Hutchins wins Universal's
_D.B. Cooper_ contest

Remember the Promotion-of-the-Month for March? The promotion Dennis Hutchins ran at Ford City Cinema in Chicago for _The Pursuit of D.B. Cooper_?

Well, shortly after that issue of _CinemaScene_ went to press, we learned that Hutchins's promotion won the runner-up award for his region in Universal/Polygram Pictures' national contest.

It's hard to imagine that anyone could have outperformed the campaign created at Ford City what with the airplane and parachute in the lobby, newspaper advertising, Holiday Inn, bank and numerous other away-from-theatre promotions and contests. But someone did. Hutchins and his Assistant, Steve Martinovich, will split the $500 second prize.

This was the only GCC Theatre Manager's campaign to win recognition in the contest.

Two winners of free airplane rides pose in front of the plane on display in Ford City Cinema's lobby in Chicago.

Texas Manager thwarts robbery suspect's plot

Early Saturday evening, March 6, Eric Bland, Manager of Parkdale Cinema in Beaumont, Texas, drove to the neighborhood bank to make a deposit. Division Manager Clay Reed accompanied him.

When they approached the night depository, they noticed a man with a bicycle loitering nearby. So instead of making the drop, they drove on around the block. When Bland noticed in his rear view mirror that the man was peddling along behind them, he drove around the block again. But when they got back to the bank, they saw that the man on the bike was near the deposit box. So, one more time they drove on by. Finally, the next time they returned to the bank, the man was gone. Bland made his deposit.

Later that same evening when Bland went back to the bank with his next deposit, he found the lock to the depository jammed. A note attached to it read "Out of order. Use vault below."

On the ground was a legitimate looking vault. But Bland was suspicious. Instead of depositing his money he drove back to the theatre and called the police.

The police immediately staked out the area and before long apprehended a man who came by car to retrieve the portable vault. He was the same one Bland and Reed had seen earlier that evening on the bicycle.

The suspect had the key to the vault on him when he was arrested. And when the police opened the box, they found three deposit bags inside. Apparently, some merchants are not as alert to danger as Bland who through his concerns saved GCC and at least three other businesses some hard earned money.
TO: Gary Maker, Assistant Manager
    Jennifer Cinema
    Washington, DC
Thank you for returning my check. It belonged to my 11-year-old nephew who
had lost it while attending a movie. Your kind and prompt response added an
extra bit of cheer to both his Christmas
and mine.

    Ann Madden

TO: Alan Camelli, Manager
    Rutgers Cinema
    Somerset, NJ
Thank you for allowing us to show our
honesty and still enjoy a movie. Here is
the check for four adults and one child.

    Tom and Marie Oettinger

TO: Hy Glicksman, Manager
    Opera House Cinema
    Fort Worth, TX
Bravo for your fine selection of
movies! In addition, the Opera House is
the most pleasant theater to attend in
Fort Worth because of the wide screen,
comfortable seats, and its cleanliness.
Wish there were more like it. Also wish
there was a nice foreign film theatre here
with first-run movies. See what you can
do!

    Mrs. Shannon

TO: Dave Guastavino, Manager
    Woodland Hills Cinema
    Woodland Hills, CA
Last night I was in your theatre and
inadvertently left my car keys in the
ladies room. One of your employees
found them and was keeping the keys at
the front desk. I want to express my
appreciation. She was very nice and
courteous. It was such a relief. Thank
you very much.

    Louise Adams
(EDITOR'S NOTE: The employee referred to
is Amanda Edwards.)

TO: Joseph DiCarlo, Division Manager
    Framingham, MA
To begin with, I am, always have been
and always will be, a consummate movie
fan.

    Having grown up with the movies in the
    thirties and early forties, there is
    nothing in the world more entertaining,
    more fun-filled or more exciting to me
    than nuzzling down in a comfortable,
    clean theatre to enjoy a fine film. And
    that's why I am writing this letter.

    A good long time ago, I decided that
    the cleanest, most comfortable and well-
    managed theatre group in this area was
    General Cinema Corporation. I always
    make it a point to visit a GCC complex
    whenever it is possible.

    While I enjoy and often visit your
    locations at Chestnut Hill and in
    Framingham, I most especially enjoy the
    GCC complex in Braintree at South
    Shore Plaza.

