely yours,

**A. M. BOWLES, Manager,
 Southern California Division.**

patrons will discover many of the most recent refinements in building for perfect acoustics. Paint has been found to reverberate sound waves, therefore in the new Fox paint has been used only in the decorative portions of the house and not in the ceiling and walls. In these two major portions of the edifice the stain has been mixed right into the plaster, and color becomes a part of the building rather than a surface.

All seats, which take up the third dimension of the auditorium are of soft resilient fabric, and floors are of porous concrete and luxurious carpet. Thus, when a sound wave leaves the horns back of the picture

curtain, this wave strikes no hard surface from which to rebound and blur the reception.

But few theaters in the world have this final touch of refinement demanded by the new talking pictures, and Hanford may be congratulated in this latest achievement in theatrical design.

**PARTITION OF ESTATE
 SOUGHT IN ACTION**

For the partition of real and personal property in the estate of Louis Rey, deceased, Charles R. Roy, George Samuel Roy and Albert P. Roy yesterday brought suit in the superior court against their sister, Della Lella Quigley.

Congratulations to
FOX THEATRE
 WE WELCOME YOU TO HANFORD

As an occupant of the same new building, and as a neighboring institution, we want to join with the people of Hanford and Kings county in extending sincere congratulations to the



THEATRE



MONTGOMERY WARD & CO.

Lacey Blvd. and Irwin St. (Fox Theatre Bldg.) Phone 600 Hanford, California

FOX THEATRE
 WE WELCOME YOU TO HANFORD

HEATH'S STATIONERY STORE

Formerly Kelley's Book Store

CORONA PORTABLE TYPEWRITER
 \$60.00 Cash—\$65.00 Easy Terms

**XMAS CARDS—GIFTS—FOUNTAIN PENS—PENCILS
 AND DESK SETS**



GRAND OPENING CHRISTMAS DAY
 2 p. m. to 11 p. m.



**"ROMANCE OF THE
 RIO GRANDE"**
WADNER BAXTER

MARY DUNCAN—ANTONIO MORENO—MONA MARIS

A Wm. Fox All Talking Super Production
 opens Hanford's beautiful new Fox Theatre!
 It is replete with drama, adventure
 and love!

New Show
FRIDAY and SATURDAY
 Dec. 27 and 28

**CLIVE
 BROOK**

in
**"The Return of
 Sherlock Holmes"**

ALL TALKING



SUNDAY ONLY—DEC. 29

Lively
 Lovely
 Luring



**CLARA
 BOW**

in
**"The Saturday
 Night Kid"**

ALL-TALKING



Policy!

The new Fox Theatre promises you the very best in talking picture presentations. Change of program occurs Sunday, Monday, Wednesday and Friday. Fox Movietone News, talking comedies, and other short features accompany each production picture. All is brought to you by the best talking equipment made. Prices: Loges, 75c; orchestra, 50c; children, 15c.

Western Electric
 SOUND **The VOICE of ACTION** SYSTEM

FOX THEATRE
 WE WELCOME YOU TO HANFORD

It Pays to Look Well

ADAMS' BARBER SHOP

223 West Seventh St.

SUBSCRIBE FOR THE JOURNAL AND GET ALL THE NEWS

**Congratulations
and
Best Wishes**

For the Success of the New

**FOX
THEATRE**

T. N. SPEAR
DODGE DEALER

Success

to our

NEW FOX THEATRE

We have constructed for Hanford one of the very finest theatres in the world. Every citizen may feel proud of this theatre—it is a compliment of faith in Hanford's future.

**Beller
CONSTRUCTION CO.**

6513 HOLLYWOOD BLVD.

Los Angeles

A sincere welcome to the newest Fox theatre ... and a sincere wish for long and continued prosperity.

**Visalia
THEATRE**

PROCLAMATION

Mayor G. M. Wilson Extends Greetings to New Fox Theatre

Amusement forms a great portion of the life of every citizen and the motion picture theatre is one of the cleanest and most wholesome form of amusement.

