IT'S ALIVE WITH YOUTH!

MONOGRAM PICTURES Presents

"The Sweetheart of Sigma Chi"

WITH MARY CARLISLE
BUSTER CRABBE
CHARLES STARRETT
FLORENCE LAKE

AND
TED FIO-RITO AND HIS ORCHESTRA

DIRECTED BY EDWIN L. MARIN

A W. T. LACKEY PRODUCTION
Lobby Displays

\[\text{Image of lobby displays with movie posters}\]
Flirting Co-ed Is Life Of The Party in "The Sweetheart Of Sigma Chi"

MARY CARLISLE

Typical Example of Campus Charmer Shown in College Romance With Mary Carlisle In Role

C O L L E G E faculties to the contrary, the flirtatious co-ed is a necessary evil. Campus life would be as dull as a radio announcer's advertising talk without her. Not only is she the life of every party, she scatters infectious gaiety wherever she goes, and typifies youth, romance and feminine charm even to the grins. Veganish professors may frown upon her outwardly, but secretly they admire her colorful personality and chuckle at her antics. INSTINCTIVELY a heart-breaker, she occasionally plays the sportsman, and formal dances to keep the friendship of her ex-consorts, even after she has "got her man" and given merrily on her way.

An unusual example of one of these modern charmers is to be found in "Sweetheart of Sigma Chi," Mary Carlisle's college romance, which comes to the Theatre on 1 Col. Scene Cut or Mat No. 3.

Ted Fio-Rito Makes Picture Debut In "Sigma Chi" Film

SWEETIES

I Col. Scene Cut or Mat No. 1

To Southern California or to the younger element. Bucy Melson, Purcell Pratt, Franklin Parker and a score of other va review girls are in the picture with Ohio, California, Indiana and Oklahoma rep

"The motion picture field is wide open to college men. I don't care if they have 'conquered the country for possible talent; I firmly believe that with the search of stellar material and how hard they take sure recruits from the speaking stage, the production is one picture will ultimately have to

Radio Stars Play in "Sigma Chi" Film

SNAPPY SYNOPSIS

VIVIAN is a CHARMING CO-ED who collects fraternity pins and masculine hearts ad lib. ... is a "Sigma Siren ... and she knows her P.I.A."

ALL THE LADS FALL FOR VIV ... even Bob North, who takes only his own work seriously. But Viv's enthusiasm about Bob ... follows him to the crew-house, and conveniently falls into the river. Bob fishes her out and discovers it's a trick when Viv removes her dress - revealing a bathing suit underneath. When Bob returns the dress to her at the Theta Beta House, the package and kid Bob to a flax.

BELIEVING VIV IS MAKING A SUCCEED of him and is favoring Morley, a Kappa. A trick book on the crew falls off ... the coach takes him off the varsity crew and substitutes Morley ... Bob takes his pin from Viv ... who retaliates by announcing her engagement to Morley.

THE DAY OF THE BIG RACE, however, Bob has his place at stroke as Morley has broken his arm ... the race is on ... but Bob's heart is in the Convocation tells Bob that Viv has thrown Morley over ... will be waiting for Bob at the end of the lake in his boat and in the boat ... and Bob by a superhuman effort saves the crew on victory.

Bob PROVES A DOUBLE HERO when he saves the injured Convocation and Diss, his overworked sternman, from a near-drown when Viv shows him the heart-shaped cushions which has been stripped of all his trophies except his own Sigma Chi pin.

MARISSA CARLISLE:and 'CHAS. STARRETT

It's a Box Office SWEETHEART
MARY CARLISLE IS RATED THE GREATEST CO-ED IN PICTURES
YET NEVER WENT TO COLLEGE

Famous Actress in College Romance "The Sweetheart of Sigma Chi"
In Films At Fifteen

They like her—In fact every boy they are all for her to the women—they want to know about her hair, eyes, about her clothes—whether she makes them or where? She buys them—and other rather intimate questions dear to the heart of all co-eds. Her scores of letters from youthful admirers urge her to be greater things, but these most treasured are from nerdy sports girls who have acclaimed her the ideal co-ed.

"Sweetheart of Sigma Chi" Mary lives up to every expectation, and many more splendidHere is an indication of what a popular screen type.

More than thirty numbers of the Sigma Chi fraternity appear in the picture, it goes without saying that Mary was the center of attraction, not alone on the campus and around the fraternity but socially there at U. C. L. A., where she was at the Olympic Marathon at Long Beach where many of the racing scenes were shot.

