PUBLICITY

CAST
Vivian — MARY CARLISLE
Bob North — BUSTER CRABBE
Morley — CHARLES STARRETT
Dixey — FLORENCE LAKE
Coxburn — Eddie Tamblyn
Mudge — Sally Starr
Bunny — Mary Blackford
Trainer — Tom Dugan
Professor — Burr Melotach
Coach — Major Goodsell

MUSICAL FEATURES
TED FIO-RITO and his orchestra

“SIGMA CHI” IS RIOT OF LOVE, LIFE LAUGHTER, BRIMMING WITH MUSIC

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

A COLLEGE story saturated with love, life and laughter; a college story brimming with music, but not a musical; a college story for that first time in its motion picture form does not concern itself with football, baseball, basketball, cross-country or track meet contests — but features, for the first time on the talking screen an eight-armed shell race, enacted by thirty-two youths of brain and brawn as its smashing climax.

That, in brief, describes “Sweetheart of Sigma Chi,” Monogram’s most recent 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 it concerns Vivian, flirtations ensue, known at Rawley University as the sweetheart of Sigma Chi. Admired by all members of the fraternity Vivian enters into a contract with Joseph, the jock, to be his wife if she wins the eight-armed shell race. When Vivian proves to be the better swimmer she is allowed to enter the race.

When the time comes Vivian proves to be the better swimmer, and she wins.

Buster Crabbe as the lead in “Sigma Chi” is a new figure in Monogram’s musical college story running at the Theatre.

“Vivian”81 (playing opposite Vivian) has its share of romance, its share of comedy, and its share of suspense. It is a picture that will appeal to all college girls, and especially to those of rawley University, where the生产 is set.

Radio Stars Play In “Sigma Chi” Film

There can be little doubt that Ted Fio-Rito and Monogram Pictures and his production department plan to feature entertainment in their current production “Sigma Chi” which comes to the Theatre on

For in this production, aside from an extremely interesting story of college life and love, there are four hit to feature entertainment throughout the production.

This fact is amply borne out by the production of some of the best talent in radio. Ted Fio-Rito, the leading man in this production and director, brings into his orchestra, Lief Erickson, Betty Grable, William Marshall and Sally Starr. Moreover, he has brought into the production and into the film itself, some original songs and music created especially for the picture. The Three Melotachs, the band of Max Terrill, Bob Forrest and Jack McDonald have been loaned to the N.B.C. Columbia and other national broadcasting house, and have a trio of well known and well liked radio favorites.

Three “Blue Keys” former radio stars, are featured prominently in the film as they have been so far the last year over KFWB, KEJ and KFV.

MEET BUSTER CRABBE — OARSMAN

2 Col. Scene Cut or Mat No. 6

PERSONALITY BREVITIES
When a lion bites a man — it isn’t news. But when the lion dies of the bite, and the man lives marvelously, it’s something to write about. Buster Crabbe, internationally famous athlete and picture star, is the man — and the lion was a powerful beast engaged by Paramount to play in “King of the Jungle.” Butler, who tells this story himself, explains the fun that was had by all, when the lion didn’t agree with him. May be it’s true. Crabbe was not a real lion, of course, but a lion in the leading male role in “Sweetheart of Sigma Chi,” Monogram’s musical college story running at the Theatre.

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2 Col. Scene Cut or Mat No. 5

SNAPPY SYNOPSIS

VIVIAN IS A CHARMING COED who collects fraternity pins and masculine hearts ad lib. . . . She is a “Sigma Siren” and she knows her P.D.C.H.! 

ALL THE LADS FALL FOR VIV., except Bob North — who takes only her crew work seriously. But Viv is serious about Bob . . . follows him to the crew house and conveniently falls into the river. Bob fishes her out . . . and discovers it’s a trick she uses when Viv sees her dressing: by revealing a bathing suit underneath. When Bob returns the dress to her at the Theta Beta House . . . the crowd opens the package and kid Bob to a frazzle.

BELEIVING VIV IS MAKING A SUCKER of him and is favoring Morley, a Kappa . . . Bob’s work on the crew falls off . . . The coach takes him off in the middle of the race and . . .

SNAPPY SYNOPSIS

VIVIAN IS A CHARMING COED who collects fraternity pins and masculine hearts ad lib. . . . She is a “Sigma Siren” and she knows her P.D.C.H.! 

ALL THE LADS FALL FOR VIV., except Bob North — who takes only her crew work seriously. But Viv is serious about Bob . . . follows him to the crew house and conveniently falls into the river. Bob fishes her out . . . and discovers it’s a trick she uses when Viv sees her dressing: by revealing a bathing suit underneath. When Bob returns the dress to her at the Theta Beta House . . . the crowd opens the package and kid Bob to a frazzle.

BELEIVING VIV IS MAKING A SUCKER of him and is favoring Morley, a Kappa . . . Bob’s work on the crew falls off . . . The coach takes him off in the middle of the race and . . .

SNAPPY SYNOPSIS

VIVIAN IS A CHARMING COED who collects fraternity pins and masculine hearts ad lib. . . . She is a “Sigma Siren” and she knows her P.D.C.H.! 

ALL THE LADS FALL FOR VIV., except Bob North — who takes only her crew work seriously. But Viv is serious about Bob . . . follows him to the crew house and conveniently falls into the river. Bob fishes her out . . . and discovers it’s a trick she uses when Viv sees her dressing: by revealing a bathing suit underneath. When Bob returns the dress to her at the Theta Beta House . . . the crowd opens the package and kid Bob to a frazzle.

BELEIVING VIV IS MAKING A SUCKER of him and is favoring Morley, a Kappa . . . Bob’s work on the crew falls off . . . The coach takes him off in the middle of the race and . . .

SNAPPY SYNOPSIS

VIVIAN IS A CHARMING COED who collects fraternity pins and masculine hearts ad lib. . . . She is a “Sigma Siren” and she knows her P.D.C.H.! 

ALL THE LADS FALL FOR VIV., except Bob North — who takes only her crew work seriously. But Viv is serious about Bob . . . follows him to the crew house and conveniently falls into the river. Bob fishes her out . . . and discovers it’s a trick she uses when Viv sees her dressing: by revealing a bathing suit underneath. When Bob returns the dress to her at the Theta Beta House . . . the crowd opens the package and kid Bob to a frazzle.

BELEIVING VIV IS MAKING A SUCKER of him and is favoring Morley, a Kappa . . . Bob’s work on the crew falls off . . . The coach takes him off in the middle of the race and . . .

SNAPPY SYNOPSIS

VIVIAN IS A CHARMING COED who collects fraternity pins and masculine hearts ad lib. . . . She is a “Sigma Siren” and she knows her P.D.C.H.! 

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BELEIVING VIV IS MAKING A SUCKER of him and is favoring Morley, a Kappa . . . Bob’s work on the crew falls off . . . The coach takes him off in the middle of the race and . . .
ACCESSORIES

MONOGRAM PICTURES PRESENTS

THE SWEETHEART OF SIGMA CHI

MARY CARLISLE - BUSTER CRABBE
CHARLES STARRETT - FLORENCE LAKE

24 SHEET

INSERT CARD

3 SHEET

6 SHEET

1 SHEET

22X28 CARDS