We are very fortunate in a city the size of Hanford to be given a beautiful theatre under the management of Fox West Coast Theatres, the largest chain of motion picture theatres in the country. In the past the Fox West Coast Theatres have given other cities the very best in talking picture entertainment and we feel sure they will give Hanford the same high-class programs.

I feel it my duty, as mayor of this great city, to acknowledge publicly this appreciation of an endeavor which will give so much pleasure to such a large number of our citizens, and it is a great pleasure for me to do so. I sincerely wish the Fox Theatre management and the Fox West Coast Theatres huge success in their new local undertaking.

(Signed)

G. M. WILSON,
Mayor of Hanford.

**A. M. Bowles Hails
Opening of Newest
Fox Playhouse**

"For many years the Western division of the Fox organization has desired representation in the city of Hanford. And now that has become a realization I welcome with joy the New Fox Theatre in Hanford into the Northern California Division of the Fox Theatres." Such was the opening paragraph of a message directed to this paper from Mr. A. M. Bowles, who is the general manager of the Northern California Division.

"Set as it is, in the center of a thriving and productive populace, Hanford should prove one of the very best locations for a Fox Theatre. In exchange for that advantage we are going to offer you the advantage of the buying power of the immense Fox organization. This means that Hanford will receive the same big pictures we play in San Francisco and the key cities. Also the most perfect sound reproduction available, equal in every way to the best in the country," Bowles continued.

"Through the medium of the talking screen we hope to bring to Hanford the voice and sight of important personages of the world, sounds and visions of foreign lands, an education and entertainment which most of us can secure in no other way.

"Let us work together, in the hope that our cooperation will result in mutual satisfaction and benefit."

**MANY LOCAL PERSONS
ON STAFF OF NEW FOX**

The largest theatrical staff ever employed in Hanford will appear at the new Fox Theatre when the doors are thrown open for the first time at two o'clock tomorrow afternoon.

Laurence Pilogard, the manager, will be at the door to greet and welcome patrons. In the glass box office the ticket purchasers will be given a smile of welcome from Miss Esther Dupuy, cashier. Lester Polley will accept the tickets at the door and welcome the customers.

At the four main aisles on the lower floor, and the two cross aisles in the balcony will be stationed a staff of eleven usherettes, among whom will be Misses Mildred Starkey, chief usherette, Edwina Harrington, Velma Curtis, Wilma Roach, Beatrice Howard, Margaret Shuman and Elizabeth Bourne.

In the operating booth, caring for the picture and sound will be L. D. Byrd, A. I. Lecavaleir and Earl Young. Back stage watching heat and ventilation will be Frank Silva.

Many of these were formerly at the Fox T & D and have received their transfer to the new theatre, while others are new additions necessitated by the increased capacity of the new house.

**NO PRICE ADVANCE
FOR GRAND OPENING**

Although it is often the custom to charge high prices for the opening show of a new theater, A. M. Bowles, head of the Northern California division of Fox Theatres, believes more persons will be able to enjoy the opening of the Fox Hanford theater if regular admission prices prevail, and he has issued instructions that there be no increased cost on Christmas Day when the Fox opens.

Regular holiday prices therefore will be charged on the opening day and evening, which will be: Loges, 75c; general admission, 50c; kiddies, 15c.

The doors will open promptly at 2 p. m. and a continuous show will be effected until almost midnight. In the hopes that everyone who desires to attend the opening day and night may have the opportunity.

Although the theater contains something over 1200 seats, there need never be a rush to secure what heretofore has been considered good seats, as in this new theater the statement is made there are no seats that are not good. With Western Electric amplification, the new theater's perfect acoustics, and the comfortable chairs in all parts of the house, every seat is considered good.

**WORLD'S FINEST
TALKIES COMING
TO FOX THEATRE**

The world's finest talking pictures, produced by William Fox, Paramount, Metro-Goldwyn-Mayer, First National, United Artists, Hal Roach comedies, Harold Lloyd, and recorded by the Western Electric Sound System, will be seen and heard at the new Fox Theatre, which uses a Western Electric Sound System.

