FOX THEATRE SECTION

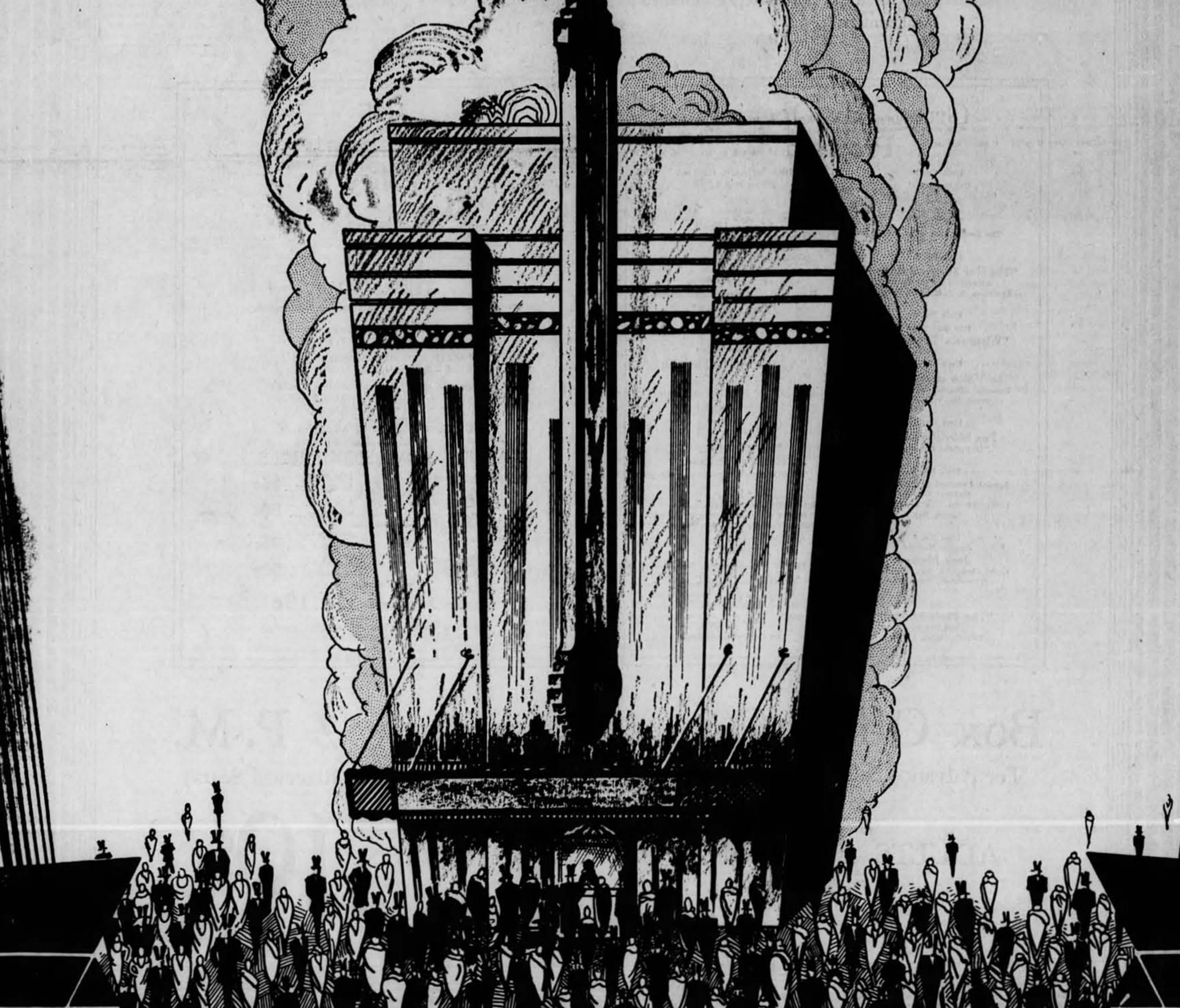
# GREEN BAY PRESS-GAZETTE

PAGES 23 TO 44 INCLUSIVE

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



GRENEBAY



The Realization Of An Ideal

# THE NEW FOX THEATRE ()PENS 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 imporant amusement centers.

#### Green Bay Opening Program

Unit No. 1 "Melody Diversion"

The Realization of An Ideal

Unit No. 3 "The Star Spangled Banner" American Legion Band Professor A. J. Heynan, Director

Unit No. 4 Far and Near "Wisconsin Triumphant"

Unit No. 5 "The Voice of the Theatre" Personal Message to Green Bay from Mr. William Fox

Unit No. 6 Fox Movietone News "It Speaks For Itself"

Unit No. 7 Special Forecast of Fashlons in Natural Colors Dedicated To The Residents of Green Bay

Unit No. 8 Organ Novelty Jack Martin Guest Organist, Fox Wisconsin, Milwaukee, Presenting

"The Perfect Song" Assisted by Ernest Stiller, Violin

Dick Teela, Jr., Baritone Mirror Ball Effect

"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"

Unit No. 9 Colortone Revue "A Night at The Shooting Gallery"

A Magnificent Singing and Dancing Revue in Colors Unit No. 10 William Fox Presents

The Hilarious Domestic Comedy - Cast -Marguerite Churchill Dixie Lee Charles Eaton Charlotte Henry William Collier, Sr. Rex Bell

"Harmony at Home"

Unit No. 11 Mickey Mouse Cartoon Comedy "Mickey's Choo Choo"

Unit No. 12 Exit March An Organ Recessional

#### 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-

11:50 A. M. to 1:30 P. M.... 25c

Sundays and Holidays-

11:50 A. M. 25c

1:30 P. M. to 6:30 P. M... 35c

6:30 P. M. to Closing.... 50c

12:30 P. M. 35c 1:30 P. M. 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

# OXIHEATEROPERSHERE

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

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, Ohicago, 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 ground 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 Eighty feet in the air, coolnerved workmen, perched on narrow girders, caught the red-hot rivets and them home with clattering "guns." One afternoon, within the space of twenty minutes, the huge truss which, without posts, supposts 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 night r matter of days.

Stage 87 By 22 Feet plumbing, heating, ventilating and re- ing the playhouse to the public. frigerating systems. Heat is supplied by an oil-burning boiler located in the stage basement. Here is also an airwasning 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 scalloflding alone. The fleor 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 en- 100 per cent talking-singing-dancing colors of the background. closed 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 mezzamine, in the rear of the balcony, the walls are finished in rough plaster in polychrome effect, and lighted with soft flame-colored fixtures. Here are 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 new theater were extended in a single strand, it would reach from Green Bay to a point several miles south of Chicago. This is exclusive of the pipe ergan, which contains several miles

All lights except the exit lights, 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 horse-

Has 2,200 Seats

power.

production. Underneath the stage will occupy the space.

a mechanical room. Sents are provided in the auditorium cotta. A huge electric sign hangs located the mushroom fixtures which over the entrance, serve as exhaust vents in the ventilat- J. J. Furman, New York city, con- Strand theaters in Oshkosh; State, patibility on children, which in itself arrived, and the name of John Mc- ture has been selected and it will be streked with jarring brown flickers, shown with scores of people in the

are six store buildings, with office of the new house on behalf of the sau theater in Wausau; Park and You'll revel in the enchantment of applause space above. The offices have not yet picture corporation.

#### THEATER BOX OFFICE OPENS AT 2 O'CLOCK

For the greater convenience of Oreen 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

Purchasers of these tickets will doors open at 6 p. m., they may walk right in and take their scats

#### 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, fmally selected Miss Norma Whipple as the Green Bay girl to become Miss

Miss Whipple's charming smile pleasing mannerisms and apparent good 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

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 cut her duty of greeting Green Bay theater-goers as they enter the lobby of the Pox theater tomorrow

Her first official act will be to cut the ribbons of the theater at 6 p. m. This company also installed the Friday evening, thus officially open-

#### **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 entertainment in store for you.

Nugent stage family. Elliott Nugent, who plays one of lege," which opens soon at the Fox

steps of his father, J. C. Nugent, who combined acting, playwrighting and producing and then devoted his talents to motion pictures.

makes his debut as a film player.

Nugent related, "and have been on furnishings and appointments which time, although I managed to get in criminating theatregoer. schooling at the Ohio State University

acted in dad's play, 'Kempy,' and agement of the new Fox theatre has later in "The Nugents,' written by dad arranged for a large number of novel about his brood, we scored perhaps features, ingeniously devised, that writing myself about this time and nishings, they nevertheless have I brought out 'The Poor Nut,' with much appeal and tend to create an myself as star, director and producer, additional amount of comfort. They spent together on the stage, taking beautiful theatre in all Wisconsin. it all off with slaps on the back. FOX HAS THEATERS IN which operate from the lobby, are I think he looks at me more as a controlled from a switchboard at the young upstart who needs a lot of stiff knocks in this world to make him a real trouper."

rected. Sally Starr, Cliff (Ukeleic cides to operate. Ike) Edwards and Phyllis Crane complete the cast.

been divided, as the division will de-The stage is fitted with sets of lines | pend upon the desire of the tenants. sufficient to handle scenery for any It is expected that professional men

floor are a large chorus room, 8 The exterior of the building is in the beautiful new Paradise. dressing rooms, a musicians' room and the modern design, with tan face brick, and ornaments in green terra-

At the front of the theater building constant touch with the construction Fox theaters in Stevens Point; Wau- use,

#### Ultra - Modernistic Effects Also Combined In Decorative Idea.

Elegance that breathes a delightful like, with a friendly warmth and proud dignity of a hospitable welcome, characterizes the entire array of indoor appointments of the beautiful new Fox theatre.

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 foy-

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

Drapes 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 tap-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 costliness 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 luxurousness and it consumed the entire time of the factory for weeks in the making.

Underneath this remarkable carpet is laid inumerable thousands of square feet of soft padding, threefourths 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 scats. The eye is at once drawn to the massive proscenium arch-the largest in Wisconsin-which is adorned with artistic grill work, great Aztec pillars and monumental statuary merging

with the colorful balance of the room Overhead, a magic, blue, starlit night-sky with its slyly winking stars twinkles in glee in anticipation of the

The ladies' lounge room is going to occasion much and varied comment with its daring and modernly beauthe leading roles in "So This Is Col- tiful appointments. The walls are finished in an entirely Spanish style. Theatre, followed in the exact foot- The lovely furnishings carry the modern note and thought of the most sophisticated lines and colorings have a most inviting and comfortable aspect. The furnishings have been chosen to In the new Metro-Goldwyn-Mayer combine pleasingly with the brilliant

feature, the son, having acted, written | In the gentlemen's lounge a satisproduced Broadway successes, factory masculine effect has been gained by the use of red leather fur-"I made my first stage appearance nishings set in a cozy Spanish alcove in the Los Angeles Orpheum Theatre with unusual attention being paid when I was four years old," young both to beauty and comfort in the the stage pretty much since that will be greatly appreciated by the dis-

Novel Features Planned "Our whole family got together and toward pleasing the public, the man-"Now dad and I are both work- are for you to see, not for us to tell.

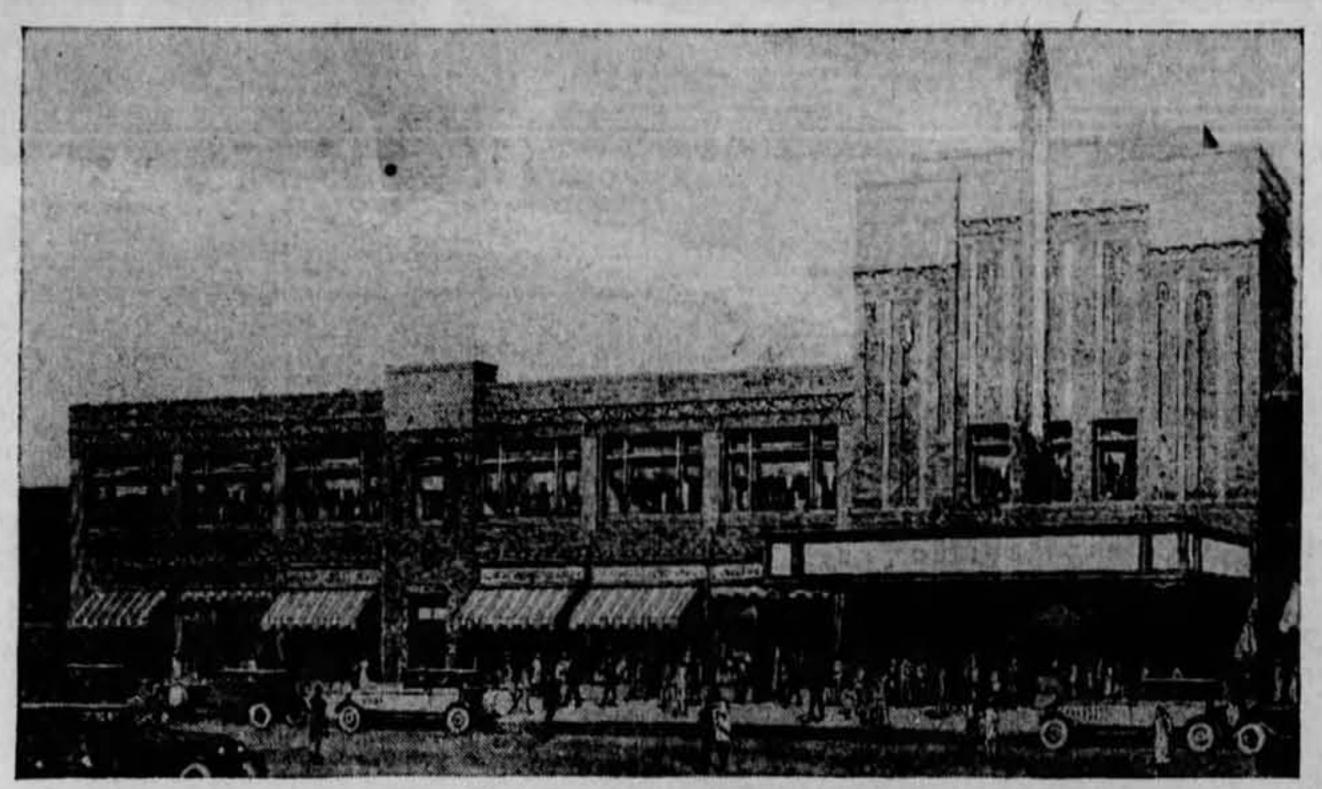
## MANY WISCONSIN CITIES

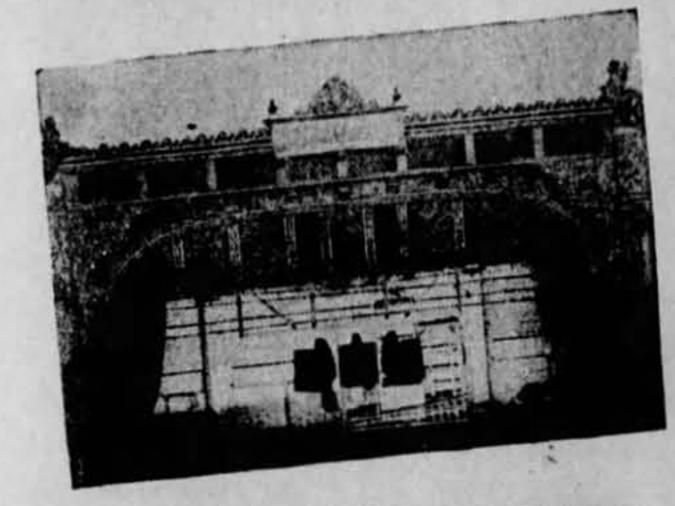
important city in the state of Wis- and combinations, the organ is fitted consin. With millions of dollars in- with many special appliances for Nugent shares leading male honors vested, it is only natural that these theatrical work, making the organization to con- mented for his very splendid direc- doubt, with Robert Montgomery in the new towns are carefully picked and gone virtually a "one-man orchestra." talkie feature which Sam Wood di- over before the Fox organization de-In Milwaukee there are 14 Fox

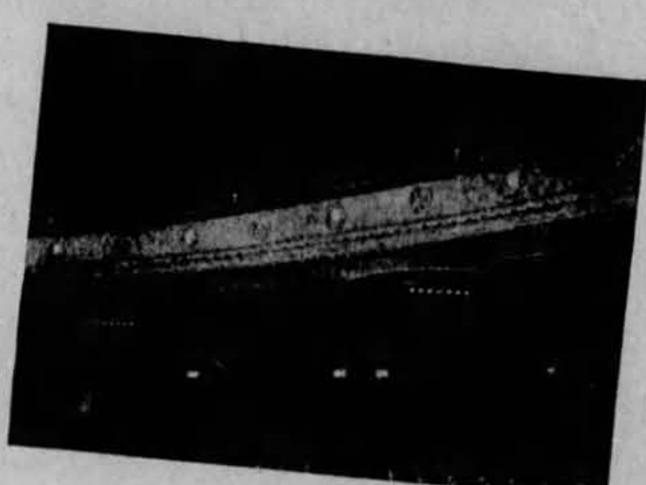
theaters: The Wisconsin, Strand,

Modjeska, Garfield, Plaza, Mirth, now on the problem of divorce and famous singer John McCormack. Tivoli Savoy, Miller and Princess, the children of divorce. Miss Norma "As in the case of the last four Fox cluding Alice Joyce, Effic Elisler, duction is even better in Foxcolor Work will soon begin on the new 5000 Shearer as a girl of today in "Their great talking epics, the world pre- Emily Fitzroy, J. M. Kerrigan and than in black and white has been seat Fox theater. In West Allis, a Own Desire," takes the affairs of her miers of this McCormack initial talk- Farrell MacDonald portray atmo- furnished by the testing of the same suburb of Milwaukee. Fox operates parents in her own hands-and in- ing picture was given at San Jose, spheric characterizations which make subject in Foxcolor and the standard closeups afford ample Other Fox theaters are the Palace, and gives her finest emotional talking star was unannounced. No title had smart, freekle-faced Irish lad nam- with Foxcolor. In fact, scientists and Antigo: Fox, Appleton: Majestic, Be- performance in this Metro-Goldwyn- been selected or advertised. Just ed Tommy Clifford will likely be cast color film experts have been baffled loit: Fond du Lee and Retlaw thea- Mayer production. She is supported the world premiere of a new Fox talk- in a part later on that will start by the attack color application has superiority of Foxcolor that critics for 2,200 persons. Of these 1,000 are above the entrance, with the theater ter in Fond du Lac; Colonial, Strand in the cast by such notables as Lewis ing picture. in the balcony, and the balance on name in green Neon tubes, and a and Fox theaters in Green Bay; Jeff- Stone and Belle Bennett. the main floor. The seats are up- border of colored bulbs. Current at- ries, Janesville: Gateway and Orphe- While "Their Own Desire" is not theatre to capacity as early as 5 p. opus the Fox people have another comes this obstacle. holstered, and of the latest and most tractions are advertised in the electric um theaters in Kenosha; Strand, exactly a phase of the m. with an expectant audience who "Over The Hill." comfortable design. Underneath are signs along the edge of the canopy Madison: Strand and Fox theaters in fathers" idea, it gives a clear-cut pic- waited patiently until 8 p m. for the Since this article was written a is not marred with streaks of green; after subject, photographed and rec-

#### Exterior and Interior Views of New Fox Theater









Exterior and interior views of the

beautiful new Fox theatre.