And though Mary has never actually laid a claim to the title of "admirable," the screen's greatest her admirers often throughout when the entire production is almost continuously surrounded by such well known "Sig" as Buster Crabbe, Ernie Pielert, Tony Martin, W. E. Haines, C. W. Dreyer, John Niven, Jeff Niven, Franklin Pangborn, Wendell Williams, as well as Mort Lawrence, Chas. Hopp, H. Webster, Wilson—all of Sigma Chi.

With Mary, Mary and Buster in the leading roles in "Sweetheart of Sigma Chi," Monogram's prominence screen personality features are included. Particularly W. E. Haines, Charles Starrett, Florence Lake, Edgar Howse, Sandy Stack, Major Goodsell and Mary and the late Tod E. Veidt, and not forgetting Ted Fro-Rito and his band as well as two other celebrated radio groups—"The Middlids and Three Wise Keys."

When it comes to racing activity at the big meets, the "old grid" can hold his own with the найт колдукс on the campus. He's equally efficient at swapping yarns with cronies about the time when he was striker of the crew, made the hard hours record-breaking time or right-handed the football team to victory. But when he tries to rival the current pro: the right, he's not up to it. Far he, the athlete star, who keeps in physical trim ten years after graduation, is a rarity. Work and football and the daily dose notwithstanding,states and professional men do get fat.

SMASHING SCENE IN 'SIGMA CHI'
PUBLICITY

"SIGMA CHI" SPARKLES WITH YOUTH

Infectious Gayety Of College Picture Keeps Audience Chuckling
Reports Reviewer

CATCHY tunes, snappy dialogue, pretty girls and a crew race that spells the last word in thrilling climaxes, combine to make "The Sweetheart of Sigma Chi," which opened at the Theatre last night, the screen musical event of the present season. An infectious gayety pervades the piece that keeps the audience chuckling with good humor; it's alive with youth, romance and high spirits and fairly bubbles over with the hilarious foolishness typical of the modern college youth and maidens.

True the story is of minor importance, but there's a thoroughly entertaining, well-knit and plausible to supply a satisfactory basis for the musical and comedy features. Vivian, an irresistible college girl, serves as pivot for the plot, and her charming aggressiveness towards Bob North, retiring and somewhat modest, supplies the action. When Bob accosts the charmer, she does it completely, and the rise and fall of his turbulent sensations give opportunity for several effective bits of melodrama. A rift between hero and heroine is satisfactorily patched up after a big climactic crew race, and all ends happily.

Mary Carlisle, overnight sensation of "College Humor," impersonates Vivian charmingly, and Buster Crabbe makes Bob North a regular fellow, who wins sympathy from the moment of his first appearance. Charles Starrett appears as Bob's rival and Florence Lake and Sally Starr bring plenty of feminine charm to the male. Mary's friends Daisy and Madge, Ted Flu-Elins and his entertainers supply the latest effects in jazz throughout, and their rhythm plays an important part in the entertainment. Edwin L. T. Clark, director of the picture, superintends the excellent work on this production.

YOU'LL FALL FOR "THE SWEETHEART OF SIGMA CHI!"

MARY CARLISLE

1 Col. Scene Cut or Mat No. 9

ROMANCE

Crew Race Provides Stirring Climax
In College Musical Film Shown Last Night

Buster Crabbe & Mary Carlisle Featured in Entertaining Picture of College Life That Pleases Audience

A college story saturated with life, love and laughter; a college story brimming with music, but not a musical—a college story that for the first time in motion picture history does not concern itself with football, baseball, basketball, cross-country or track meets—just a story, for the first time on the talking screen an eight-armed shell race, enthralling thirty-two years of brute and brain, as its smashing climax.

That, in brief, describes "Sweetheart of Sigma Chi," Metro-Goldwyn-Mayer's new production, which opened last night at the Theatre.

Although somewhat submerged by the production's entertainment features, the plot is cohesive and holds interest throughout. Briefly, Vivian (Vivian), flirtations aside, comes to Harvard University as "the sweetheart of Sigma Chi." Admired by all members of the fraternity Vivian encounters her affections upon Bob North, shyly, she avoids him at first, but ultimately drowsily embraces. Believing himself assured of her favors, he starts in his crew work and is sent to the 2 V. 8. Taken by his friend Harry, he finally backtracks, helps win the race for Rawley and presumably captures the affections of the girl he loves.