To what extent talking pictures have revolutionized the art of the silent drama can be realized only by those who have already heard the swish of the seas in the South Sea Island picture, tingled to the melodies of a Broadway chorus in the picturization of a story of the stage and thrilled to the dramatic shouting of a Stock Exchange scene in a film dealing with Broadway.

The statement that the entire country has gone "Talkie" crazy is without exaggeration, for it is estimated that during the coming year at least eighty percent of the product of picture companies that formerly produced only silent pictures, will be shown with dialogue and sound accompaniments.

Picture producers admit that they have only commenced to delve into the possibilities opened up to them by the consummation of inventions

that have made dialogue pictures popular. As a result of the public demand for talking pictures many of the old favorites that were startingling successes as silent pictures are likely to be made again with dialogue. "Smilin' Thru," "The Sign on the Door," "Lilies of the Field" are a few of the prospects frequently mentioned in this connection.

Congratulations to
FOX THEATRE
WE WELCOME YOU TO HANFORD

The HUB

Extends
Season's Greetings
to
Fox Theatre

and the People of
HANFORD

Congratulations to
FOX THEATRE
WE WELCOME YOU TO HANFORD

Best Wishes on the Opening of the New Theatre
COMPLETE STAGE EQUIPMENT

Furnished and installed by

ARMSTRONG STUDIOS, Inc.

LOS ANGELES

"Arpo" Stage Equipment

SAN FRANCISCO

Welcome
THE LAST FOX

OUR congratulations to FOX in the opening of their splendid theatre. We extend to them every wish for success.

The opening of this theatre marks another big step up the ladder of progress for Hanford. So far this year, one hundred twenty-five building permits have been issued in this city for a total of \$418,900.00—a figure of which we are all proud.

Truly, this beautiful new theatre is a worth-while Christmas present and serves as a fitting climax for a year of remarkable progress in the City of Hanford.

FIRST NATIONAL BANK
OF HANFORD

Congratulations to
FOX THEATRE
WE WELCOME YOU TO HANFORD

Farmers Hardware
—and—
Implement Co.
PHONE 294
104-106 North Irwin

Congratulations to
FOX THEATRE
WE WELCOME YOU TO HANFORD

**We Wish You
Every Success**

We thank you for your cooperation, enabling us to supply material for this wonderful edifice.

CENTRAL LUMBER CO.
S. P. ROSS, Mgr.
Hanford—Lemoore—Kettleman
PHONE 5

**Fox Theatres In
Fresno Extend a
Hearty Welcome**

to the newest Fox Theatre in the San Joaquin Valley . . . a tribute to the Valley and an expression of faith in the continued prosperity of Hanford.

Fox Theatres
In **FRESNO**

GEO. F. SHARP, Mgr.

**PROUD OF THEATRE,
PLEASED WITH CITY,
SAYS NEW MANAGER**

No one in the entire Fox Theaters organization is more delighted with the New Fox Theater than its resident manager, Laurence Pilegard. In speaking of his appointment by District Manager A. M. Bowles, Pilegard said:



J. LAURENCE PILEGARD
Manager Fox Theatre

"It is with the greatest pleasure and considerable pride that I was selected to manage such a beautiful playhouse in this equally beautiful city of Hanford. In my short residence in Hanford I have found that the theater-goers are most discerning and want the very best in talking pictures. They expect and are entitled to the same high class service in Hanford that is given in the great motion picture palaces of the larger cities and our staff will cooperate with me always in endeavoring to give prompt and courteous service.

It must be realized that motion pictures like books cannot always have the same appeal to everyone. In the bookings which will come to the Fox Theater, every endeavor will be made to see that we have pictures that appeal to the greatest number of persons.

We will strive to give Hanford the very best. In doing so I am assured of one-hundred-percent cooperation of the entire Fox organization and especially Mr. A. M. Bowles, division manager, who feels that Hanford is a very important link in the vast Fox Theaters chain.

The success of the New Fox Theater depends entirely upon our local civic organizations and the people of Hanford and it is our aim to cooperate in every possible way with them to make it a tremendous success.