Above is the entire Fox Theatre

building; directly below on the

left is a full view of the proscen-

ium arch and the stage; next is a

partial view of the main floor and

of the huge balcony; on the left

side directly above is a view of a

corner in the gentlemen's lounge.



Directly above is a partial view of the reception room in the ladies' lounging rooms; on the left is a view of the organ loft, one of the most elaborate in Wis-Photographs justly show the beauty of the theatre - they can merely give you an impression of the elegance and comfort that awaits Green Bay theatregoers when they view

the theatre tomorrow night for

the first time.

#### \$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 Ever with the additional thought 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." our greatest collective success. I was while not exactly listed under fur- 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 ing in the same motion picture studio | Green Bay will find that truly the right side of the stage. Hundreds of and it seems like the old days we new Fox theatre is the most gloriously pipes are here assembled in banks, ranging in size from little larger than a lead-pencil to the huge, hornshaped pipes 20 feet or more in length.

#### "THEIR OWN DESIRE" IS

A STORY OF DIVORCE

#### John McCormack Picture To Have Premiere Mar. 17

HOMAS D. VAN OSTEN, publisher of the Pacific Coast Independent Exhibitor, a Califorsay with regard to the John McCormack picture which he caught at a

tre 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.

pre-view held at the California thea-

"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 Theater Filled to Capacity

Auditorium theaters in Waukesha. I this picture soon to be shown here. "The vehicle which they have pro- rick's day.

vided for the noted singer's debut in nia and Pacific states regional trade talking pictures is a beautiful and paper, in the February first issue of touching story brimful of intense love that publication has the following to and devotion . . . replete with Irish wit-a background of superb scenic

views enhanced with some of the most exquisite light and shade effects in motion picture photography that we have ever seen and which, I believe, will stand unmatched for a great length of time. "Its hearthstone simplicity . .

everyday human side of life with

mingling of humor and pathos

plus the McCormack voice, will make this the much-wanted attraction of the year. And why? "We might say a psychologic enig-

ma, but no! The talking picture. Has Very Capable Cast

"When the great mass of amuse-

cords, and incidentally, did much to talking screen, to be carried to all other color process. Fox theaters can be found in every In addition to the ordinary stops allay the growing fanatical uprising. the little hamlets in the four corn- Foxcolor holds the same superior ers of the world, they will want it. relation to color that Fox Movietone "It seems to have remained to the "Frank Borzage is to be compil- holds to sound. Of that there is no tribute another picture embodying tion, and the fact that he did not those rare qualities of delightful en- attempt to make a romantic hero out tertainment, the necessary theatre of McCormack. He kept McCormack severe tests. Surely no more acid box office value, and consor-proof. as his real self, and played upon that tests could have been made. Nothing This time a talking picture and with wonderful voice at appropriate inter- was overlooked in the search for Merrill. Oriental. Tower. Uptown, The searchlight of truth is thrown no less a celebrity than the world- vals throughout the very sweet story, colorperfection. "An exceptionally capable cast, in- | Conclusive proof that sound pro-

him to stardom.

#### "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

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 proceases now in vogue for the very good ment loving people come to realize reason that it is scientifically and control of the motion picture screen, glorious singer and himself are re- ing away from sound reproduction, Air is supplied from a blower in the "Over The Hill" made box office re- corded on the motion picture and something that can be said about no

Put To Severe Tests Foxcolor was put to amazingly

cidentally saves her own remance- in the big California theatre. The the picture so humanely human. A uncolored film. This fact is true only apportunity for analytical study. heretofore made to sound; Foxcolor have pointed out as marring processes "It served, however, to fill the "Our guess is that this McCormack glone completely and definitely over- to date is the clearness of features of

Marinette: Fox, Merrill: Oshkosh and ture of the effect of parental incom- extra performance. When that hour title for John McCormack's first pic- its black is natural black and not orded indoors and outdoors, has been sulting architect for Fox films, was in Racine: Fox, Sheboygan: Lyric and is something rather novel for screen, known as "Song O' My Heart." | Also, Foxcolor possesses a sharp focus, background and so perfect and natit was the signal for tumultuous. It will be given its world premiere not fuzzy hair and flesh colors are ural is the coloring that the features showing at 52 in New York on St. Pat- reproduced in natural hues. These of each person is easily distinguishfacts are conclusively brought up in able.

#### 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 of day festivities and the local 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 portais. Good Program Planned A microphone will be placed at the entrance and the entire affair outaide the entrance will be broadcast and heard throughout the entire city. Decorations on the building will add their bit to enhance the mag-

nificence of the occasion.

After one enters the doors a great program will unfold tiself 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 Oreen Bay's newest play-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 un-

der the direction of Chief of Bervice Harry Karp. "Wisconsin Triumphant" Unit number four has been espedally selected for the editication of Green Bay and has been titled "Far and Near-Wisconsin Triumphant,"

Unit number five will consist of "The Voice of the Theater" 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 espe-

cially 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 delighful rendition of "The Perfect Song" by Jack Martin, guest organist from

the Fox Wisconsin theater, Milwaukee, ably asisted by Mr. Ernest Stiller at the violin and Dick Teela, Jr., baritone. Mr. Martin's second number will be the accompaniment to "Snake Hips", a novel screen feature with Sharon Lynn singing and Ann Pennington dancing with one hundred beauties doing the sensational dance number, "Snake Hips" from the William Fox musical romance "Happy Days."

Collier Stars In Picture Unit number nine will consist of a natural color novelty with many singing and cancing stars titled "A Night in the Shooting Gallery."

Unit number ten will consist of the feature picture, the William Fox domestic farce comedy "Harmony at Home" adapted from Harry Delf's successful stage play, "The Pamily Upstairs" and featuring William Collier, Sr., Marguerite Churchill, Charlotte Loxcolor, experiments on which Henry, Rex Bell, Charles Eaton and

Unit number eleven is the uproariously funny sound cartoon "Mickey's Choo Choo" with cute little pen-andink Mickey Mouse, a star performer if there ever was one. The final unit will be the organ

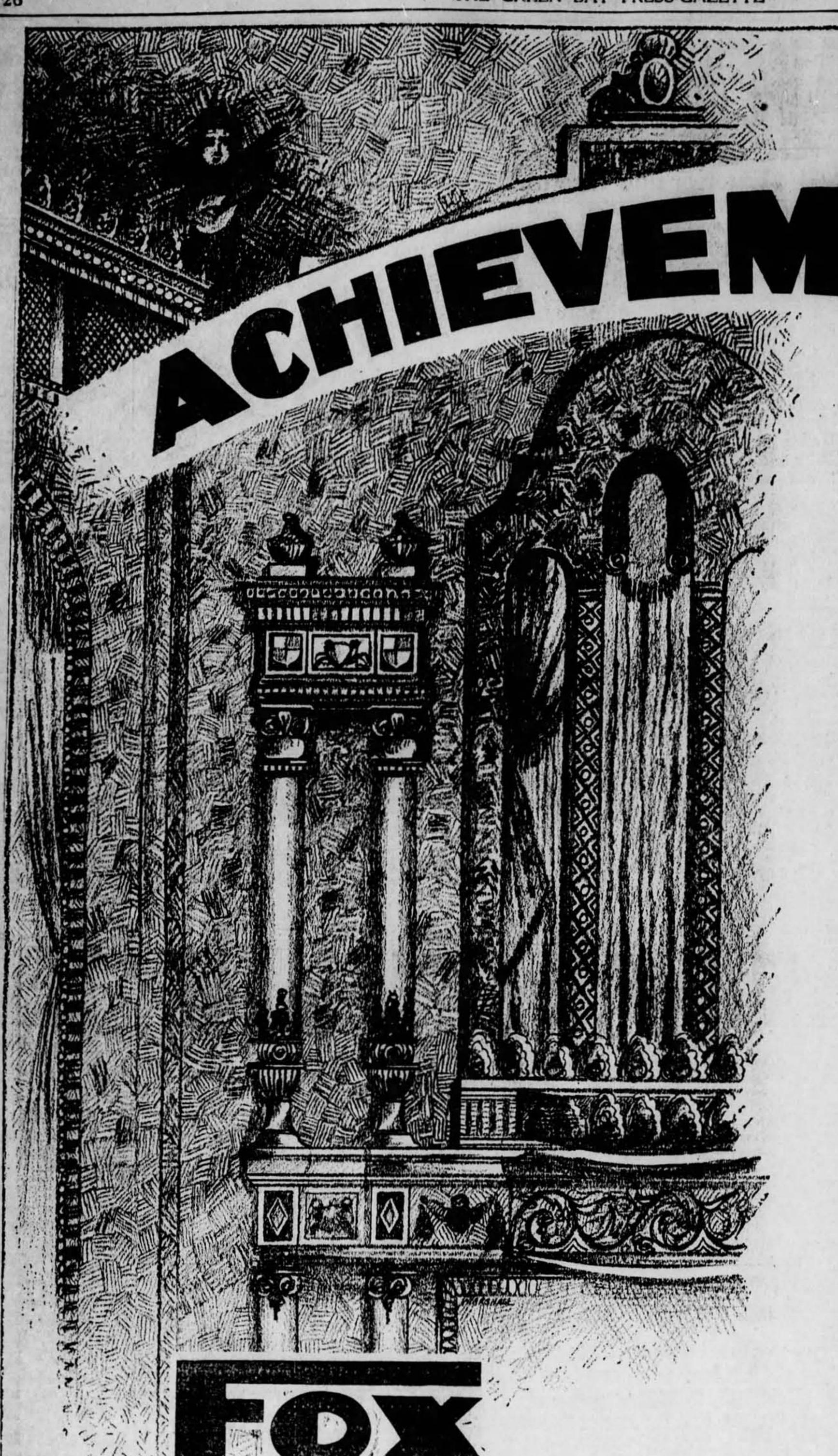
#### recessional. "DOT" MACKAIL JOINS FOX COMPANY FORCES

FOX MOVIETONE CITY - An nouncment was made here by General Superintendent Sol M. Wurtzel that Dorothy Mackail has been signed for a fe tured role in "A Very Practical Joke'. She will replace Mae Clarke, originally assigned to

this role. Dorothy Mackail is one of the most popular stars in motion pictures. Her popularity has increased tremendously with the advent of talking pic-

Features Are Clear

Another feature emphasizing the performances whether they are in the Poxcolor's white is natural and it foreground or background. Subject



NTO 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

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



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. 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 fairyland...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



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

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 oceasion of the opening of Green Bay's finest playhouse.

CITIZENS SECURITIES CO.

227 Cherry St.

Green Bay, Wis.

PEOPLES SECURITIES CO.

(Affiliated with Peoples Savings & Trust Co.) 102 N. Washington St. Green Bay, Wis.

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.

T may seem far-fetched at first sight to designate a dream as a compelling motive in such a hardheaded business as the motion picture industry. Yet it was a dream that furnished the mainspring for starting William Fox on the road to his great achievements, and that has lengthened his shadow till now it dominates the world of 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 Tulchva. 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. It came from avid 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 floating off into the witching 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 unburdened 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.

Femily necessity compelled him to give up school at the age of fifteen and get a job as a cloth shrinker in a sponging establishment, at a wage of \$5 a week. Energy and acumen made him 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-sufficient for his needs as a bachelor, but hardly worthy, he felt, for marriage estate. A considerable increase was urgent. So he asked his boss for a taise of \$2 a week. The boss took the matter under advisement for a week and then said "No".

Fox, he felt, was aiready overpaid by \$2 at his current wage of \$17. That boss, by the way, whose name was Edmund Rothschild, 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 arcades, all doing a brisk business. 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 impresthe crowds of patrons streaming into the place, shoving pennies into the slot machines with great gusto. Unversed in the slick methods possible in the amusement world, he agreed to pay \$1,666.66 for his one-third share in the house. Of this sum Mr. Fox had saved \$1,000 from his own spare 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 "salted" the place by hiring passersby to throng it and simulate fictitious business with pennies that he

But the new manager wasn't daunted Almost overnight he developed a to be furnished with pictures by his nor, Charles Farrell, Victor McLaglen, blazed new traffs with cowboy picflair for picturesque showmanship. He Greater New York Film Rental Com- Mary Astor, Mary Duncan, Edward tures, fathering Tom Mix in ingeniadded a shooting gallery and other pany. Mr. Fox found in 1913 that the Lowe, George O'Brien, Sue Carol, Lois ous adventures until that daredevil features, and established an arresting supply of films for himself and other Morar, Nick Stuart and Farrel Mac- was at one time the highest-priced ballyhoo outside with a conjurer per- exhibitors to whom he catered to was donald. forming his tricks. Becoming more both inadequate and unsatisfactory. daring, he established a motion pic- Determining to make his own pro- gress the next most spectacular move America, making the epochal story, ture theatre on the floor above this ductions, he organized the Box Office by Mr. Fox was the acquisition two "The Iron Horse" and "The Man converted store. That was considered Attraction company with offices at years ago of the Roxy Theater, the Without a Country". And he was Arizona", "The Cock Eyed World" in those early days a master stroke of 130 West 46th Street, and sent J. Gor- largest house in the world. It was the

ventured a nickel spiece to see some times, with Continental directors com- Coast chain of 250 theaters, the 7 momentous pictures of leaves flutter- ing here to learn from America. With Ascher theaters in Chicago, the Saxe ing on the screen, and soon the news a studio rented at Fort Lee, N. J., the circuit of 50 theaters in Wisconsin of this miracle spread like wild fire. first Fox feature film, "Life's Shop- and Iowa, the Poli circuit of 20 thea-Business hummed, the spectators of window," was made under the super- ters in New England, the Loew Theathe theatre were given their change vision of Edwards. When it was com- ters, and more recently 130 theaters in pennies so they would be likely to pleted Fox figured it did not meet in New York State, in the metropolisouander then in the arcade down- with the standards he had set for his tan area surrounding New York City sight into them. Four years ago he similar de luxe theaters in Philadelstairs, and patronage came pelting in own product, and being a man of def- and also in New Jersey. so strongly that the ballyhoo could be inite decisions, wanted to "burn the This process of expansion is condiscontinued and police were stationed damn thing." It was saved at Ed- tinuing rapidly and new groups have to handle the crowds.

Had Smallest Theater

That picture theatre, holding 146 the period that it was a hit.

#### 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 Theatres, etc.

ored his career.

There followed an association with ranger. 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 become identified with the wi-

Fourteenth street followed. Leased Academy of Music

dening destiny of William Fox. The

erection of the City Theatre on

Among the innovations in manage- his judgment. use of accurate bookkeeping meth- way. Direction and adapation of reality. ods. Previously much of the enter- this story suggested by a poem of On the side of feature productions would be engaged by a manager, that Mr. Fox himself was largely all-dialog film. and his salary and the booking jot- responsible. Every night after work Since that time "The Cock Eyed the present laboratory, ted down on a cuff, or merely tuck- he would carefully write out the World" has broken every record held As a result of the new Foxcolor

Payton and his stock company raise well. captured the house under Payton's him into collision with the motion Paris". -the highest price for a theatre ev- as the General Film company and the er paid up till then, and still a big Motion Picture Patents company, sum to reckon with. He conducted This organization told Mr. Fox, as this for four years as a stock com- it told many another exhibitor, that pany house, with J. Gordon Edwards he could take only such pictures as as the stage director, and also inaug- they chose to give him. Mr. Fox led urated here the programs of vaude- the battle against entrenched priviville with films which have since lege. When after several years of lebecome standard. Subsequently he gal skirmishes he succeeded in breakhad the distinction of sitting with ing this monopolistic grip in the bresent Prince of Wales in the same box which had once been occu- nificance for the film business. It pled by his illustrious grandfather permitted the unshackled develop-

The Fox theatrical holdings in- players to become known. creased by ventursome and strategic noves, some of which, like the buildbring to this region. Time bore out Dustin Farnum, Pearl White, Vivian its day. He led the way in providhis confidence.

Produced Own Pictures

But presently a few hardy souls ing-a process reversed in modern brought under his control the West wards' intervention, and was so much been created to handle them. Fox- since 1915. Mr. Sheehan, busy at unlike anything else, for it is at once

them over with Coney Island meth- the director, Frank Powell, for the and other states. ods, he soon fulfilled the dream he vampire role in 'A Fool There Was,' had unbosomed as a boy. He leased The impression she created in this The achievement of late years

One Film Cost \$700,000

Another of the striking achieve-

nose at a rental of \$100,000 a year picture "trust" of the period, known

courts, his victory had a twofold sig-

Named Only One Star

a sceptical shaking of heads among star system, and the public's pleasure signed for audible films. his acquaintances as foolhardy. But in recognizing popular choices, is He has pioneered in other direc-Mr. Fox knew very well what he directly traceable to the Fox crusade, tions. He was the first producer to was doing - he had shrewdly fore- Among the players whom the Fox make a feature picture from a Dicseen the development in population company has lifted to screen fame ken's story with "A Tale of Two that the subvery, then new, would are John Gilbert, William Parnum, Cities," one of the high marks Martin, William Russell, Virginia ing children's films, producing "Jack Pearson and Anna Q. Nilsson, not for- and the Beanstalk" eleborately with With a growing chain of theatres getting its modern crop of Janet Gay- an entertaining juvenile cast. He

After years of steady but quiet pro- forefront with historical films of the best European methods of direct- gram of expansion which presently this expansion being a trip abroad in pictures today."

ganized, Fox-Midwesco is in opera- bution centers, had little experience are becoming geniuses-players are the Graduate Class of Business Ad- ergy, and presently there were act- Playhouses, Inc., is in control of the latter of his ministration at Harvard, told them ing companies located in Staten Is- combined circuits acquired in New terest. That faith was justified by organization to push on, improving as man oversight making the patrons ulate the condition. that he was influenced two years land. Jersey City and New York York State, the environs of New York State, the environs of Ne ago in getting the Roxy, the largest City, while his offices were occu- City and New Jersey, the Fox Thea- "What Price Glory" and "7th Hea- of every invention and every idea that minute. A device in the chief engitheatre in the world with its 6,200 pying five floors, instead of part of ters Corporation conducts the de luxe ven", "Sunrise", "In Old will make for better pictures."

seats, because he had once had the one, on West 46th Street. One of the theaters in large cities, and Foxstriking developments of this per- West Coast Theaters operates the Becoming more adventurous in his lod was the appearance of Theda units throughout the Pacific Coast manipulations, be showed more and Bara on the screen horizon. This area. This organisation, under the more of that daring which has col- actress, then appearing obscurely presidency of Harold Franklin, is now on the speaking stage under the expanding rapidly east of the Rocky Acquiring two other penny arcades name of De Coppett, was chosen Mountains into Colcrado, Nebraska, on East 14th street and putting over more prominent actresses by Iowa, Kansas, Wyoming, Montana

Introduced the Movietone

the Dewey Theatre, in 14th street, part made her the first of the great which seems to have given him the and then acquired the Gotham The- film "vamps," and her success as a most pride has been the introduction -as being on the fringe of civiliza- tors and firmly imprinted the type ters were puttering about with maketion at 125th street. Mr. Fox, whose in motion pictures. She enhanced shift phonograph contrivances for office then consisted of desk space her vogue with subsequent perform- talking pictures, Mr. Fox boldly comwhich he rented for, \$10 a month ances in "Carmen," "Cleopatra" and mitted himself to a radically new at 24 Union Square, was considered similar pictures, and one of the system, scientifically thought out. It smart factors in her growth was the was a system implanting the sound enterprising strokes in the amuse- invention of her exotic screen cog- on a track of fluctuating light bands ment world by getting those two nomen of Theda Bara from Theodo- alongside the pictures on the film. It the wonders of the new laboratory but Charles Farrell. houses. People began to open their sla Goodman, her actual name, cou- was based on the already demoneyes and ask who this man Fox was, pled with a relatives name as Bar- strated principle that light waves are another form of sound wayes. Mr. Fox foresaw a new ere with this.

