

recognition to owners, executives and managers who promote better projection standards by providing better working conditions and establishing pleasant relations with projectionists. Executives who encourage skill and conscientious effort are a more potent influence for the advancement of better projection than has been generally realized.

THE activities briefly outlined may not necessarily be the most important for the new organization to consider, but they are unquestionably the most advisable to take up at this time. "Nothing would ever be attempted if all possible objection must first be overcome," and we ask every department of this great industry to send the new organization off with "best wishes" even though no more tangible assistance can be given until the Projection Advisory Council has put its plans into practical operation.

Board of Directors: Lester B. Isaac, President, Supervisor of Projection, Loew's, Incorporated; Laurence Jones, Secretary and Treasurer, Albee Theatre, Brooklyn, formerly editor of American Projectionist; J. Clayton, Capitol Theatre, New York; W. Ricks, Palace Theatre, Washington, D. C.; C. Greene, Minneapolis, Minnesota; A. Gray, Lancaster Theatre, Boston, Mass.; E. Keller, Chinese Theatre, Los Angeles, Calif.; I. Katz, Regent Theatre, Harrisburg, Pa.;

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Awards—Thad. Barrows, Metropolitan Theatre, Boston, Mass.

Resolutions—B. Stern, Rialto Theatre, New York.

Public Relations—Harry Sherman, Publix Theatres, New York, formerly Assistant President, I. A. T. S. E., M. P. M. O.

All these officials of the Projection Advisory Council are men of standing in this field and have been connected with the motion picture industry for many years.

Mogler's Bill for Coins to Kids \$2,823.60 for Year

Joseph Mogler, owner of the Mogler, Bremen and Excello theatres in North St. Louis, president of the St. Louis Motion Picture Exhibitors' League and State Senator on December 22 acted as Santa Claus for 1700 children in the vicinity of his theatres by passing out about \$600 in new quarters in front of the Bremen Bank.

The innovation started as more or less of a joke last year, when one of two youngsters asked him for a nickel. He gave both a nice new 5-cent piece.

The following Saturday the same two kids and a dozen or so more were on hand and once more Joe passed out coins. And every Saturday since that the crowds grew steadily.

During the fifty weeks Mogler gave away \$2,823.60.

Combine Organ and Sound System for Musical Feature

IN its ability to hold the place it has maintained as an important feature of picture presentations despite changing styles in entertainment and the very mechanics of projection and stagecraft, nothing in the theatre matches the resources and versatility of the pipe organ. For years the organ has held on as new ideas supplanted the old. And when the new became standard it was discovered that importantly associated with it was the theatre pipe organ.

At the Plymouth Theatre in Worcester, Mass., several novelties employing the sound reproducer and the organ in combination are finding great popular success. Prominent among these are the offerings of a "singing organist," whose vocal renditions are made into a microphone connected with the sound amplifier while he accompanies himself on the two-manual Robert Morton organ which is one of the featured attractions of the Plymouth.

This, one of many similar stunts, is becoming vogue at many theatres equipped with sound apparatus. The microphone is placed on the console within convenient speaking distance of the organist. The organ music, of course, issues from the pipes behind the proscenium grilles while the voice is amplified from the horns located back of the screen.



Organist addressing audience through microphone wired to sound system. Photo above shows organist of Plymouth Theatre, Worcester, Mass., at the console of the Robert Morton organ featured by that house.

Many unusual effects of the variety which appeals to picture fans are obtained in this manner.

Another practice is to use the microphone as a means of making announcements urging the audience to join in the chorus of some song played on the organ and illustrated with slides which flash the words on the screen.

Much experimentation has been carried on at the Plymouth with the result that

the Robert Morton organ installed there is becoming one of the leading standard attractions of that beautiful playhouse.

Considerable showmanship has gone into the appearance which the builders have given the visible features of the instrument. The console, which is located on a raised platform, is handsomely finished with a stipple effect done in gold bronze polychromed to match the interior ornamentation of the Plymouth.