

"16 FATHOMS DEEP" DOES BIGGEST BUSINESS IN MONTHS—N. Y. Mayfair

52

VARIETY

VARIETY
Trade Mark Registered

500. picture will call it quits. Successor not yet mentioned.
an **Capitol** (5,400; 35-75-85-\$1.10).—
with 'Women in His Life' (MG) and stage show. They're snubbing this one and doubted that the week's gross will be more than \$20,000 after a very turgid beginning. That's worse than last week's painful \$26,000 on 'Eskimo' (MG).
-30- **Hollywood** (1,553; 35-55-75-85)—
row 'Fashions of 1934' (WB) (2d week). Off to a snappy start at \$12,500. May stick it out two weeks more, when house turns out the lights.
ted. **Mayfair** (2,200; 35-55-65)—'16 Fathoms Deep' (Mono) (2d week). On 11 days \$15,500, a surprising grosser for this theatre. 'Frontier Marshall' (Fox) opened last night (Monday).
Is was the pen- den- ving
-30- at ht. (O) use ven se
25- ing Down to Rio (1935) and vaude. Protecting the house by not day-and-dating picture with neighborhoods, the result will be better than average, perhaps \$15,000. Last week 'Design For Living' (Par), now at the Center, fairly good \$13,500.
Ad- bet- with
25- Rio' and Last with after and
Paramount (3,664; 35-40-55-75)—'Four Frightened People' (Par) and stage show. Miriam Hopkins on a personal here, boosting box office to \$45,000 or better depending on weather, big takings. Eddie Cantor

Broadway House Takes in Record

Money with Action Thrill Drama

Based on popular story Run in

American Magazine.

Showing Backed by Extensive

Newspaper Campaign and Smash

—Bang Exploitation Ballyhoo that

Had Broadway Crowds Packed

Solid in Front of the Theatre for

Hours.

MAYFAIR HOLDS PICTURE OVER FOR 2nd WEEK

(See Ads on back page)



SPECIAL FRONT-TANK WITH PERF

Theatre Exhibits on Monogram
 York's Broadway Mayfair stop
 Patronage to See Action Ro
 Diver and His Courageous Swee

Nautical paraphernalia, diving
 fish, diver ballyhoo, giant color
 displays are additional features
 York's first-run engagement of

See BACK PAGE FO
 HOW TO CONDUCT



A view of the Mayfair Theatre and the elaborate front prepared for the New York engagement of Monogram's "16 Fathoms Deep." Above the canopy is shown the huge 40 x 60 banner prepared to advertise the picture.



The miniature exhibit in the lobby of the New York engagement of "16 Fathoms Deep." The diving figure rings the fish, on wires, is the exhibit. A chest of the picture is shown the wreck at the electrical



Shot of Mayfair front showing passers-by in front of animated lobby exhibit described at right.

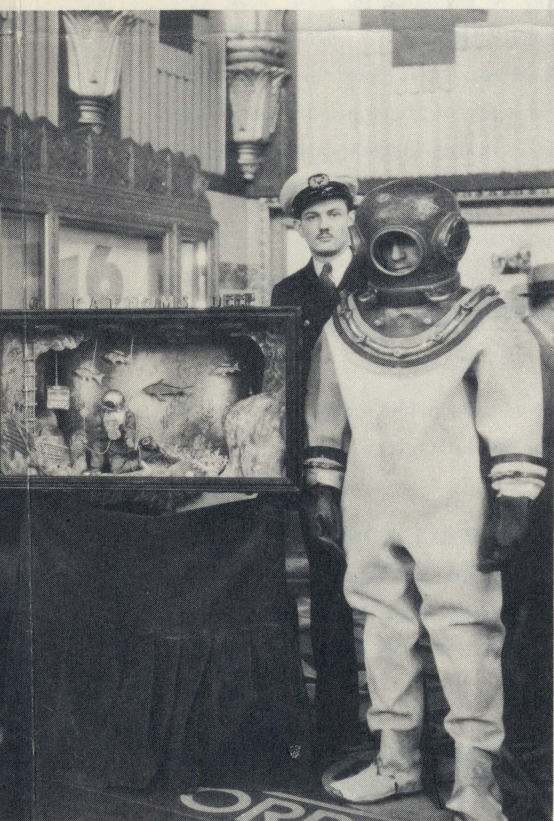
(For particular

FORMING DIVER—ANIMATED DISPLAY

Monogram's "16 Fathoms Deep" at New York crowds and bring steady stream of romance about Daredevil Sponge Creighton Chaney.