Three years ago Mr. Fox financed ments of this era was the produc- Theodore W. Case and Earl I. Spontion of "A Daughter of the Gods," able in experimenting with this at an outlay of \$700,000-a prodigi- method. At first it was regarded as ous sum for pictures in that day - a toy with a passing vogue by other and in this day too. Again the wise- film makers, forgetful that the same acres tut-tutted when. Mr. Fox sent description was applied to early mo-Annette Kellerman, celebrated swim- tion pictures. Instead it led to Fox mer, with a bevy of nymphs to Ja- Movietone News, now established as malca, British West Indies, to make a most popular feature on many prothis picture. Again success upheld grammes, a favorable standby at the

tainment business had been conduct. Will Carleton were accredited to oth. Movietone reached a new height with In fact, the Foxcolor plant is almost ed in haphazard style. An actor ers, but those on the inside knew "In Old Arizona", the first outdoor ready for operation. Its capacity will

his leasing of the famed Academy make, and brought in a fortune, about picture possibilities. Among be housed in this plant, of Music, on which he has been cast- whereas a pretentions spectacular these have been Fox Movietone Fol- The plant will be in full opera-

Bring Celebrities to the Screen

Movietone News units have produced films giving intimate, vivid glimpses of such celebrities as George Bernard Shaw, Mussolini, King George of England, King Alfonso XIII of Spain, the Prince of Wales and others who have brought the average man right within the charmed circle of the DIALOGUE TECHNIQUE great of the earth. All this has stamped the name of Fox on a great milestone of talking picture progress. when he visited this country as ment of the exhibitors, and also al- sound-on-film method, and a recent silks to reach the heart! lowed the identity of the leading survey of cinema leaders led to the Previously the trust, fearful lest form of talking pictures. There has technique that establishes him one of coolness. A \$150,000 ventilating ing of the Audubon Theatre opposite the public's favorites might grow too risen recently in Beverly Hills, Fox of the industry's greatest dialogue di-League Ball park at 165th street them on the screen except Mary Pick- and comprising eight soundproof tures. Power, humor, naturalness and freezing 300 tons of ice a day.

star in the business. He was in the in the vanguard in the development "Sunny Side Pp", until presently Mr. with Winfield Sheehan in 1919 which Mr. Fox's credit may be summed up cast a web of Fox branches around in the words which he spoke at the

the world. Sheehan Called A Genius

MODERN FILM 'LAB' IS BEING BUILT BY FOX

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

It is fitting that the Fox Film cor-poration, 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

This new laboratory, the talk of the motion picture and photograpiic industries and incorporating the latest achievements of science will b 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 president of Fox-Midwesco theaters who has come to Green Bay for the gether on the screen that the name opening of the new Fox theater.

\$20,000,000 Production Program ganization already, through Vice- greatest lovers, Janet Gaynor President and General Manager Win- Charles Farrell, and the cinema field Shechan, has announced a \$20,- world's most popular pair of perennial 000,000 production program for 1930- arguers, Victor McLaglen and Edmund 31, Mr. Leo is providing the facilities Lowe. These stars, as well as El that serve to apply the finishing Brendel and Sharon Lynn, two other touches to the stupendous plans per- well known Fox luminaries are shown fected by President William Fox for above. next season. This new plant, togeth- From the time that Janet Gaynor er with a similar one in Hollywood and Charles Farrell first played towill be utilized for the making of gether in the Fox production, "Sev-Grandeur Forcolor productions,

one in New York and the other in screen's most loveable pair of lovers." Hollywood-give this important and leading organization plants that no

Gainger said this week that man- whenever you think of adorable sweet- plicate. and Home Office Annex building.

Boost Height of Annex When first designed, Mr. Leo pro-

vided for an addition to the present home office structure of four stories high. However, the interests of this corporation have so increased that the height has now been boosted so that the annex will be six floors high, with a 400-seat up-to-date theater on the roof. This new theater embraces all the latest improvements in the projection of sound pictures,

The new laboratory, which wiff include the entire first and second first house to run it, the Roxy, and floors of the present home office ment which Mr. Fox introduced into One of the outstanding sensations an audible representation of topical building at 850 Tenth-ave, New York, IUKEEP the theatre at this time, and which of this period was "Over the Hill" a events which makes the average news and the first and second floors of the helped his business to boom, was the film which ran for a year on Broad- reel seem like the pale shadows of entire annex structure, will treble the output of the present plant. Foxcolor equipment already has been installed be at least twice greater than that of

ed away in memory. From the start next day's scenes, and then closely by every picture in the history of Grandeur and Movietone film devel-Mr. Fox employed sound auditing, watch their filming. It was his pet, the business wherever it has been oping and printing plant, the personand did much of it himself in his and it gave him another sidelight shown. Several new type musical pro- nel of the Fox laboratory will be on the surprising film business. It ductions made possible by Movietone more than doubled. The foremost Another of his great cours was cost only a few thousand dollars to have also established some new ideas color film experts in the world will

ing desirous eyes while watching feature which he made about this lies of 1929", "Words and Music" and tion before another month. The first the multitudes swarm in to see Corse time at a huge cost did not do so "Married In Hollywood". Movietone Foxcolor Grandeur productions that has also brought Will Rogers back to will be printed here are "Fox Moviethe roof with histrionics. In 1910 he Meanwhile his activities had brought the screen in "They Had To See tone Follies 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 15 productions slated for 1930-31 re- Bay lease, but that will be shown to branch managers at the regular annual sales convention.

"Dynamite" is a human drama that Other producers have adopted the digs through the veneer of sex and heated to the exact degree desired,

It's a Metro-Goldwyn-Mayer plegeneral acgnowledgment that this ture directed by Cecil De Mille who "washed" in water and then sent over method was the most advantageous has shown a mastery of dialogue ice until it reaches the desired degree the all talking pictures.

Kay Johnson and Charles Bickford.

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

sheer lunacy, and dire failure was pre- don Edwards abroad to learn from starting gun in an extraordinary pro- of exchanges abroad, the highlight of Pox called him "the greatest genius n't stand the pressure.

opening of the new Fox theater in Washington, D. C., typical of the lux-His sponsoring of Mr. Sheehan, urious 5,000 seat houses which have vice president and general manager, opened in Brooklyn, Detroit, and St. is typical of his penetrating in- Louis, and which are to be followed by put Mr. Sheehan in charge of pro- phia, San Francisco, Newark and ductions at the huge plant which other key centres. Mr. Fox said then: had been established in Hollywood 'The business of making pictures is

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 leatured in "Happy Days" and Edmund Lowe soon to star in "Born Reckless,"

Included in the bright galaxy of produced in the opinion of leading other keep their audiences convulsed. Fox Metropolitan theaters and vice- William Fox stars are two teams, so critics throughout the world. well known through their work toof any one of them instinctively brings to mind the name of his or her Thus while the Fox production or- partner. We refer to the screen's

enth Heaven", which won the gold and from all accounts their greatest It is no wonder that the motion medal for the outstanding picture of picture industry of the world has its that particular season, these youngeyes focused with greater firmness sters have seldom been apart in their than ever before on Fox Film cor- screen activities and they have earned Scored Hit In "Street Angel".

agers and others who will attend the ness on the acreen, you must inevit- But Raoul Walsh, the director who as the blues singer in the Fox melo-

With the advent of talking pictures, this youthful pair transferred their activities to the "living screen" and here again they triumphed, to even a greater degree than they did to the silents. Their success was achieved in "Sunnyside Up", the most sensationally successful picture of the present season. In this gemarkable production Miss Gaynor revealed a marvelous singing as well as talking voice and Charles Farrell further enhanced his position as an outstanding star of the screen. They will be seen at the Fox theater in the near future in "High Society Blues", their latest

McLaglen, Lowe Popular,

poration, for these laboratories- the for themselves the appellation of "the rell are in love making, so are Victor always shared equal honors with the McLagien and Edmund Lowe, the stars, McLaglen and Lowe. He folscreen's most notable wrangiers. From lowed this up with another superb Sweet, childlike in her simplicity, the time they battled for one another's comedy performance as the roustabout other company can boast. Also, it yet outstanding as an actress, Miss dames in "What Price Glory?", they sailor in "Hot for Paris", co-starring definitely means that none is any. Gaynor's rise to stardom has been have never agreed on anything-on with McLaglen. He is also to be seen where as nearly equipped to guaran- little short of sensational. She was the screen at least, "What Price in "Happy Days" and in many other atre, regarded then -25 years ago, screen siren led to a host of imita- of movietone. While various promo- tee the best prints of the new art almost an unknown when she sky- Glory?" was one of the greatest silent Fox productions set for the Fox thearocketed to fame as the sweetheart in pictures ever made and it seemed that | ter in the near future. General Sales Manager J. R. "Seventh Heaven" and to this day it would be next to impossible to du- | Sharon Lynn was but little shown

> 1930-31 sales convention in New York ably think of Miss Gaynor. And made this picture came through with drama, "Speakeasy". From that time this season will then have their first whenever you think of her, how can even a greater one in "The Cock-Eyed on she was made. Since she has been opportunity of personally beholding you think og anyone else as her lover World", this one being a talker and seen and heard in feature song numwith the same pair, as Flagg and bers in "Fox Movietone Follies", "Sun-Following their success in "Seventh Quirt, two marines, battling again ny-Side Up" and now in "Happy Heaven", this heavenly pair added over their jobs, their dames and any- Days" where she does the "Wiggle further laurels by their work in thing else that gave them an oppor- Waggle Woo" number in that sensa-"Street Angel". This was their last tunity to scrap. But what a happy tional production number "Snake great specess in the silent pictures pair they are on the screen never- Hips". This is certain to be the outbut their acting in this was so out- theless. In all their scrapping there standing song and dance number in stending that it still stands forth as are plenty of laughs and their actions any talking screen production this one of the 10 greatest pictures ever as they sneer and snap at one an- season.

They will be seen in a similar scrapping 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 As outstanding as Gaynor and Far- "The Cock-Eyed World" in which he

### LATEST VENTILATING TANS COUL

Even Temperature Possible I New Theater Despite Weather Outside.

By the magic of modern engineer ing, the Fox theater is able to turn the cold blasts of winter into the gentle breezs of June and on the other hand, convert the hot blasts of mid summer weather into the refreshing coolness of April.

In "selling" itself to Green Bay Fox theaters insist upon its patrons being comfortable. You may travel the entire world over. You may visit the 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 Regardless of the weather outside

the temperature in this theater is regulated automatically for your com-

In the winter the outside air is drawn into the theater through solid walls of water, cleansed and aeriated, then over, colls of warm pipe and

Expensive Ventilating System In the summer the air is drawn in

and Broadway. New York, caused ford. The growth of the lucrative stages, the first to be specially de- thrill make this story a triumph of The system is so regulated that six- throughout this all talking picture. ty cubic feet of air is drawn into the "Anna Christie" is a drama of the The cast includes Conrad Nagel, theater every minute for each per- sea and of scafaring folk with Charles son inside the theater. This means Bickford, Marie Dressler and George It is a story of a young heiress who that, when filled to capacity, 100,000 F. Marion supporting Garbo in the marries a condemned man on the eye cubic feet of air is drawn into the east of his execution in order to fulfill the auditorium each sixty seconds. It Anna is a motherless girl who is led William Fox gave the world its first terms of a will. Executive pardon re- means further than 6,000,000 cubic estray and, seeking to escape men, taiking news recl. Fox Movictone cleases the man and he goes to his feet is drawn in each hour, and to go goes to live on a coal barge with her Hews. A vast organization of news bride . . . she does not want him farther, it means that 72,000,000 father, who she has not seen for fif- gathering cameramen has been de-. . . he causes trouble . . . she cubic feet enters during each day, teen years. She tries to forget her veloped with representatives in all finally goes to him in his mining There's no denying that that's a lot past . . . she falls in love . . . parts of the world reach to fly at a town . . . they live together only of air. If you wish, you may figure her past is revealed but why tell that she may receive her inheritance how many cubiic feet enters the thea- you the rest. Soon you will be able to event of new interest. Now you can . . . there is danger in the ter every week, month, or year. see this Metro-Goldwyn-Mayer su- see and hear the news of the day in

But what becomes of all this air after it gets into the theater? Certainly famous novel, at the Fox theater. it doesn't stay there, for soon the nuditorium might be filled with compressed air, and if more air continued on and kept on, the theater would daring as only Douglas Fairbanks have to be built of rubber or it could- and Mary Pickford can portray their

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 tional picture. used air is drawn out as fast as new

#### SAFETY OF PATRONS FIRST CONSIDERATION AT NEW FOX THEATER

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. All electric wiring is in conduit, and the stage switchboard is of the "dead-front" type, with no live parts exposed. Beside it is a fire alarm box, connected direct with the city fire department.

Exits are numerous and large the doorways having a total width of 70 feet. Broad iron stairways lead from the balcony exits to the ground. All exits are marked with red lights, wired on an electric circuit independent from that which supplies the rest of the house, and controlled from the

#### "ANNA CHRISTIE" FIRST GRETA GARBO "TALKIE"

"Garbo Talks"-

The world has long awaited this sensation; to hear the beautiful of talking pictures and financed the blonde Swedish actress, Greta Garbo, experiments of two little-known intalk on the "Living Screen," She does,

the old location of the American powerful, had refused to name any of Movietone City, valued at \$10,000,000 ectors, even as he was in silent pic- theater. In summer it is capable of you with her wonderful voice! All in all she holds you utterly spellbound

per-production, a dramatization of a

Furious, adventurous, thrilling and parts. "Taming of the Shrew," which

"TAMING OF THE SHREW"

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 sensa-

The cooling and ventilating system | mometers located in every section of in the new Fox theater installed by the auditorium it automatically indi- of others. in advance of most of the pictures of New England Theaters has been or girdling the globe with Fix distri- an industry and an art. Directors the Warning Sheet Metal Works of cates the temperature and humidity Oshkosh, Wis., is in operation night of the air at any given point in the organization extend all over the seats, was the smallest in the world. Production expanded swiftly, spur- tion in Wisconsin, Illinois and sur- in actual production before then, realizing their art more and day, keeping the interior of the theater and if any one thermometer world. It is a dream come true of Recently Mr. Fox, invited to address red on by Mr. Pox's unflagging en- rounding territory, Fox Metropolitan Mr. Fox had faith in his journal- and the public is fully able now to theater at 63 degrees. Everything is registers below or above what it an Austrian immigrant boy who as a

neers office is connected with ther- time and happy time all the time.

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

Austrian Immigrant Rose From Nickleodeon Hall to Commend 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-

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 dellars invested in New York and Heilywood, 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

Financed Experiments

musicians and composers of "Tin Pan

Mr. Fox early saw the possibilities tentors in New York several years ago. They presented a theory that sound could be photographed and rec-She captivates you with her suave orded on film just as could be the manner as Anna Christie! She thrills 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 Movietone, the "sound on film" system of sound reproduction. It has neer proclaimed the test of any sound

any part of the world almost as fast as you can read about it in the news-

In addition to owning his own motion picture producing company, which has such stars as John Mc-Cermack, 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 controlling interest in the great Metro-Goldwyn-Mayer Pictures corporation, Among the stars which the Metro-Goldwyn-Mayer concern has under contract to it are John Gilbert, Greta Garbo, William Haines, Lon Chancy, Cenrad Nagel, Bessie Love, Anita Page, Llonel Barrymore, Gwen Lee, Karl Dane, Joan Crawford, and scores

The ramifications of the great Fox own and finally after saving his



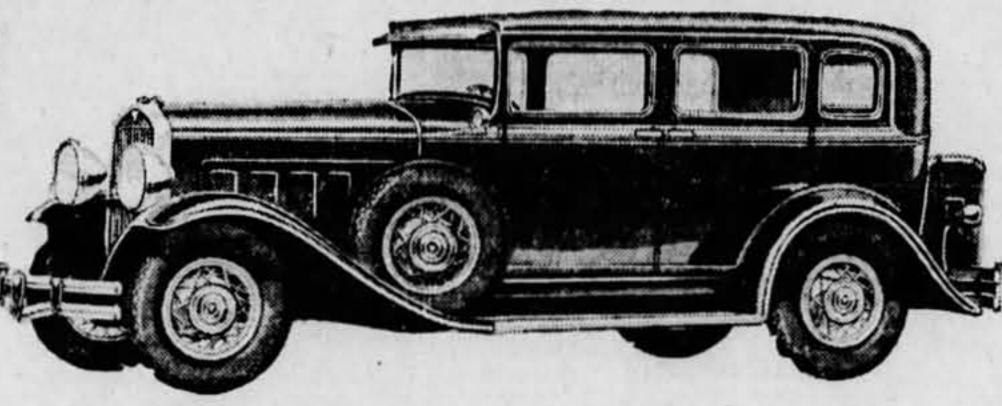
## HUDSON'S GREAT 8

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.

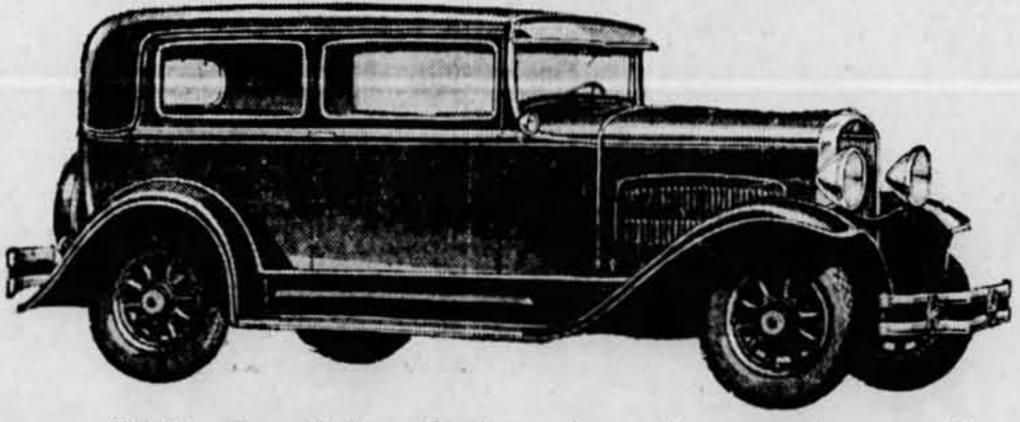
In appearance it is fresh and original—a new style creation. The arrow, with its pointed barb, its clean, straight shaft and feathered tail, is used in the modern manner as a decorative design to contrast with smooth, balanced body, curves. There is a pleasing repetition of this same motif in all the 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.