**BOB HARVEY DIRECTS
THEATRE PUBLICITY IN
NORTHERN CALIFORNIA**

To Robert Harvey, blonde and diminutive director of publicity, is given the responsibility of advertising and publicizing the wares of more than thirty theaters in the Northern California division of Fox Theaters. The new Fox in Hanford is now one of those under his supervision.

Harvey, a showman of vast experience both in the legitimate stage and picture field, has been a member of the division staff at San Francisco for the past six years. His experience in the capacity of publicizing Fox West Coast Theaters' attractions has taken him to various cities in the Bay area. Oakland, Berkeley, San Jose, along with the home office city, have at various times served as his headquarters. In San Francisco it is the mammoth and palatial New Fox Theater whose destinies his writings shape, along with the newly acquired Fox El Capitan and Warfield Theaters.

A man of slender proportions and conspicuously short in height, Harvey's task is yet a stupendous one. He supervises and directs the publicity for more than 100 theaters of the Fox chain in Northern California. He is the mouthpiece which appraises this part of the state of every Fox West Coast Theater attraction. And not a small part of his success has been due to that indescribable but really tangible quality of telling advertisement readers in the flash of the eye just what is the nature of a motion picture and just how it will appeal to the various types of movie patrons.

Harvey, in years, is not yet over his high arch of the 30's. He was born in Seattle and became associated with the theaters of that city in his early teens, and has never changed professions.

**MANAGER BOWLES
ARRIVES TONIGHT**

Word was received Monday that Division Manager A. M. Bowles will arrive tonight to attend the opening of the Fox Theater tomorrow. Mr. Bowles will add the new Fox Theater to the long list that already are under his direction in Northern California, and the policy and operation here will be largely dictated by him. On the reception committee to

**Board of Trade Head
Congratulates New Fox
Theatre Management**

"The good people of Hanford and neighboring towns have every justification for a feeling of elation over the fact that Fox Theatres have chosen Hanford as the location for one of their fine playhouses of that world famous organization."

This statement was made today by H. M. Hetzler, president of the Hanford Board of Trade, in congratulating Laurence Pilegard, who will manage the New Fox Theatre, and in welcoming the Fox Theatres Corporation to Hanford.

Mr. Hetzler, on behalf of the Board of Trade and the citizens of Hanford, calls on the community to cooperate in every way to make the opening of the New Fox Theatre one to be remembered for a long time and one that will gladden the hearts of every theatre-goer in having one of the finest theatres built for their enjoyment.

At the same time extending good wishes to Pilegard, the Board of Trade president mentioned apparent reasons why Hanford was chosen as a Fox Theatre location, pointing out that the Fox Theatres Corporation would not have invested that tremendous amount of money to give Hanford this beautiful playhouse had they not become sold on the idea that Hanford was a real show town and deserving of what the Fox Theatre is giving them for their amusement.

greet the first patrons on Christmas Day will also be Harry Hunsucker, manager of the Fox Visalia Theater. Hunsucker is eagerly awaiting the opening of the new Fox Theater now being constructed in Visalia, but will find time to help make the opening in Hanford a success here tomorrow.

Other Fox West Coast officials who are expected in Hanford for the opening day are, Charles M. Thall, assistant to A. M. Bowles and in charge of booking. His office are in San Francisco. C. A. Cahill, general purchasing agent, has been here many times recently, carefully watching the construction, and he intends to be here to join the festivities that climax months of work for him.

Manager George F. Sharp from the Fox Theaters in Fresno, and many other visiting managers from the Fox theater circuit are also expected in Hanford for the opening.

**STORE BURGLARS
STEAL LOOSE CASH**

Effecting an entrance into Justesen's by means of the skylight, some thief or thieves on Saturday or Sunday night made way with the sum of \$8.30, which had been left lying on the top of the desk in the office at the rear of the store. According to Manager Ertmoed, nothing else was taken. Although the robbery was investigated by the officers yesterday no clues were found.

**Hearty
Congratulations**

to the new



**Theatre
HANFORD**

**Tri-County
Labor News
Printery**

FRESNO
CLARENCE E. DOWD

Congratulations to
FOX THEATRE
WE WELCOME YOU TO HANFORD

BRUNSWICK BARBER SHOP

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