    It is always spotless and you should
    feel very proud of your competent and
    well-informed staff who seem to enjoy
    movies at least as much as your
    customers.

    Ticket seller, usher, candy person,
    manager - they all seem to go out of their
    way to make the moviegoer welcome.

    I would especially like to commend
    your manager at that complex, Mr. John
    Berry, who always appears in command
    of a "tight ship." Whenever time permits,
    he is more than willing to "talk movies"
    with your patrons.

    Congratulations on running a first
    class operation and to Mr. Berry and his
    staff at South Shore Plaza, my heartiest
    commendations.

    David B. Tucker
    Vice President, Programming
    WCRB-FM

TO: Izzy Strier, Manager
    Chestnut Hill Cinema
    Boston, MA
I want to thank you for all your
assistance on Sunday when I brought the
party of 24 persons to On Golden Pond.
Our summer place is located on the lake
where the author summered for years. It
was an afternoon filled with pleasant
thoughts about past and future summers.
Your assistance was a great help to us.
Thanks again.

    Peter Guinness, Headmaster
    Buckingham Browne
    & Nichols School

TO: Rose Siciliano, Manager
    Gateway Cinema
    St. Petersburg, FL
This morning's mail brought me the
belt I lost at your theatre. I thank you
very much for your courtesy in sending it
to me.

    Sister Isabel Sachs
    Cincinnati, OH

TO: Larry Pittman, Division Manager
    Atlanta, Georgia
While I was at the Southlake theatre
Friday night, Steve Crisp (Manager)
went "beyond the call of duty" and spent
15 or 20 minutes in cold rain and sleet
getting my car unlocked. I wanted to pay
him but he would not let me. I wanted to
let you know how kind, polite and
helpful he was in this situation. I think he
deserves some recognition!

    Laverne Newman

TO: Marcia Hunt, Manager
    North Park Cinema
    Davenport, IA
On Saturday evening I attended your
theatre for the early evening showing of
On Golden Pond with one other adult
and one child and attempted to buy the
tickets with a $100 bill. Your ticket clerk
informed me that it is contrary to policy
to accept bills of that size, but a young
lady, perhaps you yourself, extended us
the courtesy of allowing me to "sign" in
and send the money later.

    For this I am extremely appreciative
and pleasantly surprised. It is truly
refreshing to find such courteous service
in the world of the "quick bucks." I will
recommend your theatre to others and
will return, myself, with smaller change,
of course.

    Thank you.

            Jim Turner

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TO: Mark Piatt, Manager
    Christiana Mall Cinema
    Newark, DE
Too often people complain in various
ways. But this time I have nothing but
praise to offer.

    On Saturday, my cousin was parking
    the car when I heard the words, "On
    Golden Pond is sold out." What seemed
    like an inconvenience turned out to be a
    blessing. Your staff from the ticket taker
    on were simply grand. Queen Elizabeth
    could not have received better, kinder
    treatment.

    Fortunately, my use of the walker is
temporary. And the fact that I'm colored
heightened the pleasure of your kindness.

    Thank you again.

    K.L. Hamilton

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Production/layout ............ Steve Fritzker
                            Deborah Dodge
Managers give patrons fishing tackle/jewelry

Mike Kowalik, Manager of Southgate Cinema in Cleveland, Ohio, tied in with a local tackle shop to promote On Golden Pond. The merchant donated $150 worth of equipment which was displayed in a theatre candy case. Weekly ticket stub drawings were held at the tackle shop where the winners' names were listed. Posters from the film were also displayed.

Female patrons attending Hartsdale Cinema III-IV in Hartsdale, New York, received gifts on Valentine's Day thanks to Manager Myron Streizant. He gave each lady a piece of costume jewelry which he was able to acquire free of charge from a merchant.

Georgia Sq. Cinema celebrates 1st anniversary

Employees of Georgia Square Cinema, Athens, Georgia, came to work early on Thursday, February 11. It was their theatre's first anniversary and they wanted to be ready for the celebration. Up went the balloons and streamers, out came the posters, party hats and registration box.

Prior to this day, Manager Gordon Baxley had received five anniversary cakes donated by a local bakery plus Pepsi and cups donated by Pepsi-Cola of Athens. In addition, he had acquired $50 in prizes from 10 stores. The public was invited to stop by for the party, have some cake and soda and register for the prize drawing.