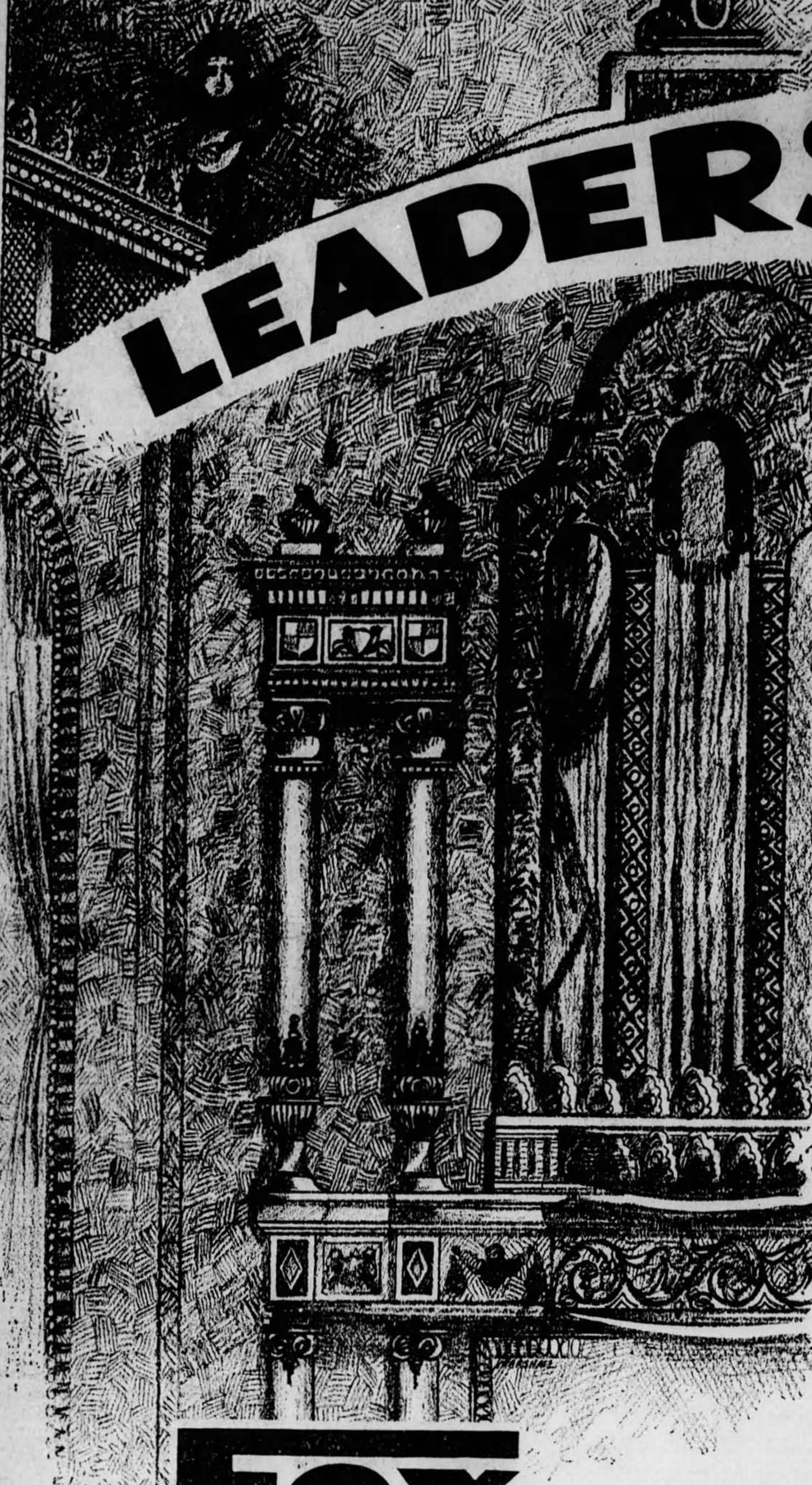


The stylish modernistic motif which adds distinction to this Hudson Great Eight Standard Sedan has been carried through to the smallest detail in color, appointments, upholstery and fittings. Body, chassis and motor are all produced in Hudson plants, thus providing a completely balanced care and insuring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



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.

<del>::::</del>

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 theatregoers by the nation-wide organization headed by Mr. William 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.

Green Bay

Kiwanis Club

Green Bay

Lions Club F

Green Bay
Rotary Club

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

# SUPRES

## 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"

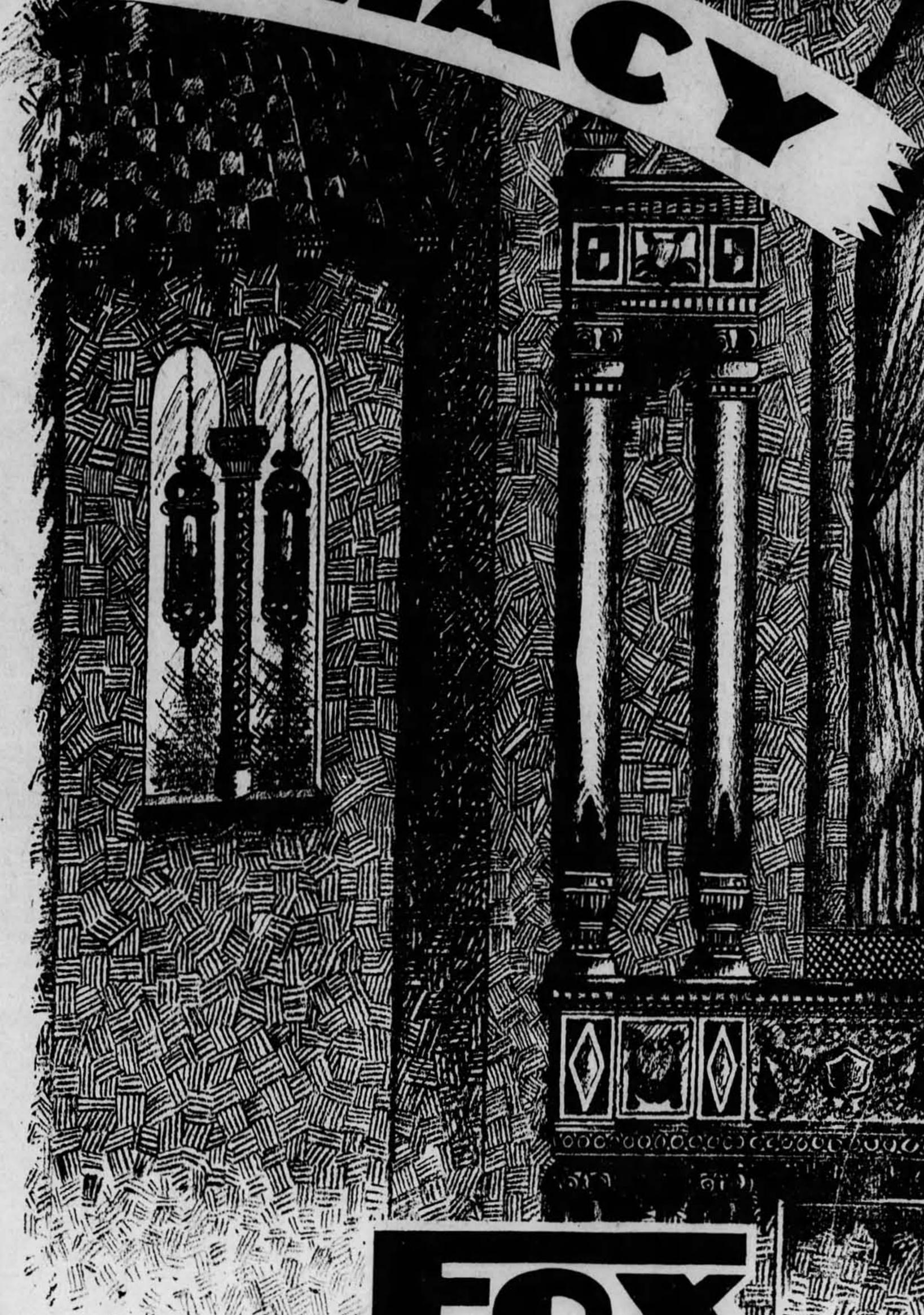
The only authentic style review in

Technicolor, Sound, Talking With Theme Music

featuring

Fashions in Advance of the Mode

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



# 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.

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

included in the group were Joe Leo. president of the Fox Metropolitan syhouses, Fox Chleago Theaters and executive vice-president of Pox-Midwesco Theaters, Inc., A. Piegel of the great sign company bearing his name, Mr. Furman, supervising architeet for Fox theaters and H. J. Fitzgerald, vice-president and general manager of Fox theaters in Wisconsin.

Before taking over the post as the 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.

Greatly Impressed After making a preliminary tour through the theater, Mr. Leo and Mr. Litzgerald both expressed great delight with the appearance of the house, and with the operating ar-

Preliminary tests of the sound apratus were perfect, sound engineers arciared, and projection will be of a high order.

and was designed especially for sound pictures. Every seat in the house will Bay. be a perfect vantage point from which

for Green Bay. We will give the pick of ists, First National and RKO, with nevelties and screen vaudeville acts. latest events of world importance in sight and sound."

Program "All Set" "We have invested thousand of dol-

ars in Green Bay as our pledge in the belief that Green Bay is a steadily growing metropolitan center and is now ready for such entertainment as we plan to bring it. Our theater. while a member of a great national organization, still will be a local institution, with the welfare of Green Bay at heart. Whatever is good for Green Bay, is what the Fox theater

Mr. Fitzgerald declared that the campaign preceding the opening of the theater had been successfully concluded and that the program was all set and ready to be staged.

"I cannot overlook this opportunity to express my appreciation of the cooperation extended our representatives here by the live wire and progressive business men in Green Bay," he said.

To Present Only the Best "I appreciate more than I can say the many kind sentiments expressed enterprise and I can only say that it

will be our aim to live up to our policy of presenting only the best in Green Bay and in making the Fox theater a credit to the city, and somebing for which every citizen may well point to with pride." Among other Fox officials who are in Green Bay for the opening are H.

G. Gill, state division manager; S. L. Segelbaum, district supervisor: J. C. Reefe, director of publicity; L. D. Stein, supervisor of state advertising: P. H. Browne, treasurer; R. C. Frenzei, assistant treasurer; J. N. Nusbaum, real estate department; C. J. Lirewster, chief engineer; Oscar Olsen, chief projectionist; Harry Karp, chief of service; Walter Lyons, representing Mr. Furman, Fox supervising architect and others.

#### **GREEN BAY THEATER** EQUIPPED TO SHOW **NEW 'GRANDEUR' FILM**

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

From black and white pictures to color: from silent pictures to synchronized dramas, comedies, musical revues and extravaganzas with full dialogue and musical scores—such has been the growth of the cinema art in the past few years, and always it has been William Fox who has pointed the way to greater develop-

With pictures in sound and color, it would appear that the zenith of cinema perfection had been reached. but such is not the case, according to Fox. His entire staff of technicians and laboratory experts are hard at work, constantly on the out vive for new methods and new appliances. and as soon as a sufficient number it comes to the talking screen as a of productions can be produced in "grandeur" patrons of the new Fox theater in Green Bay will have their a rollickingly funny farce melodrama. first glimpse of what is perhaps the with more thrills and suspense packed of the cinema has yet experienced.

most stereoscopic, and, presented on for my first Radio starring vehicle. said to be breath-taking

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



president of Fox-Midwesco theaters, tion, include the Fox Film corpora-Mr. Leo becomes an interesting per- | tion, the Metro-Goldwyn-Mayer Pilm sonality to every citizen of Green corporation. Fox-Hearst Newsreel

Being president of Fox Metropoli- organizations. tan Playhouses, Inc., of New York "I have ordered that only the best City, operating 130 theaters, being president of Fox Chicago theaters. Inc., and being vice-president of the pictures from Fox, Metro-Gold- Fox-Midwesco theaters, Inc., has not Paramount, United Art- dulled Mr. Leo's interest in the progress of the Fox theaters in Wisconespecially selected sound comedies, sin, and his presence at tomorrow's opening is an indication of his apt interest. He has come over 1000 miles to be here and welcome Green Bay to this latest, greatest achievement of Fox theaters in Wisconsin. Mr. Leo started in the show business

company, and many other affiliated

of the show business under the Fox banner, and the development of the to find a courier of importance. Fox theaters in Wisconsin has been vincing Mr. Fox that Wisconsin will

Although he spends most of his time in New York, Mr. Leo's heart is with the Wisconsin Fox circuit and it is his ambition to have a new Fox theater like the one opening in Green as the manager of William Fox' first Bay, in every Wisconsin city.

#### 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 audible production, which will come soon to the Fox

"In the rush to place talking pictures on the market," stated the direcor, "I note a tendency on the part of some to take the easiest way, and simply put on the screen stage plays exactly as they were done on the legi-

timate boards. "This is not fair to the stories thus treated. Stage technique was evolved to fill the needs of direct contact with an audience, and to overcome the obstacles of the necessarily cramped physical confines of stage settings.

"Screen technique, on the other side, was built up to cover the lack of a direct audience, of direct physical contact with the players, and also to make the most of the greatest advantage of the screen, far greater facility in shifting from one scene to another, and back again.

A Third Art

"Talking pictures are a new, a third the silent screen, present personality perfection. without the player concerned being looking any possibilities."

his first talking picture under his new i home."

affiliation with Metro-Goldwyn-Mayer, believes that a high school education will now be a minimum requirement for screen aspirants,

"The voice, either by its timber, or its mispronounciations, reveals basic character unerringly," said the producer. "Education is no longer just an asset; it is a necessity withwhich no aspirant should appreach the screen. I set a high school education as a minimum, but a good stiff college course, dealing particularly in literary and dramatic essentials and voice culture, is more valu-

Need More Talent "We need far more talented people than we are getting. There is no place that offers more opportunity to beauty plus brains than the Hollywood of 1929. There is no place more discouraging to a girl possessing noth-

ing but beauty. "The main reason why we are overloaded in Hollywood with girls who have nothing but a fine Grecian profile, is the unthinking praise of hometown friends.

"Let me urge the friends back in art, of dramatic expression. They lowa and Ohio not to arivise the belle will have a distinct technique all their of the town to 'try Hollywood' unless own. But that technique will always you know that the girl has personality, have much in it that pertains to the that she can make people like her for screen, because talking pictures, like qualities other than mere physical

"I can't explain charm, but you actually in the theater, in the flesh. know it the minute you contact it. Photographed plays will leave out of | And pictures need charm far more the telling of a story much of the than beauty. There is many a girl novelty and added charm possible to in Hollywood with irregular features picture technique. Let us not handi- whom 'fans' call beautiful, just becap this new development by over- cause the girl grips them with her personality. Skin-deep beauty has no De Mille, who made "Dynamite" as place in Hollywood and should stay at

### OF ROLE IN "SEVEN KEYS TO BALDPATE"

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

Radio pictures could not have made in the dead of winter. a happier selection of a story for my debut as a star under their banner than "Seven Keys To Baldpate."

For many years this George M. Cohan play has been a favorite among theatregoers the world over and now perfect example of audible film entertainment. It is Cohan at his bestmost astonishing development the art into it than any play I have ever

to play the part of Magee, the novel- Oakes" in Hamilton MacFadden's "Grandeur" is the name that Fox ist, it is obvious that I was delighted has given to his new mammoth- when William Le Baron, vice-presiscreen pictures, presented with both dent in charge of R-K-O production color and sound. The pictures have here in Hollywood, told me he had Heaven" opposite Helen Menken a depth and a brilliance which is al- purchased "Seven Keys To Baldpate"

in the middle of winter, he must have foreseen the coming of talkies, for the plot, characters and situations adapt themselves even more perfectly to the screen than they did the stage.

The character of Magee, the author, which I play, appealed to me from the very start because of its seriocomic qualities. Magee is a successful novelist who wagers with a friend that he can write a complete book within twenty-four hours. In order to obtain privacy, he goes alone to Baldpate Inn, located on a mountain top. The place is deserted, for it a summer resort and Magee visits it

What transpires during the twentyfour hours Magee spends at Baldpate embraces all the moods of the theatre. There is romance, comedy, melodrama, tragedy and satire.

The denouement brings a surprise that no one will guess in advance and in my opinion is one of the cleverest pieces of playwrighting ever con-

Jason Robards, whose screen viilainy is known throughout the world of the stage and screen, has been Inasmuch as I have always wanted signed to play the role of "Frank production of "In Love With Love. Robards played the role of "Chico" in the stage production of "8th

Ralph Kellard has been cast for the simulate a life-lie realism that is thrilling story of an author's adven- production tentatively titled "Hell's dirty tures in a deserted mountain tavern Belles."

# Hands One of Her

#### 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 supple the Fox-Midwesco 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.

This undoubtedly is the first time in the history of theater openings that a man of such international renown as Mr. Younggreen has lent his presence to an occasion such as the gala opening of the new Fox theater in this city. However, because of the claborate plans being made for this epocal event in Green Bay's history, because of the warmth and enthusiasm which has been displayed over the opening by the residents of this city, the attention of Mr. Younggreen as well as that of Mayor Hoan of Milwaukee has been directed to this

A Big Asset to City.

The mayor of Milwaukee believed As the executive head of the largest | theater in Brooklyn, just 25 years | that this coming event was of sufchain of theaters in New York, Mr. ago. Since then, the Fox holdings ficient importance to warrant a let-Joe Leo is recognized as the nation's have grown to over 1250 theaters in ter of congratulation to Mayor Dieforemost showman, but as the vice- all parts of the country, and in addi- ner of Green Bay, stating that the opening of a new Fox theater would prove to be a tremendous asset to the city even as the Fox theaters have been to the Cream City of the state. He expressed a desire to trans-Mr. Leo has been in every branch mit such a letter to Mayor Diener and the next step to be taken was When Mr. Younggreen learned of

Mayor Hoan's plans he volunteered to convey the letter in person to respond to the ultimate in entertain- Mayor Diener. The next step was to secure the necessary transportation and in keeping with the modern trend of speed, speed and more speed the Weeks Aircraft corporation offered the use of its fastest cabin plane for the trip from Milwaukee to Green Bay.

> According to present plans, Mr. Younggreen and the party of Fox Midwesco officials who will accompany him to Green Bay will board the plane at the Milwaukee County airport about 2 o'clock Friday afternoon. The trip is expected to consume about an hour and the "ship" with its passengers is expected to arrive at the Brown County airport shortly after 3 o'clock. Will Visit City Hall.

> The party will then be taken automobiles to the city hall where Mr. Younggreen will deliver personally Mayor Hoan's message of congratulation to Mayor Diener. Green accept this letter with a fitting message of his own and Mr. Younggreen will convey this in person to Mayor Hoan upon his return to Milwaukee. This visit of Mr. Younggreen to Green Bay is, in itself, of great importance because of his position as an international advertising figure. Coupled with the fact that his visit is a part of the opening exercises for the new Fox theater, he comes to Green Bay virtually as an international courier of good will. It is further evidence of the great interest which is being taken in the opening of Green Bay's new Fox theater, not only in this city but throughout Wisconsin.

#### "NEWS 30-MINUTE PARADE" ON SUNDAYS AT NEW PLAYHOUSE

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

With the immediate success of the Fox Newsreel theatre, located in the Embassy, New York City, comes the announcement that the Fox theatre in Green Bay will feature a 30 minute news parade each Sunday at the new playhouse.

