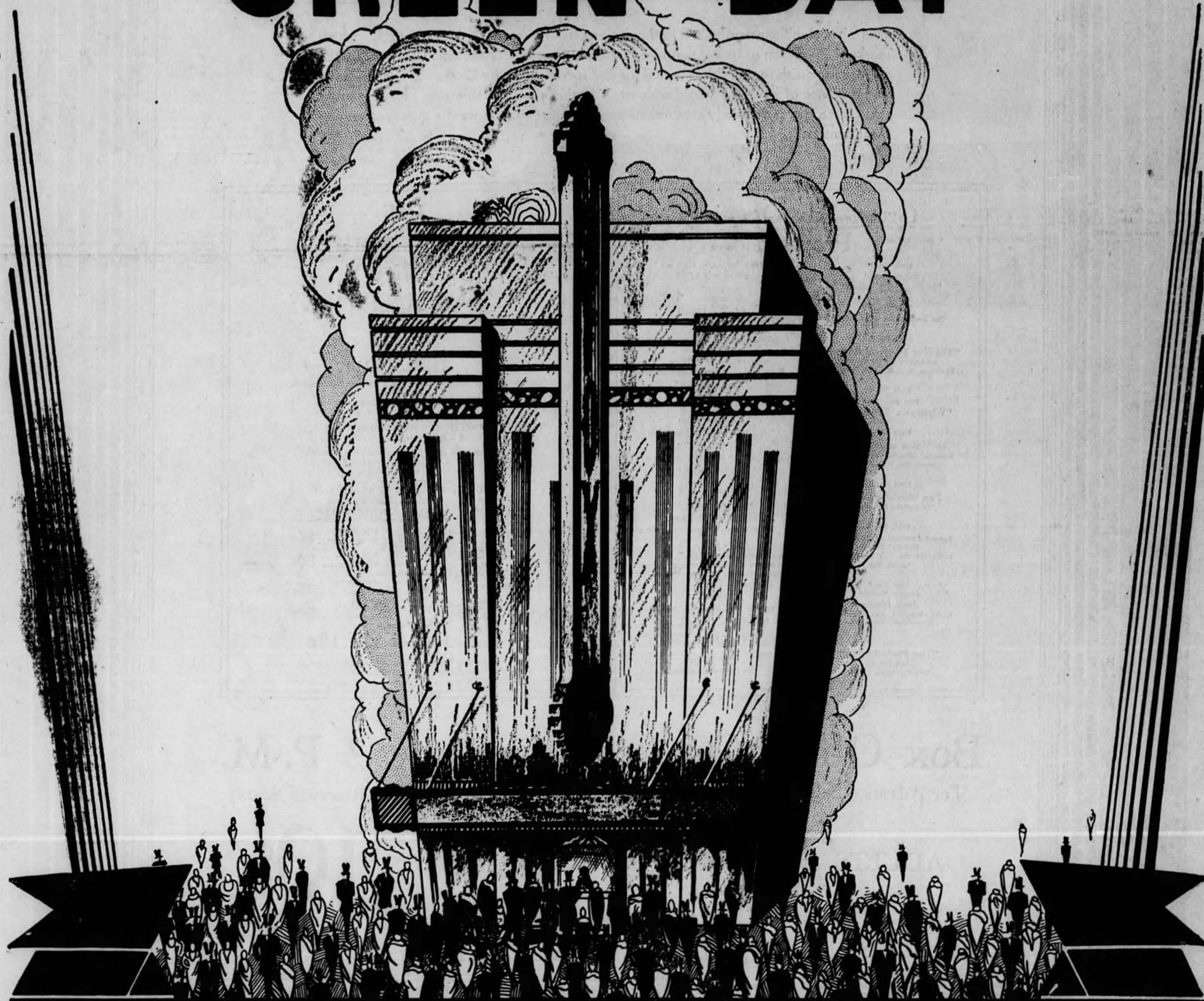


GREEN BAY, WIS. THURSDAY EVENING, FEBRUARY 13, 1930.

FOX

GREEN BAY



The Realization Of An Ideal

THE NEW FOX THEATRE OPENS TOMORROW NIGHT (FRIDAY AT 6 O'CLOCK)

There is a significance attached to the dedication of the FOX THEATRE which marks the occasion as one of supreme civic importance. Those who look beneath the surface are quick to sense that here is a great forward step for Green Bay. Here is visible evidence of a mighty world-wide organization's faith in this city. Here is proof that Green Bay is definitely established as one of the middle west's important amusement centers.

Green Bay Opening Program

<p>Unit No. 1 Organ Recital "Melody Diversion"</p> <p>Unit No. 2 The Realization of An Ideal</p> <p>Unit No. 3 "The Star Spangled Banner" American Legion Band Professor A. J. Heynan, Director</p> <p>Unit No. 4 Far and Near "Wisconsin Triumphant"</p> <p>Unit No. 5 "The Voice of the Theatre" Personal Message to Green Bay from Mr. William Fox</p> <p>Unit No. 6 Fox Movietone News "It Speaks For Itself"</p> <p>Unit No. 7 Special Forecast of Fashions in Natural Colors Dedicated To The Residents of Green Bay</p> <p>Unit No. 8 Organ Novelty Jack Martin Guest Organist, Fox Wisconsin, Milwaukee, Presenting</p> <p>(a) "The Perfect Song" Assisted by Ernest Stiller, Violin</p>	<p>Dick Teels, Jr., Baritone Mirror Ball Effect</p> <p>(b) "Snake Hips" (Do The Wiggle Waggle Woo) Sung by SHARON LYNN Danced by ANN PENNINGTON and Ensemble New Song Hit From William Fox Movietone Masterpiece "Happy Days"</p> <p>Unit No. 9 Colortone Revue "A Night at The Shooting Gallery" A Magnificent Singing and Dancing Revue in Colors</p> <p>Unit No. 10 William Fox Presents "Harmony at Home" The Hilarious Domestic Comedy - Cast - Marguerite Churchill Dixie Lee Charlotte Henry Charles Eaton William Collier, Sr. Rex Bell</p> <p>Unit No. 11 Mickey Mouse Cartoon Comedy "Mickey's Choo Choo"</p> <p>Unit No. 12 Exit March An Organ Recessional</p>
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THE Fox Theatre Policy

Will Be A Complete Change of Program Each

**SATURDAY
SUNDAY
MONDAY
THURSDAY**

(Exclusive of the Friday and Saturday Opening Programs)

CONTINUOUS PERFORMANCES
From 12 Noon to 11 P. M.

SPECIAL MIDNIGHT PERFORMANCE
EVERY SATURDAY AT 11:30 P. M.

Consisting of a regular Saturday program in addition
to a preview of the Sunday Feature at no increase
in admission.

BOX OFFICE OPEN DAILY AT 11:50 A. M.

ADULT ADMISSION PRICES

Monday through Saturday—	1:30 P. M. ... 35c
11:50 A. M.	to 6:30 P. M. ... 50c
to 1:30 P. M. ... 25c	to Closing ... 50c
Sundays and Holidays—	12:30 P. M. ... 35c
11:50 A. M.	to 1:30 P. M. ... 50c
to 12:30 P. M. ... 25c	to Closing ... 50c

CHILDREN AT ALL TIMES **10c**

"Where the FINEST ATTRACTIONS are shown
on THE LIVING SCREEN"

Box Office Opens Tomorrow 2 P. M.

For Advance Sale of Tickets at Regular Prices - There Will be No Reserved Seats

ADULTS **50^c**

CHILDREN **10^c**

NEW FOX THEATER OPENS HERE FRIDAY

NEW THEATER WAS BUILT IN RECORD TIME

More Than Million Brick, 300 Tons Steel Used; Has 2,200 Seats.

Conversion of more than a million brick, 300 tons of structural steel, 100 tons of reinforcing steel, 5,000 cubic yards of concrete, and 150 tons of terra cotta into a beautiful theater building in less than six months was the unusual record attained by the Immel Construction company, of Fond du Lac, which held the general construction contract for the new Fox theater here.

Wrecking of buildings on the site was started July 5, 1929, and excavation started immediately thereafter. Concrete workers followed the excavators; steel erectors followed the concrete men, and bricklayers went to work while the upper beams were still being swung into place. In the latter stages of the work, from 200 to 300 men were constantly employed by the Immel company and United Studios, Chicago, which had the interior finishing contract.

Construction was complicated by the fact that part of the site was occupied by the padlocked Nickolai bar. The upper story of the building was torn off; the excavating machines dug around it but the padlocked premises were inviolate, and the builders had to change their plans accordingly.

Padlocked Barroom An Obstacle. "Sometimes we felt like dropping a 30-ton truss on it," said one of the engineers, with a grin, "but then we felt we'd better not."

The bar-room did not interfere with construction of the theater proper, but proved a considerable obstacle to the on-time completion of the stores and offices at the north end of the Washington-st. frontage.

The steel construction was probably the most spectacular part of the job. Eighty feet in the air, cool-headed workmen, perched on narrow girders, caught the red-hot rivets and drove them home with clattering "guns." One afternoon, within the space of twenty minutes, the huge truss which, without posts, supports the balcony with seats for 1,000 people, was lifted and swung into place. This truss alone weighed as much as a fair-sized bridge.

Once the steel uprights were in position, brick began to rise as if by magic, and within a few weeks the walls were enclosed. The roof of steel plates over a steel frame, was merely a matter of days.

Stage 87 By 22 Feet. This company also installed the plumbing, heating, ventilating and refrigerating systems. Heat is supplied by an oil-burning boiler located in the stage basement. Here is also an air-washing plant, and the refrigerating plant which can keep the interior of the theater comfortably cool on the hottest days. The air, warmed or cooled as necessary, is blown into the auditorium through concealed ducts, and is exhausted through "mushroom" fixtures beneath the seats. The installation cost \$25,000.

Figures represented in the theater are startling. Two million board feet of lumber were used for concrete forms and scaffolding alone. The floor area is 30,000 square feet. The stage is 87 feet wide by 22 feet deep, with a fly-gallery 60 feet in height. The proscenium opening is 50 feet wide and 26 feet high.

Interior decoration, lighting, projection and stage fittings, carpets, draperies, seating and pipe organ were supplied by the United Studios, Chicago, with E. R. Nichols, general manager, in charge. The decorative scheme throughout is Spanish. The spectator enters through a lobby which resembles a rocky cave, and upon entering the auditorium proper, seems to be in a Spanish patio, or enclosed courtyard. Surrounding him are the tiled roofs of adjoining buildings; above is the clear blue of a summer night, with twinkling stars and light clouds scudding across the sky.

Ladies' Lounge Has Fireplace. On the mezzanine, in the rear of the balcony, the walls are finished in rough plaster in polychrome effect, and lighted with soft, flame-colored fixtures. Here is located the men's room, the ladies' lounge, the ushers' room and the manager's office. The ladies' lounge is especially attractive and is fitted with a fireplace whose tiles were imported from Spain.

The electrical installation was tremendous. If all the wiring in the single strand, it would reach from Green Bay to a point several miles south of Chicago. This is exclusive of the pipe organ, which contains several miles more.

All lights except the exit lights, which operate from the lobby, are controlled from a switchboard at the right side of the stage. This switchboard is of the safety or "dead-front" type, with no live parts exposed. All house and stage lights are in banks of red, white and blue, controlled by dimmers, which will permit any desired color combination. Operation of the lights and motors in the theater requires 350 electrical horsepower.

Has 2,200 Seats. The stage is fitted with sets of lines sufficient to handle scenery for any production. Underneath the stage floor are a large chorus room, 8 dressing rooms, a musicians' room and a mechanical room.

Seats are provided in the auditorium for 2,200 persons. Of these 1,000 are in the balcony, and the balance on the main floor. The seats are upholstered, and of the latest and most comfortable design. Underneath are located the mushroom fixtures which serve as exhaust vents in the ventilating system.

At the front of the theater building are six store buildings, with office space above. The office have not yet

THEATER BOX OFFICE OPENS AT 2 O'CLOCK

For the greater convenience of Green Bay theater-goers the box office of the Fox theater will open tomorrow afternoon at 2 o'clock and will remain open continuously for an advance sale of tickets at regular prices.

Purchasers of these tickets will not have to wait in line when the doors open at 6 p. m., they may walk right in and take their seats in comfort.

MISS WHIPPLE SELECTED FOR HOSTESS HONOR

West Side Girl to Greet Theater Patrons at Opening.

From the many young ladies entered in the contest for the selection of a hostess for the new Fox theater, the judges, after a day of deliberation, finally selected Miss Norma Whipple as the Green Bay girl to become Miss Personality.

Miss Whipple's charming smile, pleasing mannerisms and apparent cool breeding were strong factors that finally persuaded the judges that she was the girl they were looking for.

Miss Personality is the daughter of Mr. and Mrs. Edward Whipple of 139 N. Ashland-ave., this city and is a graduate of West high school and at present is employed in Prange's department store.

Today Miss Whipple will select the three lovely evening gowns and two afternoon frocks which she will wear in her five appearances at the new Fox theater tomorrow night, Saturday afternoon and night and Sunday afternoon and night. The gowns will become hers at the conclusion of her several appearances.

Tonight, Miss Whipple will make a complete tour of the Fox theater and familiarize herself with every minute detail of the beautiful structure. She will pose for pictures and go through the routine of a real beauty winner.

Miss Whipple, though only 19 years of age, is admirable as a hostess and it is the belief of the Fox theater management that she will graciously carry out her duty of greeting Green Bay theater-goers as they enter the lobby of the Fox theater tomorrow night.

Her first official act will be to cut the ribbons of the theater at 6 p. m. Friday evening, thus officially opening the playhouse to the public.

ELLIOTT NUGENT IS FOLLOWING IN HIS FATHER'S FOOTSTEPS

Son of Noted Playwright and Actor Is Now an Outstanding Artist, Writer.

Like father, like son. Again this adage is proved in the Nugent stage family.

Elliott Nugent, who plays one of the leading roles in "So This is College," which opens soon at the Fox Theater, followed in the exact footsteps of his father, J. C. Nugent, who mastered acting, playwrighting and producing and then devoted his talents to motion pictures.

In the new Metro-Goldwyn-Mayer 100 per cent talking-singing-dancing feature, the son, having acted, written and produced Broadway successes, makes his debut as a film player.

"I made my first stage appearance in the Los Angeles Orpheum Theatre when I was four years old," young Nugent related, "and have been on the stage pretty much since that time, although I managed to get in schooling at the Ohio State University between shows."

Ever with the additional thought toward pleasing the public, the management of the new Fox theater has arranged for a large number of novel features, ingeniously devised, that while not exactly listed under furnishings, they nevertheless have much appeal and tend to create an additional amount of comfort. They are for you to see, not for us to tell.

Green Bay will find that truly the new Fox theater is the most gloriously beautiful theatre in all Wisconsin.

FOX HAS THEATERS IN MANY WISCONSIN CITIES

Fox theaters can be found in every important city in the state of Wisconsin. With millions of dollars in investment, it is only natural that these towns are carefully picked and gone over before the Fox organization decides to operate.

In Milwaukee there are 14 Fox theaters: The Wisconsin, Strand, Merrill, Oriental, Tower, Uptown, Modjeska, Garfield, Plaza, Mirth, Tivoli, Savoy, Miller and Princess. Work will soon begin on the new 5000 seat Fox theater. In West Allis, a suburb of Milwaukee, Fox operates the beautiful new Paradise.

Other Fox theaters are the Palace, Antigo; Fox, Appleton; Majestic, Beaver Dam; Fox, Janesville; Fox, Racine; Fox, Sheboygan; Lyric and Fox theaters in Stevens Point; Wausau theater in Wausau; Park and Auditorium theaters in Wauskesha.

EARLY SPANISH DESIGN SCHEME IN FOX THEATER

Ultra-Modernistic Effects Also Combined In Decorative Idea.

Elegance that breathes a delightful atmosphere at once rich, yet homelike, with a friendly warmth and proud dignity of a hospitable welcome, characterizes the entire array of indoor appointments of the beautiful new Fox theater.

With excellent taste and charm the old and the new in interior decorations have been deftly applied to the exquisite furnishings of the theatre, in the use of a modified and combined decorative scheme of early medieval Spanish and ultra-modernistic effects.

The modernistic touches are of just the sort to combine gracefully with the Spanish idea, which is the thematic background of the theater's design, which in the interior predominates boldly. The novel introduction, however, of a modern note is highly acceptable in the appointments of the more than spacious foyers.

Upon entering the downstairs foyer one finds himself in a gallery that at once charms the eye with its multitude of riotous colors cleverly blended in one harmonious background.

Draperies Are Gorgeous. Massive pieces of carved furniture are placed throughout the entire theatre, the gleaming wood with its medieval carvings fitting into the decorative scheme admirably.

The gamut of the color chart is run on the furniture coverings, the gorgeous drapes hung at the doors and archways and in the wall tapestries.

The design of the carpeting used throughout the interior in the upstairs and downstairs foyers and in the spacious aisles of the main auditorium is startling and vivid, and at the same time fits splendidly into the setting with a delightful suitability.

The carpet is a striking illustration of the luxury and coziness of the furnishings and equipment used throughout the theatre. It was especially designed for Green Bay's Fox theatre by one of the foremost carpet designers of the world.

The carpet is extra thick with a velvet luxuriosness and it consumed the entire life of the factory for weeks in the making.

Underneath this remarkable carpet is laid innumerable thousands of square feet of soft padding, three-fourths of an inch thick which makes walking upon it more like floating than anything else. It required a full week of a staff of expert carpet layers to place the padding and the carpet.

Large Proscenium Arch

The extreme elegance of the main auditorium is immediately apparent the moment one steps from the inner foyer into the great room with its acre of deep, soft, comfortable seats. The eye is at once drawn to the massive proscenium arch—the largest in Wisconsin—which is adorned with artistic grill work, great Astec pillars and monumental statuary merging with the colorful balance of the room.

Overhead, a magic, blue, starlight-night-sky with its slyly twinkling stars twinkles in glee in anticipation of the entertainment in store for you.

The ladies' lounge room is going to occasion much and varied comment with its dainty and modernly beautiful appointments. The walls are finished in an entirely Spanish style. The lovely furnishings carry the modern note and thought of the most sophisticated and exclusive taste. The furnishings have been chosen to combine pleasingly with the brilliant colors of the background.