An added enticement was a $2.00 admission charge all day. Even with the reduced admission, Baxley reports that all four films surpassed previous grosses. Over 700 people turned out for the celebration on what is normally considered a slow business day.

Concession promotions stimulate holiday sales

Damita Steadman, Manager of Mounds Mall Cinema, Anderson, Indiana, tied in with The Pizza Hut for a Christmas promotion. Anyone who found a reindeer stamped on the bottom of a Big Butter Bucket received a certificate for a free pizza.

For Valentine's Day, Don Denevic, Manager of Parmatown Cinema, Cleveland, Ohio, promoted "Loving Cups"—a Big Is More drink and a $1.75 Butter Bucket. His slogan was "Great Pair at a Great Price."

President Melvin R. Wintman has announced the following reassignments in the Film Department.

Vice President-Film Tom Sherak has replaced Larry Lapidus as head of GCC's Film Department which is located in New York. Joining him there is Chuck Viane, Regional Vice President-Film. Formerly based in the Chicago office, Viane is now responsible for the northeast region.

Ivan Gehman, Regional Film Buyer, has been transferred from the Philadelphia office to Los Angeles replacing Bob Molson.

Regional Film Buyer Ben Barbosa has relocated to the Chicago office where he has taken over Viane's former responsibilities while maintaining those which he has had for the Cleveland area.

Chuck Mason, Regional Film Buyer in the Boston office, has taken over the Buffalo and Rochester, New York, theatres previously handled by Barbosa, in addition to his other assignments.

Dick Dickerson, also a Regional Film Buyer, has assumed responsibility for those theatres previously handled by Gehman. He's based in the Cherry Hill, New Jersey, office.

Tom Evans, formerly a Film Economist in Cherry Hill, has been promoted to Assistant Film Buyer.

Woody Cole has joined GCC Theatres as Regional Film Buyer in the St. Louis office. He's responsible for all theatres in the St. Louis, Memphis and Kansas areas.
From time to time we'll run movie trivia questions which are intended to serve a double purpose. First of all, we hope readers of CinemaScene will enjoy testing their knowledge of little known facts about films and film stars. Secondly, we urge Managers to save this column (hopefully, you save all of CinemaScene) for use in the future as a trivia contest for the public or employees.

The following questions have been prepared by Garrett Lee, Adwriter in the Communications Services Department.

1. What famous pop singer dubbed Lauren Bacall's singing voice in the 1944 film, To Have and Have Not?
2. What was peculiar about the 1939 MGM production, The Women?
3. What was the smallest acting space ever used for a feature-length film?
4. Director Alfred Hitchcock is famous for having made brief cameos in his films. How did he appear in the 1963 film, The Birds, with Tippi Hedren?
5. What do the following films have in common: The Third Man, Death of a Salesman, Frankenstein and Citizen Kane?
6. Match the film stars to their real names:
   1. Kirk Douglas
   2. Roy Rogers
   3. Joan Crawford
   4. Natalie Wood
   5. Peter Finch
   6. Judy Garland
   7. Peter Lorre
   8. Rita Hayworth
   9. Shelly Winters
   10. Jayne Mansfield
      a. Leonard Syle
      b. Laszlo Loevenstein
      c. Frances Gumm
      d. Vera Palmer
      e. Issur Danielovich
      f. Natasha Gurdin
      g. Lucille le Sueur
      h. Shirley Schrift
      i. William Mitchell
      j. Margarita Carmen Cansino
7. Susan Hayward won an Academy Award for her portrayal of a prostitute who is framed for murder in what 1958 film?
8. Lana Turner and John Garfield starred in this 1946 film which was recently remade by Paramount.
9. The 1932 George Cukor film, What Price Hollywood, was remade in 1937, 1954 and 1976. All three remakes were titled
10. Barbra Streisand won an Academy Award for her performance in Funny Girl. With what other actress did she share the award that year because of a tie in the voting?
11. Two prize-winning authors appeared in major films in 1981. Who are they and what are the films?
12. Joan Crawford and Greta Garbo appeared together in what film even though they had no scenes with each other because MGM had feared a clash of egos?
13. The Stephen Sondheim stage musical, A Little Night Music, was based on what Ingmar Bergman film?
14. Name the unfinished film that Marilyn Monroe was making at the time of her death.
15. Academy Award-winning actress, Liza Minnelli, made her film debut in 1949 at the age of three. Name the film.
16. “Fasten your seatbelts, it’s gonna be a bumpy night.” Bette Davis spoke that line in what film?
17. “What we have here is a failure to communicate.” Name the film from which this line comes.
18. In the 1976 film, The Last Tycoon, the Monroe Stahr character was based on what 1930s MGM producer? (Hint: An award in his name is presented each year at the Academy Awards ceremony.)