This half hour parade of the latest world event will take place every Sunday at exactly 12:10 and 6:10 p. m. News events taken by Fox Movietone News, Hearst Metrotone News and Paramount Sound News will be flached on the screen almost as soon as they actually happen.

Fox Movietone news was the firs talking newsreel to be presented to the public. Its representatives are stationed in strategic positions throughout all the world, ready at a moments notice to travel post haste to cover anything of importance and then rush the film to the nearest branch where it can be developed and distributed to th millions of Fox patrons.

No difficulty is too great nor no handicap too stern for the crew of the hardy Fox Mevletone cameramen to overcome in their sleepless vizil for news. A fleet of tri-motored planes are always kept in readiness to fly long distances to get important pictures. The planes are equipped to develop and print film so that no possible time is lost,

Hearing and seeing all the more important events almost as quickly as you read about them in the newspapers is the privilege of Green Bay theatres.

Greatest Assets Beautiful hands-hands that are well kept, soft and shapely-are always an index of distinction.

Eleanore 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 artiste with her entire body.

On the screen, too, beautiful hands are an asset. The actress who has shapely, sensitive hands always stands out in a scene. And of the well-known cinema actresses before the public today no one stands out more conspicuously in this regard than the beautiful Metro-Goldwyn-Mayer star, Norma Shourer, whose new all-talking starring vehicle, "Their Own Desire" will be shown at the Fox Theatre. Use a Good Cream

When asked what she regarded as the essential points in the care of the hands, Misa Shearer said:

manicuring should,

"A good cream should be rubbed into the hands at night; then a gentle massaging should follow, thus keeping the hands soft end pliable. Rubbing particularly between the fingers makes the skin firm and yet

course, be done, with the proper inshould not be too highly polished. Anything that is overdone savors of the actress or professional woman who wishes to use her hands

gracefully a simple system of gymnastic exercises is useful. She practice them before a mirror, thus judging what the effect is when she is required to exercise her hands, Becomes Second Nature "After a few weeks' practice

such work the movements become al-

most automatic, and almost unconsciously, Milady becomes subtly graceful in the use of her hands and arms "Beauty of movement is a tremendous asset to any woman, and the woman who wishes to succeed should regard this point carefully. If she will give proper attention to the care and use of her hands she will find that she has a wonderful point in her

#### McLAGLEN AND BRENDEL IN "HOT FOR PARIS

see that hilarious screen production fans. all talker "Hot For Paris" which is another Fox triumph portraying the adventures of Victor McLaglen as John Patrick Duke instead of Captain

It's a sizzling, torrid comedy of hol times and hot tunes . . . of sailors gay Parce . . . by the same director who gave you "The Cock Eyed World," Raoul Walsh . . . But "Hot For Paris" is 30 degrees friskier and as "the baby-talk girl," has the music

the leading male roles! And Fift ary wax records of each new number Dorsay, that sparkling Madamoislie, she is to sing in talking film produchot from Paris, is the leading lady tions. Sometimes these are blane rewho knew how to lead the boys into cordings; others are full orchestra. the funniest comedy situations ever Then, while resting in her dressing heard or seen. And those other girls: room, or applying make-up in Ooo La la! Can they make whoopee! morning, she plays these records on And those other boys: can they help a phonograph and thus works out

In addition to some riotous comedy from the screen by McLaglen and that funny Swede. El Brendel, you'll get a load of Fift "Pointed Heels" with William Powell Dorsay's pulchritude, her voice, her and Fay Wray at the Fox Theatre. mannerisms; she sings, dances, makes In this musical romance she sings love, does some high class comedy two of her typical songs, "Aintcha? Bay's chief executive is expected to and is actually a new and more vivid and "I Have to Have You." and beautiful personality.

> laughing treat when this smashing, who acquitted himself so creditably supreme comedy comes to the Fox recently in the role of Philo Vance in

A. Sapp's Fables . . . up to date once there was a publicity man who submitted a title for a picture . . . that clicked. Arizona Kid."

Norma Shearer's H. J. Fitzgerald, General Manager



H. J. FITZGERALD

Most of the executives of the William Fox organization rose from the

struments. But there is one thing the theater business is gained from that is not in the best taste: Nails the school of experience which he entered as a youth by starting at the bottom with the General Film comny in Milwaukee. Slowly, but gradually his work became more valuable to that concern and he received promotion after promotion until he could be promoted no longer. He had become the manager.

When the General Film company went out of business, Mr. Fitzgerald became manager of the State Right exchange which later developed into the Associated First National pictures, tures, just as he was the originator and he remained in charge until he took over the general managership of the Saxe Amusement enterprises in

Mr. Fitzgerald is a native of Milwaukee and has lived there all his life. He has innumerable friends in Wisconsin and in all parts of the country and has an uncanny ability You laughed aplenty at "The Cock to select good pictures for showing in Eyed World" but you don't know theaters, being an exceleint judge of what side-splitting mirth is until you the tastes of the majority of film

#### "THE BABY-TALK GIRL" TO SHOW HERE SHORTLY

effort-saving invention that Helen eliminating the cut in, just as the in hot water with their hot mamas in | Kane, the girl with the big eyes and the little voice, has introduced Hollywood

and sound recording departments of Vic McLaglen and El Brendel have the Paramount studios make tempor-

her songs that later are to be heard Miss Kane will soon appear

She is co-featured in the produc-

"The Canary Murder Case" and the "Greene Murder Case."

of Fox Theaters



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 ex-Mr. Fitzgerald's wide knowledge of

He remained with the circuit as is he first in the development of the general manager when it was taken over by the William Fox organization and upon Mr. Joe Leo's return to New York became tanking executive of the

Miss Kane, internationally-known

Prepare your funny bone for a tion with Powell, the movie favorite

Wilfred Lucas has been signed to the Motor Bureau . . . tells the clerk portray the fight promoter in "The

#### Ann Harding Is Strong for The New Fashion Regime

FOX THEATER TO HOLD MIDNIGHT PRE-VIEW

One of the many innovations to be introduced in Green Bay by the new Fox theatre will be the midnight pre-view show which will take place every Saturday night at

In other words, tolks coming into the theatre at 0 o'clock on a Saturday night may sit through the entire Saturday program and then remain, at no extra cost, to see the preview of the picture to be shown the following day.

This is an innovation that has been installed in every theatre opcrated by Fox and everywhere has met with instantaneous approval. The first preview show will be held Feb. 15 and will feature the inaugural fete-programme of the Fox theatre plus Miss Marion Davles in her first all talking picture

#### WILLIAM FOX FIRST IN DEVELOPMENT OF WIDE "MOVIE" FILM

Fox Theater Here Has Booth Equipped For New Film When Ready.

independent producer of motion picof Movietone (sound-on-film), just as he was the first to issue a talking newsreel (Fox Movietone News) so new wide film.

this new development, which is now in the process of perfection, you must know that not only is the screen made the full width of the proscenium arch (stage) but the film itself is twice as wide.

It is called Fox Grandeur film and marks a new and marvelous achievement in the motion picture art. It not only fills the entire stage prosenium of the modern theater, but also produces a steroscopic effect or actual perspective, frequently referred to as the third dimension.

Movietone, will be capable of taking ac-"Rehearsal records" are a time and tion over an immense area in one shot, sound does away with subtitles.

Grandeaur cameras, used with Fox

Words are inadequate to describe Grandeur film or to predict what its possibilities will be. The Fox theater in Green Bay has booth that is equipped for this new

film. It can be changed instantly

for this new screen sensation, and

when a sufficient number of Gran-

deur productions are produced, will be so equipped. William Fox, as ever is in the lead of the advancements made in the motion picture industry.

Mary Forbes, one of the finestthat goes two ways-actresses on the screen is the first player chosen to support Will Rogers in his forthcoming production, "So This Is London" Miss Forbes will play the role of

ady Beauchamp. Jack Francis . . . gets a traffic tag for running his American Can . meaning used car . . . over a stop signal . . . tells the traffic cop . . . who he is and gets another tag for falling to have his driver's license

. . when paying the tax . . . at who he is . . . and the clerk demands cash . . . in lieu of check.

was in that capacity that she first

past successes on "The Single Stand-

ard" and like productions will fade

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. For what is going to happen to the tom-

boy flappers of the screen? They can't curl up on divans or be breezy with legs planted far apart They can't slouch and be tousled There is nothing else to do but grow up and let sophistication be their guide. The days of crossing one's legs and relying on their silken perfection is over, at least for a secson

There will be exceptions-otherwise there would be no rule. We can always go back to Cleopatras and Kikis, to tattered mountain girls with wind-tossed hair. Even my part as the warden's wife in "Condemned!" in which I appear with Ronald Colman does not call for style correctness, since there is no luxur ant growth of fishienable drawing rooms in the French penal colonies. But in modern civilization the change is styles can't be ignored.

Legs Going Out of Style Whoever remembers the Patou dresses of last spring will recall the beginning of the new fashion cult for this conturier was the first to reintroduce evening gowns that dipped long in front as well as in back. He draped and fitted the upper part of the frock to cling in a slender line well over the hips and indicated a high waistline to give the effect of even greater length.

Now that his conception of the proper silhouette has been adopted with normal to high waistlines re-Just as William Fox was the first turned to favor, the princess contour a highlight of formal govers, low soft flares and longer skirts established facts, there is bound to be a call for actresses to descend a tall. broad staircase with gracious assurance rather than slide down the ban-

Some are saying that we can always resort to sports clothes if more In order to approciate the bigness formal types require a sophisticated polse. But even sports dresses have grown two to four inches longer than last year and legs are going out of style. While the silhouette lines of sports frocks are no tas extreme as those of dressy costumes, they are nevertheless slightly fitted. their waistlines defined by highplaced belts. Old Freedom is Gone

> The old freedom is gone the way of bustles and the pompadour and the long flying vells of the motor girls. For just imagine, on the screen, some gay young thing slipping into the driver's seat of one of those hypothetical low-slung speed cars. She had to be daringly nonchalant because after all, she is defying her father in going for a midnight ride with the young blood of the hamlet. But instead of takiny her place at the wheel in one casy swoop, her trailing gown goes into a

> huddle with the brake. There is no denying that actiny won't be as free and easy under the new fashion regime. Naturalness will have to be more studied with more acting and somewhat less ac-Comediennes will have trailing gowns to trip on, but the actress who essays serious or light comedy roles has to adapt herself to the soft elegance of the new, tall, slender

## ON PRODUCING HOME FOR FOX PICTURES

"Miracle City" Conceived and **Executed By President** 

A "Miracle City"-a dream come true-representing an investment of \$10,000,000, is the home of Fox Movietone productions as Fox Hills in Westwood, on the outskirts of Hollywood. The idea and plans for this mir-

cle city were conceived and exe-

uted by William Fox, president of

of Fox Company.

ne Fox Film corporation. For more than three years, the read of all Fox enterprise, in justifiation of his vision of motion pictures with sound, spent money prodigousy in financing Movietone research work. An experimentation in perfecting detail with the result that he is able to give to the world in the very near future this permanent home

for Fox talking pictures. Covers 40 Acres Movietone city covers 40 acres lying scross the southern end of the Fox Hills studio ten miles west of Hollywood. As late as July 28 of this year the site of the "Miracle City" was just California acreage, covered with cactus and sunburned grass.

Twenty-five buildings comprise the group-four of them are each 212 feet long and 165 feet wide. The walls are 45 feet high and in each of the four buildings are two sound proof stages, making eight in all Each with its own equipment-apparatus rooms, test laboratories and projection rooms. On the second floor or stage number one is the world's largest Wurlitzer organ ever built The administration building is 210 feet long and 60 feet wide and is topped with a decorative tower 75 feet high. At the extreme back portion of this walled city are two 100 foot towers-one is a cooling tower for the air conditioning system and the other is a gravity tower-the base of the automatic sprinkler system.

Big Recital Hall There is a recital hall fully equipped for auditions; a test laboratory and a building for the film cutters. finally elevated to stardom. Her ap- The large generators necessary to supply electric power to the entire c'ty are housed in another building. Statistically into this "Miracle City" went 2,202,712 feet of lumber, 4888 ularity. Her first talking picture, feet of floor areas, 2,100,000 feet of reinforcing steel: 240,000 square feet of pavement in streets.

seven days a week in three eight talking picture, "Anna Christie". Her hour shifts.

About 1200 skilled workmen labored

This is the city that will turn out sound and talking pictures that will be shown in Fox theaters-a part of interesting career in the movies. Miss story is seen and heard by her mil- the mighty Fox organization-represented in Green Bay by the new Fox. the Strand, and Colonial

#### METRO-GOLDWYN-MAYER'S FAVORITE STARS



Ramon Novarro coming in "Devil May Care", Anita Page, young featured player, John Gilbert, coming in 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."

Ramon Novarro, romantic young singing star, rises to even greater heights in his newest picture "Devil atic voice thrills as none other and his following of fans has increased by the thousands since his voice became audible on the screen. His charming personality and handsomeness are now

doubly impressive.

residents who regularly attend Fox picture "Navy Blues". Miss Page a star of him. came to Hollywood from New York on a dare that she couldn't make good A hundred years ago crude oil came Her immediate success to silent pican enormous full stage screen, they When Earl Derr Biggers wrote this part of Michel Kopulos in the Korda from a well in Kentucky. The black tures and her present rise in talking stuff was called "the devil's pictures indicate stardom in the very near future.

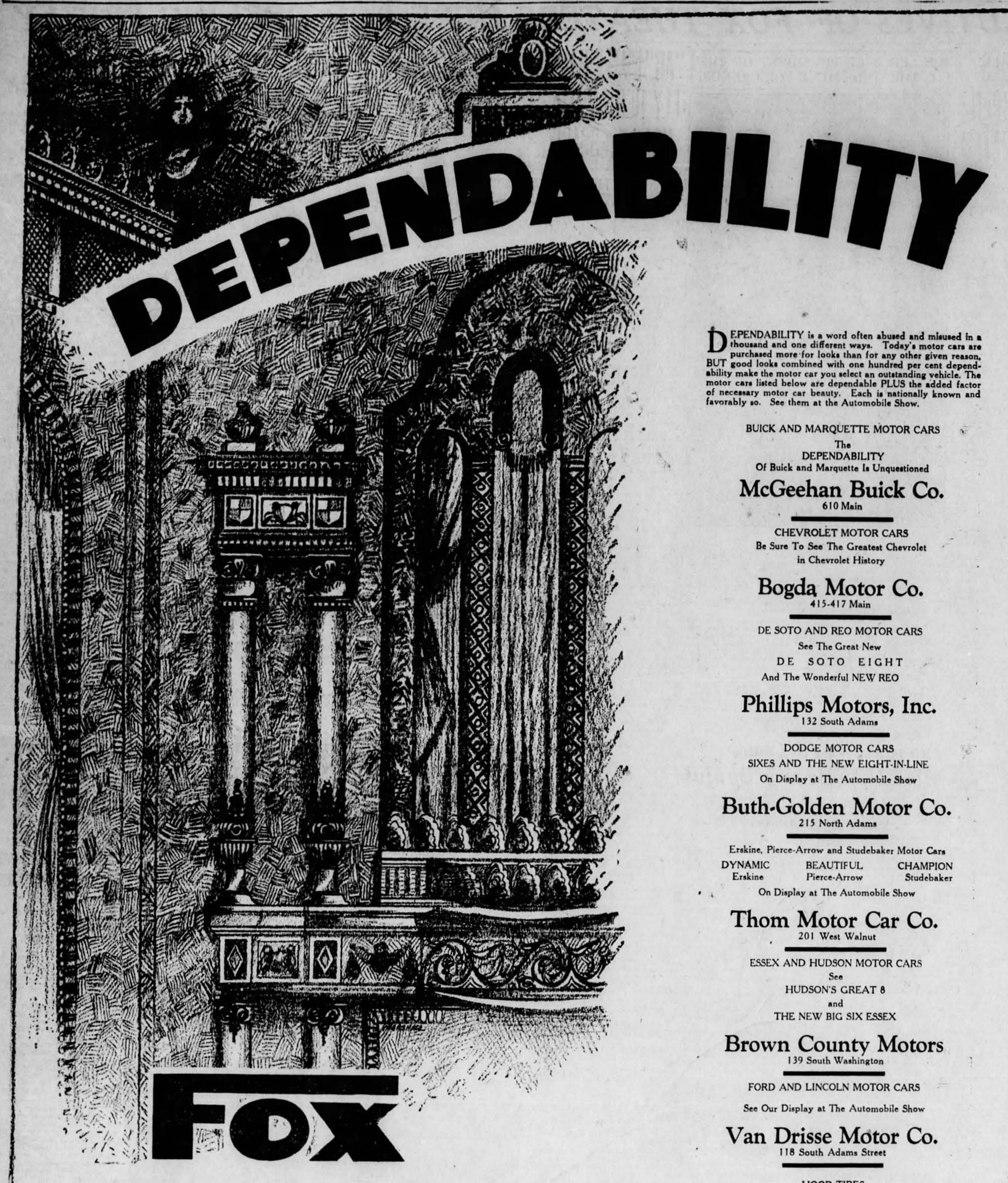
Gilbert Blg Attraction.

John Gilbert, idealistic lover of the May Care" than in his singing debut screen, made his debut in talking in "The Pagan". His delighted oper- pictures in "His Glorious Night" where his rich, vibrant voice has made for ly among the feminine half of America's population. Gilbert's sensational rise from mediocrity in pictures to stardom both in silent and talking Beautiful blonde Anita Page has become famous since her talking debut big box office attractions of the film in "The Broadway Melody". Since industry. He first made his name in then she has appeared in the "Hol- the lead role of King Vidor's "The lywood Revue" with Conrad Nagel and Big Parade". His performance in William Haines in his first all talking immediate rise in standing. It made will soon be heard in her first all

Greta Garbo Coming Soon.

Petite Joan Crawford has had an into oblivion when this wonderful Crawford for some time was a dancer lions of admirers. It brings a new in the cafes of New York and it and greater Garbo to the screen.

attracted the notice of movie magnates. She was brought to Hollywood and after a few appearances her vibrant personality became so apparent him a host of new admirers, especial- that she was given leads and was pearances in "The Taxi Dancer". "Our Dancing Daughters" and "Our pictures marks him as one of the Modern Maldens" enhanced her pop-"Untamed", is an absolute sensation. Greta Garbo the superb-the great-Charles King and has played opposite this picture paved the way for his est attraction on the screen today,



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

EPENDABILITY is a word often abused and misused in a Distribution of the 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

DEPENDABILITY Of Buick and Marquette Is Unquestioned

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CHEVROLET MOTOR CARS Be Sure To See The Greatest Chevrolet

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in Chevrolet History

DE SOTO AND REO MOTOR CARS See The Great New DE SOTO EIGHT And The Wonderful NEW REO

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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 **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.

PLYMOUTH MOTOR CARS The Pinnacle of Automobile Dependability See Our Display at The Automobile Show

Tracy Motors

WHIPPET AND WILLYS-KNIGHT MOTOR CARS Fine Motor Cars Noted For DEPENDABILITY

Cliff Wall Motor Sales 1285 Main



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



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'S LIBERTY GASOLINE

IBERTY 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!