In the gentlemen's lounge a satisfactory masculine effect has been gained by the use of red leather furnishings set in a cozy Spanish alcove behind an ornamental grille at the right side of the stage. Hundreds of pipes are here assembled in banks, ranging in size from little larger than a lead-pencil to the huge, horn-shaped pipes 20 feet or more in length. Air is supplied from a blower in the basement.

In addition to the ordinary stops and combinations, the organ is fitted with many special appliances for theatrical work, making the organist virtually a "one-man orchestra."

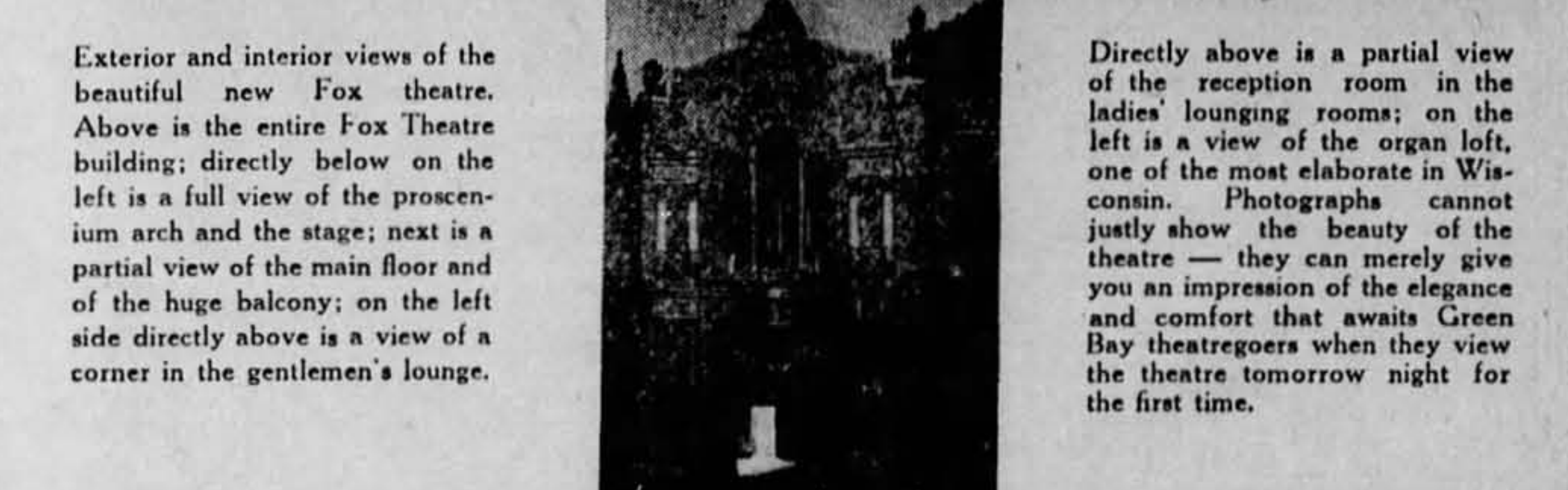
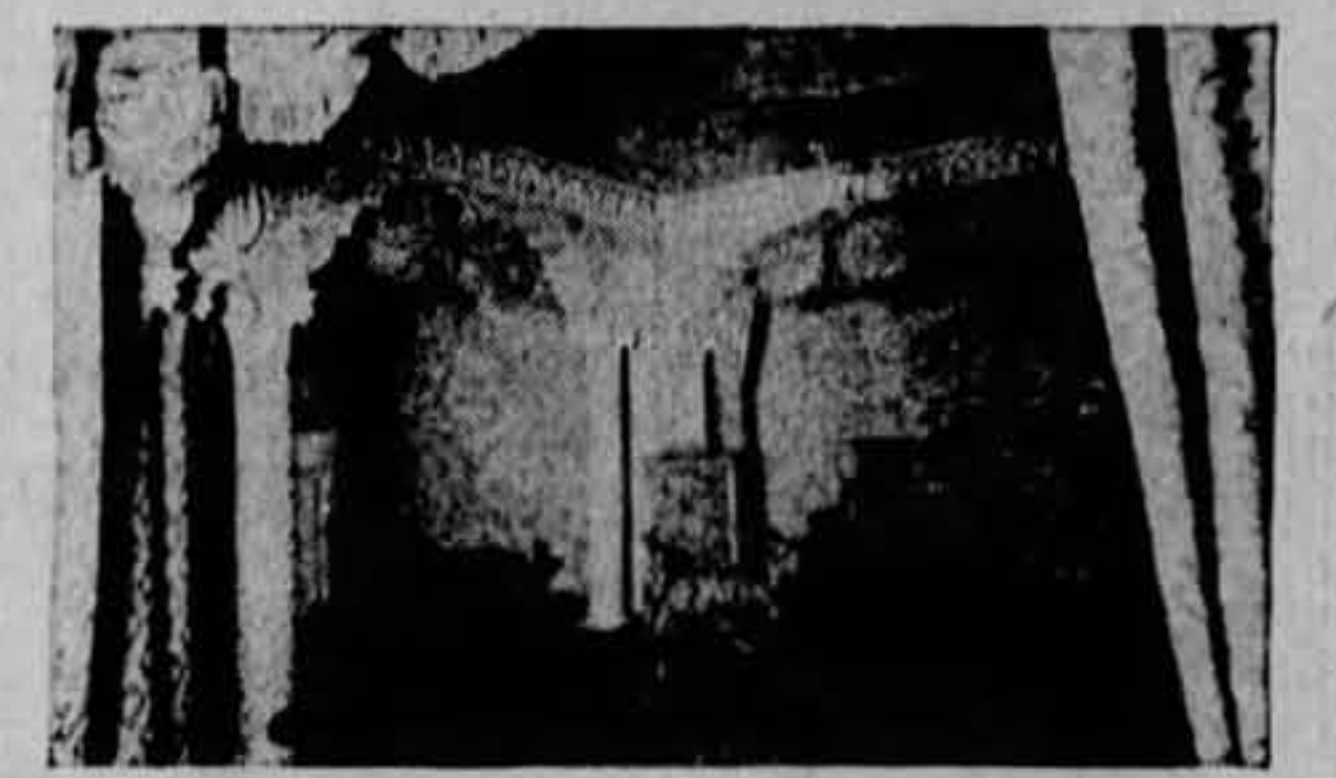
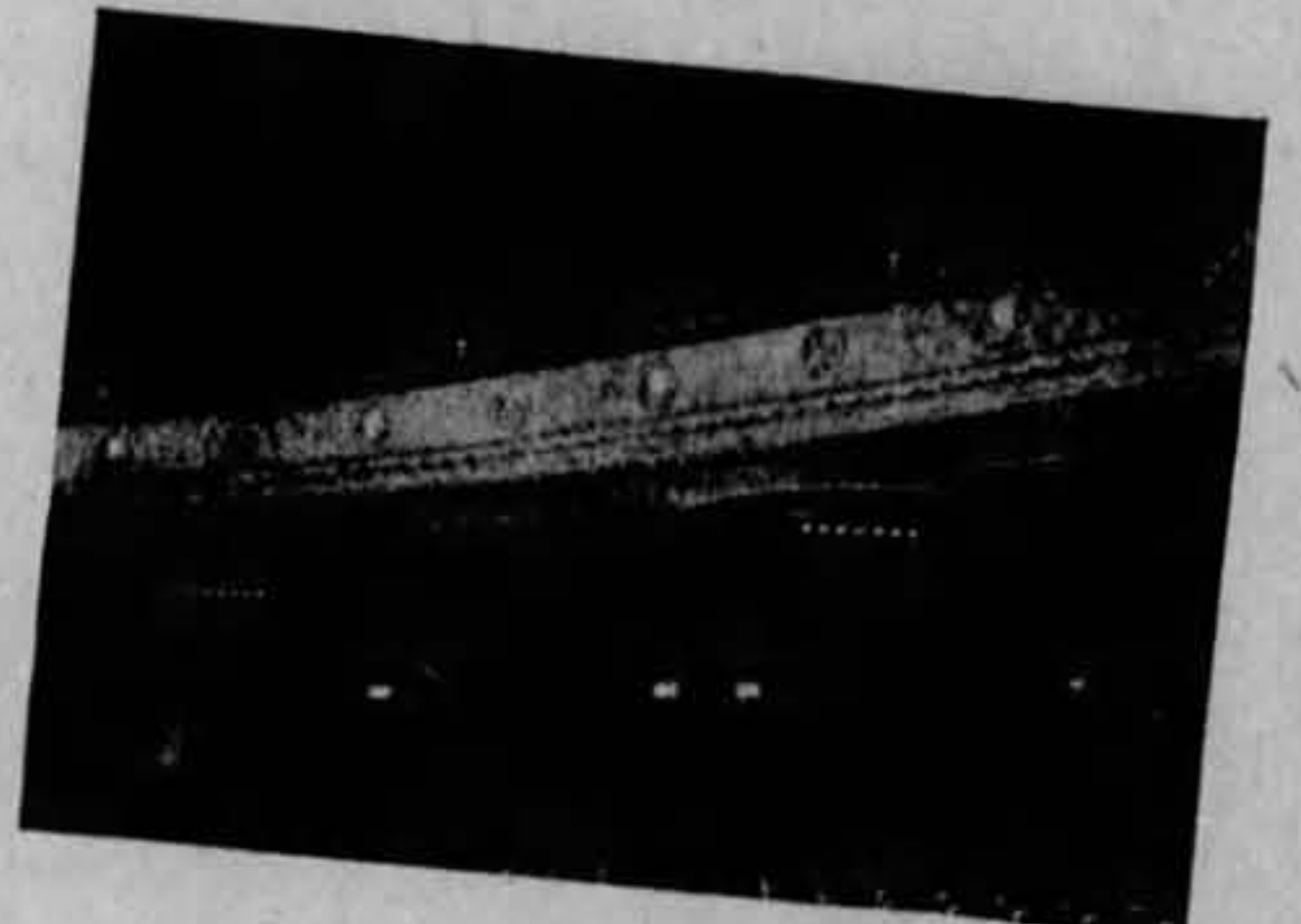
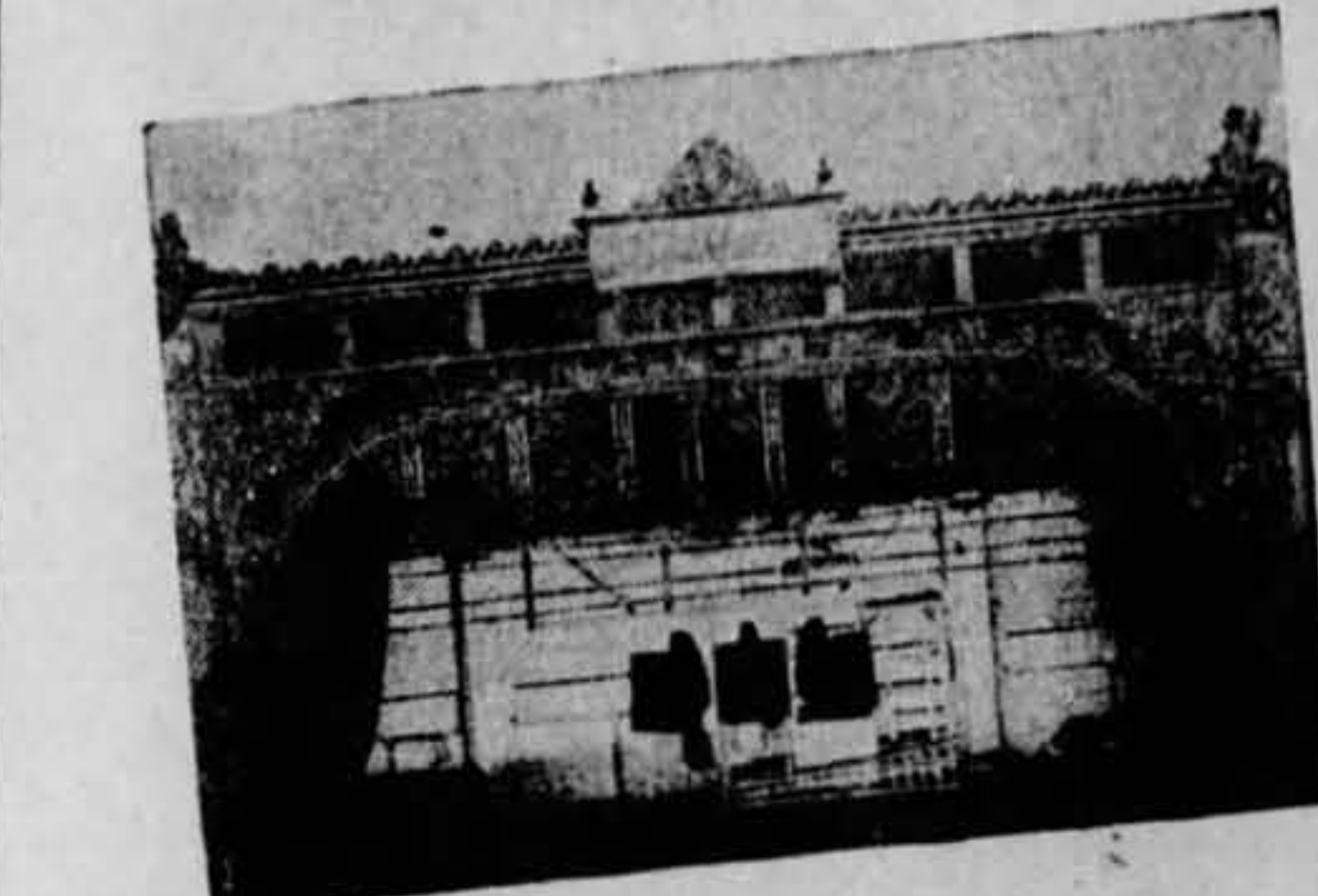
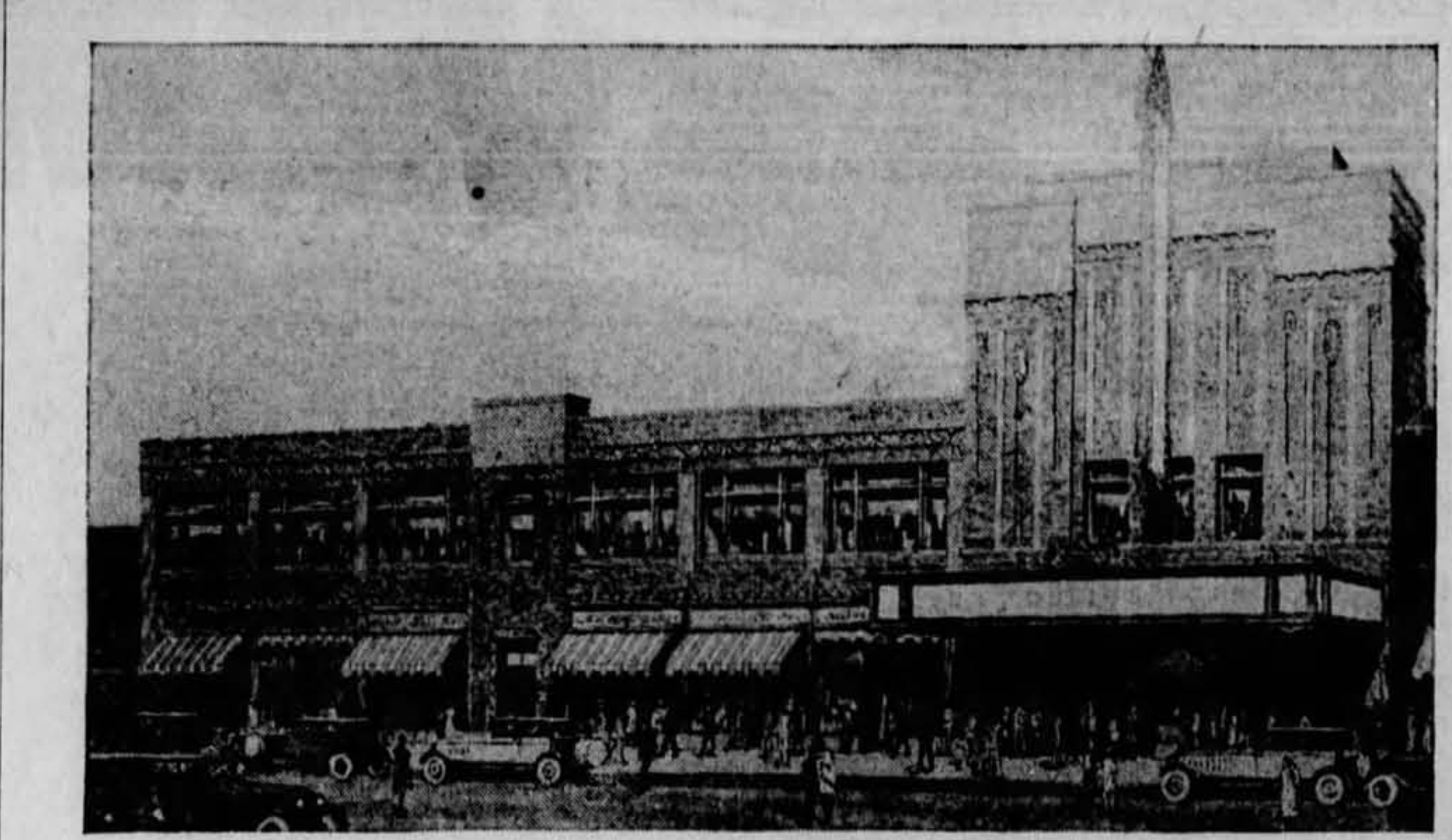
"THEIR OWN DESIRE" IS A STORY OF DIVORCE

The searchlight of truth is thrown now on the problem of divorce and the children of divorce. Miss Norma Shearer as a girl of today in "Their Own Desire," takes the affairs of her parents in her own hands—and incidentally saves her own romance—and gives her finest emotional talking performance in this Metro-Goldwyn-Mayer production. She is supported in the cast by such notables as Lewis Stone and Belle Bennett.