(Answers on Page 6)

A previous issue of CinemaScene carried a feature titled “Adwriter’s Revenge.” Since it proved to be popular with readers, we've decided to continue the idea on a periodic basis. The one shown here is by Rich McGready, Manager of Montclair Cinema, Montclair, California.
Vietnamese shows pack 'em in down in New Orleans

For the past four years, business has been brisk on Sunday mornings at Oakwood Cinema in New Orleans, Louisiana. It's not unusual for 600 people of Vietnamese extraction to be there on any given Sunday for a Chinese, Japanese or Vietnamese film.

According to the new Manager, Dale McCrosky, these people are intent on retaining some of their Oriental culture. They look forward to the occasion more for the opportunity to gather together in one place, a cultural social event, than for just 'going to see a film.' McCrosky describes the atmosphere this way: the air is filled with jargon unintelligible to him and gleeful laughter by the children, and a constant entering and leaving of the auditoriums.

"The latter," he says, "would not be tolerated during a regular showing, but it is totally essential for this show. For the Vietnamese it's Mardi gras here every Sunday morning."

Saturday afternoon at a GCC theatre? No... this is 10:00 on a Sunday morning at Oakwood Cinema in New Orleans, Louisiana.

Another renewal contract is signed by bank

Joel Roth, Vice President-Marketing for the First National Bank of Mishawaka (IN), signs the bank's third renewal in the GCC Audio Spot program. This bank continues as the exclusive Audio account for all three auditoriums at University Park Cinema, Mishawaka. At left is Theatre Manager Jay Cobb who sold the account.

"A lot of changes have taken place for the betterment of Managers since my early days in the theatre business. Back then there were no extra commissions for promotions of any kind. A Manager was considered a "showman." He worked with the local merchants because he enjoyed setting up extra promotions that created excitement when the locals tied in with our theatres. This made a theatre the center of community activities!

We're big business now, members of the world's largest theatre circuit, a division of a "Fortune 500" corporation. We have to think local, regional and national coverage when we sell our Specialized Promotions.

Our Company set up this relatively new department for the benefit of the Managers so they could earn some extra income. In a few short years, the volume, the commissions and the profit to the Company grew to the point where it became worthwhile to establish Specialized Promotions as a permanent part of the Theatre Division.

Several Managers earn extra commissions in the four figures every year by selling Morning Show series, Audio Spots, Hall Rentals, Christmas Greetings and VIP tickets. All units in my Division participate and have increased their MBO sales volume each year. No two Managers sell the same way (we all have our own approach) but all of the Managers in this Division take full advantage of the Specialized Promotions-VIP sales kit.

We make copies of each other's flyers to use in our sales kit. Testimonial letters of success stories are shown to the promotion people in the merchant associations within the Division. Marketing people tend to know each other within the region and when we get a booster or an endorsement, we use it!! There is no better way to sell a program than when you have a third party telling your prospect just how good a theatre promotion can be.

When a bank buys an Audio Spot, every Manager in my Division gets a copy of the storyboard to show his local banker. Bankers know each other and just using another's name, especially on a renewal, makes your banker take notice. When we sell a union local a Kid Show sponsorship, we show the agreements to other locals. We never hesitate to use new and renewal buyers as references.

Our most important selling tool in this

(Continued on next page)
on the aisle
(Continued from previous page)
Division is the teamwork we’ve created.
Let me close by suggesting that you take full advantage of the Specialized Promotions and Communications Services Departments. They’re always ready to assist us."

About the guest editor...
Bernie Depa, Division Manager in the Gary, Indiana, area, started as an usher with the Schine circuit at Amsterdam, New York, in 1941 while still in high school. After World War II and graduation from Albany Business College, Albany, New York, he rejoined Schine Theatres as an Assistant Manager. Shortly thereafter he was promoted to a Manager and assigned to a theatre in Lexington, Kentucky. In September 1959, he joined General Cinema (known then as Smith Management Corporation) as a drive-in Manager in New Jersey before being transferred to Indiana. Depa was named “Outstanding New Manager” in 1960. This was followed by awards as Manager of the Year in 1961 and 1965. Promoted to Division Manager in 1966, he will celebrate his 23rd year with GCC and 42 years in the industry this coming September.

