

Schine Theaters Chain Income Up

The annual report of Schine Chain Theaters, Inc., made public today, shows an increase in net income for 1927, over 1926, of almost 100 per cent.

Income available for dividends and surplus in 1927 totalled \$301,896.76, compared with \$152,624.16 in 1926.

"It is gratifying to note that the profits for 1927 show an increase of nearly 100 per cent. over 1926," J. Myer Schine, president, stated in his letter to stockholders. "After deducting depreciation and Federal taxes, net income for 1927 represents \$8.62 per share of preference stock, after giving effect to the issuance of the remainder of the 25,000 shares, as contracted. This compares with \$7.63 per share after depreciation and Federal taxes in 1926, based on the 29,000 shares of preference stock outstanding Dec. 31, 1926."

Growth of the corporation was outlined by President Schine, who added: "Jan. 1, 1927, your corporation acquired a one-half interest in eight theaters in Syracuse, Utica and Watertown. These theaters are under our management, and have proven a profitable addition to our chain. New theaters were opened or the operation of existing theaters assumed during the year in Buffalo, Fairport, Lockport, Rochester and Saranac Lake, and two theaters of the chain were discontinued. Your corporation now owns, controls, operates, or is interested in, directly or through subsidiaries, 74 motion picture theaters in New York State. Plans are in preparation for the construction of several theaters which are expected to be erected during 1928.

"We have also entered the state of Ohio, and now have theaters in operation in Lima, Massillon and Sidney."

Total capital and surplus of the corporation were \$2,217,983.44 on Dec. 31, 1927, the balance sheet shows, and total assets were \$3,694,030.03.

BIG CROWD AT THEATER PARTY

Schine's State Entertains Many Merrymakers.

A huge crowd welcomed the advent of the new year last night at Schine's State Theater where a special midnight show was produced for the entertainment of hundreds who desired amusement as 1929 gave way to 1930.

It was a well arranged bill of talking and silent film features and specialties and some good stage acts. The feature film was the first presentation of the all talking and singing production "It's a Great Life," in which the Duncan sisters are starred.

The stage presentations included the ever popular Roletta Brothers, accordionists and Bonita, the Spanish dancer. Promptly as the old year passed out, a New Year's greeting was flashed on the screen and then followed the appearance on the stage of a big clock, a spectacle that introduced a clever dancer. The bill ran well into the early hours of Wednesday.

Noisemakers and other favors were passed out to the New Year's eve celebrators and they all assisted in giving 1930 a hearty welcome.

"NAVY BLUES"

William Haines, who learned baseball, football and even golf to play roles in his pictures, had to acquire sea legs and stride the decks of a leaping destroyer on the high seas in his first all-talking picture, "Navy Blues," which will come Friday to Schine's State Theater. Much of the new play was taken on a destroyed in battle practice. Haines plays a gob in an entertaining romance, with Anita Page as heroine.

MISS DOROTHY SMITH OF Fremont, a pupil of Miss Jennie Toohey, dancing teacher was the young lady who made a big hit on the Schine Theater's New Year's Eve show in a Spanish dancing act. Other pupils of Miss Toohey appeared in juvenile features, among which was the "clock act" summoning the year 1930.

"Madame X," all-talking version of the famous play of the same name, which will have its first showing in Sandusky at Schine's State Theater beginning today, is the first full length directorial effort of Lionel Barrymore, and owes its modernized dialog to Willard Mack, recently lured away from the stage to write, direct and act for the vocal screen.

Ruth Chatterton, who has the title role, was the first stage star to act for cameras and microphones. Lewis Stone is "Floriot," the husband of the tragic "Madame X" and Raymond Hackett is Raymond, her son. Much has been said about the novel effects secured by the elder Barrymore brother with the new technique he has evolved for the talking screen. This includes the "lap-dissolve" and other devices evolved by him for speeding up the action.

The screen version of this favorite stage masterpiece offers conclusive proof, according to critics who have viewed it, of the super-

iority of the talking screen over the stage for the presentation of tense drama. The whole story is told in a series of gripping episodes which follow the tragic "Madame X" in her wanderings about the world, showing so much more than is possible on the stage.

"WALL STREET"

A topic of timely interest — one that has been featured in bold type in newspapers above everything else and has been the chief item of conversation of the office boy and millionaire is the inside machinations of the New York Stock Exchange—Wall Street. Columbia Pictures has taken this subject and dramatized it in a novel and romantic manner under the appropriate title of "Wall Street" with Ralph Ince and Aileen Pringle in the leading roles. It is scheduled to play at the Schade Theater beginning today. The cast is a capable one and includes Philip Strange, Sam de Grasse, Ernest Hillard, Freddie Burke, Frederick and Jimmie Finlayson.

SOME MOTORISTS TO GET FREE TICKETS FOR THEATER HERE

Some folks who have bright new 1930 license tags for their autos are not only "in good" with the police who are on the lookout for auto operators who still try to get by with 1929 tags, but will also receive free tickets to the Schine State Theater during the showing of "Sunny Side Up", the musical film play which appears at this playhouse four days starting Sunday.

Numbers appear in the classified ad columns today. Owners of autos whose license plate numbers correspond to these will each receive two tickets for the Schine State, good during the showing of "Sunny Side Up" by calling at the Sandusky Newspapers office.