While "Their Own Desire" is not exactly a phase of the "sins of the fathers" idea, it gives a clear-cut picture of the effect of parental incompatibility on children, which in itself is something rather novel for screen use.

You'll revel in the enchantment of this picture soon to be shown here.

Exterior and Interior Views of New Fox Theater



\$35,000 PIPE ORGAN IS INSTALLED HERE

Console Fitted With Hydraulic Lift for Solos.

The Wurlitzer pipe organ installed in the new Fox theater represents an investment of \$35,000, and is said to be one of the best instruments in the state. The console, located in the left end of the orchestra pit, is fitted with a hydraulic lift by means of which it can be raised into full view of the audience for solos, when it will be illuminated by an overhead "spot."

At other times, it will be at the same level as the orchestra.

From the console, an electrical control runs to the organ proper, located behind an ornamental grille at the right side of the stage. Hundreds of pipes are here assembled in banks, ranging in size from little larger than a lead-pencil to the huge, horn-shaped pipes 20 feet or more in length.

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John McCormack Picture To Have Premiere Mar. 17

THOMAS D. VAN OSTEN, publisher of the Pacific Coast Independent Exhibitor, a California and Pacific states regional trade paper, in the February first issue of that publication has the following to say with regard to the John McCormack picture which he caught at a pre-view held at the California theatre in San Jose, Calif.:

"Once in a decade there comes from some motion picture studio a production which registers full one hundred per cent moral proof.

"Possibly in the making, this ratio may not have been the actual goal set by the author and director, who must always have in mind a certain standard of entertainment and commercial value.

"Several years ago the William Fox company gave to the world such a one hundred per cent moral proof picture in "Over The Hill." It came at a moment when reformers were harping viciously for censorship and control of the motion picture screen.

"Over The Hill" made box office records, and incidentally, did much to allay the growing fanatical uprising.

"Theater Filled to Capacity." "It seems to have remained to the Fox production organization to contribute another picture embodying those rare qualities of delightful entertainment, the necessary theatre box office value, and censor-proof. This time a talking picture and with no less a celebrity than the world-famous singer John McCormack.

"As in the case of the last four Fox great talking epics, the world premiers of this McCormack initial talking picture was given at San Jose, in the big California theatre. The star was unannounced. No title had been selected or advertised. Just in a part later on that will start him to stardom.

"Our guess is that this McCormack over the Fox people have another 'Over The Hill.'

Since this article was written a title for John McCormack's first picture has been selected and it will be known as "Song O' My Heart."

It will be given its world premiere showing at \$2 in New York on St. Patrick's day.

"TALKIES" WILL BE REVOLUTIONIZED BY NEW FOXCOLOR FILM

Latest Process to Relegate Other Methods Into the Background.

That Foxcolor will revolutionize the making of talking and sound pictures is not disputed by those who have seen demonstrations of this new natural process.

Foxcolor, experiments on which have quietly and systematically been going on for several years, will further emphasize the supremacy of Fox Films. It immediately will relegate into the background any other processes now in vogue for the very good reason that it is scientifically and practically superior and takes nothing away from sound reproduction, something that can be said about no other color process.

Foxcolor holds the same superior relation to color that Fox Movietone holds to sound. Of that there is no doubt.

Put To Severe Tests. Foxcolor was put to amazingly severe tests. Surely no more acid tests could have been made. Nothing was overlooked in the search for color-perfection.

Conclusive proof that sound reproduction is even better in Foxcolor than in black and white has been furnished by the testing of the same subject in Foxcolor and the standard uncolored film. This fact is true only with Foxcolor. In fact, scientists and color film experts have been baffled by the attack color specialists has heretofore made to sound; Foxcolor alone completely and definitely overcomes this obstacle.

Foxcolor's white is natural and it is not marred with streaks of green; its black is natural black and not streaked with jarring brown flickers. Also, Foxcolor possesses a sharp focus, not fuzzy hair and flesh colors are reproduced in natural hues. These facts are conclusively brought up in

FIRST DAY'S PROGRAM WILL BE ELABORATE

Show to Be Presented In 12 Units; High Officials to Attend.

Tomorrow's opening of the new Fox theater will mark the most brilliant affair of its kind in the history of Wisconsin theaterdom.

A carload of important officials of the Fox organization arrived today to take active part in the opening day festivities and among these officials have planned the most elaborate of celebrations.

The block in which the theater is situated will be brilliantly illuminated by strings of colored garlands while an immense battery of search and floodlights will be focused directly upon the theater's entrance and the theater building proper making daylight out of darkness during the entire evening.

Whistles, gongs, bells and other means of noise will be utilized in the celebration that will go down in Green Bay history as making the Fourth of July seem mild in comparison.

A number of motion picture and newspaper photographers will be on hand to snap the celebrities and prominent folk of the town as they enter the theater's portals.

Good Program Planned. A microphone will be placed at the entrance and the entire affair outside the entrance will be broadcast and heard throughout the entire city. Decorations on the building will add their bit to enhance the magnificence of the occasion.

After one enters the doors a great program will unfold itself upon the screen that, from beginning to end, has been planned especially to please Green Bay and would be of no value elsewhere.

The program has been divided into twelve distinctly separate units and will reveal itself on the screen in the order that follows.

Unit number one will consist of an half hour organ recital entitled "Melody Diversion," enabling those who wish to walk about the theater and inspect Green Bay's newest playhouse.

Unit number two will be entitled "The Realization of An Ideal" and will depict the progress of Green Bay and the Fox theater.

Unit number three will be rendered by the American Legion band under the direction of Prof. M. J. Heyman who will be assisted on the stage by the theater service staff under the direction of Chief of Service Harry Karp.

"Wisconsin Triumphant" Unit number four has been especially selected for the edification of Green Bay and has been titled "Far and Near—Wisconsin Triumphant."

Unit number five will consist of "The Voice of the People" representing a personal and important message from Mr. William Fox to the people of Green Bay.

Unit number six will contain important news events in sight and sound from all parts of the world as photographed and recorded by Fox Movietone News cameramen.

Unit number seven has been especially filmed in Hollywood with the assistance of prominent screen stars and is titled "Special Forecast of Fashions in Natural Colors."

Unit number eight will be a delightful rendition of "The Perfect Song" by Jack Martin, guest organist from the Fox Wisconsin theater, Milwaukee, ably assisted by Mr. Ernest Stiller at the violin and Dick Tecla, Jr., baritone. Mr. Martin's second number will be the accompaniment to "Snake Hips," a novel scene feature with Sharon Lynn singing and Ann Pennington dancing with William Collier, Sr., Marquette Churchill, Charlotte Henry, Rex Bell, Charles Eaton and Dixie Lee.

Unit number eleven is the uproariously funny sound cartoon "Mickey's Choo Choo" with cute little pen-and-ink Mickey Mouse, a star performer if there ever was one.

The final unit will be the organ recessional.

"DOT" MACKALL JOINS FOX COMPANY FORCES

FOX MOVIE-TONE CITY — An announcement was made here by General Superintendent Sol M. Wurtzel that Dorothy Mackall has been shown with scores of people in "A Very Practical Joke." She will replace Mae Clarke, originally assigned to this role.

Dorothy Mackall is one of the most popular stars in motion pictures. Her popularity has increased tremendously with the advent of talking pictures.

These closeups afford ample opportunity for analytical study.

Features Are Clear. Another feature emphasizing the superiority of Foxcolor that critics have pointed out as marrying processes to date is the clearness of features of performers whether they are in the foreground or background. Subject after subject, photographed and recorded indoors and outdoors, has been shown with scores of people in the background and so perfect and natural is the coloring that the features of each person is easily distinguishable.



ACHIEVEMENT

INTO the life of Green Bay and the Fox River Valley comes the great FOX theatre, glorious new temple of entertainment, as a significant addition to the artistic and pleasure-loving life of this great Wisconsin city.

The Fox theatre in Green Bay is more than a mighty steel and concrete monument to a great ambition; it is the sincere expression of a firm belief in a community, a splendid gesture of grateful appreciation of loyal patronage, and as such, the Immel Construction Co., is proud to have been associated in its building.

It is not only a fine building achievement, but it is an achievement that will long be heralded in Wisconsin as a valuable asset both to Green Bay's progress and to the splendid 20 year reputation of this firm.

We heartily congratulate those responsible for the realization of this monumental theatrical achievement and wish the FOX theatre all possible success.

A NEW ERA
In Entertainment For Green Bay

A NEW ACHIEVEMENT
For Immel Construction Company

FOX

Never before have charm, beauty, grace and splendor been so wonderfully co-ordinated as in the FOX theater—a motion picture playhouse ranking with the finest in the middlewest. To the Immel Construction Co., is owed its physical realization—a fine and beautiful achievement.

We Congratulate Fox Midwesco Theatres, Inc.
on This Beautiful Addition To Their Mighty Circuit—And
Are Proud To Have Been Associated In Its Building!

BUILDING ERECTED BY
IMMEL CONSTRUCTION CO.

GENERAL CONTRACTORS
FOND DU LAC, WIS.

BUILDERS FOR OVER 20 YEARS

ENCHANTMENT

United Studios, under the direction of Mr. L. P. Larsen, were commissioned to design an enchanted garden spot of entertainment...where all Green Bay...and its Fox River Valley neighbors could become enraptured under the magic spell of a million romances...a thousand daring deeds...with the lovely heroines...and handsome heroes...of the world of make believe.

So with all the artistry at his command, Mr. Larsen created the

ARCHITECTURE

bringing the wondrous old world gardens of romance to Green Bay;

ELECTRICAL WORK AND EQUIPMENT

which forms a myriad heaven of silver stars in a blue night-sky;

PLAIN AND ORNAMENTAL PLASTERING

which forms the garden walls of this valley of enchantment;

PAINTING AND DECORATING

bringing all the wonders of the modern art to Green Bay;

SIGN AND MARQUEE

which boldly heralds the dawn of a new entertainment era;

SCENERY AND RIGGING

without which no beautiful edifice is complete;

DRAPERIES AND CARPETS

soft and luxuriant, bringing out the wonders of handi-work;

LIGHTING FIXTURES

that softly bring out every lovely line of the theatre;

FURNITURE

that matches the courts of romance with their beauty;

SWITCHBOARD AND BORDER LIGHTS

to enhance the theatre's varied moods;

OPERA CHAIRS

deep, comfortable, enabling you to really enjoy your entertainment;

ORGAN

with a thousand voices, deep, resonant, full of charm;

BOOTH EQUIPMENT

that properly presents the world's finest attractions on the living screen.



FOX

Within the dreamlike portals you will revel in the wonders of this enchanted playhouse. Foyers reaching into a blue, starlit sky above...an acre of seats in a royal fairland...to fascinate you with the haunting and enchanting beauty of the Fox Theatre as conceived by United Studios.

We take this opportunity to congratulate Fox Theatres on the opening of this latest addition to their nation wide circuit of theatres and are proud of our part in its building.

CONCEIVED AND EXECUTED FOR FOX THEATRES BY

UNITED STUDIOS

14 W. LAKE ST., CHICAGO



CONFIDENCE

The Green Bay Building Corporation was formed for the purpose of building and owning the FOX GREEN BAY THEATRE. The Stockholders, Officers and Directors of the Green Bay Building Corporation are ALL citizens of Green Bay. These men had Confidence in the People of Green Bay—Confidence in the Future of Green Bay—and Confidence in Fox Theatres. The entire building is rented for a long period to the Fox interests.

The Green Bay Building Corporation upon the occasion of the opening of the FOX THEATRE desires to extend its heartiest wishes for success to the FOX interests, and feels sure that the theatre-going public of Green Bay will appreciate the high quality of metropolitan entertainment which we know will be furnished in this modern and luxurious theatre.

The Fox Green Bay Theatre Building First Mortgage 6% Bonds in the amount of \$265,000 were underwritten jointly by the Peoples Securities Company and the Citizens Securities Company of Green Bay. The first mortgage bonds are followed by a large second mortgage bond issue, a preferred stock issue, and a substantial investment in the property by the lessee. The property, land and building is appraised at \$586,500.

The underwriters gave as a bonus with the sale of first mortgage bonds a certain amount of common stock of the Green Bay Building Corporation. This plan of financing distributes the stock of the Green Bay Building Corporation over a wide number of investors in Green Bay who will have a permanent interest in the property. All of the securities of the Green Bay Building Corporation, first mortgage bonds, second mortgage bonds, preferred stock and common stock are held by citizens of Green Bay or the adjacent territory, giving to this property 100% home ownership.

Additional information regarding the first mortgage bonds will be furnished on request

FOX

CONFIDENCE is the backbone of Progress. The Confidence in Green Bay and its Future held by the men associated in this project has brought Green Bay the finest playhouse in the State of Wisconsin.

The Citizens Securities Company, Peoples Securities Company and the Green Bay Building Corporation extend their heartiest congratulations and wishes for success to Mr. William Fox and his associates upon the occasion of the opening of Green Bay's finest playhouse.

CITIZENS SECURITIES CO.
227 Cherry St. Green Bay, Wis. Howard 222

PEOPLES SECURITIES CO.
(Affiliated with Peoples Savings & Trust Co.)
102 N. Washington St. Green Bay, Wis. Adams 5095

THE GREEN BAY BUILDING CORP.

Leland H. Joannes, President.

FOX HAS 1250 SHOWHOUSES IN HIS NATION-WIDE CHAIN

WILLIAM FOX RISE TO FAME WAS METEORIC Austrian Boy Now Head of World's Biggest Theater Chain.

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

That imaginative spur came into being when he was a small boy on the East Side. He had been brought there by his parents from Hungary, where he was born 50 years ago in the small town of Tulehva. His was only one more family in the teeming hordes of New York's tenement district, just as urgently pinched for money. Young William Fox, when not attending grammar school, scurried about selling newspapers. He also helped out the meagre family finances by peddling shoe polish which his father made on the family stove.

Amid all the raucous squalor of the East Side the boy had caught a gleam, came from afar attendance on the cheap theatrical productions of the neighborhood. Poor as he was, he always was able to scrape together a few pennies for sitting with the gallery gods and flitting off into the winking realm of the stage. Likewise he managed to insert his small, agile self into most of the amateur theatricals of the district while he was eleven or twelve years old. He might have gone on into acting. Instead Fate whisked him into the business realm of the theater.

One day he unbundled himself earnestly to his mother concerning his great vision. Said he: "Some day I'm going to own a theater, if it's the last thing I ever do."

Quit School At 15
At this early date young Master Fox was nursing still another burning longing. He wanted to go on from the elementary grades to high school and college. His keen desire for knowledge led him to spend leisure hours in second-hand book stores, rooting out all manner of information. But that was as far as his formal education was destined to go.

Family necessity compelled him to give up school at the age of fifteen and get a job as a cloth shrinker in a sporting establishment. In a few months his young manhood was being worn by the foreman of the shop before he was 21.

Meanwhile he had married, and Mr. Fox, always a devoted family man, cites his marriage as the turning point in his career. As a lining cutter he was then getting \$17 a week, but hardly worthy, he felt, for marriage estate. A considerable increase was urgent. So he asked his boss for a raise of \$2 a week. The boss took the matter under advisement for a week and then said "No."

Mr. Fox felt very well over-ruled by \$2 at his current wage of \$17. That boss, by the way, whose name was Edmund Rothachild, has since become a banker and changed his opinion of Mr. Fox's worth, having extended him a line of credit as high as \$250,000.

His refusal of money in the early days, however, started Mr. Fox on his amusement career. Casting about for some means of increasing his income as a husband, the young cloth worker noted, as he strolled down 14th street, that it was heavily stocked with penny capturing devices. He had a hunch that he could do better through a business career. After talking it over with his wife, he embarked on an opportunity which enabled him to follow that gleam he had first flashed to his mother.

He heard of a penny arcade which could be bought at 700 Broadway in Brooklyn. Intent on capturing it before others, he made one of the few blunders of his business career. He telephoned ahead to the proprietor that he wanted to look this "peep show" over with an eye to purchase. The proprietor wasn't slow in preparing for his advent.

Impressed With Crowds
When the future film magnate made his inspection, he was impressed with the crowds as they streamed into the place, shoving pennies into the slot machines with his one-third share in the house. Of this sum Mr. Fox had saved \$1,000 from his own earnings, and he managed to borrow the rest. Immediately on taking possession the patronage fell off with an alarming swoop and he learned the depressing truth. The former proprietor had "sold" the place by living passers-by through and simulating fictitious business with pennies that he furnished.

But the new manager wasn't daunted. Almost overnight he developed a flair for picturesque showmanship. He added a shooting gallery and other features, and established an interesting picture show. He conjured performing his tricks. Becoming more daring, he established a motion picture theater on the floor above this converted store. That was considered in those early days a master stroke of sheer lunacy, and dire failure was predicted.

But presently a few hardy souls ventured a nickel apiece to see some momentous pictures of leaves fluttering on the screen, and soon the news of this miracle spread like wild fire. Business hummed, the spectators of the theater were given their chance to sounder than in the arcade downstairs, and patronage came pelting so strongly that the ballyhoo could be discontinued and police were stationed to handle the crowds.

Had Smallest Theater
That was the smallest in the world. Recently Mr. Fox, invited to address the Graduate Class of Business Administration at Harvard, told them that he was influenced two years ago in getting the Roxy, the largest theater in the world with its 6,200

MR. WILLIAM FOX



Mr. Fox, surrounded by the artist's conception of the various activities he controls—Fox Movietone Films, Metro-Goldwyn-Mayer Pictures, Fox Movietone News, Hearst Metrotone News, Foxcolor, Fox Grandeur Film, over 1250 Theaters, etc.

seats, because he had once had the smallest.

Becoming more adventurous in his manipulations, he showed more and more of that daring which has colored his career.

Acquiring two other penny arcades on East 14th street and putting them over with Coney Island methods, he soon fulfilled the dream, he had unobscured as a boy. He leased the Dewey Theatre, in 14th street, and then acquired the Gotham Theatre, regarded from 25 years ago, as being on the fringe of civilization at 125th street. Mr. Fox, whose office then consisted of desk space which he rented for \$10 a month at 24 Union square, was considered to have put over one of the most enterprising strokes in the amusement world by getting those two houses. People began to open their eyes and ask who this man Fox was.