# BARKHAUSEN OIL CO.

DISTRIBUTORS

SERVICE STATIONS ON ALL HIGHWAYS

OFFICE: MATHER STREET

PHONE ADAMS 627

## FOX PLAYHOUSES IN WISCONSIN CITIES NOW TOTAL 43

## MILLIONS SEE FOX FILMS IN STATE WEEKLY

#### Wisconsin Circuit Operated By Home Executives, Employes.

Although having the advantages of a national organization Fox theaters, of which the new Pox theater in Green Bay is a unit, is distinctly : Wisconsin Institution.

The circuit is operated by Wisconsin executives and employees and for Wisconsin residents. It is the plan of Fox executives to schedule such high class attractions that out of town residents for scores of miles will be drawn to the city for entertain-

town and brought out the fact that pert and what not. these people came primarily to see ing radius of the merchants had been Middle Western territory. increased considerably.

theatres, and the executives plan to open a half dozen others this month. Scope of Talking Pictures These properties represent an investment of over \$2,773,897 with consequent tax payments of \$155,731.83 annually to the state treasury.

All Fox theatre employees are residents of Wisconsin and spent their payroll in the state. This amounts to over \$1,100,000 annually. Hundreds of thousands of dollars are spent by the circuit in this state isted say fifteen years ago when on pect that they can do equally mar-

Midwesco Theatres, Inc. is one of 'what do you think of these new the most important circuits in the moving pictures" is one which conchain of 1,250 theatres operated in fronts all of us today. The only this country by William Fox. His change is the substituting of "talkholdings include the Fox West Coast ing pictures" for the "moving pic-Theaters, a chain of 250 playhouses: tures." Whether you like the talkies the Fox Metropolitan Theatres in or not, you still want the other fel-Greater New York, a chain of 128 low's opinion of them. houses; the Fox Poli Theaters, the It is foolhardy to enter into largest chain in New England; the erudite discussion of the perman-Fox Chicago theatres, the Fox Mid- ency of talking pictures. Whether land Theatres in Missouri, Kansas they are here to stay or not is a matand Nebraska, and hundreds of oth- ter which the public alone will deers in every section of the country, termine. The question, to my mind, More than a million persons a day will be decided on the merit or lack

see the best of motion picture attrac- of merit of the talking pictures of the tions in Fox Theatres, and a large future-and marked progress unpercentage of these are natives of Wisconsin who patronize Fox the-

The constant addition of new theatres in Wi-consin is a proof of the fact that William Fox believes in the future of the state and that he can bring happiness and enjoyment and they are going to make a race of prosperity to its residents.

Edward Dolly, brother of the fa- logue some of the scenes we made in mous Dolly Sisters, is expected daily "Speedy" for example. The comedian at the west coast studios, the last will have to resort to all kinds of leg of his journey from Paris to tricks to hide the microphone. Have Filmland via New York City. Dolly one stuck up his back, another on will act as stage and ensemble di- his leg, one under his hat, and perrector. He comes rated as outstand- haps one tucked away under his shirt. ing among stage producers in Lon- You never can tell, but we may have an important factor in the progress There is no other way in the world don and Paris.

John McCormack has bought an in certain scenes. I have heard that les, entire canyon in Hollywood, 145 they are already perfecting microacres of beautiful wooded country phones that can be carried as a edians are manifold. The importance on which he will build a winder cot- flower in one's coat lapel. We have of dialogue, of sound will nave to be and a swimming pool.

HOMER GILL, STATE DIV'N MGR., WHO IS RESPONSIBLE FOR FOX THEATERS IN STATE, AND TWO ASSISTANTS



STANLEY L. SECELBAUM

Homer Gill, state division manager | From there he became head of the | Minnesota. When that effeuit was for Pox theatres in Wisconsin has exploitation department of Goldwyn- taken over by Publix, he joined Fox had a varied and interesting career Cosmopolitan company.

Paralleling a situation which ex- it is not far from reasonable to ex-

all sides you heard the question velous things with recording micro-

Starting as a projectionist in Grand Island. Neb, at the age of 17, Mr. the news- Gill rapidly progressed and in papers in a Wisconsin city recently year's time moved his activities to commented upon the fact that at Hastings where he was employed in least fifty per cent of the audience the local theatre as a combination at the Fox theater was from out of projectionist, manager, publicity ex-

money into the city through their associated with one of the few inde- their large circuit, the city had a Fox theater, the sell- product throughout the southern and city of state division manager.



HOMER GILL

This led to theatre operations and the Oriental theater. Milwaukee.

to Kenosha where he managed the He joined the A. H. Blank circuit Fox Gateway and Fox Orpheum theacircuit toined the Saxe circuit in vated to the position of supervisor.

He opened the new Oshkosh the- position, having learned the show atre for the Saxe enterprises in 1927 business from the bottom. and remained there one year when At the age of 19, he left the the- he was called into Milwaukee to asthe theater, but also brought much atrical field of endeavor and became sume the district managership of Milwaukee came to this organization

purchases at the department stores, pendent film exchanges in the Unit- When William Fox took over the It emphasized the fact that because ed States at that time, selling their circuit, he was retained in his capa-

Stanley L. Segelbaum, state super- Guy Lombardo and Buddy Fisher, At the close of the war he entered visor for Fox theaters in Wisconsin, He is thoroughly versed in the adverthe independent film field as a pub- comes to this organization from the tising line having been assoc ed aters operated in Wisconsin by Fox licity man and exploitation agent. Finklestein and Rubin circuit in with this work his entire life.

It takes no great stretch of imag-

ination to figure what would have

happened in "The Freshman", had

we talking pictures in those days,

when we made the winning run down

the football field. Fancy tugging a

microphone with its wires down the

field in the crucial moment. Yet with

the progress being made by sound

pictures we can easily expect to de-

vise some means for recording the

player's expressions under just such

similar circumstances. As a matter

of fact I am given to understand that

this sort of action could be better

synchronized after its filming than

Studies Talkies

during its progress.

#### INTENSIVE TRAINING IS GIVEN USHERS IN **ALL FOX PLAYHOUSES**

Chief of Service for Theaters Has Been Training Staff Here for 2 Weeks.

When you enter the Fox theater in Green Bay, or any Fox theater in Wisconsin for that matter, there is a trained theater staff on hand to meet you, and to render such quiet, efficient and courteous attention that you may be comfortable and enjoy

The Fox organization trains its staff to consider itself as the host and the patron as the guest in its theaters. Twenty-five years of successful operation has enabled the Fox organization to develop its service until now it is a standard in the world of the

The ushers who greet you and direct you to your seat all must be letter perfect in their routine before they are allowed to go on the floor of the theater. They must attend classes wherein they are taught the proper method of giving attention to the patron. They must drill to cultivate a correct posture and a manly appearance. They are given ranks etc. All of them are selected for appearance, character and ambition.

Mr. Harry Karp, chief of service for Fox theaters in Wisconsin, has been Lawrence S. Stein, supervisor of in Green Bay for the past two weeks state advertising for Fox theaters in giving the young men selected to become ushers an intensive course of



HARRY KARP

instruction; all of them are local boys and Mr. Karp is particularly proud of this particular group, Many of the executives of this great organization started their theatrical

careers as ushers and as doormen, and in their positions as ushers, these fine examples of American youth are given every opportunity of learning how a theater is operated so that when they have qualified from coutact with the public and have had sufficent experience on the floor, they My opinion of talking pictures On the screen this same story could | are promoted to assistant managers.

## COMING TO FOX THEATER

Zane Grey, the famous author, has brought to the "Living Screen" his greatest of all novels, "The Lone Star Ranger," Certainly everyone who has ever read fiction has at one time or another read one of his thrilling novels and this particular story was one

"The Lone Star Ranger" is a Fox production. The cast, which makes has been cut down, and action is con- this picture an outstanding talking fined to sets that bring us right back presentation has in the starring roles have seen what it is possible to do youngsters have appeared in many with outdoor pictures with sound and Fox pictures, both talking and stient, picture. dialog accompaniment. Producers but in this production they both do match box sets and giving the cam- Carol is particularily charming in the

> Mike Donlin, famous and beloved old timer in the world of baseball the 400 hitter of the New York Giants, has the best role of screen career as the pal of Edmund Lowe, "Louis Beretti", in John Ford's forthcoming production, "Born Reck-

Hamilton MacFadden . . . lining

every producer of motion pictures through with flying colors. will have to consider in the making When we were making "The Kid influence on children, I cannot say and in "The Wild Party", her first of talking pictures. Brother" we had an instance wherein definitely just what proportion of talking picture, she firmly established

flopping down a flight of steps of a And in conclusion, after we have fish, which had escaped from a bucket given full consideration to the talkon deck. The scene did not register, ing picture situation, I am remindedand consequently was not used, but of a title we had up for consideration "Underworld", "Docks of New York" had we been able to film this scene for a time for our new picture "What in sound it undoubtedly would have Next", after the "talkies," "speakies", was when the talkies came that this or whatever we call the synchroniza-Colleen Moore has grown up and I could name a hundred instances from of the human voice and sound For several seasons she was a from now on she will appear in big- where sound would have been of in- motion pictures? Will it be the Wall Street" and to say that his work glorified member of Ziegfeld's Follies ger and better productions following estimable assistance in putting over "ghost theater" which will get its in this picture was a sensation is putwhen the motion pictures lured her her success in "Foootlights and scenes which we had to climinate be- music and its entertainment from the ting it mildly. Overnight his name to Hollywood. She appeared in sev- Focis". She will continue to star in fore or after previews. I see sound as central powerhouse which will gener- was on the tongue of every theatereral westerns with little success un- revues and musical comedies, her a real adjunct to the wares of the late the same picture to five hundred goer and from that moment he betil someone discovered that Billie voice and dancing ability having comedians which will open up to theaters at the same time through came the most talked about male star

#### FOX THEATER MANAGER AND AIDS





capacities in the show business:

of the Fox theaters in Green Bay, Mr.

Fred Brown, (upper picture) mana- Strand, Colonial and Grand theaters, ger of the new Fox theater has had a He will continue in the capacity of manager of these theaters while dilong and varied career in the thearecting the destinies of the new Fox dreamed of. And the result of showtrical profession. Starting in 1906 in theater. Canada as a property boy, in the intervening twenty-four years he had young assistant managers, Lee Koken, efficiently covered all phases of the (left), Jules Detnet (right) and Leon

business both in legitimate stage and Gerlach (center). motion picture fields. For a number of years Mr. Brown was a member of the Sherman stock company, Stewart-Frank Richardson has a new way

Stoddard Stock company, in the cast of taking a week off between picof the read show "Dumbells," advance tures. He is panicing them at every agent for two trans-Canada shows, performance at the beautiful Fox manager of the transcontinental tour | theater in San Francisco by singing of Marie Lohr and in many other "Mona" from "Happy Days" and other song numbers as only he can Before taking over the management sing them. Brown was manager of the Tower, Clyde Cook is going to furnish

Modjeska and Garfield theaters, de much of the comedy relief in the new luxe houses of the Fox organization musical romance co-featuring J. in Milwaukee. He came to Green Bay Harold Murray and Fift Dorsay which in April of last year to direct the Alexander Korda will direct,

#### TALKING PICTURES HAVE MADE GREAT

#### STRIDES IN 2 YEARS Fox Engineers Here to Test Out Equipment Installed

In Showhouse.

Sound pictures came to this country almost overnight. All of us remember what a thrill we got out of the first "all talking" one reel vaudeville acts and the feature pictures which came to us "in sound." No matter whether the characters stuttered and stumbled over their "s" sounds. Neither did we complain when the volume faded and then came back with a roar that would "out-static" a second hand radio during an electrical storm.

Were we not listening to "talking pictures"? That was enough

But now, we are more discriminating. The improvement made in the science of sound reproduction has made us demand perfect sound reproduction. The mere novelty of seeing and hearing a character speak has worn off, and to enjoy ourselves, we must see and hear perfectly. Fault of Theater.

Did you ever stop to think that much of the imperfection of the sound reproduction in the past has been in the fault of the theater itself? When sound pictures came into being, any theater available was wired and a sound equipment installation made. The theater was built long before sound pictures were ing sound pictures in a theater built Mr. Brown is ably assisted by three for silent pictures was distinctly nothing to brag about.

But improvements were being made in the sound pictures and now perfection is just about reached. Engineers and architects have been studying theaters in view of improving their acoustical construction. Today the Fox Theater in Green

Bay stands as the most modern in the country in this regard. The treatment of the theater from a sound standpoint represents all that sound and electrical engineers have labored for since talking pictures were invented.

Green Bay has the latest, the best and the most perfect theater yet built for the presentation of sound pictures because it was built in view of presenting sound pictures perfect-

Treated Side Walls. At an enormous expense Fox treat-

ed the side walls and the ceiling of the theater with a special acoustical plaster which aids the reproduction of sound, and even the chairs, curtains and drapes were selected in view of making the sound seem natural and clear. For the past few days, Oscar Ol-

son, chief projectionist for Fox thenters in Wisconsin, has been on the job testing the apparatus. He must see that the picture machines are in proper condition and his okay means that the installation is complete and ready for action.

Is it any wonder then that the Fox Theater will be able to present its shows "on the living screen"? The Fox Theater is equipped with Western Electric Sound System, the latest and most improved type of talking picture apparatus. Here you will hear the human voice "as a

voice and not as a reproduction."

#### FOX THEATER GETS CREAM OF PICTURES

#### Fox, Paramount, Radio, United Artist Films Coming.

In addition to the outstanding Fox and Metro-Goldwyn-Mayer super alltaling productions you also will have the opportunity of seeing at the Fox Theatre the best pictures produced by Paramount, Radio, United Artists and other leading picture producers.

Among the Paramount pictures

booked for the Fox are "The Saturday Night Kid" with the vivacious "it" girl, Clara Bow, in the starring role; The Mighty," a dynamic all-talking screen sensation starring George Bancroft; Maurice Chevaller in "The Love Parad," a magnificent all-talking. singing spectacle with Jeanette Mac-Donald, in a romance of a principality; Harold Lloyd's first all-talking triumph, "Welcome Danger" which, by the way is the laughing smash of the year; and a great number of other spectacular Paramount pictures with such famous Broadway and Hollywood luminaries as William Powell, Clive Brook, Fay Wray, Gary Cooper, Nancy Carrol, Ruth Chatterton, Mary Brian, Helen Kane, Jack Oakle, Buddy Rogers, Richard Arlen, Charles

Feature attractions of Metro-Gold-William Powell is one screen agor wyn-Mayer production other than

Ruggles, Walter Houston, Noah Beery

and the rest.

The management of the Fox Thestre is more than happy to announce to its patrons that the best entertain-Although he first made his appear. ment of the cinema world will be preance in talking pictures in the lead- cented to you here, and in this re-

When you purchase your ticket at the Fox theater box office tomorrow evening, glance at the cashier, She is Miss Ione Bacon, who has been promoted from the Colonial theater box office to that of the Fox But he is not limited to detective for her pleasant manner and effi-

#### FAVORITE SCREEN STARS COMING HERE SHORTLY

coubtedly has been made in the new

What interests me most is the man-

ner in which the making of comedies

will be influenced by the addition of

the human voice and sound. I think

Houdinis out of comedians. Imagine

trying to film with sound and dia-

art, for it is frankly, a new art,



John Boles, sensational singing star of "Rio Rita," Alice White, star of "The Girl From Woolworth's"; Richard Dix, starring in "Seven Keys to Baldpate"; Billie Dove to be seen soon in a sensational new picture; Ronald Colman coming in "Condemned" and Colleen Moore coming in a picture greater than any she has ever done.

TOHN BOLES' career in the movies mediately announced that he had dis- she was featured in sophisticated soright, but the trouble was he was just From Woolworth's." that and nothing else. Then came the talkies and the discovery that Richard Dix is perhaps one of the Boles had a golden voice. He was most popular male screen stars on given a part in "The Desert Song" the screen today. Best liked in light taking the male lead and was an in- comedy roles. Dix has joined the stant sensation. Then Radio pictures lorces of Radio pictures where they selected him to appear opposite Bebe have promised to feature him Daniels in their version of "Rio Rita" | nothing but these type of stories. His where he repeats his previous success. first under their banner is the farce Boles is now in great demand by the | comedy "Seven Keys to Baldpate."

Alice White was a script girl at the Pirst National studios and docilely walked about with her head of brunette hair until an enterprising young man advised her to change her hair to a blonde color. Little Alice did.

has been meteoric since the ad- covered a second Clara Bow. Howev- ciety pictures and gradually worked sound could have vitally enhanced the average motion picture audience vent of the talkies. For several er, Alice has become a star in her seasons Boles appeared in various own right and on her own merits. silent pictures with little success. As Two of her recent successes are a handsome leading man he was all "Broadway Babies" and "The Girl

Richard Dix Popular

producers and his salary has leaped Billie Dove is known as the most beautiful girl on the screen and she really does come close to femining

her, took screen tests of her and im- could wear clothes. From then on been discovered in that picture.

her way to stardom. The 'talkies the effectiveness of a gag. You may is comprised of children under sixgave her gorgeous voice to the world and her future is exceedingly bright, big shoes on Chicago, the monkey, be around twenty or twenty-five per-Colman Picture Scores Hit.

man successfully appeared in pictures, but always as a member of a romantic love team-his last feminine starring partner being beautiful Vilma Banky. However, his producer, Samuel Goldwyn, was finally induced to star Colman and his first starring vehicle, and incidentally his first all talking picture, "Bulldog Drummond" was an immediate success and his second one, "Condemned", is an un-

tant, and they always have been of primary import in the making of Even a comedian has to be serious

LAWRENCE 8. STEIN

this in turn led to the actual opera- From the Oriental he was transferred

theaters, a year ago, as manager of

He is adequately equipped for this

Is Widening: Harold Lloyd when he considers the talking picture. The business of making comedy always has been a pretty serious one, at that, but will be more so

> As I have said before, whether talking pictures are to stay, and there seems no question in my mind now that they will, remains a matter for the everyday theatergoer to determine by his patronage or lack of it. But in my opinion, there will be many changes in the technique making talking pictures before they reach the heights of popularity. Motion pictures in the first place attained popular favor because they told their stories in pictorial action. They related their stories in a language understandable by all, a universal tongue, we might say that would have teen impossible to convey in just words. They differed from the stage in that the latter had to rely on words virtually alone, with the action confined to the narrow reaches back of

the footlights. means little, perhaps. I have given be told in pictorial form, giving life The growth of the Fox circuit in them intensive study, if only for a to characters and places that it was Wisconsin is constantly creating new selfish purpose. Frankly, I am at a utterly impossible for the stage to positions and the young men who are loss to state at this moment how we portray. There was bigness to the trained properly by this circuit are will manipulate sound and dialog. motion picture that the stage could given first call to become managers One thing is indicated at this stage not produce. There was virtually no and executives if they fulfill the reof talking picture progress, and that limit to the scope of the camera, How | quirements, is that we may have to change the utterly impossible it would have been entire technique of comedy making for the stage to give us, for example, 'THE LONE STAR RANGER' to keep up with the parade. All the such pictures as "Safety First" "The ingenuity that has made the ad- Freshman", or I could name nearly vancement of motion picture comedy any other of our own productions. to "photograph" the heart beats to of the cinema will have to be brought in which these stories could have been get across the exertion of the player into play in the making of the talk- related to satisfy the public's crayings of entertainment and thrills.