Hundreds of hundreds of bottle caps. Do they really count them after a Pepsi Kid Show?

Answers to trivia quiz
1. Andy Williams
2. No men appeared in the film at all.
3. The interior of a lifeboat in the 1943 Alfred Hitchcock film, Lifeboat.
4. During the first minutes of the film, Hitchcock is seen walking out of a pet store with two poodles on a leash.
5. Their first scenes all contained funerals.
6. 1 - e
   2 - a

3 - g
4 - f
5 - i
6 - c
7 - b
8 - j
9 - h
10 - d
7. I Want to Live
8. The Postman Always Rings Twice
9. A Star Is Born
10. Katharine Hepburn for The Lion in Winter
11. Jerzy Kosinski in Reds and Norman Mailer in Ragtime
12. 1932's Grand Hotel
13. 1955's Smiles of a Summer Night
14. 20th Century-Fox's Something's Got to Give
15. MGM's In the Good Old Summertime
16. 1950's All About Eve
18. Irving G. Thalberg

Today, millions of young Americans experiment with drugs. How can you help your child avoid drug abuse? Communicate openly (talk frankly and listen). Learn about his problems, activities and friends. Teach him that daily stress can normally be handled without drugs. Set the example by not abusing alcohol and drugs yourself. Keep track of medicines in your home and supervise their use. Know the facts about drugs.

Abusing drugs can be dangerous, especially when they're taken in excess or for a long time, or in the wrong combinations. If you take drugs, you risk overdose, dependence, ill health and accidents, as well as legal, economic and personal problems.

Signs of drug abuse: restlessness, excessive reflex action, "drunkenness," pinpoint or dilated pupils, drowsiness, talkativeness, irrational behavior. In addition, needle marks on arms or possession of such things as needles and syringes, "roach" holders, water pipes may point to drug abuse.

People who abuse drugs often end up with serious problems. They may get sick, have accidents, build up tolerance, become "hooked," commit crimes, be arrested, go to jail, become violent and/or lose friends.

Nicotine is a non-controlled drug. It can cause increased heart rate and blood pressure and shortness of breath. Long-term smoking can cause emphysema, lung cancer, heart disease and death.

Caffeine is a non-controlled drug. It can cause raised blood pressure, increased secretion of stomach acid and nervousness. It can also aggravate ulcer conditions.

Will Rogers Institute
$25 BIG BRASS RING

GORDON BAXLEY, Manager, Georgia Square Cinema, Athens, GA: promotion for theatre’s first anniversary; promotion to kick off non-sponsored Midnight Shows (2 awards).

RAY BEGOVICH, Assistant Manager, University Park Cinema, South Bend, IN: listener call in radio promotion for Neighbors; theatre cleaning during absence of cleaning staff.

MARK BURGHOFF, Manager, Grandview Cinema, St. Louis, MO: extra maintenance work performed.

JAY COBB, Manager, University Park Cinema, South Bend, IN: promotion for Taps, Charriots of Fire, and Midnight Shows.

ERIC COMEAU, Assistant Manager, Westgate Cinema, Brockton, MA: painting of seat backs and arm rests.

ADRIAN CRANE, Manager, Ocean County Mall Cinema, Toms River, NJ: crossplug promotion and flower giveaway for Valentine’s Day.

MIKE ENGLANDER, Manager, Walnut Mall Cinema, Philadelphia, PA: acquisition of free, 60-line classified newspaper ad.

GARY FOULKE, Manager, Town & Country Cinema, Columbus, OH: electrical work and floor tile repair.

LAWRENCE HANDBREN, Manager, Worcester Center Cinema, Worcester, MA: extensive mechanical and electrical repairs.

DAVID JABLOW, Assistant Manager, Rutgers Cinema, Somerset, NJ: spending night in theatre emptying buckets due to heavy rains and roof leaks.

GEORGE KING JR., Chief of Staff, Framingham Cinema, Framingham, MA: extensive lobby and auditorium painting.

MIKE KOWALLEK, Manager, Southgate Cinema, Cleveland, OH: crossplug promotion and fishing equipment giveaway for On Golden Pond.