There followed an association with the celebrated Timothy D. Sullivan, an old friend of early days, who always displayed a keen interest in the theatre in addition to his political affiliations. Besides being connected with the early theatrical careers of A. H. Woods and Sam Harris, Sullivan became identified with the widening destiny of William Fox. The erection of the City Theatre on Fourteenth street followed.

Leased Academy of Music
Among the innovations in management which Mr. Fox introduced into the theatre at this time, and which helped his business to boom, was the use of accurate bookkeeping methods. Previously much of the entertainment business had been conducted in haphazard style. An actor would be engaged by a manager, and his salary and the booking jobbed down on a cuff, or merely ticked away in memory. From the start Mr. Fox employed sound auditing, and did much of it himself in his early days.

Another of his great costs was the leasing of the famed Academy of Music, on which he has been cast with desirous eyes while watching the multitudes swarm in to see Corse Payton and his stock company raise the roof with histrionics. In 1910 he captured the house under Payton's name at a rental of \$190,000 a year—the highest price for a theatre ever paid up till then, and still a big sum to reckon with. He conducted this for four years as a stock company house, with J. Gordon Edwards as the stage director, and also inaugurated here the programs of vaudeville with films which have since become standards. Subsequently he had the distinction of sitting with the present Prince of Wales in the same box which had once been occupied by his illustrious grandfather when he visited this country as Prince of Wales.

The Fox theatrical holdings increased by venturesome and strategic moves, some of which like the building of the Audubon Theatre opposite the old location of the American League Ball park at 165th street and Broadway, New York, caused a septic shaking of heads among his acquaintances as foolhardy. But Mr. Fox knew very well what he was doing—he had shrewdly foreseen the development in population that the subway, then new, would bring to this region. Time bore out his confidence.

Produced Own Pictures
With a growing chain of theatres to be furnished with pictures by his Greater New York Film Rental Company, Mr. Fox found in 1913 that the supply of films for himself and other exhibitors to whom he catered to was both inadequate and unsatisfactory. Determining to make his own productions, he organized the Fox Office Attraction company with offices at 130 West 48th Street, and sent J. Gordon Edwards abroad to learn from the best European methods of direct-acting—a process reversed in modern times, with Continental directors coming here to learn from America. With a studio rented at Fort Lee, N. J., the first Fox feature film, "Lily's Shop Window," was made under the supervision of Edwards. When it was completed Fox figured it did not meet with the standards he had set for his own product, and being a man of definite decisions, wanted to "burn the damn thing." It was saved at Edwards' intervention, and was so much in advance of most of the pictures of the period that it was a hit.

Production expanded swiftly, spurred on by Mr. Fox's unflinching energy, and presently there were acting companies located in Staten Island, Jersey City and New York City, while his offices were occupying five floors, instead of part of

one, on West 46th Street. One of the striking developments of this period was the appearance of Theda Bara on the screen horizon. This actress, then appearing obscurely on the speaking stage under the name of De Coppet, was chosen over more prominent actresses by the director, Frank Powell, for the vampire role in "A Fool There Was." The impression she created in this part made her the first of the great film "vamps," and her success as a screen siren led to a host of imitators and firmly imprinted the type in motion pictures. She enhanced her vogue with subsequent performances in "Carmen," "Cleopatra," and similar pictures, and one of the chief factors in her growth was the invention of her exotic screen companion, Theda Bara from Theodora Goodman, her actual name, coupled with a relatives name as Barranger.

One Film Cost \$700,000
Another of the striking achievements of this era was the production of "A Daughter of the Gods," at an outlay of \$700,000—a prodigious sum for pictures in that day—and in this day too. Again in the wiser days of the past, when Mr. Fox sent Annette Kellerman, celebrated swimmer, with a bevy of nymphs to Jamaica, British West Indies, to make this picture. Again success upheld his judgment.

One of the outstanding sensations of this period was "Over the Hill," a film which ran for a year on Broadway. Direction and adaptation of this story suggested by a poem of Will Carleton were accredited to others, but those on the inside knew that Mr. Fox himself was largely responsible. Every night after work he would carefully write out the next day's scenes, and then closely watch their filming. It was his pet, and it gave him another sidelight on the surprising film business. It cost only a few thousand dollars to make and brought in a fortune, whereas a "millionaire" spectacular feature which he made about this time at a huge cost did not do so well.

Meanwhile his activities had brought him into collision with the motion picture "trust" of the period, known as the General Film company, and it told many another exhibitor, that he could take only such pictures as they chose to give him. Mr. Fox led the battle against entrenched privilege, and after several years of legal skirmishes he succeeded in breaking his monopoly grip in the courts, his victory had a twofold significance for the film business. It permitted the unshackled development of the exhibitors, and also allowed the identity of the leading players to become known.

Named Only One Star
Previously the trust, fearful lest the public's favorites might grow too powerful, had refused to name any of them on the screen except May Pickford. The growth of the lucrative star system, and the public's pleasure in recognizing popular choices, is directly traceable to the Fox crusade. Among the players whom the Fox company has lifted to screen fame are John Gilbert, William Farnum, Dustin Farnum, Pearl White, Virginia Martin, William Russell, Virginia Pearson and Anna Q. Nilson, not forgetting its modern queen of Janet Gaynor, Charles Farrell, Victor McLaglen, George O'Brien, Sue Carol, Louis Moran, Nick Stuart and Farrell Macdonald.

After years of steady but quiet progress the next most spectacular move by Mr. Fox was the acquisition two years ago of the Roxy Theater, the largest house in the world. It was the starting gun in an extraordinary program of expansion which presently brought under his control the West Coast chain of 250 theaters, the 7 Ascher theaters in Chicago, the Saxe circuit of 50 theaters in Wisconsin and Iowa, the Poll circuit of 20 theaters in New England, the Loew Theaters, and more recently 120 theaters in New York State, in the metropolitan area surrounding New York City and also in New Jersey.

This process of expansion is continuing rapidly and new groups have been created to handle them. Fox-New England Theaters has been organized. Fox-Midwest is in operation in Wisconsin, Illinois and surrounding territory. Fox Metropolitan Playhouses, Inc. is in control of the combined circuits acquired in New York State, the environs of New York City, while his offices were occupying five floors, instead of part of

theaters in large cities, and Fox-West Coast Theaters operates the units throughout the Pacific Coast area. This organization, under the presidency of Harold Franklin, is now expanding rapidly east of the Rocky Mountains into Colorado, Nebraska, Iowa, Kansas, Wyoming, Montana and other states.

Introduced the Movietone
The achievement of late years which seems to have given him the most pride has been the introduction of every-day events, will be put on Broadway, and the other company can boast. Also, it definitely means that none is anywhere as nearly equipped to guarantee the best prints of the new art as is Fox.

Home Office Annex Building
When first developed, Mr. Leo provided for an addition to the present home office structure of four stories high. However, the interests of this corporation have so increased that the annex will be six floors high, with a 400-seat up-to-date theater on its roof. The new building, which embraces all the latest improvements in the projection of sound pictures, will include the entire first and second floors of the present home office building at 850 Tenth-ave, New York, and the first and second floors of the "washed" in water, the other half of the present plant, will include the output of the present plant. Foxcolor equipment already has been installed. In fact, the Foxcolor plant is almost ready for operation. Its capacity will be at least twice greater than that of the present laboratory.

As a result of the new Foxcolor, Grandeur and Movietone film development and printing plant, the personnel of the Fox laboratory will be more than doubled. The foremost color film experts in the world will be housed in this plant.

The plant will be in full operation before another month. The first Foxcolor Grandeur production will be printed here as "Fox Movietone Pictures of 1930," "High Society Blues," the John McCormack musical romance, "Song O' My Heart" and others. These include those slated for release later this season as well as the 16 productions slated for 1930-31 release, but that will be shown in annual sales convention.

Dialogue Technique
"Dynamite" is a human drama that digs through the veneer of sex and silks to reach the heart!

It's a Metro-Goldwyn-Mayer picture directed by Cecil De Mille who has shown a mastery of stage technique that produces him one of the industry's greatest dialogue directors, even as he was in silent pictures. Power, humor, naturalness and thrill make this story a triumph of all talking pictures.

The cast includes Conrad Nagel, Kay Johnson and Howard Hickford. The story of a young heir who marries a condemned man on the eve of his execution in order to fulfill the terms of a will. Executive pardon releases the man and he goes to his bride. . . . she does not want him. . . . he causes trouble. . . . she finally goes to him in his mining town. . . . they live together only that she may receive her inheritance. . . . there is danger in the mines. . . .

This thrilling masterpiece will soon be shown at the Fox theater.

MODERN FILM

'LAB' IS BEING BUILT BY FOX

Company Getting Ready for \$20,000,000 Production Program.

It is fitting that the Fox Film corporation, recognized as the leading producer of talking pictures in the world, should have the largest and most modern film laboratory in which to turn out its product. This it will have within a few weeks when the new Fox home office building, the largest structure of its kind in the world, is officially opened in New York.

This new laboratory, the talk of the motion picture and photographic industries and incorporating the latest achievements of science will be the first and only plant of its kind. It was designed and its construction supervised by Jack O. Leo, vice-president of the Fox Film corporation and a brother of Joe Leo, president of the Fox Metropolitan theaters and vice-president of Fox-Midwest theaters who has come to Green Bay for the opening of the new Fox theater.

\$20,000,000 Production Program
This while the Fox production organization, through Joseph W. Sheehan, President and General Manager, and Winfield Sheehan, has announced a \$20,000,000 production program for 1930-31, Mr. Leo is providing the facilities that serve to apply the finishing touches to the stupendous plans perfected by President William Fox for next season. This new plant, together with a similar one in Hollywood will be utilized for the making of Grandeur Foxcolor productions.

It is no wonder that the motion picture industry of the world has its eyes focused with greater firmness than ever before on Fox Film corporation, for these laboratories—the one in New York and the other in Hollywood—give this important and leading organization plants that no other company can boast. Also, it definitely means that none is anywhere as nearly equipped to guarantee the best prints of the new art as is Fox.

General Sales Manager J. R. Gainger said this week that managers and others who will attend the 1930-31 sales convention in New York this season will then have their first opportunity of personally beholding the wonders of the new laboratory and Home Office Annex building.

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A FEW OUTSTANDING FOX FILM COMPANY STARS



Charles Farrell and Janet Gaynor, stars of "Sunny Side Up" coming soon in "High Society Blues"; El Brendel, the funny Swede coming in "Hot for Paris"; Victor McLaglen also coming in "Hot for Paris"; Sharon Lynn featured in "Happy Days" and Edmund Lowe soon to star in "Born Reckless."

Included in the bright galaxy of William Fox stars are two teams, so well known through their work together on the screen that the name of any one of them instinctively brings to mind the name of his or her partner. We refer to the screen's greatest love, Janet Gaynor and Charles Farrell, and the cinema world's most popular pair of perennial arguers, Victor McLaglen and Edmund Lowe. These stars, as well as El Brendel and Sharon Lynn, two other well known Fox luminaries are shown above.

From the time that Janet Gaynor and Charles Farrell first played together in the Fox production, "Seventh Heaven", which won the gold medal for the outstanding picture of that particular season, these youngsters have seldom been apart in their screen activities and they have earned for themselves the appellation of "the screen's most lovable pair of lovers."

Secured Hit in "Street Angel"
Sweet, childlike in her simplicity, yet outstanding as an actress, Miss Gaynor's rise to stardom has been little short of sensational. She was almost an unknown when she first stepped to fame as the sweetheart in "Seventh Heaven" and to this day whenever you think of adorable sweetness on the screen, you must inevitably think of Miss Gaynor.

When you think of her, how can you think of anyone else as her lover but world-bias Victor McLaglen? Following their success in "Seventh Heaven", this heavenly pair added further laurels by their work in "Street Angel". This was their last great success in the silent pictures but their acting in this was so outstanding that it still stands forth as one of the 10 greatest pictures ever

other keep their audiences convulsed. They will be seen in a similar scragging role in "Happy Days", the Fox Movietone musical extravaganza soon to be seen at the Fox theater and then there will be a sequel to "The Cock-Eyed World" to be known as "Broad-Minded". This is one of the super-productions listed for the Fox theater in the near future.

El Brendel Comical
El Brendel, that comical Swedish comedian whose very appearance on the screen is a signal for laughter, is another screen performer whom it can be said was made by the talkies. He was only a fair success in the silents. But in the talking pictures where he was able to bring his inimitable Swedish dialect into action he has been a riot.

Brendel made an instant hit in "The Cock-Eyed World" in which he always shared equal honors with the stars, McLaglen and Lowe. He followed this up with another superb comedy performance as the roughest sailor in "Hot for Paris", co-starring with McLaglen. He is also to be seen in "Happy Days" and in many other Fox productions set for the Fox theater in the near future.

Sharon Lynn was but little known to movie fans until she was heard as the blues singer in the Fox melodrama, "Spookay". From that time on she was made. Since she has been seen and heard in feature comedies in "Fox Movietone Follies", "Sunny-Side Up" and now in "Happy Days" where she does the "Wiggle Waggle Woo" number in that sensational production number "Snake Hips". This is certain to be the outstanding song and dance number in any talking screen production this season.

LATEST VENTILATING SYSTEM INSTALLED TO KEEP 'FANS' COOL

Even Temperature Possible in New Theater Despite Weather Outside.

By the magic of modern engineering, the Fox theater is able to turn the heat of summer into the refreshing coolness of April.

In "selling" itself to Green Bay Fox theaters insist upon its patrons being comfortable. You may travel the world and find no other theater with most palatial and expensive theaters of Rome, London, New York or Los Angeles and you won't find one in which you will be more comfortable than the new Fox theater in Green Bay.

Regardless of the weather outside, the temperature in this theater is regulated automatically by your comfort.

In the winter the outside air is drawn into the theater through solid walls of water, cleaned and aerated, then over, coils of warm pipe and heated to the exact degree desired.

Expensive Ventilating System
In the summer the air is drawn in "washed" in water, then sent over coils until it reaches the desired degree of coolness. A \$150,000 ventilating system has been installed into the theater. In summer it is capable of freezing 300 tons of ice a day.

The system is so regulated that thirty cubic feet of air is drawn into the theater every minute for each person inside the theater. This means that, when filled to capacity, 100,000 cubic feet of air is drawn into the auditorium each sixty seconds. It means further than 6,000,000 cubic feet is drawn in each hour, and to go farther, it means that 72,000,000 cubic feet enters during each day. There's no denying that that's a lot of air. If you wish, you may figure how many cubic feet enters the theater every week, month, or year.

But what becomes of all this air after it gets into the theater? Certainly it doesn't stay there for soon the auditorium might be filled with compressed air, and if more air continued on and kept on, the theater would have to be built of rubber or it couldn't stand the pressure.

In Operation Day and Night
But of course all that was considered and getting back to reality, a most marvelous system of taking care of the "second hand" has been devised and installed in the theater.

Exit vents are concealed under the seats and in inconspicuous places in the auditorium through which the used air is drawn out as fast as new air comes in.

SAFETY OF PATRONS FIRST CONSIDERATION AT NEW FOX THEATER

Even Temperature Possible in New Theater Despite Weather Outside.

Safety of patrons is a paramount consideration at the new Fox theater. In addition to having the construction strictly fireproof throughout, an automatic sprinkler system protects the stage and the stage basement. An asbestos curtain, several tons in weight, divides the auditorium from the stage.

"Anna Christie" is a drama of the sea and of seafaring folk with Charles Pickford, Marie Dressler and George F. Marion supporting Garbo in the cast.

"ANNA CHRISTIE" FIRST GRETA GARBO "TALKIE"

"Garbo Talks"—The world has long awaited this sensation; to hear the beautiful blonde Swedish actress, Greta Garbo, talk on the "Living Screen." She does, and what a voice!

She captivates you with her suave manner as Anna Christie! She thrills you with her wonderful voice! All in all she holds you utterly spellbound throughout this all talking picture. "Anna Christie" is a drama of the sea and of seafaring folk with Charles Pickford, Marie Dressler and George F. Marion supporting Garbo in the cast.

Anna is a motherless girl who is lost and stray, and seeking to escape men, goes to live on a coal barge with her father, who she has not seen for fifteen years. She tries to forget her past. . . . she falls in love. . . . her past is revealed—but why tell you the rest. Soon you will be able to see this Metro-Goldwyn-Mayer super-production, a dramatization of a famous novel, at the Fox theater.

"TAMING OF THE SHREW"

Furious, adventurous, thrilling and daring as only Douglas Fairbanks and Mary Pickford can portray their parts. "Taming of the Shrew," which will come to this theater soon, is one of the best pictures of the year. There is action aplenty woven around a wonderful romantic story of old. Fairbanks is again the adventure seeking youth who fears not death or hardships. He fights his way into a beautiful romance. The girl—well, you know. But don't pass up this sensational picture.

meters heated in every section of the auditorium it automatically indicates the temperature and humidity of the air at any given point in the theater and if any one thermometer registers below or above what it should, instant steps are taken to regulate the condition.

1,250 THEATERS ARE OPERATED IN U. S. A. BY WM. FOX COMPANY

Austrian Immigrant Rose From Nickleodeon Hall to Command Biggest Chain.

The William Fox organization which operates 1,250 theaters in this country, is the outgrowth of a nickleodeon theater which was purchased by William Fox in Brooklyn twenty-five years ago.

Since that time Mr. Fox has started producing his own pictures, and the Fox Film corporation ranks as one of the foremost, with millions of dollars invested in New York and Hollywood, and with branches in 100 of the largest cities of this country and abroad.

Since the advent of talking pictures and the consequent development of the "theme song," Mr. Fox has organized his own company, the Red Star Music corporation, for the production of song hits and for their distribution to the public. He has under contract some of the foremost musicians and composers of "Tin Pan Alley."

Financed Experiments
Mr. Fox early saw the possibilities of talking pictures and financed the experiments of two little-known inventors in New York several years ago. They presented a theory that sound could be photographed and recorded on film just as could be the actions of actors. They contended that the photographed sound could then be reproduced and amplified by electricity so that it would be "built up" to its natural volume again.

That was the beginning of Fox picture-making. The "talkie" system of sound reproduction. It has been proclaimed the best of any sound apparatus.