The problem confronting the com- than in motion pictures. Scope Is Widening

Now we combine the picture with of the best ""lers of all time. tage of a dozen rooms, a tennis court seen radio receiving sets that were weighed carefully. Spacing, timing of the human voice, and through techpractical, fitted into a peanut shell, so action will become even more impor- nical limitations the camera's scope to the stage. This technical status the lovable little Sue Carol and virile, is now changing, of course, and we powerful George O'Brien. These have been getting away from the the finest work of their careers, Miss T era a wider range. When the tech- atmosphere of the West and plays a nique of talking picture productions character that gives her a chance to reaches the stage of perfection where display her vivaciousness and ability we can do all the things we had been as an actress. And, of course, George coing in pictures and add sound and O'Brien is the perfect type for the dialog, then we will have made the character of Buck Duane, the outlaw advancement which will establish the new art on the place where its spon- hero. gors feel it belongs. In the first talking pictures we stepped backwards fifteen years, but improvement has been very noticeable in most of the recent talking productions.

> From the comedian's point of view, sound will be the most vital fact of the new art in the creation of fun on the screen. Where we formerly had to depend on a clever trap drummer to get effects for gags like the blowing of a whistle,etc., we now can get that right with the making of the scenes. The quacking of a duck, or the mooing of a cow can be used for laugh purposes. In the picture "Welcome Danger", in which there is a considerable amount of mysterious stuff in underground Chinatown, we feel that we have created effects with sound that we never could have obtained with a silent picture. The ticking of a clock we turn into laughs. So also the closing of doors, the sound of footsteps on stairs, screaming of frightened women and

a dozen other bits of business. Big Chances Lost effective. In the same production we because youngsters could enjoy tried to get a similar effect with the pictures what they could not read.

them an entire new bag of tricks. the art of television?

who "turns square" and becomes a

This picture is different and you will love its thrilling story of western romance. It will soon appear at the Fox theater.

up and rehearsing his principals . . for "In Love With Love", Kenneth MacKenna . . . John Bennett . . . Regis Toomey . . . Lumsden Hare . . this Harvard young man . . sure knows his casts as well as caste

There is one very important point recall the scene where we placed the teen years of age. I imagine it must and had the heavy thinking it was cent. Maybe a little more, perhaps a For several seasons Ronald Col. I walking on the deck of the de- little less. But nevertheless it is a serted ship. It was very funny in fairly large percentage. A great silent form, but if we could have measure of the success of motion picrecorded the actual footsteps it would tures in past years has been due to have been a hundred per cent more their appeal to children. That was

#### PARAMOUNT STARS COMING HERE



William Powell, polished star of "Canary Murder Case", "Greene Murder Case", and others soon to be seen in "Street of Chance"; Clara Bow, piquant girl coming soon in "The Saturday Night Kid"; Harold Lloyd coming soon in "Welcome Danger" and George Bancroft coming soon in his greatest

#### Others Yet to Come

ICTURED above are four of the ! brightest stars in the firmament of Paramount picture personalities, all of whom will be seen in their latest productions soon at the new Fox theater. They represent the greatest drawing cards which this well known picture producing company presents to the public and their fan mail-the infallable barometer of talking screen. popularity-exceeds that of all the Harold Lloyd won deserved fame other players at the Paramount stu-

First we will introduce you to vivacious Clara Bow, as though anyone needs an introduction to this fieryhaired popular young lady who originated the term "It" and lives up to this appellation, both on the screen and in real life. In a few years this charming little lady has risen from the obscurity of an extra to stardom through her flashing eyes, her bewitching smile, her voluptuous personality and her indescribable "It." Voice Registered Well

such well known productions as "It", the attention he deserved in the and "Not So Dumb," with Marion others. As she had no previous stage role given him was always outstand- best performance, "Devil May Care," experience before going into pictures, ing but when the talkies came he Radio pictures will bring "Seven there was fear and terpidation as to reached his zenith. His voice, ac- Keys to Baldpate," starring Richard what would happen when she was claimed by many as the greatest on Dix; Bebe Daniels in "Rio Rita," and forced to transfer her activities to the the talking screen today raised him many others for your entertainment. talking screen. But Clara came far above his contemporaries. His United Artists in addition to many

semelf once more as a perfect talkneture actress. "Dangerous Curves" and "The Saturday Night have been even better and now her evcry appearance at a Fox theater is

In the silents Bancroft became just-

ly famous through his great work in and any number of others. But it dem. His first talkie was "Wolf of on the screen.

Then followed "Thunderbolt" and "The Mighty", his latest and there are others yet to come in this season's product, all of which will be shown at the Fox theater. Bancroft's voice is marvelous, his acting greater than ever and he stands out today as the greatest of all powerful actors on the

and popularity in the silent pictures with his "Speedy", "The Freshman" and "Grandma's Boy" but you've never enjoyed Lloyd as you will when you see and hear him in "Welcome Danger" coming soon to the Fox theater. He is another actor, and one of the few comedians who has survived the heartless microphone test of talking pictures. His voice registers perfectly and with just enough of a tremor to make his comedy antics enjoyed all the more.

Clara Bow carned her right to star- whom it can be truthfully said was those mentioned in this program comdom in the silent pictures through made by the talkies. He did not get ing to the Fox Theatre, "Marianne" The Fleet's In" and a number of silents although his work in whatever Davies; and Ramon Navarro in his faultless acting then was given the other of its stellar all-talking pictures. Her voice registered perfectly, her credit it had long deserved and today will bring Condemned," starring acting was better than in the silents he stands out as one of the real stars Ronald Colman.

#### Portrayed Vance Roles.

Kid", her more recent talking pictures ing role in "Interference", it is his gard calls your attention to the bigportrayal of the character of Philo gest production of the year, Vance in the picturizations of S. S. Van Dine's well known and widely MISS IONE BACON TO George Bancroft stands out today read novels, "The Canary Murder as the greatest star of his distinctive Case" and the "Greene Murder vps on the talking screen. Bancroft | Case", that elevated him to stardom is the last word in power, virility and The suavity with which he portrays perfect acting and here is one screen, this very important and difficult atar whose popularity was enhanced character is marvelous, his splendid speaking voice enhances the role as

> roles to display his talents. He will cient work. be seen in perhaps the greatest enact- In a recent employes' contest held ment of his career as the gambler, in Green Bay by Manager Fred notorious gambler, Arnold Rothstein, General Manager, Vice President, tracted world-wide attention.

#### BE CASHIER AT FOX

"Natural" Davis in the forthcoming Brown, Miss Bacon easily captured production, "Street of Chance", first place and a gold pin commemwhich will be seen at the Fox thea- orating her victory and as a reward ter in the near future. This picture has been entrusted with the position was based on the murder of the of cashier at the Fox theater by in New York, an incident which at- H. J. Fitzgerald of Fox theaters in

Wisconsin.

CONGRATU

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

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# FoxTheatre

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WHILE YOU ENJOY THE FINEST ENTERTAINMENT!

TY 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.



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.

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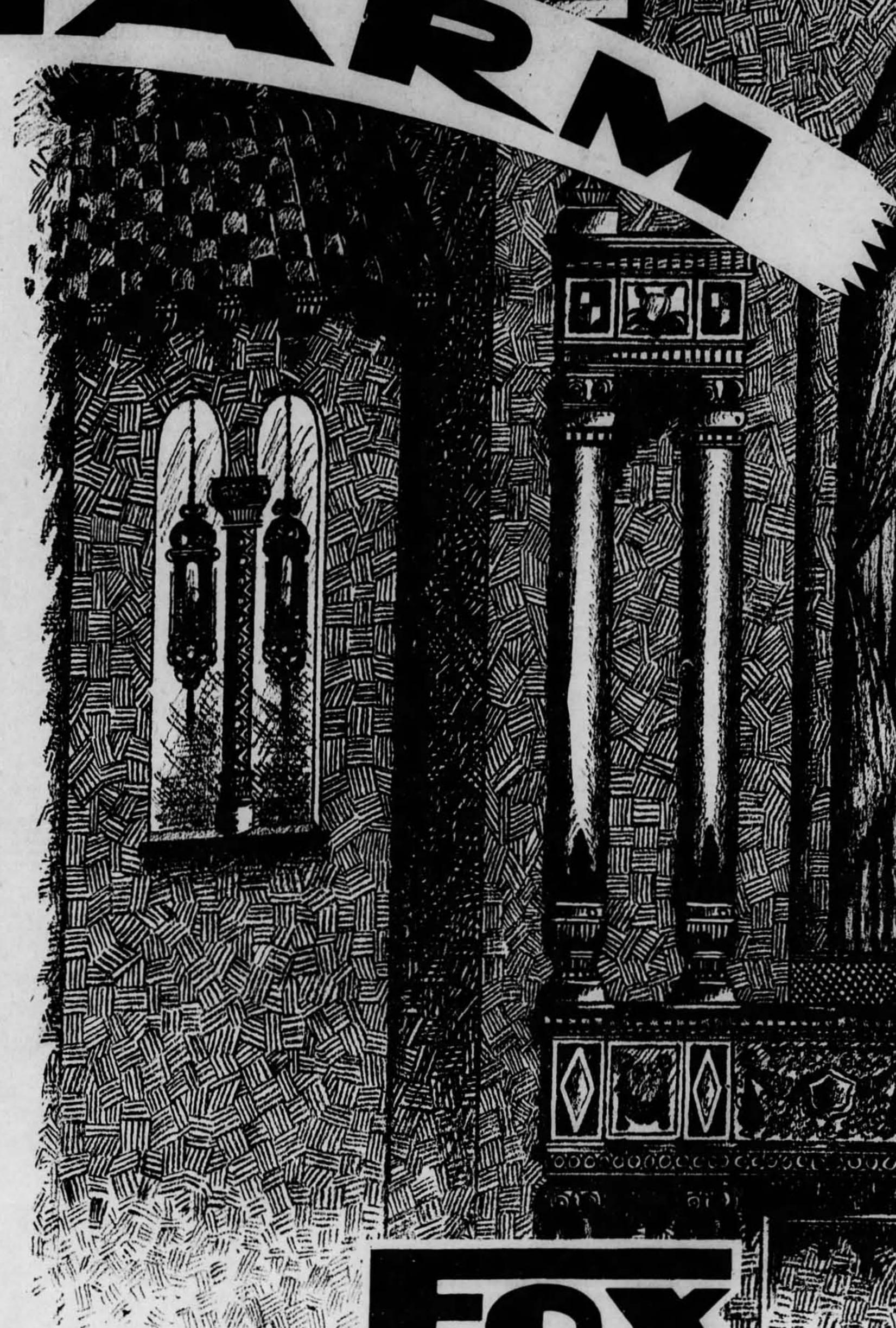


Valentine's Day
FEBRUARY 14th



Say it with flowers

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



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.

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

# HAMILTON FLOWERS

ADAMS AT CHERRY STREET
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# 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. Artistis 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.

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

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 scenes in which Marjorie White and Richard Keene played. The three, being young, had much in common besides their ambitions to succeed, it usually "makes" the dictionary. Miss White had appeared in only one film production, "Sunny Side Up", before Stoloff pictures, so she was eager to learn about screen technique from the young veteran of silent pictures. Much of the comedy was improvised on the set by Stoloff, Miss White and Keepe.

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 cam-

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 his all talking, all thrilling drama of daring birdmen, "The Sky Hawk," with John Garrick, 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 Blystone, a product of Wisconsin and a graduate of the University of Wisconsin, directed this production. The drama was taken from the widely read magazine story by Llewellyn Carl Ben Eielson, American aviator Huges.

quences ever produced are included in this picture, particularly the scenes of London shivering under the rain of Zeppelin bombs. To top this comes the stirring climax when John Garrick, England's youthful actor- aviator, conquers his huge opponent amid the bursting 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. - (P) - Noah Beery, motion picture bad man, today in real life was waging a desperate battle against the death he has so aptly portrayed in numerous villain-

ous 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 could be expected.

#### CHICAGOAN FLYING TO BEDSIDE OF HIS WIFE

NASHVILLE, Tenn. -(U.P .- Bruce Willis 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 R. H. Browne, treasurer of Fox-Midwesco Theaters, Inc., is the mar responsible for the paying of all expenditures and the thousands of dollars paid weekly to Fox theatres employes in Wisconsin, Mr. Browne is an expert accountant and is a mem ber of one of the most exclusive accounting societies in America,

R. A. FRENZEL Robert Frenzel is the assistant treasurer of Fox theatres in Wiscon-It is Mr. Frenzel's duty to delve the details of the expenditures

of Fox theatres and to supervise the

accounting under R. H. Browne's di-

#### FOX DEPARTMENT HEADS

rection.



E. P. VOLLENDORF



R. J. PATTERSON

J. N. NUSBAUM Richard J. Patterson is the purchas- | who arranges for the sites of new ing agent for Fox theatres in Wis- theatres and the rental of property consin. Under his direction is an owned and operated by William Fox

efficient department which purchases in Wisconsin. all supplies needed for the operation E. P. Vollendorf is chief booker for of Fox theatres from rubber bands to Fox theatres in Wisconsin. He is the most elaborate and expensive the man who arranges the programs that you see in Fox theatres and it J. N. Nusbaum is in charge of the is through him that Fox theatres real estate department of Fox thea- feature only the very finest of screen tres in Wisconsin. He is the man attractions

#### '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 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 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 publish-

ing house follows: The Paramount Famous Lasky

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

HELMET OF LOST PILOT

MOTORSHIP NANUK, NORTH

early in the year. Undoubtedly your moving-picture of "The Kibitzer" will prove a great help in spreading the use of the word. and we congratulate you upon your enterprise. Yours very truly.

FUNK & WAGNALLS CO., (Signed) Frank H. Vizetelly, Editor.

"Kibitzer" is such a meaningfui word, that it is surprising it was not adopted widely into the colloquial language of America long before this their up-to-date dictionary, many per- bare foot ... Dave's a case. Yorkers and visitors to the metropolis, sons of prominence wrote their own definitions of the word. Some of them

"A kibitzer is one who is anything but an innocent bystander."

er or a smart alec.' your flash-light while you crawl un- I'm not riding in no hopped up Ford next two months . . . to confine his

which means anything you can get ash can

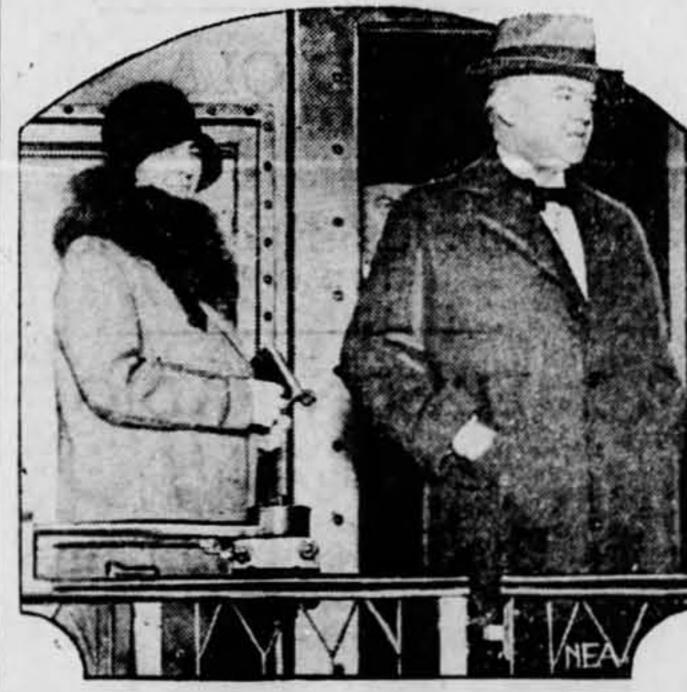
along with or without." four-handed game of anything."

Patrons at the Fox theatre will have lead an opportunity to compose their own That Up?" fame; Mary Brian, and and expresses satisfaction. Neil Hamilton.

labors with renewed vigor today. The wreck was found Jan. 25 in an icy lagoon 90 miles southeast of here.

BEN EIELSON UNCOVERED Pilot Joe Crosson, who reported discovery of Eielson's helmet on his re-CAPE, Siberia-(A)-Encouraged by turn from a flight to the lagoon yesthe finding in the wreckage of his terday, said a part of the cockpit also plane of the helmet worn by Pilot had been recovered from the ice and that the workmen were digging lost Nov. 9, workmen searching for Some of the most breath taking se- the bodies of Eielson and his mech- around one of the wings torn off the anic, Earl Borland, resumed their 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 Sa unierer. This brief vacation is the president's first real rest since he as sumed office.

#### Casting Director | Assistant General Fell Down Hard Manager For Fox On This Request

An urgent call sent out by W. H. Maybery, casting director at Pirst 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 Oirl 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

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

An attempt was made to ry, 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.

Martin Quigley . . . looking 100 per cent improved physically . over his last visit . . . drops around of production hustle.



J. WILLIAM DEUBACH

William Deubach, assistant twenty-four bowlegged girls in a hur- "general manager for Fox theatres in Wisconsin has had a long and varied career. His theatrical career date: back to Chicago where he was first a theatre manager for the Balaban and Katz circuit and then purchasing agent for the same concern. association with Fox theatres began when he became manager of the Carfield theatre, Milwaukee, where in little over a year he rose to the position of purchasing agent and nov to the studio . . . and absorbs plenty is assistant general manager of the

## Gossip at The Fox Studios

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

Someone asks Mrs. Walsh ... and Rnoui tells them...she is busy... hesping on Hollywood Boulevard ... that's a break for the Hollywood Chamber of Commerce...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 Hollygood 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 Lambs Cambols and the Friars Prolics...will have to go in the moth balls ... from

Haydon Talbot . . another newcomer ... with an office ... 'n'everything ...

Eddie Lowe ... has been reclaimed and is back home again . . . meaning hat 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"... whatta break for

story of the Frenchman... who always Cross Roads," which Alfred E. Werkstood and sang when "The Marsell- | cr is directing. lase" was played. It's a darb.

Alonzo A. Stagg ... veteran football ceach...visits Dave Butler...on the "High Society Blues" set and meets Janet Gaynor and Charles Farrell ... Dave gives Stagg. .. a vivid description of a football game ... he played at Tia Before Funk and Wagnalls pinned a Juana... when he kicked a field goal

> Will Hays...wearing a black derby "Louis Beretti" . . . no rehearsal ... an Eastern sign ... darts into the necessary.

office of Sol M. Wurtzel. "A kibitzer is a wise-cracker, slick- public telephone in the hallway ... and for the marvelous dinners . . . he "A kibitzer is the fellow who holds overhear her say ... "I should say not! celebrities . . . has decided for the

...I'll walk"... which means... that gastronomic festivities . . . to spa-"A kibitzer is a human parenthesis, Leve's Young Dream. . . goes into the ghetti dinners . . . that's what comes Hamilton MacFadden...takes Joan

"A kibitzer is the fifth hand in a Bennett to lunch at The Munchers ... and over the coffee ... which is like "A kibitzer is the man who talks the stock market ... good to the last back to the speed cop when you are drop ... they talk of "In Love With the one who is going to get the tick- Love", ... which Ham will direct ... and in which Joan will play the feminine

Millard Webb . . . directing a number kibitzer definitions for the all-talking in "The Golden Calf" and what we comedy-romance, "The Kibitzer" mean is ... directing ... when you have leading roles of the production are duncing girls in an ensemble ... and "The Man I Love" and "Why Bring ... sesociate producer ... stands by ... ber called it . . . "boobed" . . .