Mary Carlisle as Vivian and Buster Crabbe, who played Bob North, managed to extract every ounce of charm and humor out of their roles. The pleasing impression they made was expressed by the excellent work of the supporting principals including Charles Starrett and Florence Lake, featured members of the cast—and Sally Starr, Edwin Talmage, Bud Mcintosh, Forrest Prall, Vivian, Sugar, Carl Bick, etc. It was a musical and screen masterpiece presented by Ted Flu-Elins and his orchestra with the usual staff of vocal favorites, added much to the entertainment value of the production.

THREE BLUE KEYS IN "SIGMA CHI" FILM

The Three Blue Keys, who are creating wide interest in the West Coast as radio programs are added entertainment features to the picture, are created from "Sweetheart of Sigma Chi," now running at the Theatre.

These talented young boys had their beginnings in radio and have since taken the country by storm with their snappy sayings and snappy songs. The three Blue Keys are the creation of Robert Armstong, well known in motion picture, radio, and vaudeville stages. The Blue Keys are not only humorous, they are popularly popular with the younger set.

PERSONALITY BREVITIES

When a lion tires a roar—it just means, "It's alive with youth!" But when the lion does this of the modern college lad, it means something altogether different. He is a powerful body engaged by Paramount Pictures in making "The College Jungle," starring the famous and popular actor and picture star, Charles Starrett. Starrett describes his character, "I'm a college student; I'm a real student; I'm a top student, and I'm an athlete," and that's exactly what the picture is—saying it in the language of our times.

"It's like raining blood and putting your stomach at the same time." That's how Charles Starrett describes roving in a rapturous manner across the campus, where his arm flaggers in circular motion while the knees and legs tuck up and down. Starrett had his first writing job at a local newspaper while trailing for the big facts that supplies the exciting climax for "Sweetheart of Sigma Chi," Metro-Goldwyn-Mayer's new musical extravaganza. In the Theatre, Mary Carlisle and Buster Crabbe dive headlong into the plot, while Starrett is a featured performer.

Bluff—backed by a good measure of self-confidence—played a big part in winning the hearts of Paramount Pictures for the role of the college athlete. C. W. Clairmont, associate producer at MGM, who was on the look out for his man—although the frankly admits now that he wasn't sure at the time, didn't know the facts. "But in order to prove her skill, the lion starts with a kick, the skills. So he can outmatch the winds, the crowd, and a contract was signed. Mary Carlisle, the role of "Sweetheart of Sigma Chi," now running at the Theatre, was for many years a prominent and popular figure in New York's literary and artistic world. Mcintosh, does fame from an international stage, and is probably the way of his band. He was a hillbilly, but he was also one of the best of his kind. The Blue Keys have no distinction as an actor and they are not expected to remain for another twenty years, including "Pooh-Bah" Bill and Gentlemen from Mississippi.

Frat Flirtation in "SIGMA CHI!"

2 Col. Scene Cut or Mat No. 10
SPECIAL WINDOW STREAMERS FEATURE THIS OUTSTANDING SONG TIE-UP!

THE SWEETHEART OF SIGMA CHI

LYRIC BY BYRON D. STOKES EX '13
MUSIC BY EUGENE VERNON EX '14

28th Edition

MELROSE BROS. MUSIC CO., INC.
CHICAGO.

"Would you folks play 'The Sweetheart of Sigma Chi'?"

Reproduced by permission of "JUDGE."

ANOTHER TIE-UP WITH BURT SHOES THAT'S A WINNER

REMINGTON TYPEWRITERS

There's a Remington typewriter dealer in practically every town in the United States who will be glad to cooperate with you in a display of the picture, when you play the picture. Remington dealers will work with you, and by further facilitate your tie-up, you can write direct to Mr. Eminger, Remington-Roland Co., 580 Washington St., Buffalo, N.Y.

PUBLICITY CUT or MAT NO. 28

Here is a dandy fashion mat that should click with the fashion editor in your local newspaper. Cuts and mats are available at your local exchange. Note that the mat is complete with fashion and can be divided into several units to suit editor's needs.