William Fox gave the world its first talking news reel, Fox Movietone News. A vast organization of news gathering cameramen has been developed with representatives in all parts of the world reach to fly at a moment's notice in the scene of any event of new interest. Now you can see and hear the news of the day in any part of the world almost as fast as you can read about it in the newspapers.

In addition to owning his own motion picture producing company, which has such stars as John McCormack, Will Rogers, Lenore Ulric, Janet Gaynor, Charles Farrell, Lois Moran, George O'Brien, Warner Baxter, and hundreds of others under contract to it, Mr. Fox has the control and finally after saving his pennies became the owner of a penny arcade which he transformed into a nickleodeon.

The ramifications of the great Fox organization extend all over the world. It is a dream come true of an Austrian immigrant boy who as a youngster longed for a theater of his own and finally after saving his pennies became the owner of a penny arcade which he transformed into a nickleodeon.

LEADERSHIP

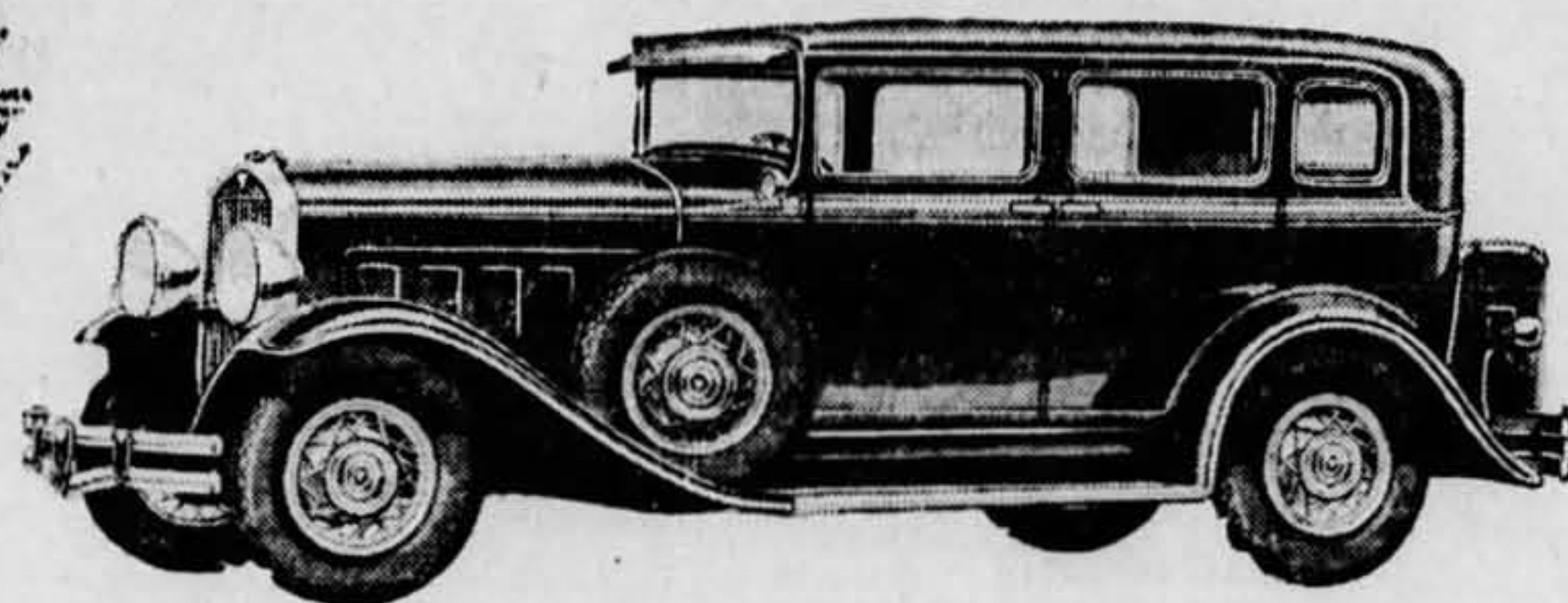
HUDSON'S GREAT 8

Again Emphasizes Hudson Leadership

In its great Eight, Hudson presents a new type of motor car. It is entirely individual in its fascinating design, unmatched in riding qualities—and truly great in a brilliance of behavior that gives immediate command of every driving situation.

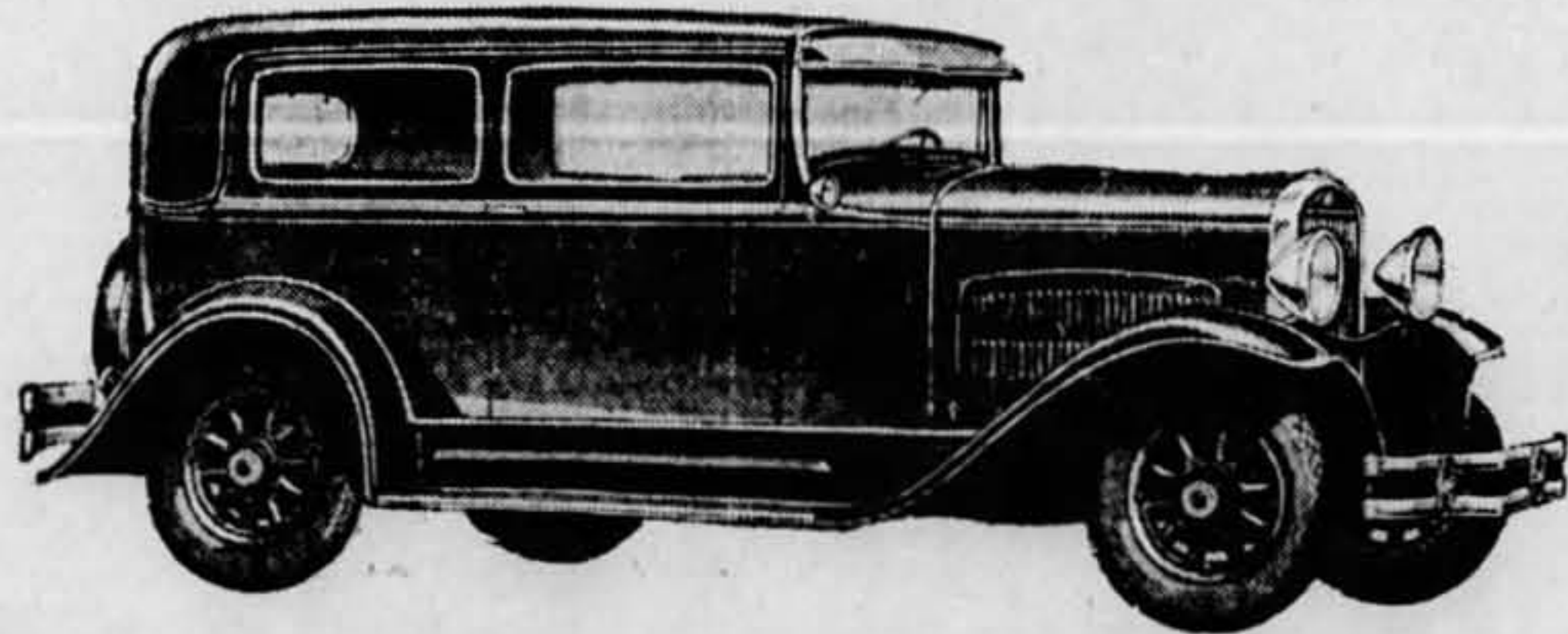
In appearance it is fresh and original—a new style creation. The arrow, with its pointed barb, its clean, straight shaft and feathered tail, is used in the modern manner as a decorative design to contrast with smooth, balanced body curves. There is a pleasing repetition of this same motif in all the detailing of fenders, lamps, interior fittings and appointments, to achieve a most attractive unity of design. Here is a new, smarter trend in the fashioning of motor cars.

Hudson counts the Great Eight its greatest achievement. It meets with every motoring requirement. It saves in first cost alone more than enough to meet operating cost for a whole year. And the price at which it sells questions the wisdom of ever paying more for any car.



The stylish modernistic motif which adds distinction to this Hudson Great Eight Standard Sedan has been carried through to the smallest detail in color, appointments, upholstery and fittings. Body, chassis and motor are all produced in Hudson plants, thus providing a completely balanced care and insuring maximum smoothness from the new Great Eight Motor.

New Body, New Beauty, New Motor In New Essex Challenger



This New Essex Challenger Coach, new from radiator to rear bumpers, with distinctive, modernistic lines and interior treatment will carry the banner of the type that Essex pioneered and made popular. Larger and roomier, because of increased wheelbase, this Challenger model has a new collapsible seat which gives easy access to the rear compartment in which three full-grown passengers can rest comfortably in the new luxurious cushions. New performance is achieved through an entirely new engine.

FOX

Fox leadership is emphasized in the fact that the finest producers present their GREATEST attractions EXCLUSIVELY at Fox Theatres in Green Bay. Fox, Metro-Goldwyn-Mayer, United Artists, Radio, First National and Paramount are the actual examples of this established entertainment leadership.

BROWN COUNTY MOTORS

Hudson and Essex Distributors

139 S. Washington

See Our Great Display At The Automobile Show

REALIZATION

THE great Gateway to the Great Waterway — Green Bay — again becomes a leader among the cities of Wisconsin.

With the construction and opening of Green Bay's Fox theatre—one of the finest in the middle west—is marked one more worthy realization in Green Bay's vision of metropolitan development.

Since the year 1634, white people have been coming to Green Bay in ever increasing numbers. Father Nicolet's La Bay Verte has gone far in these years. Green Bay's growth has been steady, orderly, permanent and it will continue its well-balanced growth.

The FOX theatre fulfills a long-felt want for a motion picture playhouse of the deluxe type — and we are thankful to the citizens of Green Bay who visioned, built and now may realize that ambition.

We are also thankful for the type of service, entertainment and comfort that is assured Green Bay theatre-goers by the nation-wide organization headed by Mr. William Fox.

FOX

The FOX Theatre is the realization of the William Fox organization to present only the finest entertainment in Wisconsin. Fox theatres are appreciative of the patronage and support of Green Bay and hope to merit it in the future—as they have in the past.

To the FOX theatre . . .
CONGRATULATIONS!

Green Bay
Kiwanis Club

Green Bay
Lions Club

Green Bay
Rotary Club

Each Serving A Community Worthy The Staunch Support
Of All Good Citizens



SUPREMACY

FOX THEATRE

Supreme in the Entertainment World, Combines Forces With the Style Supremacy of the

JORGENSEN BLESCH CO.

in presenting for the approval of the fashionable femininity of Northeastern Wisconsin—

"FASHION NEWS"

The only authentic style review in Technicolor, Sound, Talking With Theme Music

featuring

Fashions in Advance of the Mode

—adaptations of the latest Parisian importations and the very newest American creations.

FOX

MODELED BY CELEBRATED SCREEN STARS

"Fashion News" will be presented in Green Bay, for the first time, at the Fox Theatre, Monday, February 17th, and each week thereafter throughout the year. Let "Fashion News" be your constant guide to smartness.

The Identical Fashions shown in "Fashion News" will be on display at Jorgensen's, for your inspection and selection... for Green Bay women to adore, to wear... simultaneously with their presentation on the screen.

JORGENSEN BLESCH CO.

"Style Leaders Since 1876"

EXECUTIVES OF FOX THEATERS HERE FOR OPENING FRIDAY

FOX OFFICIALS HERE TO OPEN NEW THEATER

Joe Leo, Vice-President, Greatly Pleased With New House.

JOE LEO, VICE PRESIDENT OF THE FOX THEATERS, HERE FOR OPENING



MR. JOE LEO

A party of New York officials of the William Fox organization arrived in Green Bay today to be present at the opening of the Fox theater tomorrow.

Included in the group were Joe Leo, president of the Fox Metropolitan Playhouses, Fox Chicago Theaters and executive vice-president of Fox-Midwest Theaters, Inc. A. Fiegel of the great sign company bearing his name, Mr. Furman, supervising architect for Fox theaters and H. J. Fitzgerald, vice-president and general manager of Fox theaters in Wisconsin.

Before taking over the post as head of the New York Fox chain of Metropolitan Playhouses, Mr. Leo was in charge of the Fox circuit in Wisconsin and although he spends most of his time in New York, he still retains a lively interest in it. Throughout the period of time the new Fox theater here was under construction, weekly reports of the progress of the contractors were sent to him and he is responsible for many of the innovations incorporated in the edifice.

Pictures Need Charm Far More Than Beauty: De Mille

Talking pictures should be motion pictures with dialogue, not photographed plays, is the belief of Cecil B. De Mille, veteran producer, who has been occupied a full year with "Dynamite", his first audio production, which will come soon to the Fox theater.

AD MAN WILL FLY HERE WITH HOAN MESSAGE

Plane With Milwaukee C. C. Younggreen Due Here Friday.

Green Bay tomorrow will be visited by a personage of international repute on the occasion of the opening of the new Fox theater. C. C. Younggreen of Milwaukee, president of the Associated Advertising Clubs of the World, and unquestionably the best known advertising man in the middle west, will fly to Green Bay from Milwaukee in a cabin plane of the Weeks Aircraft corporation together with a number of officials of the Fox-Midwest theaters and will bring with him a letter of congratulation from Mayor Daniel W. Hoan of the Cream City to Mayor John V. Diener of Green Bay.

Norma Shearer's Hands One of Her Greatest Assets

Beautiful hands—hands that are well kept, soft and shapely—are always an index of distinction. Eleanor Duse, the famed Italian actress, was known as "the lady with the beautiful hands." Critics said she expressed more emotion with her pliable hands than many an artist with her entire body.

H. J. Fitzgerald, General Manager of Fox Theaters



H. J. FITZGERALD

Most of the executives of the William Fox organization rose from the ranks and H. J. Fitzgerald, who is vice president and general manager of the Fox theaters in Wisconsin and who is in Green Bay to attend the opening of the new Fox theater, is no exception.

Ann Harding Is Strong for The New Fashion Regime

It sounds amusingly radical to say that the new fashions in clothes will influence fashions in acting, but really it isn't. Even the directors are beginning to raise wrinkles between the eyes over just that thought.

FOX THEATER TO HOLD A MIDNIGHT PRE-VIEW

One of the many innovations to be introduced in Green Bay by the new Fox theater will be the midnight pre-view show which will take place every Saturday night at 11:30 p. m.

WILLIAM FOX FIRST IN DEVELOPMENT OF WIDE "MOVIE" FILM

Just as William Fox was the first independent producer of motion pictures, just as he was the originator of Movietone (sound-on-film), just as he was the first to issue a talking newsreel (Fox Movietone News) so is he first in the development of the new wide film.

McLaglen and Brendel in "HOT FOR PARIS"

You laughed plenty at "The Cock Eyed World" but you don't know what side-splitting mirth is until you see that hilarious screen production all talker "Hot For Paris" which is another Fox triumph portraying the adventures of Victor McLaglen as John Patrick Duke instead of Captain Jiggs.

"THE BABY-TALK GIRL" TO SHOW HERE SHORTLY

"Rehearsal records" are a time and effort-saving invention that Helen Kane, the girl with the big eyes and the little voice, has introduced to Hollywood.

30-MINUTE "NEWS PARADE" ON 3 DAYS AT NEW PLAYHOUSE

Latest World Events to Be Shown Twice Daily on Sabbath Day.

RICHARD DIX PROUD OF ROLE IN "SEVEN KEYS TO BALDPATE"

Famous Actor Says Radio Pictures Debut Story for Him Happy One.

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GREEN BAY THEATER EQUIPPED TO SHOW NEW 'GRANDEUR' FILM

Mammoth-Screen Pictures Will Soon Be Available at Fox Playhouse.

Richard Dix Proud of Role in "Seven Keys to Baldpate"

Famous Actor Says Radio Pictures Debut Story for Him Happy One.

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METRO-GOLDWYN-MAYER'S FAVORITE STARS



Ramon Novarro coming in "Devil May Care", Anita Page, young featured player, John Gilbert, coming in a new talking picture, Joan Crawford coming in another sensational film, Greta Garbo coming soon in her first all talking picture "Anna Christie", and Norma Shearer coming in "Their Own Desire".

Gilbert Big Attraction. John Gilbert, idealistic lover of the screen, made his debut in talking pictures in "His Glorious Night" where his rich, vibrant voice has made for him a host of new admirers, especially among the feminine half of America's population. Gilbert's sensational rise from obscurity in pictures to stardom both in silent and talking pictures marks him as one of the big box office attractions of the film industry. He first made his name in the lead role of King Vidor's "The Big Parade". His performance in this picture paved the way for his immediate rise in standing. It made a star of him.

Greta Garbo Coming Soon. Petite Joan Crawford has had an interesting career in the movies. Miss Crawford for some time was a dancer in the cafes of New York and it was in that capacity that she first attracted the notice of movie magnates. She was brought to Hollywood and after a few appearances her vibrant personality became so apparent that she was given leads and was finally elevated to stardom. Her appearances in "The Taxi Driver", "Our Dancing Daughters" and "Our Modern Maidens" enhanced her popularity. Her first talking picture, "Untamed", is an absolute sensation.

Greta Garbo the superb—the greatest attraction on the screen today, will soon be heard in her first all talking picture, "Anna Christie". Her past successes on "The Single Standard" and like productions will fade into oblivion when this wonderful story is seen and heard by her millions of admirers. It brings a new and greater Garbo to the screen.

There is a recital hall fully equipped for auditions; a test laboratory and a building for the film cutters. The large generators necessary to supply electric power to the entire city are housed in another building. Statistically into this "Miracle City" went 2,202,712 feet of lumber, 4888 feet of floor areas, 2,100,000 feet of reinforcing steel; 240,000 square feet of pavement in streets.

Over 1200 skilled workmen labored seven days a week in three eight hour shifts.

This is the city that will turn out sound and talking pictures that will be shown in Fox theaters—a part of the mighty Fox organization—represented in Green Bay by the new Fox, the Strand, and Colonial.



DEPENDABILITY

DEPENDABILITY is a word often abused and misused in a thousand and one different ways. Today's motor cars are purchased more for looks than for any other given reason, BUT good looks combined with one hundred per cent dependability make the motor car you select an outstanding vehicle. The motor cars listed below are dependable PLUS the added factor of necessary motor car beauty. Each is nationally known and favorably so. See them at the Automobile Show.