. . . socially . . . and shows his sey, Ann Pennington, Warner Baxter, new gag . . . it's a rubber stamp Paul Page, Farrell MacDonald, The his checks . . . "If at first you and others. don't succeed . . . try, try again."

forthcoming "Fox Follies of 1930" . . just a bridge of thighs.

for a photo . . . of Mr. Shapiro Sisters" with Tom Patricola, Addie and encloses money order for 25 McPhail, Louise Dresser, Joyce Compcents . . . payable to the publicity ton and Keneth MacKenna; John department . . . a success at 28.

Irene Rich has been signed for the role of Mrs. Hiram Draper in the second Will Rogers production, "So This

Noel Francis, formerly a Ziegfeld principal, will sing "She's Somebody's Baby" in "The Girl Who Wasn't writer of fame ... who should go far in Wanted," featuring George O'Brien and Helen Chandler. Mary Forbes, who played the role

of Charley Farrell's society mother in

"Sunny Side Up," will play Lady Beachamp in "So This Is London." She is the mother of Ralph Forbes, screen player, in real life, George MacFarlane, one of the interlocutors in "Happy Days" will im-

Charlie Judels ... drops in to tell the personate the warden in "Double Vice-President and General Mannger Winfield Sheehan is expected to

return here late this month, according

to advice received from New York by

General Superintendent Sol M. Wurt-Joe Brown . . will play a bardefinition on it and gave it place in ... from the 43-yard line ... with his tender . . . in a whisper low . . . in

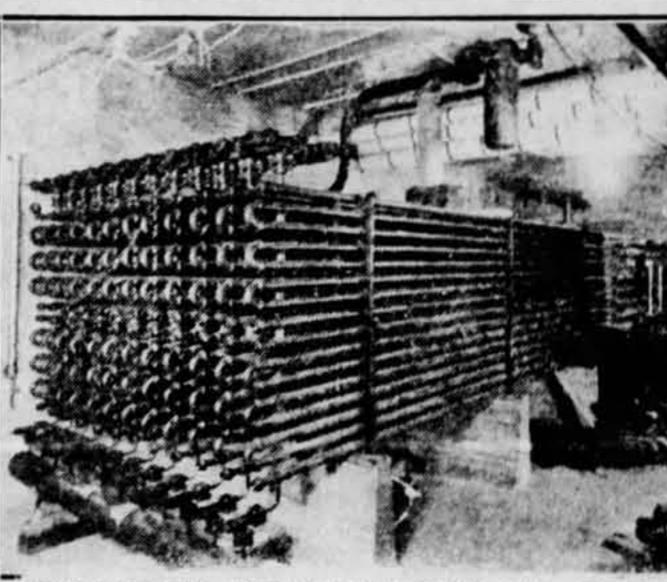
> One of Danny Dare's dancing While on the subject of . . living divinities ... shoots a nickel ... in the a role . . . Eddie Lowe . . . famed chatters with the Boy Friend ... we and his wife throw . . . for visiting

> > 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 . .

Marguerite Churchill . . . lovely opens there soon. Featured in the to handle ... a complete cast ... 60 girl . . . is a little short these days . . . meaning short of hair . . . she Harry Green, of "Close Harmony," 175 well dressed extras ... Ned Marin had it cut . . . bobbed . . . the bar-· Marguerite calls it.

no charge for the tip.

#### 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 pairons 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.

#### PACKET OF LETTERS IN POCKET STOP BULLET DETROIT, Mich. - U.R - 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'Netil was knocked down by the force of the bullet but was not

i in their own right.

#### MANY OUTSTANDING PICTURES COMING TO NEW THEATER I

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

It is no more than appropriate that Fox Movietone pictures should 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 Garrick, 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 Go Places" a happy-go-lucky singing, for Fox theatres in Wisconsin. The Big Party" with Sue Carol.

Great Cast in "Happy Days" "Happy Days" with Janet Gaynor, Lowe, Marjorle White, Victor McLag- football games here, len, Walter Catlett, Richard Keene, Charles J. Brewster, chief engi- that well in the forefront of every-El Brendel, Tom Patricola, Dixie Lee, Frank Albertson, "Whispering" Jack Smith, James J. Corbett, George Mac-Parlane, George Olsen and his music, William Collier, Sr., David Rollins, J. Harold Murray, Rex Bell, Sharon Lynn, Charles Evans, Frank Richardson, George Jessel, Nick Stuart, Lew Arthur Caesar . . . visits the lot Brice, Gilbert Emery, Chifford Demp-. . which imprints on the back of Slate Brothers, Martha Lee Spacks

"Such Men Are Dangerous", Elinor Glyn's first talking picture with War-Danny Dare . . . God's gift . . . ner Baxter and Katherine Dale Owen: to the dancing girls . . . rehearsing "Temple Tower," sequel to "Bulldog 48 . . . stepping sirens . . . on Drummond" with Kennth MacKenna Stage 8 . . . for numbers in the "On the Level" with Victor McLaglen, "High Society Blues" with Janet Gaynor and Charles Farrell, "The Girl Who Wasn't Wanted" with George Misguided fan . . . sends request O'Brien and Helen Chandler, "Three MacCormack in "Song O' My Heart" "Lilliom" 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 Mulhall, El Brendel, Marjorie White, Richard Keene and Paul Page; "The Cisco Kid" with Warner Baxter, and Mona Maris, "One Mad Kins" with Don Jose Mojica and Mona Mar- movie star, shown above. She won is: "Hell's Belles" with J. Harold Mur- over more than 2000 competitors in ray and Fift D'Orsay; "Alone With the greatest contest of its kind yet grown to one of the major activities You" with "Whispering" Jack Smith: staged in the Land of Cherry Blos- of this generation, and is still grow-"A Very Practical Joke" with Mae Clarke, Kenneth MacKenna and William Harrigan, "Broadminded" with Victor McLaglen and Edmund Lowe: Rev. P. T. Norris, rector of Holy Trin-"In Love With Love" with Kenneth ity church, Bouthend, England, has MacKenna, Joan Bennett, Regia offered to care for their children in Toomey, Sharon Lynn and Lumsden the vestry during the service, which Hare; "Road House" with an all star will be conducted by his curate. Rev.

#### OFFICIALS OF FOX THEATERS



A. D. KVOOL A. D. Kvool is the city division manager for Fox theatres in Milwaukee. Like most Pox executives he has risen from the ranks. He progressed from a theatre manager to city division manager in less than

J. C. Keefe holds the position of his intense realness. Others are "Let's director of advertising and publicity dancing, romance with Joseph Wag- Keefe's career is co-mingled with staff, Lola Lane, Sharon Lynn, Frank athletics, reportorial work and the Richardson, Walter Catlett, Dixie Lee, atricalism. In his position as direc-Charles Judels and Ilka Chase; "Men for of advertising and publicity, Mr. Without Women" an outstanding dra- | Keefe is constantly alert for the truth matic sensation with Kenneth Mac- in advertising Fox attractions to the the mechanical operation of a thea-Kenna, Frank Albertson, Paul Page, theatre-goers of Wisconsin. His home ter-from the kind of bolt needed in Walter McGrail, Warren Hymer, Far- office staff constantly bends its ef- a door to the elaborate ventilating rell MacDonald and Stuart Erwin; forts to bettering the art of the- and cooling systems in use. He must atrical advertising and his work in be familiar with each detail and can this direction has been highly com- recite off hand most of the facts mended by veteran showmen. He without consulting book or paper. Charles Farrell, Will Rogers, Edmund has umpired several of the Packer | Your safety in a Fox theater is his

neer for Fex-theaters in Wisconsin is thing else

J. C. KEEFE C. J. BREWSTER one of the littlest big men in the show business. Mr. Brewster has under his com-

mand as chief engineer, the physical operation of all theaters now under the Fox banner in Wisconsin-15 in Milwaukee and suburbs and 25 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

one important charge and he keeps

#### PRETTIEST

First honors in a national beauty to Miss Shizue Takita, Japanese

CLERGYMAN CHILD NURSE To enable mothers to attend church, cast; and many other great pictures. Norris recently appeared in the pulpit at a children's service with a dog, a Foxcolor will make its initial pub- cat, a rabbit, a canary and a goldfish

#### "Born Reckless" . . . new title of lie bow in the Fox Follies of 1930. | to demonstrate his points.

SHE'S PRETTIEST SHOW GIRL



Jean Morgan . . . Holly wood's prettiest show girl.

OLLYWOOD, Cal -Jean Mor- Jean, a junior college graduate, gan is now called Hollywood's lives with her family here. In addi-1 1 most beautiful show girl. But let's get it absolutely straight. Miss Morgan is not held up as Hollywood's most beautiful actress. She merely is the most beautiful show girl-show girls being a new commod- When she was 14 her family moved to ity in Hollywood since the advent of

live-year contract.

tion to her work at the studio, she is studying dancing, singing, dramatic bottom of the sea, with their doom art, French and Spanish. Jean was born in the West Indies.

Beston. While in high school she the talkies. They furnish the "girly" played minor roles and later danced touch to the revues and dance numin Earl Carroll's chorus. A trip to Miss Morgan was selected by Henry New York with her eye on the Zieg-Clive, magazine illustrator, after he feld Follies was next but upon her arhad viewed more than 300 movie show rival there she learned of the exodus Thirty English women are peeresses girls, and now the young lady has a toward Hollywood and decided to come here instead.

#### EDISON, EASTMAN RESPONSIBLE FOR MOTION PICTURES

Inventions of Two Americans Made "Movies" Possible; Big Industry Now.

Little did the world know when Thomas A. Edison invented the motion picture camera, and when Eastman invented the flexible film that this was the beginning of one of the greatest industries. Expectations far surpassed any human dreams; developments by leaps and bounds until now the entire world is covered with the miracle of motion pictures.

That was the beginning of the motion picture. But these two sister inventions did not make a business out of pictures until about the opening of this century.

Twenty years ago the majority of mankind were content, broadly speaking, to eat, sleep, and work. But since then labor-saving machinery has accumulated for most of us surplus time and savings, so that our lives are now divided into four parts: we eat, sleep, work and play. Amusement has become the fourth necessity of living. The business of providing amusement contest in Japan have been awarded and recreation, not only to the hundred odd millions in this country but to the rest of the civilized and to

#### 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 exceeds 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 third of our population depend large-

ly on it for their principal amuse-This then is "big business." 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. Roxy Theater Seats 6500

The commercial perfection of sound reproduction is barely two years old, and yet only twenty per cent of the theaters of this country are equipped with the necessary facilities. In view of the fact that the attendance of the average house is estimated to increase at once thirty per cent by their introduction, a continued increase of attendance is assured.

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 Roxy's. Similar 5,000 seat theatres 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.

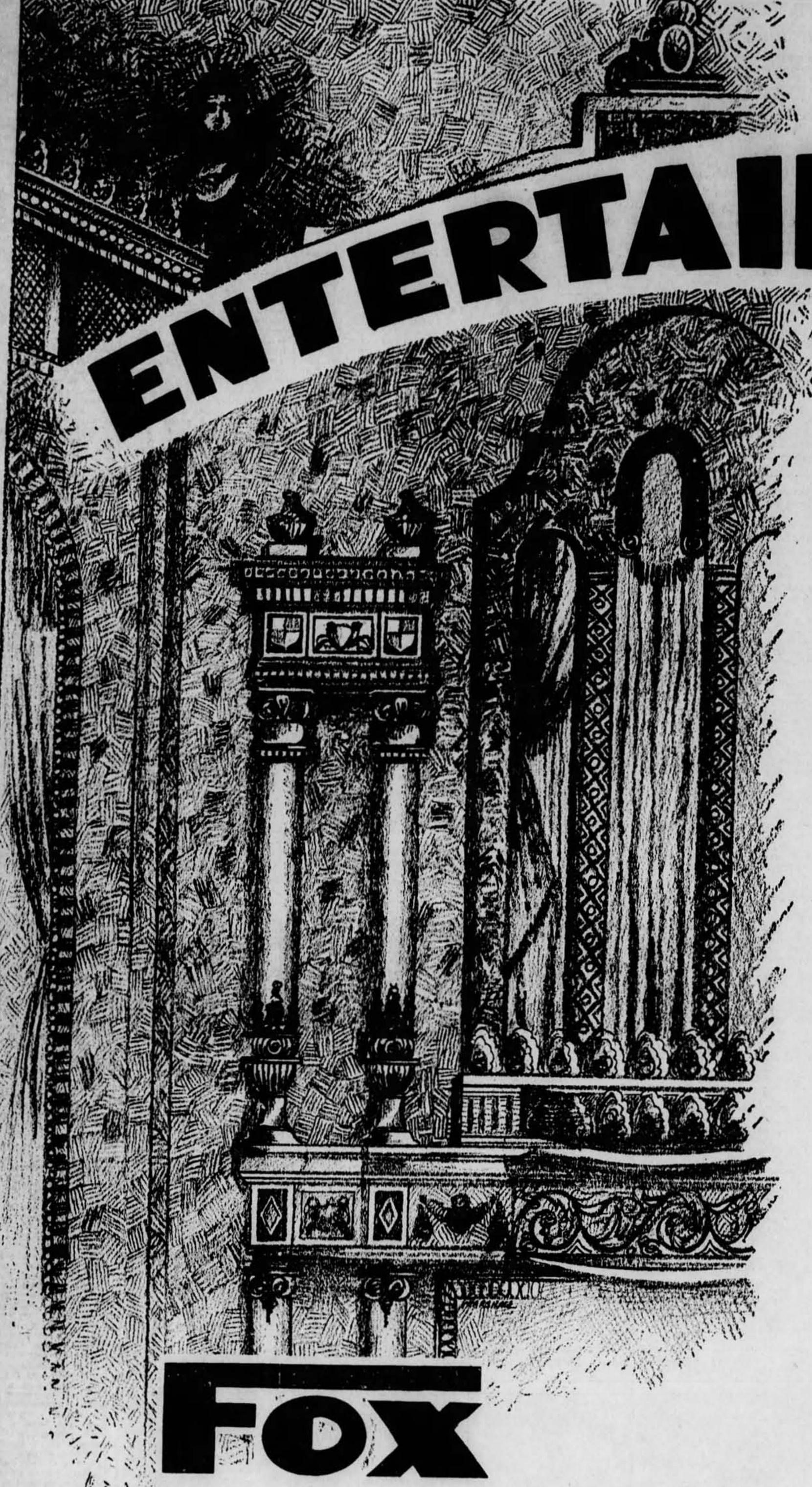
#### "MEN WITHOUT WOMEN"

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 Mc-Grail, 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 seemingly inevitable, with their trus 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.



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

ways available at Mann-Foster's in Sheet Music, Phonograph Records or Piano Rolls

Complete Selection of Popular, Classical, Sacred and Teaching Music

#### VICTOR

RADIOS

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 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

## Fairmont's Is Preferred

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

Because of its Individuality!

WE CONGRATULATE WILLIAM FOX

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

#### FAIRMONT DAIRY CO.

## Congratulations!

Mautz Paint has help-ed 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.

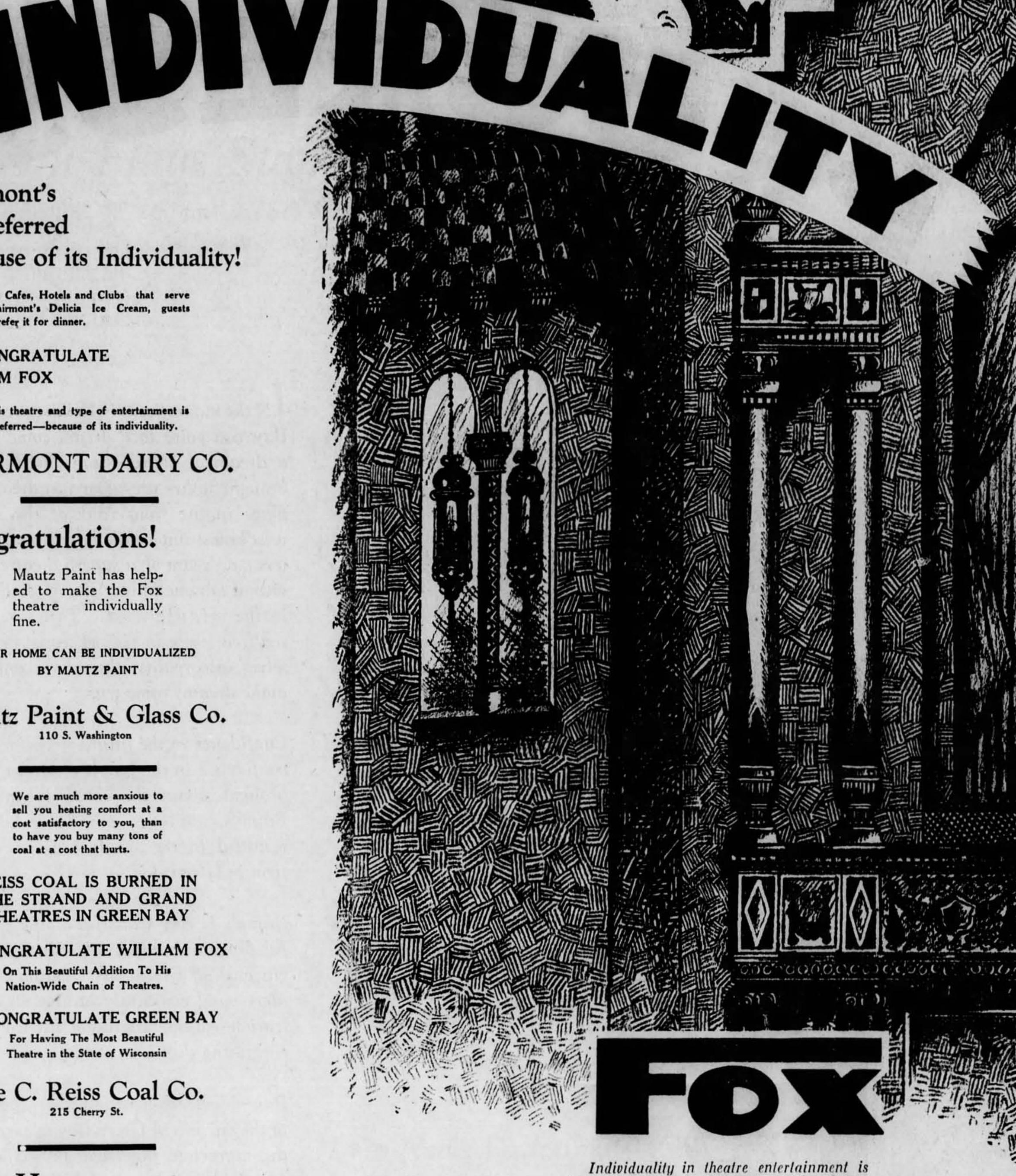
SCHAUER & SCHUMACHER MAKE IT A POINT TO HELP CREATE THAT ATMOSPHERE OF INDIVIDUALITY IN YOUR HOME.

#### CONGRATULATIONS

TO THE NEW

#### FOX THEATRE

Schauer & Schumacher 227 E. Walnut



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

vanilla, chocolate, strawberry, All ice cream comes in the sam: A etc .- yet each brand of ice cream if dide ent-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-yell as h place 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 nightnot 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



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.

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.

THE Main & Monroe-Green Boy, Wis.