SHOPPING COMMENTS

By MARY ANN

"IT'S GREAT TO BE NECKED"

SEZ, who? Sez Sharon Lynn and his beauty chorus in "Sunny Side Up" at Schine's State Theater, today, tomorrow, Tuesday and Wednesday when Janet Gaynor, star of "7th Heaven" and her screen sweetheart Charles Farrell bring a beautiful story of youth and love. "Sunny Side Up" is a musical romance of an East Side girl and a society youth who turns his ritzy roadster into a Yourville St.—there's a scream—a screech of brakes and—well, you'll enjoy the swanky party scenes of the "400", the hum of festivities of New York's East Side and above all the beautiful love story that threads its way through the whole picture.

You won't want to miss "The Virginian" that comes Thursday and stays through Saturday. Like "The Covered Wagon" it is a screen classic based on historical facts with Mary Brian and Gary Cooper playing the leads. There'll be organ numbers and news reels too, of course.

SHOPPING COMMENTS

By MARY ANN

"COMES...THE RAINBOW!"



WELL .. not exactly ... but this picture does strengthen our faith in Schine's promise to Sandusky to give them the BEST. We get the big ones and we get them when they're new! Oh, I almost forgot to tell you it's **GOLD DIGGERS OF BROADWAY** that is coming to the Schine's State Theater today, tomorrow, Tuesday and Wednesday. A picture that gives you the inside stuff on the "Gimme Girls" and a pretty picture of "papa at play." Enthusiastic? Of course! You will be too, 'cause of course you are going to see it. Music, dancing, color and a lively story...that's it. On Thursday thru Saturday, Nancy Carroll will be at the State in "Sweetie"—Sweetie is a chorus girl who inherits a boy's school. Picture that! Wise cracks and breezes? Always on the campus, and the clever song numbers "Alma Mammy," and "The Prep Step" will carry you back to your own Alma Mater.

Seitz Company Retains Property

Until William E. Seitz returns to the city, probably today, the status of the Schine State Theater deal will be unknown. This much seems certain. Warner Bros., if they come into control of the Schine State, will only be interested insofar as taking over the operating lease which was held by Seitz Enterprises, Inc. The Seitz Theater Co., the original corporation, of which W. E. Seitz is the head, would continue as owner of the property.

Seitz Enterprises, Inc., became lessee of the State Theater building when that structure was opened. W. E. Seitz and Schine Enterprises, Inc. each held one-half interest in the operating company. It was announced when the theater was opened that Seitz Enterprises, Inc., had leased the building for 15 years

at an annual minimum rental of \$35,000. The rental might be increased under certain contingencies but in no event was it to be decreased during the term of the lease which extends beyond the last maturity of Seitz Theater Co. bonds.

If the operating lease of the State Theater is acquired by Warners, the latter would also take the leases to the Plaza and Star Theaters, each said to be for 10 years. John A. Himmelein owns the Plaza.

The Warner Bros. deal for the Schade Theater was also said to involve the Schade property at the corner of Jackson and Market-sts. south and west of the Commercial Hotel building. This property, long the basis for rumors of new theater buildings here, was desired, it was said, to keep out rival interests which might acquire the site for a new theater.

100% NATURAL COLOR SINGING TALKING DANCING PICTURE

GOLD DIGGERS OF BROADWAY

SCHINE STATE

WINK LITCHFIELD
CONNY TALKER
NANCY CARROLL
NANCY WALKER
ANN ROBINSON

CHERRY OR 100
SWEETIE
CANTON
HOT LIPS

WARNER BROS. VITAPHONE

Schine To Have Fostoria House

FOSTORIA, March 10 — Plans have not yet been completed for the new hotel, theater and store building which will be constructed here by Schine Enterprises, Inc., it has been reported.

The firm of Huisken and Strong, Lima, is preparing the plans. The theater, when completed, will have a seating capacity of 1,600 persons. The same architects designed the Schine State Theater at Sandusky and Schine's Ohio at Lima, both considered among the most beautiful playhouses in Northern Ohio.

Say Warner Bros. to Take Sandusky Schine Interests.

Although press dispatches to Sandusky Friday indicated that management of Schine's State Theater here would pass into the hands of Warner Brothers Monday, verification of the report could not be obtained from local parties interested Friday night.

Several weeks ago, it was understood that the Warner organization would take over the Schine interests about Sept. 1 and there had been no indication of change in this date until Friday. At the same time, Associated Press dispatches from New York told of Warner Brothers being named in a civil action which might halt acquisition of new properties. Whether there was any connection between the two press dispatches could not be learned Friday.

Reports indicated that in addition to Schine interests in Sandusky, theaters owned by this organization in the following cities would be taken over by the Warners: Alliance, Massillon, Lima, Portsmouth, Kenton, Springfield and Sidney.

Reports of the closing of a deal by which Warner Bros. would take control of all four moving pictures in Sandusky were still lacking in confirmation last night.

An Associated Press dispatch to The Register last night from New York said that the Warners earlier in the day declared they were "buying no theaters."

It was also understood here that George J. Schade, now in New York, had not yet come to terms with Warner Bros. and that there might be other developments in which one of the big rivals of Warner Bros. might come into Sandusky.

(continued on next column)