BUICK AND MARQUETTE MOTOR CARS

The
DEPENDABILITY
Of Buick and Marquette Is Unquestioned

McGeehan Buick Co.
610 Main

CHEVROLET MOTOR CARS

Be Sure To See The Greatest Chevrolet
in Chevrolet History

Bogda Motor Co.
415-417 Main

DE SOTO AND REO MOTOR CARS

See The Great New
DE SOTO EIGHT
And The Wonderful NEW REO

Phillips Motors, Inc.
132 South Adams

DODGE MOTOR CARS

SIXES AND THE NEW EIGHT-IN-LINE
On Display at The Automobile Show

Buth-Golden Motor Co.
215 North Adams

Erskine, Pierce-Arrow and Studebaker Motor Cars
DYNAMIC BEAUTIFUL CHAMPION
Erskine Pierce-Arrow Studebaker

On Display at The Automobile Show

Thom Motor Car Co.
201 West Walnut

ESSEX AND HUDSON MOTOR CARS

See
HUDSON'S GREAT 8
and
THE NEW BIG SIX ESSEX

Brown County Motors
139 South Washington

FORD AND LINCOLN MOTOR CARS

See Our Display at The Automobile Show

Van Drisse Motor Co.
118 South Adams Street

HOOD TIRES

Dependability on The Roads Is What You Need in Tires—
Hood Answers That Need!

LaPlante Tire & Radio Co.
1204 Main

PLYMOUTH MOTOR CARS

The Pinnacle of Automobile Dependability
See Our Display at The Automobile Show

Tracy Motors
405 West Walnut

WHIPPET AND WILLYS-KNIGHT MOTOR CARS

Fine Motor Cars Noted For
DEPENDABILITY

Cliff Wall Motor Sales
1285 Main

FOX

The dependability of Fox theatre entertainment remains the same year after year. Fine screen attractions, comfortable, beautiful surroundings, efficient service; these serve to assure Green Bay theatregoers that FOX is ever a synonym for dependability in fine entertainment.

These Motor Cars Are On Display
At The
AUTOMOBILE SHOW
AUDITORIUM
FRIDAY - SATURDAY - SUNDAY
FEB. 14 - 15 - 16

SERVICE

THE world has traveled a long way since 1878, when Thomas A. Edison visited the White House to exhibit his newly invented phonograph to President and Mrs. Hayes. It is recorded that they remained up until 3 o'clock in the morning listening to the new invention which was run by a wire spring.

Today, the phonograph operates itself; radio brings us the vocal entertainment of the world; talking pictures, the drama of the world; television is just around the corner.

Electricity, first a curiosity, then a novelty and now a necessity has helped make these things possible. It is the obligation of every electric light and power company to keep pace with this advancement. We must anticipate the future and stand ready to serve on a moment's notice.

The electrical supply of this theater has been planned with a view to contributing our full share toward the pleasure of its presentations.



Fox theatre service emphasizes that the public be pleased—in comfortable seats, in pleasant surroundings and in perfect ease, attended by a well-schooled, efficient personnel—to witness Fox entertainment.

Wisconsin Public Service Corporation



DEVELOPMENT

BARKHAUSEN'S LIBERTY GASOLINE

LIBERTY GASOLINE is a high test gasoline that assures motorists of quicker acceleration, smoother running and easier handling. It is popular with motorists everywhere because of these qualities. Your motor car will perform brilliantly when properly fed with the right grade of gasoline. Mounting sales prove conclusively that LIBERTY is THAT grade. Fill up with it at your nearest BARKHAUSEN SERVICE STATION and make us prove it

OIL

As a Further Development
In the Process of Warmth

THE development of heat has been an interesting factor in the history of mankind. From the first rude flint fires to the cozy oil heat of today is a long jump—but the gap has been bridged and modern homes and buildings are being heated with oil. The new FOX THEATRE has had installed massive burners for the heating system and these burners will use OIL to heat up the theatre and to keep it comfortable at all times. All the newest Fox theatres are so equipped.

We Congratulate The Fox Theatre

THROUGH our direct contact with the Fox theatres we feel that a sincere expression of congratulations is entirely in order. We are proud to have this beautiful citadel of amusement in our midst. The development of Fox theatres in Wisconsin has been equally matched by the development of the Barkhausen Oil Co.

Again... congratulations Fox Theatre!

FOX

Fox theatres have developed rapidly in Wisconsin. Today the large majority of Wisconsin's FINEST theatres are FOX theatres. The Green Bay Fox is by far the most beautiful and is a step in the definite and far-reaching development of the Fox interests in Wisconsin.

BARKHAUSEN OIL CO.

DISTRIBUTORS

SERVICE STATIONS ON ALL HIGHWAYS

OFFICE: MATHER STREET

PHONE ADAMS 627

CONGRATULATIONS

The Progressive Green Bay Business Men whose signatures appear on this page extend their congratulations on this event of such civic significance. The opening of the Fox Theatre means a new era of growth and prosperity to Green Bay and in such an instance wish to felicitate Mr. William Fox and his associates.

The International Alliance

of
STAGE EMPLOYEES and
MACHINE OPERATORS

of the
UNITED STATES AND CANADA

Good Luck
and
Congratulations
From the Boys of
Local 477

Siebert Cadillac Co.

FINE
MOTOR
CARS

Beautiful Models of Cadillac and La Salle and Fleetwood Models in
Our Showrooms.

216 DOTY ST.

BERT SIEBERT

Northland Pharmacy

In the Hotel Northland

DRUGS
CIGARS

SODAS
STATIONERY

CANDIES
ETC.

L. HANNAN,
Proprietor

Leicht Transfer & Storage Co.

121 S. Broadway Adams 5070

Wadhams Oil Corp.

201 Alexander Adams 336

American Sales Co.

William "Bill" Swartz, Proprietor
306 Pine St. Adams 563

Kruger Agency

206 Main St. Phone Howard 533

Baierl's Cleaners & Tailors

235 S. Washington Adams 374

Meier-Schroeder Co.

FLORISTS

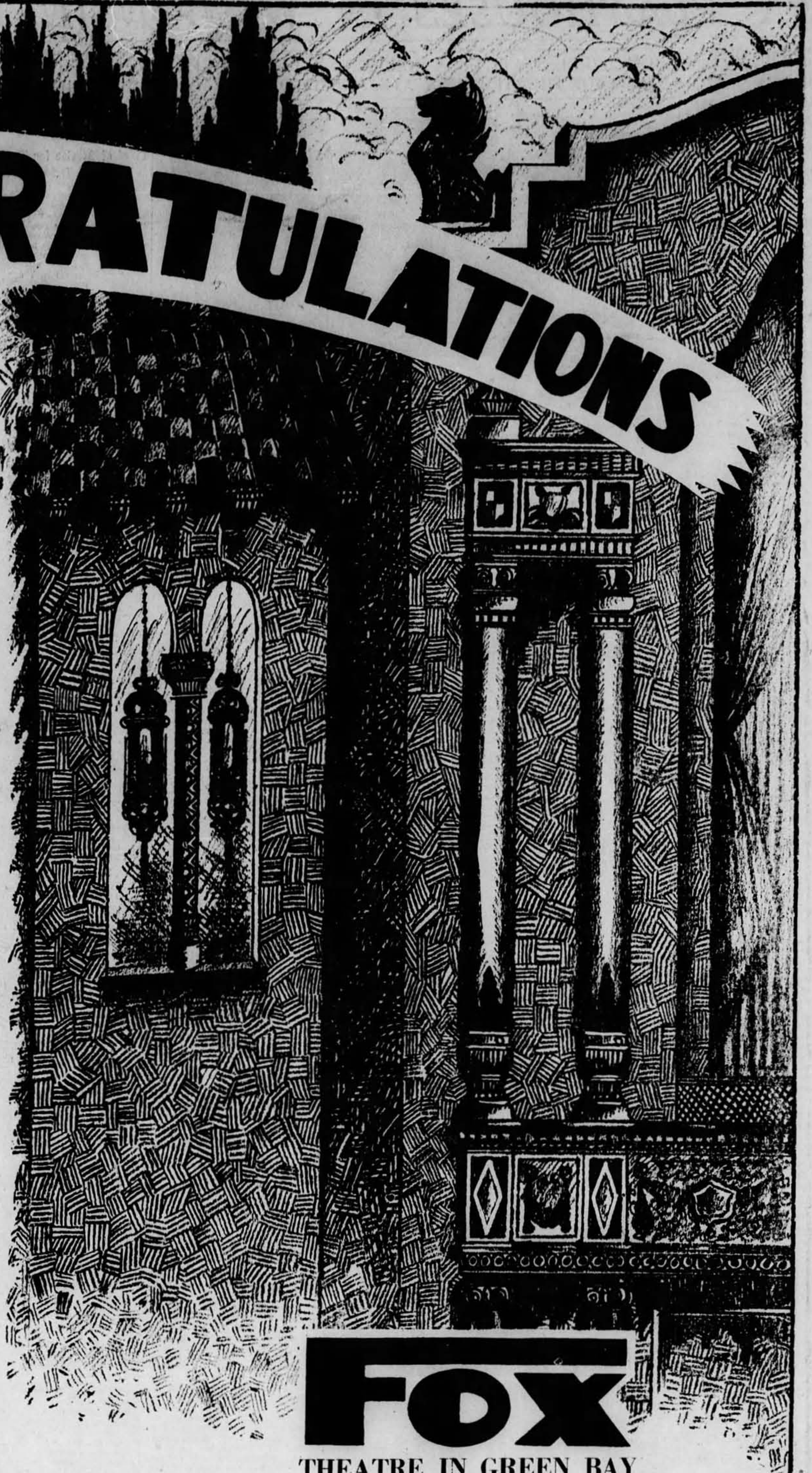
119 N. Washington Adams 3904

American Lumber & Mfg. Co.

301 So. Pearl St. Adams 807

FOX

THEATRE IN GREEN BAY



COMFORT

PURE AIR

IN THE

Fox Theatre

MEANS

COMFORT

WHILE YOU ENJOY THE FINEST ENTERTAINMENT!

BY the magic of modern engineering, the FOX THEATRE is able to turn the cold blasts of winter into the gentle breezes of June and on the other hand, convert the hot blasts of mid summer to the refreshing coolness of April.

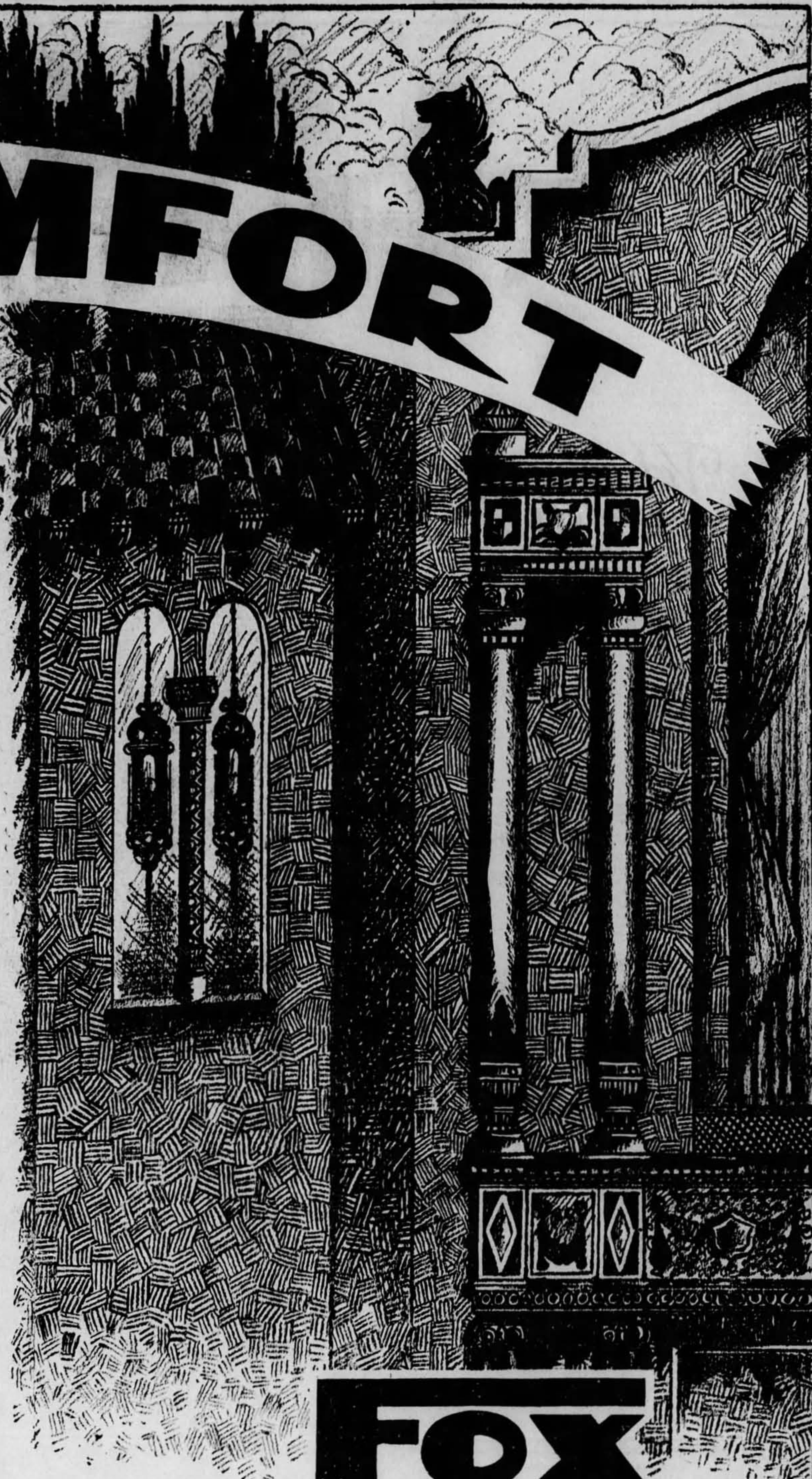
Regardless of the weather outside, the temperature of the FOX THEATRE is regulated automatically for the comfort of the public. The cooling and ventilating system in the FOX THEATRE will be in operation night and day, keeping the interior of the theatre at 68 degrees always.

The Warning Sheet Metal Works in association with the New York Blower Company, Johnson Oil Burner Company, Powers Regulator Company and George F. Reeke were commissioned to install this system in the FOX THEATRE.

Hourless days were spent in perfecting this miracle cooling and ventilating plant — the most modern in this section of the country.

We are proud to have been selected by Mr. William Fox to install this system and congratulate him and his associates on the beautiful theatre they have achieved from brick and stone and sand.

We believe our part in its building will more than tend to become responsible for the comfort of theatregoers while witnessing the performances on the screen.



FOX

Not only is comfort emphasized in the FOX theatre by the modern wonders of heating and cooling, but in its deep seats, soft, luxurious rugs, brilliant tapestries and wondrous architecture. The patrons' comfort is the foremost thought of every Fox employe—and you will be comfortable—always—in the FOX theatre.

BUILT AND INSTALLED BY

WARNING SHEET METAL WORKS

OSHKOSH, WISCONSIN

In Cooperation With

NEW YORK BLOWER CO.
Chicago, Ill.

POWERS REGULATOR CO.
Chicago, Ill.

JOHNSON OIL BURNERS
Milwaukee, Wis.

GEORGE F. REEKE
Green Bay, Wis.

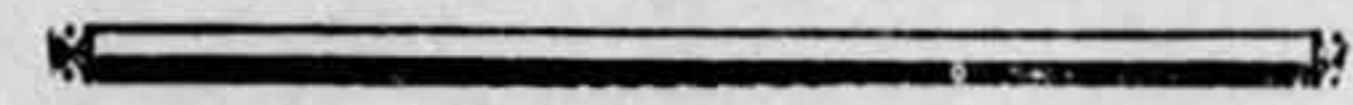
CHARM

Valentine's Day
FEBRUARY 14th



Say it with Flowers

FLOWERS subtly... but completely... convey the Valentine message faltering words cannot deliver! If you would really please her this Valentine's Day... say it with flowers!



Many beautiful floral tributes for the Fox Theatre are being prepared by Hamilton's—by special order.

FOX

THE charm of the Fox theatre is exemplified in its charming furnishings—rich, exquisite draperies... carved, antique furniture... beautifully molded statues and its rich, blue night-sky... with the twinkling stars. Truly, a theatre of Charm.

HAMILTON FLOWERS

ADAMS AT CHERRY STREET

PHONE ADAMS 1153

HAPPY DAYS TO SHOW AT NEW THEATER SOON All-Star Production Opens at Fox Here On Feb. 24.

A motion picture director usually has enough of a problem if he has one star in a picture and two or three prominent featured players. Artists of established position are not apt to be as pliable as those with reputations yet to be made.

The problem becomes more complicated as the size of the featured cast increases. It becomes positively formidable when an all star production is being put into work. What it becomes when most of the principal players under contract to a single producing company are poured into one cast is something for Benjamin Stoloff to describe.

When he retires from pictures he hopes to become a diplomat. He feels that he has had plenty of training. Mr. Stoloff directed "Happy Days", Fox Movietone all star, all talking musical romance scheduled to open at the new Fox theatre in Green Bay a week from Monday—that is on Feb. 24.

Has Great All-Star Cast At first the picture was intended to be the first Movietone minstrel show. As it finally came out, it was a massive production with a story and an amazing cast.

Among the big names were Frank Albertson, Warner Baxter, El Brendel, Walter Catlett, William Collier, Sr., James J. Corbett, Charles Farrell, Janet Gaynor, Richard Keene, Dixie Lee, Edmund Lowe, Sharon Lynn, George MacFarlane, Victor McLaglen, J. Harold Murray, George Olsen and his Music, Paul Page, Tom Patricola, Ann Pennington, Frank Richardson, Will Rogers, David Rollins, "Whispering" Jack Smith and Marjorie White.

Each of these naturally felt entitled to a particular place in the sun. Some were not backward about suggestions for scenes. Keeping each happy required an unprecedented amount of finesse.