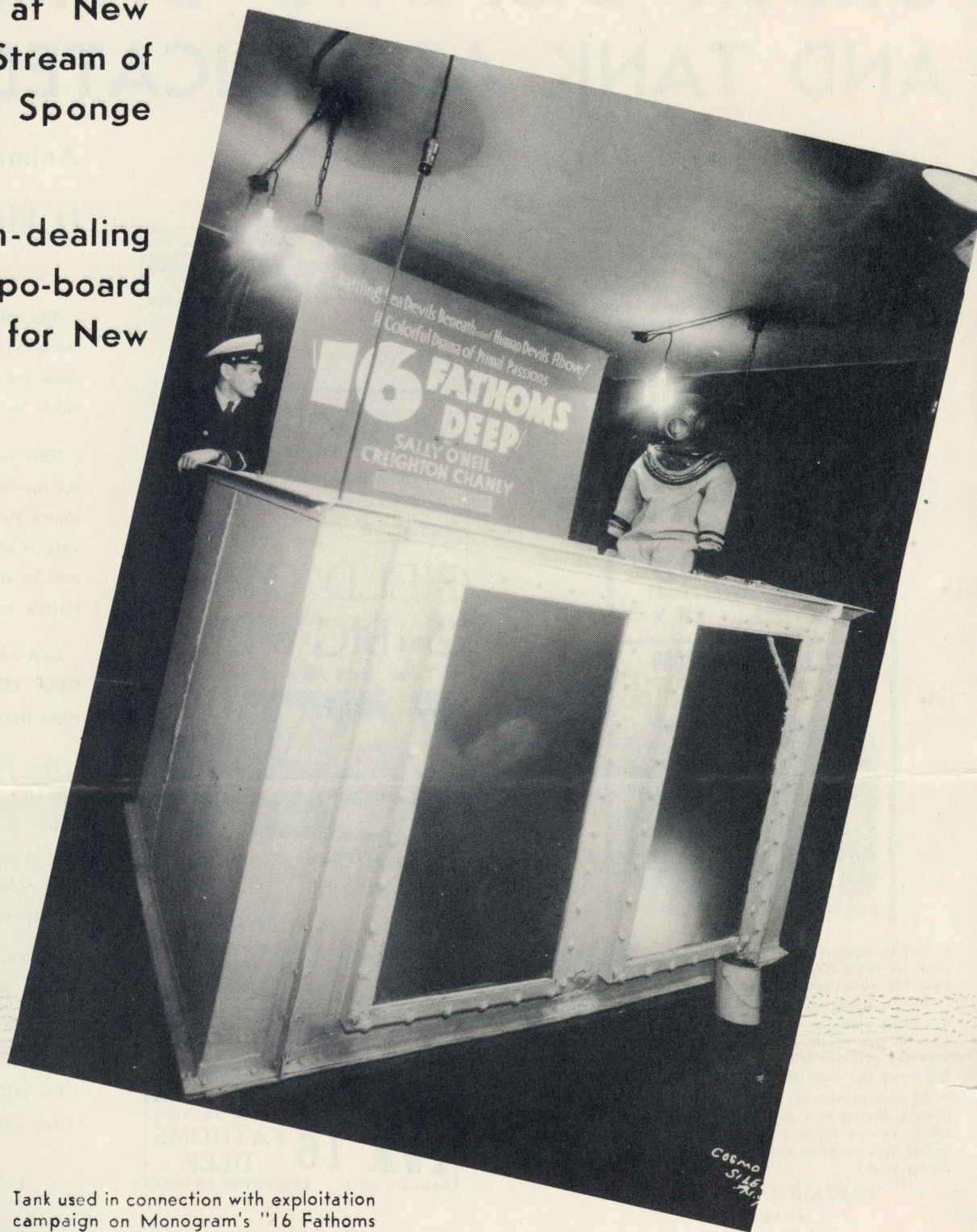
suits, exhibits of death-dealing red enlargements and compo-board of attention-getting front for New picture.

FOR INFORMATION ON
A SIMILAR CAMPAIGN

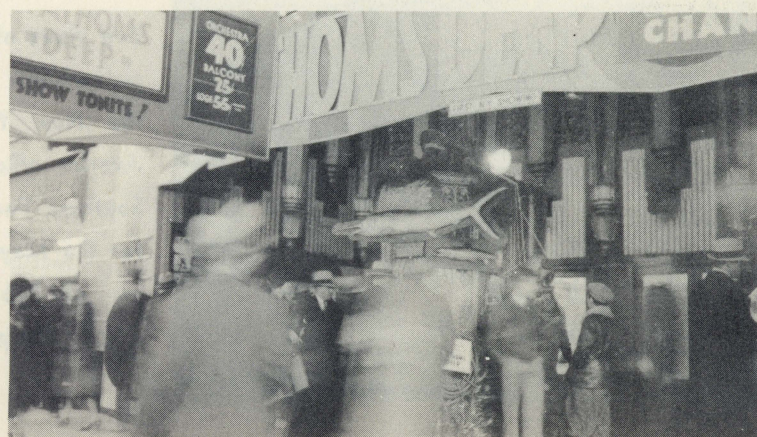


of undersea life shown
Mayfair Theatre for the
nt of Monogram's "16
display was animated,
ing a bell at intervals,
wimming right through
labelled with the title
wn being raised out of
eft. The device was
y operated,