SPECIAL FASHION MAT FOR THE NEWSPAPERS

A SUREFIRE TIE-UP THAT WILL PUT THIS COLLEGE PICTURE ON EVERYBODY'S TONGUE

A WINNER—if you want to use the wrappers as premiums, pass them out as your audience leaves the theatre, or give them away outside several days before the show, they will bring new customers to your theatre. The price of Bud chewing gum with feature on one side and your theatre on the other side is reasonable. This new advertising costs less than any other novelty.
A SPECIAL ONE SHEET ISSUED BY
NORGE REFRIGERATOR CO.
NATIONAL PROMOTION TIE-UP

NORGE THE
"SWEETHEART OF THE KITCHEN"

and MARY CARLISLE IN
"SWEETHEART OF SIGMA CHI"

IN THE SCENES OF THIS FAST
MOVING SCREEN STORY, A MONO-
GRAM PICTURE, MARY CARLISLE
AND HER FEATURED PLAYERS,
SALLY STARR AND MARY
BLACKFORD USE THE NORGE
Refrigerator

THY USE IT BETWEEN
SCENES TO FREE THESE
INTIMATE STILLS SHOW

The Norge people are going the limit in the way of advertising and publicity co-
operation with the showings of "The Sweetheart of Sigma Chi". Abore is a repro-
duction of the special one-sheet in full color, which they are sending throughout the
country via fifty key distributing points. In addition to this, they will utilize special
stills, etc. All their dealers will be notified, and if necessary you can make a direct
contact with them by writing the Norge Corporation, 670 East Woodbridge St.,
Detroit, Mich. Here is a marvellous chance for some great window displays when you
play the picture.

Grayco Shirts and Ties

Grayco Shirts and Ties

Baker Shoes

Baker's Shoes

My Preference

Mary Carlisle

NATIONAL CO-OPERATION FROM STETSON HATS

In addition to 2500 display cards sent to Stetson dealers throughout the country, the Stetson Publicity Depart-
ment has released 2500 press stories and pictures to a national list of newspapers, featuring Mary Carlisle in
"The Sweetheart of Sigma Chi." When you have playdates, send the pictures and stories to your newspapers.

Buster Crabbe offers great tie-ups with sporting goods stores and haberdashers

The tremendous following that Buster Crabbe has built up as Olympic Swim-
ing Champion, and to his two previous pictures, "The Lion Man" and "Terror," make him a natural for tie-ups with
Sporting Goods Stores, Haberdashers, Bathing Suit Manufacturers, Gymnastics, Health Foods, etc. Here’s a great chance
to cement the popularity of this emerging young star into dollars at your benevolents.
His first appearance outside a jungle character is a natural for publicity. "The Jungle Man Goes Collegiate." Swap
with store windows and don't overlook your newspapers.
ADVERTISING WITH THE SPIRIT OF THE CAMPUS!

MARY CARLISLE
BUSTER CRABBE
CHARLES STARRETT
FLORENCE LAKE
AND
TED FIO-RITO AND ENTERTAINERS

in
THE SWEETHEART OF SIGMA CHI

Directed by
EDWIN MARIN
A W.T. LACKEY PRODUCTION

2 Col. Ad Cut or Mat No. 25

A RIOT OF ROMANCE,
LIFE AND LAUGHTER!

MONTGOMERY PICTURES

MARY CARLISLE
BUSTER CRABBE
CHARLES STARRETT
FLORENCE LAKE
AND
TED FIO-RITO AND ENTERTAINERS

in
THE SWEETHEART OF SIGMA CHI

Directed by
EDWIN MARIN
A W.T. LACKEY PRODUCTION

3 Col. Ad Cut or Mat No. 21

1 Col. Ad Cut or Mat No. 22

1 Col. Ad Cut or Mat No. 23

2 Col. Ad Cut or Mat No. 24

2 Col. Ad Cut or Mat No. 26
THE LION MAN TAMED
BY A CO-ED

See The Screen's Handsomest He-Man
As a College Hero Who Succumbed
to The Siren of the Campus...

"The Sweetheart of Sigma Chi"

WITH
MARY CARLISLE • BUSTER CRABBE
CHARLES STARRETT • FLORENCE LAKE
AND A HOST OF ENTERTAINERS
Type Lines That Make Box-Office Lines

RAH! RAH! RAH! A RIOIT OF ROMANCE, LIFE AND LAUGHTER—With a Campus Co-ed the Life of the Party.

SHE TAUGHT THEM THINGS They Couldn't Learn From Books!

SHE WAS A SIGMA SIREN—And She Knew Her P.D. Chi's!

SWEET ALMA MAMA! They Burned Up the Campus With Hotcha!

SHE FLITTED FROM CAMPUS TO CAMPUS—but She Always Got Her Man!

THE FRESHMEN WERE NOT SO FRESH—AND THE SOPHOMORES KNEW A LOT MORE—When This Cutey Co-ed Loved 'Em and Left 'Em!

CUTEY CO-EDS! FROLICKING FRESHMEN! SENTIMENTAL SOPHOMORES! TANTALIZING TUNES! DASHING DIALOGUE! MOONLIGHT AND MUSH! LOVE AND LAUGHTER! ZIP! ZEST! ACTION!