Besides this tremendous cast of 100 entertainers, Stoloff had under his direction a great chorus of mixed voices, and 50 beautiful dancing girls in numbers staged by Earl Lindsay.

Little Re-Taking Necessary Cooperation between Walter Catlett, acting as stage manager, and Director Stoloff was responsible for the smoothness with which the production progressed. Little retaking was necessary because Stoloff and Catlett worked together without friction.

From the opening scene of "Happy Days" Stoloff had his cast cooperating with him to the fullest extent, with actions rather than words, that the magnitude of the picture could brook nothing petty.

He felt at home in the comedy worked in which Marjorie White and Richard Keene played. The three, being young, had much in common besides their ambitions to succeed. Miss White had appeared in only one film production, "Sunny Side Up", before Stoloff pictures, so he usually worked to learn about new technique from the young veteran of silent pictures. Much of the comedy was improvised on the set by Stoloff, Miss White and Keene.

Considering the size of the production, "Happy Days" was made with little tumult. The specialty acts were staged with few rehearsals because the players perfected themselves before appearing before the Movietone camera.

One of the reasons why the actors were all so anxious to do their best was due to a clever move on the part of Director Stoloff. To give them an incentive, he allowed other members of the cast to form a professional audience out of the camera range. Having an audience to play to naturally inspires actors.

"THE SKY HAWK" IS SCHEDULED FOR "BAY"

William Fox will soon present at this theater Movietone's gift to the air-minded age in talking, all talking drama of a daring birdman, "The Sky Hawk", with John Garriek, Helen Chandler and Gilbert Emery. "The Sky Hawk" deals with the Zeppelin raids over London and contains some of the most thrilling aerial episodes ever filmed, as well as an unusually interesting story. John Garriek, a product of the University of Wisconsin, directed this production. The drama was taken from the widely read magazine story by Llewellyn Hughes.

Some of the most breath taking sequences ever produced are included in the picture, particularly the scenes of London shivering under the rain of Zeppelin bombs. To top this comes the stirring climax when John Garriek, England's youthful actor-aviator, conquers his huge opponent amid the burning shrapnel and great searchlight rays.

"The Sky Hawk" tops all previous air thrillers by 5,000 feet," says the New York Daily Mirror.

NOAH BEERY VERY NEAR DEATH FROM OPERATION HOLLYWOOD, Cal.—(AP)—Noah Beery, picture bad man, today in real life was waging a desperate battle against the death he has so aptly portrayed in numerous villainous roles on the screen. At the Hollywood hospital where the film "heavy" yesterday underwent an operation for appendicitis, his condition was described as dangerous. Operating physicians said a gangrenous condition of the appendix was found, and that it yet was too early to tell whether the infection had spread. Beery's physicians said he was able to talk a little when he came out from under the influence of ether late last night, and that his condition was as good as expected.

CHICAGOAN FLYING TO BEDSIDE OF HIS WIFE NASHVILLE, Tenn.—(AP)—Bruce White Strong, Oak Park, Ill., and Dr. C. V. Shipley left Sky Harbor airport today for Key West, racing to the bedside of Strong's wife, who is seriously ill there with pneumonia.

TREASURER OF FOX THEATERS IN WISCONSIN AND HIS ASSISTANT



R. H. BROWNE Robert Frenzel is the assistant treasurer of Fox theatres in Wisconsin. It is Mr. Frenzel's duty to delve into the details of the expenditures of Fox theatres and to supervise the accounting under R. H. Browne's direction.

FOX DEPARTMENT HEADS



E. P. VOLLENDORF R. J. PATTERSON J. N. NUSBAUM Richard J. Patterson is the purchasing agent for Fox theatres in Wisconsin. Under his direction is an efficient department which purchases all supplies needed for the operation of Fox theatres from rubber bands to the most elaborate and expensive machinery. J. N. Nusbaum is in charge of the real estate department of Fox theatres in Wisconsin. He is the man who arranges for the sites of new theatres and the rental of property owned and operated by William Fox in Wisconsin.

'Kibitzer' Is Included In The Latest Dictionaries

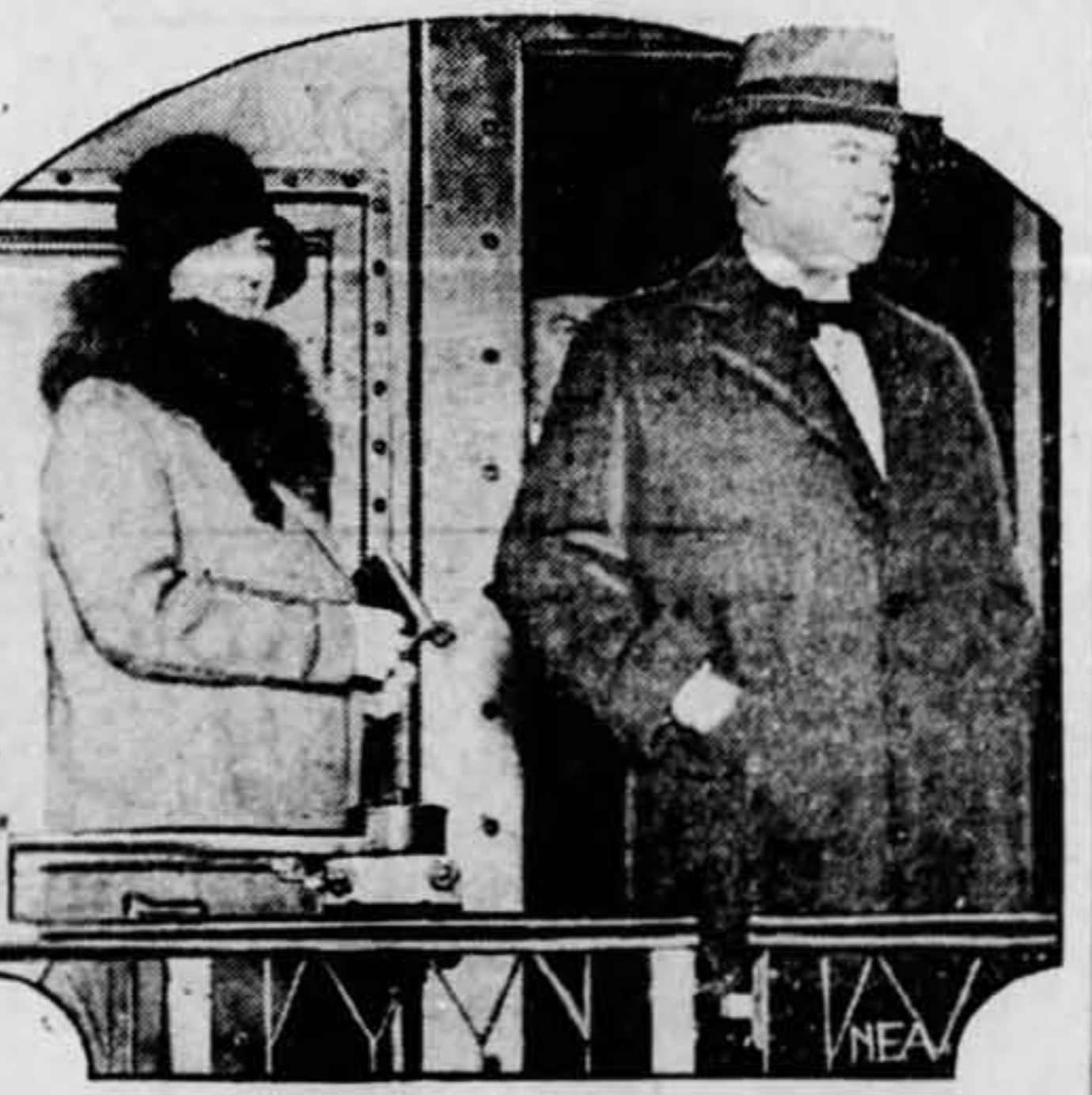
When a town's citizen does so much for the city that he wins the goodwill of a great number of constituents he usually "makes" the mayor's committee of public works. When a football player performs brilliantly throughout the season, he usually "makes" the all-American team. When a young girl swims the English channel, she usually "makes" the big-time "vodvil" circuits. Thus, when a new word gets itself into the speech of millions of people it usually "makes" the dictionary. About a year ago a new farce-comedy appeared on Broadway. Its name was "Kibitzer." The word kibitzer was then somewhat new. The play, which was seen by thousands of New Yorkers and visitors to the metropolis, did much to make kibitzer a nationally-used word.

Then Paramount secured the movie rights to the play. The picture company wanted to learn whether the word was included in the more recent dictionaries. Accordingly an inquiry was addressed to the Funk & Wagnalls Co. The answer of the publishing house follows: The Paramount Famous Lasky Corp., Times Square, New York City. Gentlemen:

Answering your inquiry, we take pleasure in stating that kibitzer is in our Practical Standard Dictionary, and was included because of its increasingly wide usage. In the issue of "The Literary Digest" for March 16th, the term was discussed in the Department of Lexicographer's Easy Chair, and that you may see what was said, we enclose herewith a tear-sheet from that number. The term is of Yiddish origin, and was made widely popular through a play

laborers with renewed vigor today. The wreck was found Jan. 25 in an icy lake 90 miles southeast of here. Pilot Joe Crosson, who reported discovery of Eickson's helmet on his return from a flight to the lazon yesterday, said a part of the cockpit also had been recovered from the ice and that the workmen were digging around one of the wings torn off the plane.

HOOVERS OFF ON FISHING TRIP



Bound for a week's fishing off the coast of Florida, President and Mrs. Hoover are pictured here as they left Washington for Long Key where they planned to board a houseboat, the Saunterer. This brief vacation is the president's first real rest since he assumed office.

Casting Director Fell Down Hard On This Request

An urgent call sent out by W. H. Maybery, casting director at First National-Vitaphone Studios, the other day, was never filled.

In Hollywood, where Maybery can get a thousand beautiful girls on an hour's notice, twenty-four bowlegged dancing girls could not be obtained in a hurry.

They were wanted for a comedy dance number in Alice Whit's "The Girl From Woolworth's". In this number the girls raise their skirts over their heads and on the under part of the skirt is painted a funny face while beneath the skirt each of the girls wore a little plush dress suit, and false arms dangled down and held canes.

It was for this "Funny Face" number in the big cast scene of this picture, and Max Scheck, veteran New York chorus director who was in charge of the dances, thought that bowlegged girls would add comedy to the number.

An attempt was made to find twenty-four bowlegged girls in a hurry, but it could not be done. A few were found, but not enough to fill the big cafe floor, so the regular First National-Vitaphone chorus donned the costumes and did the number. And there are no bowlegs among those damsels.

Marlin Quigley . . . looking 100 per cent improved physically . . . over his last visit . . . drops around to the studio . . . and absorbs plenty of production hustle.

Gossip at The Fox Studios

HOLLYWOOD—Raoul Walsh . . . back from Europe . . . and getting a warm welcome on the . . . raring to go . . . and two hours after his arrival . . . was too busy casting for "The Oregon Trail".

Someone asks Mrs. Walsh . . . and Knott tells them . . . she is busy . . . shopping on Hollywood Boulevard . . . that's a break for the Hollywood Club members . . . when the smartest dressed woman . . . in the picture colony . . . goes shopping in London . . . Berlin and Paris . . . and finds she can do better in Hollywood.

Hassard Short . . . comes to Hollywood but he won't go Hollywood . . . what a bet he is. With Bill Collier . . . George Cohan . . . Hassard Short . . . Walter Catlett . . . and a few more out in movieland . . . looks like the Lambie Cambols and the Friars Frolics . . . will have to go in the moth balls . . . from now on.

Haydon Talbot . . . another newcomer . . . with an office . . . everything . . . writer of fame . . . no should go far in pictures.

Eddie Lowe . . . has been reclaimed . . . and is back home again . . . meaning that Eddie was loaned to a few stars of other companies for his name . . . his drawing value . . . and his talent . . . now he is camping in Jack Ford's office . . . and studying his role of "Louis Beretti" . . . what a break for Eddie!

Charlie Judels . . . drops in to tell the story of the Frenchman . . . who always stood and sang when "The Marechal" was played. It's a dard.

Alonso A. Stag . . . veteran football coach . . . visits Dave Butler . . . on the "High Society Blues" set and meets Janet Gaynor and Charles Farrell . . . Dave gives Stag . . . a vivid description of a football game . . . he played at Tia Juana . . . when he kicked a field goal . . . from the 43-yard line . . . with his bare foot . . . Dave's case.

Will Hays . . . wearing a black derby . . . an Eastern sign . . . darts into the office of Sol M. Wurtzel.

One of Danny Dare's dancing divinities . . . shoots a nickel . . . in the public telephone in the hallway . . . and chatters with the Boy Friend . . . we overhear her say . . . "I should say not! I'm not riding in no hopped up Ford . . . I'll walk" . . . which means . . . that Love's Young Dream . . . goes into the ash can.

Hamilton MacFadden . . . takes Joan Bennett to lunch at The Munchers . . . and over the coffee . . . which is like the stock market . . . good to the last drop . . . they talk of "In Love With Love" . . . which Ham will direct . . . and in which Joan will play the feminine lead.

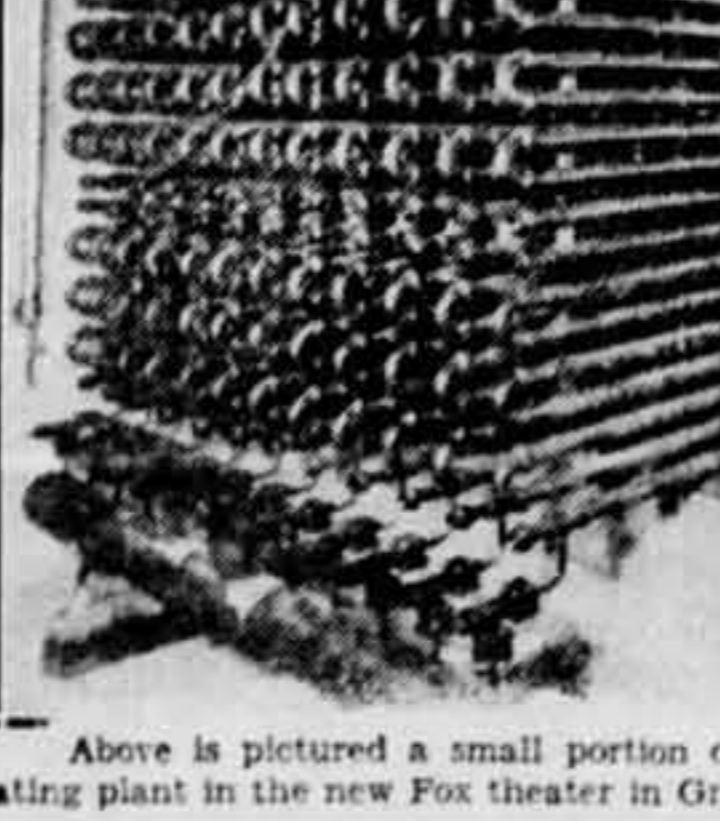
Millard Webb . . . directing a number in "The Golden Calf" and what we mean is . . . directing . . . when you have to handle . . . complete cast . . . 60 dancing girls in an ensemble . . . and 175 well dressed extras . . . Ned Marin . . . associate producer . . . stands by . . . and expresses satisfaction.

While on the subject of . . . living a role . . . Eddie Lowe . . . famed for the marvelous dinners . . . he and his wife throw . . . for visiting celebrities . . . has decided for the next two months . . . to confine his gastronomic festivities . . . to spaghetti dinners . . . that's what comes of playing the role of "Louis Beretti".

Out in Culver City . . . they are preparing to make a talking picture of "Oliver Twist" . . . and the search is on for a kid with an English accent . . . why search . . . when Tommy Clifford . . . the eleven year old lad . . . in the John McCormack picture . . . might be secured . . . no charge for the tip.

Marguerite Churchill . . . lovely girl . . . is a little short these days . . . meaning short of hair . . . she had it cut . . . bobbed . . . the barber called it . . . "bobbed" . . . Marguerite calls it.

A VIEW OF THE COOLING PLANT



Above is pictured a small portion of the massive cooling and refrigerating plant in the new Fox theater in Green Bay.

NO INTERFERENCE WITH PARKING FRIDAY NIGHT

As a mark of special courtesy to patrons of the new Fox theater on its opening night, especially those from out of the city, there will be no interference with parking of cars, it was stated unofficially today, unless there is danger to others as a result. The 45-minute limit expires at 7 p. m. in any event, but prior to that hour it is expected that slight excesses of time will be treated leniently.

Every yard of woolen cloth contains about a mile of yarn.

Assistant General Manager For Fox



J. William Deubach, assistant general manager for Fox theatres in Wisconsin has had a long and varied career. His theatrical career dates back to Chicago where he was first a theatre manager for the Balaban and Katz circuit and then purchasing agent for the same concern. His association with Fox theatres began when he became manager of the Garfield theatre, Milwaukee, where in little over a year he rose to the position of purchasing agent and now is assistant general manager of the circuit.

MANY OUTSTANDING PICTURES COMING TO NEW THEATER

"Happy Days", With Great Cast, Among Those Booked for Fox Playhouse.

It is no more than appropriate that Fox Movietone pictures should be shown exclusively at the Fox theatre in Green Bay and the announcement of coming Fox pictures at this time will be of interest to all theatregoers.

Among the many fine productions are "The Sky Hawk" with John Garriek, Helen Chandler, Joyce Compton and Gilbert Emery. This has been called the finest portrayal of the men of the air ever filmed. It features a realistic London zeppelin raid that will hold you gripped to your seat with its intense realism. Others are "Let's Go Places" a happy-go-lucky singing, dancing, romance with Joseph Waststaff, Lola Lane, Sharon Lynn, Frank Richardson, Walter Catlett, Dixie Lee, Charles Judels and Ika Chase; "Men Without Women" an outstanding dramatic sensation with Kenneth MacKenna, Frank Albertson, Paul Page, Walter McGrath, Warren Hymer, Farrell MacDonald and Stuart Erwin; "The Big Party" with Sue Carol.

