HOW TO PROMOTE AND

ADVERTISE "CLOSIN' IN"

With William Desmond in the leading role, exhibitors can be assured of a good many "regulars" at the box office as Mr. Desmond adds to his sterling reputation with each new appearance. Maude Wayne, who made such a decidedly pleasing appearance in "Who Is To Blame?" plays in Mr. Desmond's support.

------

Can you make this a "William Desmond" session by trimming up the lobby with stills showing Mr. Desmond in a number of his recent productions such as "An Honest Man," "Old Hartwell's Cub," "Society For Sale," "The Sea Panther" and "Fighting Back?" The exchanges may be able to supply you with plenty of stills for such a display, and this would add immensely to the appeal.

------

If you can obtain a large map of British Columbia, hang it up on one side of the lobby and put a large-headed pin on some spot, having a sign accompanying which might read, "Here Is Where Bill Desmond makes his solitary patrol as a member of the Northwest Royal Mounted in "Closin' In.""

Several evenings before the performance you might have some clever, young athlete rig up a bar on the stage and give a short pantomimic exhibition of his skill with a sign on the stage reading, "Bill Desmond is some athlete in "Closin' In," Scheduled for......date."

------

Some carpenter might, for a small sum, make a miniature log cabin for you to place in the lobby which could be surrounded with sprigs of evergreen and accompanied by a sign reading, "Want to Spend the Summer in this cabin up Northwest with Bill Desmond in "Closin' In"?"

------

Make a play on the title on Throw-aways such as "We guess you will be closin' in on us on .... date when we run that thrilling feature of the Northwest, "Closin' In" with handsome 'Bill' Desmond in the lead."

If your audiences like a smashing good fight, let them know there is one hurricane of a fisticuff affair in this picture with Bill Desmond handling 'em like ten pins in the most realistic fashion.