

DIRECTION OF



OF AMERICA

The Portage

THE UNITED CHAIN

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| WORCESTER, MASS. | THE BANCROFT | TRENTON, N.J. | THE STACY-TRENT |
| ALBANY, N.Y. | THE TER EYCK | NEWBURGH, N.Y. | THE ROBERT TREAT |
| UTICA, N.Y. | HOTEL UTICA | BIRMINGHAM, ALA. | THE TUTTILER |
| SYRACUSE, N.Y. | THE ONONDAGA | AKRON, OHIO | THE PORTAGE |
| ROCHESTER, N.Y. | THE SENECA | STEUBENVILLE, O. | THE FORT STEUBEN |
| ERIE, PA. | THE LAWRENCE | NIAGARA FALLS, CAN. | THE CLIFTON |
| ELMI, HIGH. | THE DURANT | HAMILTON, CAN. | ROYAL CONNAUGHT |
| HARRISBURG, PA. | THE PENN-HARRIS | TORONTO, CAN. | KING EDWARD HOTEL |

H.S. McDONNELL
MANAGER

Akron, Ohio
Jan. 27, 1932.

Secretary Community Chest,
c/o Chamber of Commerce,
Mobile, Ala.

Dear Sir:

Many cities are insuring the success of their Community Chest Campaign by using a Moving Picture showing effectively the practical results achieved and the worthy purposes to which the fund is to be applied, covering briefly but vividly the good work which each participating society and institution is accomplishing. Movie Managers are invariably glad to cooperate with the Campaign committee by running these films free of charge in the local playhouses in connection with their regular programs, where the appeal is brought forcibly to thousands of Movie patrons, many of whom would not otherwise get it in any convincing form. It is visualized publicity.

The company I represent specializes in films of this character. Not only has this organization no superior in picture making from a mechanical and artistic standpoint, but their practical experience in this particular field is invaluable in making a result getting picture, which makes a considerable gulf between the productive value of a film which they build and one produced by some other possibly high grade company, but without the desirable practical experience in this line. I would be glad without obligation or expense to you, to show you a picture we have just made and which was very helpfully and effectively used in the recent successful Community Chest Campaign at Scranton, Pa. At least a month or more must be allowed before the drive opens for the production of such a picture which costs for our service from \$2000 to \$2200, with some small incidental charges for electric current, etc. It is worth a great many times this amount in the final campaign totals.

Yours very truly,

Address: P.S. Williams,
226 Broad St., Elyria, O.

P.S. We make equally good films for Chamber of Commerce membership campaigns.

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