Great Cast in "Happy Days" "Happy Days" with Janet Gaynor, Charles Farrell, Will Rogers, Edmund Lowe, Marjorie White, Victor McLaglen, Walter Catlett, Richard Keene, El Brendel, Tom Patricola, Dixie Lee, Frank Albertson, "Whispering" Jack Smith, James J. Corbett, George MacFarlane, George Olsen and his music, William Collier, Sr., David Rollins, J. Harold Murray, Rex Bell, Sharon Lynn, Charles Evans, Frank Richardson, George Jesel, Nick Stuart, Lew Brice, Gilbert Emery, Clifford Dempsey, Ann Pennington, Warner Baxter, Paul Page, Charles Farrell, George MacKenna, John MacCormack, "Song O' My Heart"; "Lilium" with Janet Gaynor; Raoul Walsh's talking epic "The Oregon Trail"; "Common Clay" with an all star cast; Will Rogers in "So This is London"; Beatrice Lillie in "The London Revue".

El Brendel in Carol Picture Edmund Lowe in "Born Reckless", talking, singing, dancing version of "A Connecticut Yankee in King Arthur's Court" with an all star cast; "Fox Movietone Follies of 1930"; "The Unknown Beauty" with Sue Carol, Jack Mullan, El Brendel, Marjorie White, Richard Keene and Paul Page; "The Crag Kid" with Warner Baxter, Don Jose Mojica and Mona Maris; "Hell's Belle" with J. Harold Murray and Fifi D'Orosay; "Alone With You" with "Whispering" Jack Smith; "A Very Practical Joke" with Mae Clarke, Kenneth MacKenna and William Harrigan; "Broadminded" with Victor McLaglen and Edmund Lowe; "In Love With Love" with Kenneth MacKenna, Joan Bennett, Regis Toomey, Sharon Lynn and Lumsden Hare; "Road House" with an all star cast; and many other great pictures.

Joe Brown . . . will play a barber . . . in a whisper low . . . in "Born Reckless" . . . new title of "Louis Beretti" . . . no rehearsal necessary.

While on the subject of . . . living a role . . . Eddie Lowe . . . famed for the marvelous dinners . . . he and his wife throw . . . for visiting celebrities . . . has decided for the next two months . . . to confine his gastronomic festivities . . . to spaghetti dinners . . . that's what comes of playing the role of "Louis Beretti".

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OFFICIALS OF FOX THEATERS



A. D. KVOOL J. C. KEEFFE C. J. BREWSTER A. D. Kvoool is the city division manager for Fox theatres in Milwaukee. Like most Fox executives he has risen from the ranks. He progressed from a theatre manager to city division manager in less than a year. J. C. Keeffe holds the position of director of advertising and publicity for Fox theatres in Wisconsin. Mr. Keeffe's career is co-mingled with athletics, reputational work and the art of advertising. In his position as director of advertising and publicity, Mr. Keeffe is constantly alert for the truth in advertising Fox attractions to the theatre-goers of Wisconsin. His home office staff constantly bends its efforts to bettering the art of theatrical advertising and his work in this direction has been highly commended by veteran showmen. He has umpired several of the Packer football games here. Charles J. Brewster, chief engineer for Fox-theaters in Wisconsin is one of the littlest big men in the show business. Mr. Brewster has under his command as chief engineer, the physical operation of all theaters now under the Fox banner in Wisconsin—15 in Milwaukee and suburbs and 23 throughout the state. For the past few weeks, Mr. Brewster has been in Green Bay supervising the final mechanical details of the new Fox theater. In his position, Mr. Brewster must be familiar with every single phase of the mechanical operation of a theater—from the kind of bolt needed in a door to the elaborate ventilating and cooling systems in use. He must be familiar with each detail and can rectify off hand most of the facts without consulting book or paper. Your safety in a Fox theater is his one important charge and he keeps that well in the forefront of everything else.

PRETTIEST EDISON, EASTMAN RESPONSIBLE FOR MOTION PICTURES



First honors in a national beauty contest in Japan have been awarded to Miss Shiraz Takita, Japanese movie star, shown above. She won over more than 2000 competitors in the greatest contest of its kind yet staged in the Land of Cherry Blossoms. A "Big Business" In the field of commercial amusements the motion picture industry far exceeds all others, not only in the number of persons employed but in the amount of capital invested. The 325,000 persons in the United States who get their wages from motion pictures exceed the number employed by Henry Ford and General Motors, which together make more than eighty per cent of all motor cars produced in this country. The present money value of this vast business may be in excess \$2,500,000,000. Probably between one-fourth and one-third of the population are largely on it for their principal amusement. Expressed in other terms it has been computed that there are 20,500 theatres exhibiting pictures in the United States, providing more than 18,000,000 seats and attended by over 100,000,000 persons each week. Much of this magnitude is very recent. In 1925 there were 50,000,000 people a week as against the 100,000,000 people a week now attending these theaters. The increase is due largely to the addition of sound to sight, and to the introduction of colorful music and motion. Fox Theatres Corporation, formed in 1925, was quick to realize the new conditions forced on the exhibitors by the preference of the public for sound films. It met and is meeting this surge of patronage by the construction of houses of great seating capacity located primarily with reference to transit facilities. The largest of these new Fox theaters—in fact the largest in the world, with its 6,205 seats—is Ross' Biltmore, 5,000 seat theaters have been built and opened in Detroit, Brooklyn, St. Louis and San Francisco. The present construction program calls for theatres of like capacity to be erected in Philadelphia, Newark, Atlanta and Boston. "MEN WITHOUT WOMEN" TO BE SHOWN AT FOX "Men Without Women" is a thrilling, gripping story of the innermost emotions of sailors. It is red blooded story of "he-men," of disaster and heroism in a steel prison 16 fathoms under the China Sea. You'll tremble, you'll cheer at this dramatic smash with Kenneth MacKenna, Frank Albertson, Warren Hymer, Walter McGrath, Paul Page, Stuart Erwin and many other luminaries in the cast. These love hungry men yearned for shore leave—bright lights, liquor, scarlet ladies—and even when they were trapped in a submarine on the bottom of the sea, with their doom seemingly inevitable, with their true characters emerging, they talked, between thrills and heart throbs, of women! It is truly one of the most significant all-talking pictures yet produced. Actual scenes in "Men Without Women" were filmed on the surface and under the water, of navy divers in action and of men being fired through a submarine's torpedo tubes to safety. William Fox will soon present this picture to you at the Fox theater.

SHE'S PRETTIEST SHOW GIRL



Jean Morgan . . . Hollywood's prettiest show girl. Jean, a junior college graduate, lives with her family here. In addition to her work at the studio, she is studying dancing, singing, dramatic art, French and Spanish. Jean was born in the West Indies. When she was 14 her family moved to Boston. While in high school she played minor roles and later danced in Earl Carroll's chorus. A trip to New York with her eye on the Ziegfeld Follies was next but upon her arrival there she learned of the exodus toward Hollywood and decided to come here instead. Jean, a junior college graduate, lives with her family here. In addition to her work at the studio, she is studying dancing, singing, dramatic art, French and Spanish. Jean was born in the West Indies. When she was 14 her family moved to Boston. While in high school she played minor roles and later danced in Earl Carroll's chorus. A trip to New York with her eye on the Ziegfeld Follies was next but upon her arrival there she learned of the exodus toward Hollywood and decided to come here instead. Jean, a junior college graduate, lives with her family here. In addition to her work at the studio, she is studying dancing, singing, dramatic art, French and Spanish. Jean was born in the West Indies. When she was 14 her family moved to Boston. While in high school she played minor roles and later danced in Earl Carroll's chorus. A trip to New York with her eye on the Ziegfeld Follies was next but upon her arrival there she learned of the exodus toward Hollywood and decided to come here instead.

PACKET OF LETTERS IN POCKET STOP BULLET

DETROIT, Mich.—(AP)—A packet of love letters, carried in an inside coat pocket, today saved Joseph O'Neill, 24, from serious injury when he was shot at by Harry Gates, 22, O'Neill's companion, Alfred Burke, was seriously wounded by Gates. Gates, who surrendered to police, charges O'Neill and Burke had robbed his room. The bullet he fired at O'Neill went into the packet of letters. O'Neill was knocked down by the force of the bullet but was not hurt. Thirty English women are peacocks in their own right.

ENTERTAINMENT

SONG HITS!

No matter which of your favorite stars sing—the songs they feature are always available at Mann-Foster's in Sheet Music, Phonograph Records or Piano Rolls

Complete Selection of Popular, Classical, Sacred and Teaching Music

VICTOR

RADIO PHONOGRAPHS

Schulz and
Wurlitzer Pianos

Mann-Foster Music Co.

118 North Washington

Sincere Felicitations To The
FOX THEATRE

PHILCO RADIO

Complete Service — Complete Line of Models
FIRST

Investigate The Philco

Basten Radio Co.

229 Cherry Street

CROSLEY RADIO

The Radio That Challenges All Others
Right Price — Right Service — Right Radio

Du Bois-Massey Co.

420 Main

ATWATER-KENT RADIO

See Our Display of Fine Models in The Fox Theatre Building

Fancher's 218 Cherry

VICTOR RADIO

The World's Finest Radio
Found in The Homes of Those
Who Love Luxury

Groulx Music Co.

Radios, Phonographs, Records, Sheet Music
212 Main

PHILCO RADIO

No Distortion
It's As Clear As A Bell

Green Bay Hardware Co.

107 W. Walnut

RADIOLA

The Finest in Radio
A Complete Display of Models

Hobbins' Radio Shop

117 East Walnut

EDISON RADIO

The Set The
World Awaited

The Stiller Company

Stiller Building
210 Cherry

FOX

Fox entertainment leads the world! Only the finest productions—the cream of the lot are chosen from the many pictures produced by Fox, Metro-Goldwyn-Mayer, United Artists, Radio, First National and Paramount. Truly, where the world's finest entertainment is shown on the living screen, is no idle boast!

The finest Radios are listed on this page—
each a recognized, nationally famous set
Victor—Philco—Crosley—Atwater-Kent—Edison

INDIVIDUALITY

**Fairmont's
Is Preferred
Because of its Individuality!**

In Cafes, Hotels and Clubs that serve Fairmont's Delicia Ice Cream, guests prefer it for dinner.

**WE CONGRATULATE
WILLIAM FOX**

His theatre and type of entertainment is preferred—because of its individuality.

FAIRMONT DAIRY CO.

Congratulations!

Mautz Paint has helped to make the Fox theatre individually fine.

**YOUR HOME CAN BE INDIVIDUALIZED
BY MAUTZ PAINT**

Mautz Paint & Glass Co.
110 S. Washington

We are much more anxious to sell you heating comfort at a cost satisfactory to you, than to have you buy many tons of coal at a cost that hurts.

**REISS COAL IS BURNED IN
THE STRAND AND GRAND
THEATRES IN GREEN BAY**

WE CONGRATULATE WILLIAM FOX
On This Beautiful Addition To His Nation-Wide Chain of Theatres.

WE CONGRATULATE GREEN BAY
For Having The Most Beautiful Theatre in the State of Wisconsin

The C. Reiss Coal Co.
215 Cherry St.

Your Home...

IS INDIVIDUALIZED BY THE FURNITURE YOU SELECT.

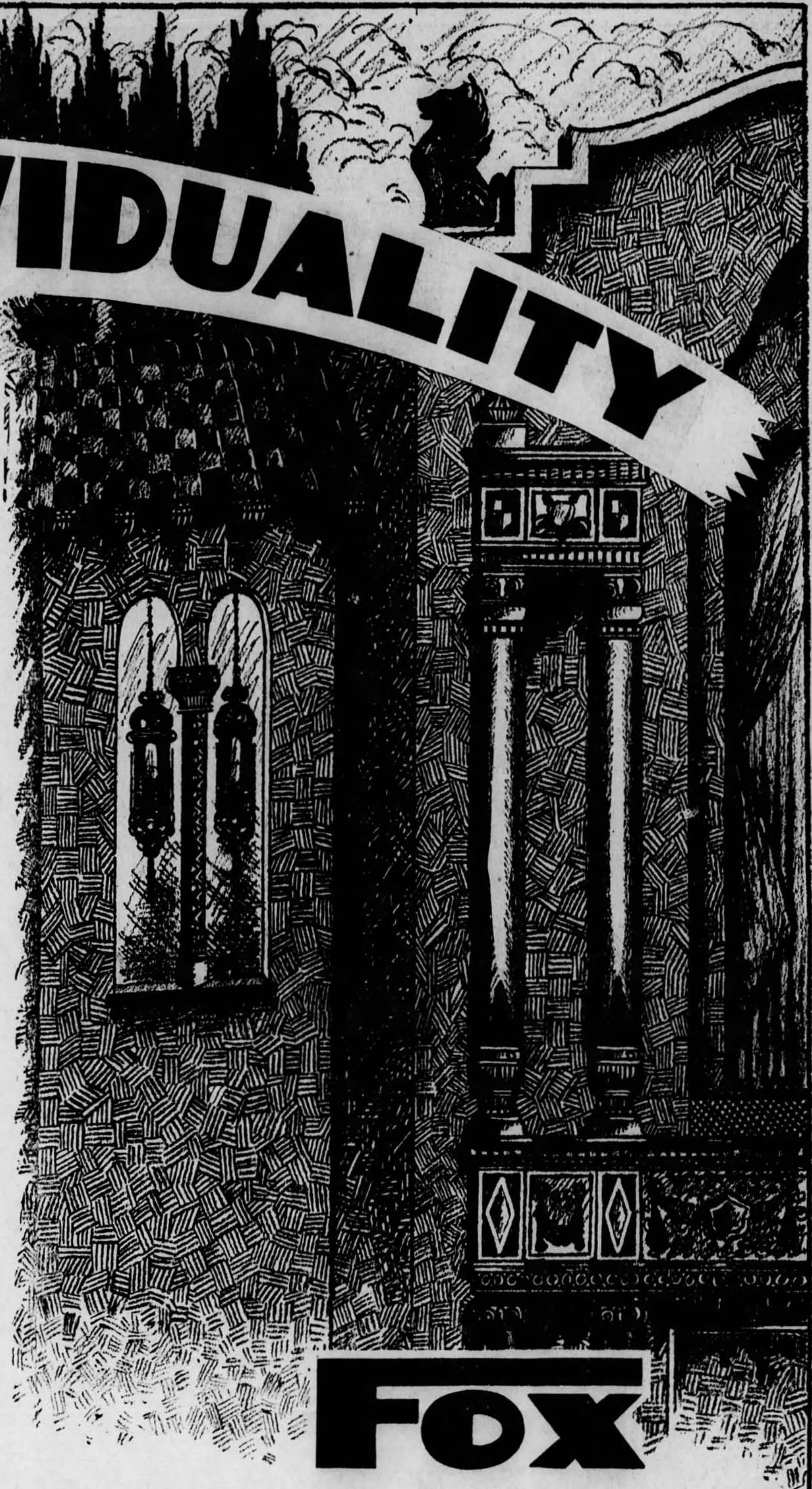
**SCHAUER & SCHUMACHER MAKE
IT A POINT TO HELP CREATE THAT
ATMOSPHERE OF INDIVIDUALITY
IN YOUR HOME.**

CONGRATULATIONS

TO THE NEW

FOX THEATRE

Schauer & Schumacher
227 E. Walnut



Individuality in theatre entertainment is brought about by the adherence of that theatre to a strict policy of superlative entertainment. The FOX theatre's policy will be to present only the very finest screen attractions—singing, talking, dancing productions.

INDIVIDUALITY IN ICE CREAM

All ice cream comes in the same flavors—vanilla, chocolate, strawberry, etc.—yet each brand of ice cream is different—individual. You like one brand better than another because of this difference in taste. Individuality in ice cream has brought about the popularity of FAIRMONT DELICIA ICE CREAM. You will find it on the best tables in homes, restaurants, hotels, drug stores, etc. Be sure to ask for it.

FAIRMONT DAIRY CO.

INDIVIDUALITY IN COAL

There is no romance in coal—yet each piece of coal has a history more thrilling, more adventuresome than a thousand romances. Bituminous coal, anthracite coal, in fact every kind of coal differs as day does from night—not so much in looks—but in the results obtained in the burning. Thus is individuality in coal expressed. FOX theatres—the Strand and Grand are heated with REISS—THE COAL OF QUALITY.

THE C. REISS COAL CO.

INDIVIDUALITY IN PAINT

Every color under the sun is mixed by every paint manufacturing concern—yet one brand of paint will stand out above the others. Its color is more brilliant—it stands the weather longer and is easier and better to use all the way around. Theatres, especially, must be careful in their selection of paint. Individuality must be expressed and that is why MAUTZ brand paints were selected for painting the new FOX theatre.

MAUTZ PAINT & GLASS CO.

INDIVIDUALITY IN FURNITURE

In your selection of furnishings for your home, more than in anything else is your individuality expressed. Some folks still cling to leather furniture—others like the modern upholstered chairs and divans. Each has his or her own taste and Schauer & Schumacher are prepared to meet that taste—with hundreds of individual types, designs and colorings. Express your personality—your individuality—by your selection of our furnishings.

SCHAUER & SCHUMACHER



PROGRESS

IN the magnificent FOX Theatre, Green Bay can point to a dream come true.... a dream of metropolitan entertainment brought to her very door.... a dream of a place in the front rank of the middle west's most important entertainment centers.... a dream of a superb theatre group second to none in any city of similar size in the middle west. Thus are hopes realized; thus do visions translate themselves into reality; thus does confidence make dreams come true.

Confidence in the future of Green Bay.... confidence in the people of Green Bay.... brought about the establishment of Baum's.... and this confidence has been resultful in the steady progress of this firm in Green Bay.

Baum's is ever watchful of the wonderful progress made by the city—and the citizens—of Green Bay. Baum's is ever alert—and constantly attunes its organization—to the progress of the world—to everything that is new and good.

Baum's extends heartiest congratulations to the citizens of Green Bay who realized this marvelous theatrical project, and to Mr. William Fox and his associates upon the formal opening of Green Bay's finest playhouse.

FOX

The progress made by William Fox in twenty-five years—from a menial laborer in a New York sweat shop to the control of over 1250 motion picture palaces and the two largest film producing organizations in the world is colorfully brought to the attention of Green Bay.... in the FOX Theatre.

Baum's

Main & Monroe—Green Bay, Wis.