And a THRILLING CLIMAX to a College Campus Romance That's Alive and Thrilling With Youth!

GOOD OLD CAMPUS NIGHTS—WITH A CUTEY CO-ED CUDDLING CLOSE!

THERE WAS A BROKEN HEART for Every Frat Pin She Wore!

THE JUNGLE MAN GOES COLLEGIATE! The Cutey Co-ed Tamed Him!

SEE—The Screen's Handsomest He-Man as a College Hero Who Succumbed to the Siren of the Campus.

SHE GOT A HEART-LOCK ON THIS HUSKY HE-MAN—And He Didn't Have a Chance!

IT'S A SMASHING COLLEGE ROMANCE! With the Jungle Man Tamed by a Co-ed.

GIRLS WILL BE GIRLS — And Co-eds Will Be Cut-ups!

IT WILL MAKE THE OLD GRADS YOUNG AGAIN! It's a College Romance That's Alive With Youth.

BRING BACK THE GLAMOR OF YOUR COLLEGE DAYS! See The Greatest College Romance Ever Put on the Screen!

FOR DEAR OLD ALMA MATER! A Scintillating Romance of Cutey Co-eds, Frolicking Freshmen, Sentimental Sophomores, Tantalizing Tunes, Snappy Dialogue, Zip, Zest and Action!

LEARNING THE FACTS OF LIFE!

SPECIAL PUBLICITY SCENES - CUTS OR MATS AVAILABLE

TED FIO-RITO and MARY CARLISLE

THE THREE BLUE KEYS

A RIOTOUS COLLEGE ROMANCE ALIVE WITH YOUTH!

Directed by ERNEST L. LINGAN
A W. T. LACKEY PRODUCTION

1 Col. Ad Cut or Mat No. 20

2 Col. Ad Cut or Mat No. 20
A MONOGRAM SPECIAL
BACKED BY A SUPER-SHOWMANSHIP CAMPAIGN

TIE-UPS AND SHOWMANSHIP ANGLES GALORE
GALAXY OF STARS AND ENTERTAINERS
IN THIS GREAT EXPLOITATION NATURAL

"THE SWEETHEART OF SIGMA CHI" is something more than a great entertainment feature . . . It is a Showman's Special that combines everything to attract the public . . . tie-ups and exploitation angles galore that will enable the exhibitor to cover his community like a circus with legitimate advertising and ballyhoo. The remarkably comprehensive array of exploitation tie-ups contained in this Press Book will give every exhibitor complete showmanship mediums on which he can capitalize "Sigma Chi" into a gold mine.

AND LOOK AT THE CAST! One of the greatest ever got together in one feature—BUDDY CRABBE, the "Lion Man" and "Tarzan" who is on the crest of a wave of popularity that is sweeping the country . . . MARY CARLISLE, whose popularity as the coed of the screen makes her a tremendous drawing card . . . CHARLES STARRETT and FLORENCE LAKE . . . marquee names that draw legions.

THREE OF THE GREATEST MUSICAL FEATURES ever put on the screen . . . TED FIORITO and his orchestra . . . THE THREE MISHMEN and THE THREE BLUE KEYS . . . outstanding radio features and favorites with a national reputation.


IT'S A BOX OFFICE SWEETHEART!

IT'S A BALDWIN

ANOTHER TIE-UP

Ted Fio-Rito, famous master who is featured in "The Sweetheart of Sigma Chi," wields the irons of a Baldwin Grand, the dulcet notes of which are heard in the picture. The blonde beauty on the piano is Mary Carlisle, who is featured as the "Sweetheart" in "Sigma Chi."

WORLD'S CHAMPION OARSMAN AND COACH HARD AT WORK IN HOLLYW'D

Major Goodsell, for ten years world's champion oarsman and at present a famous university crew coach, acted as technical adviser on Monogram's "The Sweetheart of Sigma Chi." Here you see the Major hard at work 'technically advising' a bevy of co-eds in "Sigma Chi." It's tough for the Major, but he doesn't seem to mind it. Who would?
AVAILABLE AT 37 MONOGRAM EXCHANGES

MONOGRAM PICTURES CORPORATION

RITCHIE EXPORT CORPORATION

ROCKEFELLER CENTER, NEW YORK

FOREIGN DISTRIBUTORS

W. Ray Johnston, President

ROCKEFELLER CENTER, NEW YORK CITY

DISTRIBUTORS FOR THE UNITED KINGDOM

PATHÉ PICTURES, LTD.