(see back page)



Tank used in connection with exploitation campaign on Monogram's "16 Fathoms Deep" in its first run at the Mayfair Theatre, New York. A professional diver submerged in the tank at regular intervals and performed. This tank was displayed in a store alongside the theatre, especially rented for the purpose.



All day long crowds paused to look over the interesting displays on view in the Mayfair lobby.

ORDER DISPLAYS—DIVING SUITS AND TANK AS INDICATED BELOW

Successor To Houdini Performs in Mayfair Tank

All the diving apparatus as well as the tank mentioned and illustrated in the centre section of this broadside can be procured from Captain Jack Clifford, who performs all the feats which were such an interesting feature of the Mayfair exploitation campaign. His services and those of one

THE MAN WHO DEFIES DEATH!

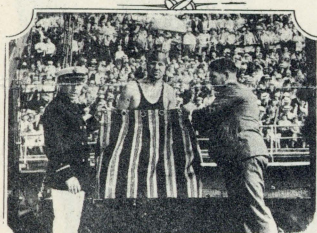
IN PERSON AT THE
PLAYHOUSE
THEATRE - WHITEHALL

SATURDAY - SUNDAY -- MAY 14-15

ENGAGEMENT EXTRAORDINARY :: THE WORLD RENOWNED

MYSTERIOUS CLIFFORD

ACKNOWLEDGED SUCCESSOR TO
HOUDINI



SEE MYSTERIOUS CLIFFORD—THE MAN WHO DEFIES DEATH ESCAPE FROM AN
AIR PARCEL POST BAG WITH SPECIAL LOCKING DEVICE—THE FIRST TIME ON
ANY STAGE.

assistant, together with six diving suits and a giant tank (6' high, 6' wide and 8½' long) are all available for your use.

This ballyhoo, with the diver and his assistant, is available complete in New York and environs for \$200.00 per week; where transportation is necessary the price is around \$275.00 per week, depending upon the location.

As one of the features of the act, the Captain dons a diving suit and performs in the tank from ten to twelve times a day.

For this surefire exploitation stunt communicate direct with:

CAPTAIN JACK CLIFFORD
Jackson Hotel
137 West 45th Street
New York, N. Y.

MAYFAIR B'WAY & 47th
CONTINUOUS. POPULAR PRICES
16 FATHOMS DEEP
SALLY O'NEIL—CREIGHTON CHANEY

MAYFAIR

BROADWAY and 47th ST.

Direction Walter Reade.

CONTINUOUS

25¢ SEATS AT
ALL TIMES

**HELD OVER
2nd BIG WEEK**

New York's Newest Sensation



CREIGHTON
CHANEY

SALLY
O'NEIL

*Battling Sea-Devils Beneath
and Human Devils Above*

MAYFAIR CONTINUOUS
B'way & 47th 25¢ Seats at
All Times
FIRST NEW YORK SHOWING
16 FATHOMS DEEP
SALLY O'NEIL CREIGHTON CHANEY

Animated Undersea Model Is Electrically Operated

The miniature electrical display model used at the Mayfair for "16 Fathoms Deep" can be ordered from the Jewel Company at very moderate cost, either by the day or week.

This model, complete with the swimming fish, the moving diver and the treasure chest, which is shown rising out of the wreckage at regular intervals, is all set for immediate use and can be operated by simply plugging in on one of your regular electric taps.

Look at the picture shown on the inside of this folder carefully for an appreciation of exactly what this display looks like.

This display is available in New York City, Brooklyn, Newark, N. J., and vicinity for week stands at \$50.00 net. Less than one week stands may be used at a cost of \$10.00 per day net. There is an additional charge in both cases for the cost of one-way transportation on the model.

For Philadelphia, Cleveland, Boston, Pittsburgh, Toledo, Buffalo and Washington the cost of this display is \$100.00 weekly. Transportation charges are extra in each case.

For this eye-catching lobby display communicate direct with the manufacturer:

THE JEWELL COMPANY
238 Harriet Avenue
Palisades Park, N. J.



Two views of the special window tie-up at the New York Fifth Avenue office of the Southern Pacific Lines for the Mayfair showing of "16 Fathoms Deep."

