

Grauman's Hollywood Makes Theatre History



Usherial staff as costumed during run of the production.



Enid Bennett appeared in person.

SID GRAUMAN, creator of much important theatre history, added an important chapter in opening the Hollywood with a monumental campaign shared by "Douglas Fairbanks in Robin Hood." The news pages of this paper having purveyed details and pictures of the opening in a recent issue, we may pass at once to consideration of the exploitation done, presented in tabloid for your convenience.

BILLBOARDS, 100 in number, passing through four stages during the four weeks preceding the opening.

TACK CARDS, 3,000 reading "Robin Hood in Hollywood" followed by 3,000 reading "Doug Says 'Robin Hood in Hollywood'" giving way to 3,000 reading "Sid Says 'Robin Hood in Hollywood'" climaxed at opening by 10,000 reading "Robin Hood in Hollywood at Grauman's."

BANNER across main thoroughfare reading "Hollywood Welcomes Sid Grauman."

WINDOWS included 31 by United Cigar Stores, more by Sun Drug Company, Bullock's, the latter advertising Kale's art photographs and welcoming Enid Bennett, Wallace Beery and Sam DeGrasse to the store to greet customers.

MEGAPHONIC exploitation to 10,000 persons at Actors' Fund Festival in Hollywood Bowl.

PERSONAL exploitation at Western Motion Picture Advertisers dinner.

OIL PAINTINGS for theatre by George Holl.

MUSIC SCORE by Victor Shertzinger.

PROLOGUE, Nottingham Castle, staged by Victor Shertzinger with 50 persons who appear in the picture taking part.

USHERETTES in Egyptian attire, 13 in number and all brunettes.

FIVE BRASS BANDS and National Guardsmen at opening.

ARMY SEARCHLIGHT operating over 40-mile radius.

Specimen of advertising used.

ANNOUNCEMENT invitations to 2,000 individuals, including social leaders.

BOOKS describing picture distributed at opening.

STILLS for automobile sections of newspapers.

SPECIAL SECTIONS in seven Los Angeles and Hollywood newspapers.

NEWSPAPER advertising in great volume but conforming in general style to specimen reproduced.

The outline gives the bare skeleton of a detailed report which runs to unprintable length. Additional window displays were given by practically every type of store. Additional novel-

ties were used in exploitation. But the outline, together with the illustrations on this page, give an impression of the scale upon which the opening of Grauman's new theatre and the West Coast premiere of Douglas Fairbanks' new picture were managed.

It is this type of management, this ability, that has made the name of Grauman practically synonymous with big showmanship over many years. In his new undertaking it was expected that the man who made the weekly programs of his Million Dollar theatre national gossip would accomplish extraordinary things. He has more than satisfied expectations.

The opening of the Hollywood provides a new source from which notable theatre news may be expected. In the new house he has facilities for doing big things. His courage to undertake them and his ability to succeed in what he undertakes is well known.

Located in the "film capital," and in this instance aided by the organization that produced the picture, Mr. Grauman is enabled to do many things which showmen elsewhere find impossible or prohibitively expensive. His contribution to theatre history is no less notable because of this fact, his performance serving as an inspiration in the cases where it may not be made an example.