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

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 PERFECT PROJECTIONS

Theatre Exhibits on Monogram's "16 Fathoms Deep". New York's Broadway Mayfair stop on the road to see action role of diver and his courageous sweetheart. Nautical paraphernalia, diving suits, fish, diver ballyhoo, giant color displays are additional features in New York's first-run engagement of picture.

See BACK PAGE FOR 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.

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

The miniature exhibit in the lobby of the theatre for the New York engagement of "16 Fathoms Deep." The diver ballyhooing the fish, on wires, shows the exhibit. A chest at the end of the picture is showed the wreck electrical.
ORMING DIVER-ANIMATED DISPLAY

Mon's "16 Fathoms Deep" at New
rows and Bring Steady Stream of
mance about Daredevil Sponge
ethert.

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

FOR INFORMATION ON
A SIMILAR CAMPAIGN

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

of undersea life shown
Mayfair Theatre for the
ent of Monogram's "16
isplay was animated,
ing a bell at intervals,
imming right through
alled with the title
own being raised out of
left. The device was
y operated.

(See back page)

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

SUCCESSION 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 assistant, together with six diving suits and a giant tank (6' high, 6' wide and 8'5½' 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.

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.