BETTY LEAVITT, Assistant Manager, Fresh Pond Cinema, Boston, MA: extra maintenance and cleaning during illness of cleaning crew.

MARK MAZRIMAS, Manager, and KURT HAMER, Assistant Manager, Southlake Cinema, Merrillville, IN: merchandise giveaways for Ladies’ Day Shows: Same Time Next Year (also a fashion show), Somewhere in Time, It’s My Turn; newspaper publicity for Kid Show; Halloween decorations and employee costume contest; promotions for So Fine and Raiders of the Lost Ark (1 award each).

BRIAN McCOTTER, Chief of Staff, Grandview Cinema, St. Louis, MO: extensive maintenance work.


AL PARHAM, Manager, Orange Park Cinema, Jacksonville, FL: special screening of On Golden Pond for senior citizen community which resulted in newspaper coverage.


WILLIAM PICKERING, Projectionist, Mayland Cinema, Cleveland, OH: setting up special lens systems for 3-D film at four units.

SCOTT PRICE, Staff Member, Northshore Cinema, Boston, MA: stripping and waxing of several floors.

Westgate Cinema’s staff is all dressed up and ready for New Year’s Eve in Cleveland. From left, Rick Barrett, Marysia Droba, Andy Pek, Carol Ziegelmeier, Jan Jost, Assistant Manager Debra Henry, Mike Roether and Lori Beeler.

DANIEL RONDINELLA, Staff Member, Mayland Cinema, Cleveland, OH: ceiling and weatherstripping repairs; replastering and painting of walls.

DAMITA STEADMAN, Manager, Mounds Mall Cinema, Anderson, IN: employee costume contest and merchandise giveaway to promote concession sales during Christmas season.

JOE TANCHYK, Manager, Hudson Plaza Cinema, Jersey City, NJ: extensive Valentine decorations.

CRAIG ZACKER, Manager, Regency Cinema, Augusta, GA: radio contests - trivia for On Golden Pond and on-air monster sound call-in contest for The Beast Within (2 awards).

ISAIAH ZIMDARS, Staff Member, Westgate Cinema, Cleveland, OH: installation of seat cushions.

$15 MEDIUM BRASS RING

MARE BANAS, Staff Member, Parmatown Cinema, Cleveland, OH: painting of seats and auditorium floors.


JAY COBB, Manager, University Park Cinema, South Bend, IN: efforts to improve community relations.

FRED DAHLKE, Manager, Yorktown Cinema I-II, Chicago, IL: assistance during Gary Coleman visit for On the Right Track promo tour.


DON DENEVIC, Manager, Parmatown Cinema, Cleveland, OH: Valentine’s Day decorations and concession promotion.

BILL FONTANA, Manager, Echelon Mall Cinema, Voorhees, NJ: refreshment stand decorations for Valentine’s Day.

LEON HELM, Cleaner, Richland Mall Cinema, Ontario, OH: cleaning of auditorium floors and seats.

RICHARD HOSMAN, Manager, Towne East Square Cinema, Wichita, KS: installation of locks on concession (Continued on next page)
Cabinet doors.

**Gene Johnson**, Manager, College Mall Cinema, Bloomington, IN: employees in costume for *Halloween II*.

**Tim King**, Staff Member, Parma Town Cinema, Cleveland, OH: painting of seats and auditorium floors.

**John Kovach**, Projectionist, Southlake Cinema, Merrillville, IN: electrical and construction work.

**Joel Kurland**, Manager, Morris County Cinema, Cedar Knolls, NJ: employees in costume and decorations for *Reds*.

**Robin Lang**, Manager, Prestonwood Cinema, Dallas, TX: musical trivia quiz for *Pennies From Heaven*.

**Jay Lechner**, Staff Member, Orange Park Cinema, Jacksonville, FL: scene from *On Golden Pond* painted on theatre window.

**Tony Marini**, Staff Member, Parma Town Cinema, Cleveland, OH: painting of seats and auditorium floors.

**Ralph Meckfessel**, Manager, and **Debra Henry**, Assistant Manager, Westgate Cinema, Cleveland, OH: employees in evening attire and flowers donated by florist for New Year's Eve. (Share award)

**R.J. Michael**, Staff Member, Perring Plaza Cinema, Baltimore, MD: construction of framed box office sign.

**Mike Morehouse**, Janitor, University Park Cinema, South Bend, IN: alert attention to problem which prevented an emergency.


**Ed Quilling**, Projectionist, Southlake Cinema, Merrillville, IN: electrical and construction work.

**Ed Rendell**, Manager, Garden City Cinema, Cranston, RI: free radio promotion of weekly film product.


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A young man plays taps prior to the start of the opening weekend evening shows of the film, *Taps*, at University Park Cinema in South Bend, Indiana.

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**Mike Romick**, Manager, Mercury Cinema, Cleveland, OH: crossplug promotional display with bookstore for *Ragtime*.


**Bob Winkelman**, Manager, Cinema V, Fort Worth, TX: theatre decorations for Valentine's Day.


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**$5 Small Brass Ring**

**Don Armstrong**, Staff Member, Richland Mall Cinema, Ontario, OH

**Debbie Allen**, Manager, Richardson Square Cinema, Dallas, TX

**Gene Corinescu**, Staff Member, Chestnut Hill Cinema, Boston, MA

**Damon Fell**, Manager, Woodland Hills Cinema, Tulsa, OK

**Dennis Finkler**, Manager, Bay Park Square Cinema, Green Bay, WI

**Michelle Garrison**, Staff Member, Chestnut Hill Cinema, Boston, MA

**Mark Grogan**, Manager, Valley Plaza Cinema, Bakersfield, CA

**Mike Malstrom**, Manager, Eastland Mall Cinema, Charlotte, NC

**Rick Matney**, Staff Member, Bush River Cinema, Columbia, SC

**Michael Menning**, Manager, Galleria Cinema, Houston, TX

**Bill Oppenheim**, Assistant Manager, Chestnut Hill Cinema, Boston, MA

**Marlene Passmore**, Assistant Manager, Pekin Mall Cinema, Pekin, IL

**Anthony Rizzo**, Manager, Menlo Park Cinema, Edison, NJ

**Mike Romick**, Manager, Mercury Cinema, Cleveland, OH

**Derek Smith**, Staff Member, Richland Mall Cinema, Ontario, OH

**Izzy Strier**, Manager, Chestnut Hill Cinema, Boston, MA

**Jim Woolley**, Cleaner, Kokomo Mall Cinema, Kokomo, IN
ACTIVITY OF THE MONTH

Entertainment Gift Book Sales Drive - GCC's Gift Book sales drive begins April 4 and continues through June 20. All Managers are expected to take advantage of this gift giving season (Easter, Mother's Day, Secretaries' Day, graduations, weddings, Father's Day) to promote Gift Books.

Publicize the availability of EGBs through lobby displays, news releases, newspaper directory advertising and creative away-from-theatre displays and crossplug promotions.

Be sure to have enough Gift Books on hand for this period. Place your orders with the Home Office Budgeted Advertising and Promotion Department now.

APRIL

Mother's Day Contest - Annual contest saluting Mother's Day is underway. All Managers should have received the contest manual by now.

Kid Shows - Contact Pepsi and other bottlers to sponsor a Summer Kid Show series to begin in June and end in late summer with a gala back-to-school show.

Audio Spots - Contact jewelers for graduation and wedding Audio Spots.

Holidays - April Fool's Day the 1st, Easter the 11th, Secretaries' Day the 21st.

MAY

School Morning Shows - As the school year winds down, educators are looking for interesting field trip opportunities. Sell them a day at the movies.

Mother's Day Contest - Contest ends May 9. Put together your entry and send it to your Division Manager as soon as possible.

Holidays - Mother's Day the 9th, Armed Forces Day the 15th, Memorial Day the 31st.

JUNE

Summer Film Promotion Contest - Another contest to encourage Managers to promote summer film products is planned. Watch for details soon!!

Holidays - Flag Day the 14th, Father's Day the 20th, First Day of Summer the 21st.

photo caption contest

Enter our "Photo Caption Contest." You may win $25, $15, or $10! Just fill in your caption below, cut out this section and send it to the Budgeted Advertising and Promotion Department.

Deadline: May 10, 1982

Captions must pertain to the movie industry and be original and humorous.

1st Prize: $25  2nd Prize: $15  3rd Prize: $10

(Venom, Paramount)

("Hanky Panky", Columbia Pictures)

Entry:

Entrant's name and position:

Location name and number: