Created for the members of the Paramount-Pep Club, Incorporated. Published for them monthly; this issue being Number One of Volume Five, and its date of publication November Thirteen, Nineteen Hundred and Twenty-eight.

**PROGRESS** and **PROSPERITY**

**PRESIDENT**
**HOOVER**
For the Nation

**PRESIDENT**
**FRAWLEY**
For the Club

**ADVANCEMENT** in **ADMINISTRATION**
ELEVATOR ETIQUETTE

One point at which we are very palpably at close quarters personally with a public which knows us as members of an organization, is when we travel in the elevators of the Paramount Building. Then, as always, we are consciously or unconsciously on trial; and it means that as we shall be judged, so shall Paramount and Publix be judged. We write in this strain here because there is apparent a tendency when asking for one's floor to tack the ever-necessary “Please” onto the request. We note it now simply as a tendency; but have every hope that before very long it shall have become a general and pleasingly permanent habit.

But also do we note that there is a growing tendency on the part of some readers of this magazine to engage the elevator attendants in conversation. This is not so good: in fact it is downright bad, a deterrent to service, a lack of courtesy not only to our own organization but to the other tenants of the Paramount Building. It can be said here with a marked degree of certainty that the fault lies not with the attendants. Their conversation is limited by rule to the concise and courteous “Floors, please!” at the start of the ascent. Any speech other than this is wrong from them with difficulty and consequent embarrassment. Please make their tasks lighter by refraining from addressing to them any other remark than the simple designation of your destination.

WELFARE WORK

Whenever the mood is on you—and it should be fairly often—turn to pages 30 and 31 of last month’s issue of Pep-O-Grams and absorb once more the details of the wonderful welfare work which Dr. Emanuel Stern’s department is doing for the entire organization. Dr. Stern has just returned from his customary semi-an-
GAY DINNER DANCE USHERS IN NEW ADMINISTRATION

Commencement of New Club Year at Astor is Happy Augury

Many triumphal years of the Paramount-Pep Club's activities have had their commencement in the grand ballroom of the Hotel Astor; but it seems to be pretty emphatically the news of the day that the greatest of all the years to date is the one which started in with the Inaugural Dinner of October 18th last. The event itself was splendidly managed and superbly staged, its execution and its results reflecting the greatest credit upon all concerned.

A record attendance of Club members were genuinely thrilled by the presence of the chief executives of the Paramount organization, chief among them being Mr. Zukor and Messrs. Jesse L. Lasky, S. R. Kent and E. E. Shauer. An unexpected and delightful guest of honor was Paramount's newest international star, Maurice Chevalier, whose smile seems fair to rank as the most popular in all filmdom.

Early in the evening the Club went about its business of transferring the custody of the Club's destiny from one administration to another. Thus under the able, humorous and wholly delightful chairmanship of A. M. Botsford, President-elect Judge Frawley received from ex-President Vincent Trotta the leadership of the Club; and transfer of the Vice Presidency was made to Edward A. Brown from Joseph Sweeney. In similar fashion—and amid the continued sincere plaudits which had greeted every other announcement—the new governors and chairmen of the various committees were announced and introduced.

Later came addresses from the Company's chief executives, each one being prefaced by a typically Botsfordian introduction. Mingled with these were brief addresses by such of the ex-Presidents of the Club as were present. These included Messrs. Harry Nadel, Joseph McLoughlin and Palmer Hall Stilson. Absentee messages were read from Eugene J. Zukor, who was out in the Middle West, and Melville A. Shauer, Paramount's special representative in Europe.

The evening was rounded out by the

(Continued on Page Six)

We Can Always Be Greater

You have always known the Paramount-Pep Club to be great and fine and progressively attuned to serving the interests of you, its members. You have always felt that it is something fine to belong to, something splendid to talk about to your friends and your relatives.

But nothing is so fine that it cannot be finer—so great that it cannot be greater—so inspiring that it cannot become a greater inspiration. And so you are going to find that, superb as has been the achievement record of the Paramount-Pep Club in the past, the year upon which it is now embarked will witness its scaling to the heights of new and more stirring accomplishments.

As yet you know but a small chapter of the plans of the new Administration. Week by week and month by month, new and thrilling vistas of meritorious innovations will open up before you. So start thinking about your Club in a bigger way, with a broader vision—for already it is a Bigger Club.
Ev'ry Mind a Notebook—-Ev'ry Eye a Pen!

BEING PERSONAL NOTES GATHERED ALONG THE HIGHWAYS AND BY-WAYS OF THE PARAMOUNT BUILDING BY OUR TRAINED CORPS OF REFORMING SLEUTHS.

John Gentile had three lady friends on his hands the night of the dance and we're still trying to figure out how he managed them. Henry Young says he wouldn't swap his one girl for any three on the floor. Eva was all eyes for Maurice Chevalier and Irene Sweeney seemed to be more than satisfied with her companion.

Polly Mahoney has regained her voice and the posting department is back to normal.

We hope the Metropolitan Life Insurance Company is duly grateful to Paramount. Billy Dwyer was one of our best co-workers and we wish him lots of luck in his new position. He was presented with a pen and pencil set from the boys and girls of the department.

The girls from the 12th Floor had a Halloween party at Chin's. Amy Press received the wedding ring in her piece of cake. This is the second time this has happened and we hope the third time brings the desired result.

Willie Gold is wondering if the Educational Committee will be kind enough to find him a good professor to instruct him in the art of playing the flute.

Four years ago, at a Paramount Pep Club Inaugural dinner, Augusta Petersen of the Contract Approval Department was introduced to Charles Joseph. On Friday, November 2nd, "Petey" became Mrs. Joseph and the newlyweds are at present spending their honeymoon in Washington. A big celebration was staged by Petey's friends in the office and she was presented with a beautiful gift.

If Columbia's football playing does not improve, George Weltner will adopt fishing as his only diversion.

Stenographic Department's loss—Production Department's gain. Catherine Cunningham has been transferred to Mr. Salisbury's Department on the 11th floor. We know that the fact of her being five stories above us will have no effect on Catherine, say the Stenographic Department personnel.

Lily Amster formerly of the Sydney, Australia office and lately of the General Stenographic Department in the Home Office, was tendered a luncheon at the Hotel Paramount Grill, by that Department, prior to her return to her home in Australia. She will visit in London for an indefinite length of time before going "back home and broke."

Jerry Sussmann has renounced Football for good because he lost heavily on his old Alma Mater, Dartmouth, who should be given a correspondence course in the intricacies of the game.

Jerry Goldsmith has subscribed to a course in Oriental dancing. Apropos of which we are reminded of the musical song hit of some years back entitled "Every little movement has a meaning all its own."

Much to the surprise of many of us, a young lady on the sixth floor, said, after acquiring a beautiful finger flash-light, that she does not get a kick out of it. Don't you think she is a rare specimen of humanity?

The added activity in the General Stenographic Department, is due to the fact that the Printing and Mimeographing Departments have been transferred from the Warehouse to the Home Office.

Eddie Ugast entertained Harold Smith, American representative of the Hays Organization, last Monday evening. After the Play de Foie Gras at the Roosevelt Grill and a De Luxe performance of "Show Boat," they did not get home until an early hour.

Dedicated to MINNIE EISNER of the Exchange Service Department, who is being married on December 15th.

December fifteenth is the day when Minnie, Ha, Ha, will have to pay
For promising Irving to love and obey
And agreeing to all the Good Book may say.
We wish her happiness in every way—
A home that is bright, a life that is gay—
But we want her to know that, come what may,
Her Paramount friends are with her to stay.

Submitted by HELEN KANE

MEL MISSED MOSTLY

The most missed Pogster at the annual Inaugural Dinner at the Hotel Astor on October 18th was Melville A. Shauer, past president of the Club, and one who has been instrumental in a tremendous fashion in building the Club up to its present pinnacle of prestige and prosperity. Absent in Paris, France, on business as special representative of the Foreign Department of Paramount, he was nevertheless remembered and honored in every important address of the evening.

Mel Shauer
PRESIDENT FRAWLEY ANNOUNCES THE LINE-UP OF COMMITTEE CHAIRMEN

TOP ROW, left to right: A. M. Botsford, Harry A. Nadel, Charles E. McCarthy, Dr. Emanuel Stern, Theodore C. Young. MIDDLE ROW: Fred Metzler, Elmer Short, Russell Holman, Henry Goldberg, Lewis F. Nathan. BOTTOM ROW: George Rogers, Charles Alnwyck, Helen W. Swayne, J. J. Wildberg, J. J. McDermott. Their respective committees are listed below.

One of the first vital actions on the part of a new Paramount-Pep Club President on assuming office is to name the Committee Chairmen who are to play so important a part with him in the Administration's work of the year. In this matter, President Frawley has acted with his customary promptness and despatch, and has succeeded in lining-up what certainly appears as one of the greatest gangs of go-getting enthusiasts the Club has ever had.

The Entertainment Committee has A. M. Botsford for Chairman, with Russell Holman as Vice-Chairman. Theodore C. Young heads the Athletic Committee. Charles E. McCarthy is Chairman of the Publicity Committee, and Fred Metzler has a corresponding position on the Thrift Committee. The Welfare Committee will of course be headed by Dr. Emanuel Stern, the Committee on Finance will be headed by J. J. McDermott, and Elmer Short will be Chairman of the Membership Committee. Pep-O-Grams this year has a pair of associate editors, with Henry Goldberg and George Rogers filling the posts. Lewis F. Nathan will again be Staff Photographer. Chairmanship of the Educational Committee falls to Helen W. Swayne, Harry A Nadel is Chairman of the Co-operative Buying Committee, J. J. Wildberg is Chairman of the Rules Committee, and the Chairmanship of the Bulletin Committee has been allocated to Charles Alnwyck.

A great bunch! And, aided by their committees, they are going to do wonderful things for the Club and for you during the current Club Year! Be sure and give them every assistance you can!
CHRISTMAS SHIPMENTS

Palmer Hall Stilson suggests that Club Members desiring to forward Christmas gifts to relatives or friends, either in the U.S.A. or abroad, should give the matter prompt consideration now.

When shipments are forwarded via express or parcel post, it is desirable to dispatch same in ample time to have delivery assured not later than the beginning of the Christmas Holidays. This is particularly true of packages to foreign countries which should be dispatched very early.

The early forwarding of Christmas packages involves better handling because the Post Office and the Express Company are extremely busy during the Holiday season, having a tremendous volume of traffic to handle, and if one wish for the least until the last moment, his order may be delayed in transit and the expected thrill of the recipient will be materially lessened.

Mr. Stilson will gladly advise any Club member who wishes information as to how to go about preparing and forwarding their Christmas gifts. Many elements enter into the economical and safe delivery of merchandise during the Holidays. He will shortly distribute to the Club personnel a leaflet of the American Railway Express Company which contains many suggestions as to handling of Christmas shipments.

GAY DINNER DANCE AT ASTOR

(Continued from page three)

grandest programme of sparkling entertainment a Paramount-Pep Club function has ever known. Organized by Louis S. Diamond, staged by Jack Partington, provided by Publix, and with Ben Black as master of ceremonies, an aggregation of great acts made the swift hours fly and the hearts beat high.

It seems that a lot of credit is due a bunch of Pepsters for having arranged a perfectly wonderful evening. Customary modesty on their part will preclude a lot of them receiving merited mention and praise. But at least it was all done in the name of the Club, it honored the Club by its genuine excellence—and it was the first great constructive step in a program which is destined to carry the Club forward to new heights of greatness and service to the Paramount and Publix organizations which have fostered it.

Strong Publicity Committee Formulates Excellent Plans

President Frawley made an excellent choice for chairman of the new Publicity Committee. He appointed Charles E. McCarthy, who knows enough about publicity to be publicity director for the entire Paramount organization. "Mack" made an early start in lining up his committee, and in announcing them he prefaced his announcement as follows: "To insure complete note of the activities of the Club in the different departments of the company, I have made this committee larger than usual. I have also appointed Leon Bamberger, vice-chairman."

The full committee is as follows: Charles E. McCarthy (chairman), Leon J. Bamberger (vice chairman), Harold Flavin, Irene Scott, Lenora Korenstein, Tom Walsh, Vincent Trotta, Russell Moon, Cliff Lewis, Al Adams, Albert Deane, Ben Serkowitz, George Britt.

The first meeting of the committee was held in the Chairman's office last Friday afternoon. The outcome of that meeting will be speedily evidenced within the span of the very near future.

THE EDITOR'S PROOF READING HAD ITS FLAWS

In our special souvenir issue of last month we had three loud-speaking instances of the fallability of editors. These flaws we are most anxious to correct with the following mentions:

On Page Three the names of Marion Coles and Rose Eidesberg became transposed on the page, for it was common knowledge to all that the election resulted in Mr. Coles becoming treasurer, with Miss Eidesberg as secretary.

In the listing of the personnel of the Board of Governors on this page the name of Arthur Dunne was most regrettably omitted. On the fourth page following, his photograph appeared in all correctness; but in this group of photographs that of Joseph R. Wood was missing, despite the fact that his name was listed on Page Three.

To the three Pepsters concerned we most humbly apologize, and trust that the matter has now been set completely right, not only with them, but within the knowledge of all members of the Club.

PUBLIX-BOOKING DEPARTMENT IS HEARD FROM

When "Little Joe" Weinstein saw fit to choose a business career, the stage lost a genius! Have you ever seen him trip the light fantastic? "Trip"—is the word!

Jean Friedman, sweet little ingenue of the Booking Department, must have a sentimental complex, because she certainly does enjoy a good cry. Therefore, she was very happy the other day when she attended the wedding of a friend.

Joel Golden, cut off clerk extraordinary, has been nicknamed "Joe Vitaphone." What a future for the talking movies!

May Keenan, Mr. Notarius' able assistant has staged a comeback after a severe siege of illness. "A was" as she is known to her friends, finds a lot of truth in the old adage about "Absence making the heart grow fonder," or what have you?

Alice Boyle has a new friend. These budding young Greta Garbos!

Knowledge

There is no quicker way to kill a sale than to have a customer detect a lack of knowledge on the part of a salesperson. It is an unquestionable discredit upon the ability of the salesperson. If one hasn't the information on the tip of his tongue, if he has to search his brain and squeeze out, as it were, a few "half-baked" fragments of knowledge, the sale will fail flat. One must compel confidence through his knowledge of the merchandise he is displaying.

-Bullock Way-
President Frawley's Message

Fellow Pepsters:

I am profoundly honored by the faith you have in me by causing my election to this high post in the administration of the Paramount-Pep Club; and I hereby pledge to give everything that I possibly can in furthering the interests of you members, individually and collectively.

It is a matter of conscious belief, even at this early stage in the activities of the new administration, that the Club will this year witness new and greater developments which will bring even closer to fruition the highest ideals that the Club set out to achieve almost eight years ago, and towards which it has striven progressively ever since.

Through the cordial and supremely inspiring co-operation of the foremost executives of both the Paramount and Publix organizations, we will this year present to the members of the Paramount-Pep Club an array of innovations which will gladden your hearts and make you all more certain than ever that not only is the Paramount-Pep Club living up to everything it set out to live up to, but also that it is one of the finest and most practical institutions of its kind in the world.

At the first general meeting held since the election of the new administration, and scheduled for today, you will hear Mr. Zukor in the first of a series of addresses promised you for delivery by the chief executives of our organization. You will hear, too, announcement made of a grand scheme of group insurance which will be made available to every member of the Club very shortly. You will be advised, also, that in addition to the regular Club Cabinet we shall also have the benefit of the advice and priceless wisdom of an executive cabinet comprising the Honorary President and Vice Presidents of the Club, and also the Honorary Chairman of the Board of Governors.

And yet these are but the beginning. Later will come announcements, on the part of the Entertainment Committee, regarding the two major annual celebrations, the Ball and the Outing, both of which will be drastically revised and improved as regards nature and location.

Though it is perhaps a little premature to go into details of all of these matters here, I cannot refrain from once more stating that they will be contributing factors in what the Administration confidently believes will be the Paramount-Pep Club's greatest year to date: and I cannot refrain from once more pledging you every ounce of energy I possess in helping the Club and its members to participate fully in the grandest year of its career to date.

G.B.J. Frawley
Cold Weather and Fresh Air

Printing a story sent us by the National Tuberculosis Association once a year makes us bitterly regret that we are not Boy Scouts and able to do a good turn like this every day of the year. The aims and purposes of this Association make it one of the most meritorious in the world, and we should all be proud and happy in the ease with which it permits us to help, in a pleasing and lasting fashion, those whom fate has been less kind to than it has been to us. In fact it's not too much to ask you to double for this year the number of Christmas Seal Stamps you used last year.

This is the season when the thermometer and the windows go down at the same time. With the arrival of the first chill breeze sashes are lowered and doors closed against the outdoor air as against a bitter enemy. This is a system that has its drawbacks, however. It is well enough to protect ourselves against cold, but in shunning fresh air too much, we are apt to run the risk of lowering our resistance against disease. No air is so healthful as outdoor air, and we need a quantity of it every day in order to keep well.

Now that the winter is upon us, let us not neglect to keep our bedroom windows open while we sleep. In an era of electric pads, hot water bottles and warm, light covering, there is no reason why we cannot have a comfortable night's rest in a cold room. Only in very severe climates is it perhaps advisable not to keep the windows wide open at night.

Moreover, we can work more efficiently and more contentedly in home, shop or office, if the windows are opened for a few minutes several times a day. And let us remember that a brisk, daily walk tones up the system so that we do not feel the cold so much. To educate the public in the value of fresh air and in disease prevention, the National Tuberculosis Association and its affiliated organizations are conducting the twenty-first Christmas seal sale.

**FACTS ABOUT THE FOREIGN FOLKS**

* * *

The Tenth Floor is still the scene of a continuous ebb and flow of personalities of the world-wide organization of Paramount. Adolphe Osso, general manager of the French organization, and Henri Klarsfeld, his sales manager, have been visiting with us for the past few weeks. Melville A. Shauer, past president of the Club, and special representative for Home Office in Europe, went recently from Paris to attend the opening of a Paramount-managed theatre, the China, in Stockholm, Sweden. Mildred Chereskin, private secretary to George Weltner, announces that December 9th will be a very important day in her life—an orange blossom day. John B. Nathan, a Club member formerly stationed at Panama, is now an integral part of the business activity of Havana, Cuba. Eddie Ugast, who knows how, when, where and why all of the popular songs of the day were written, finds but few spare moments in which to free himself from the activity which seems inseparable to the north-eastern corner of room 1007. Anne J. LeViness recently displayed a broad-minded internationalness by conducting a spring cleaning in the fall.

**A COUPLE OF PUBLIX PEPLICATIONS**

As a popular dispenser of the aims and ideals of both the Paramount and Publix organizations we welcome with much genuine gusto the periodical advent of two other bright Pelications published within a stone's throw of the Paramount Building.

One of these is The Rivoli Spotlight, a newsy and inspiration-cramped mimeographed booklet published every two weeks at the celebrated theatre at Broadway and 49th. The other is Rialtopics, which made its bow in late October from the theatre where "Wings" is now whirling merrily, and which has such attractive attributes in the matter of cleverness and newsiness that we predict a lasting success for it.

**The Date of Dates**

"Can you give me any well-known date in Roman history?" asked the teacher.

"I can, teacher," said one pupil. "Anthony's with Cleopatra."
NEW ADMINISTRATION'S PROGRESS MOVES

Executives at Club Meetings. Powerful Advisory Committee Named. 
Hour of Meeting Changed. Group Insurance Announcement

An irresistible impetus has been given the new Administration's activities in the preliminary announcement of President Frawley's plans. These announcements are undeniably a forecast that the Paramount-Pep Club intends to stride forward to the greatest heights of purposeful achievement in its history.

One radical change effected by the President has been the alteration of the hour of meeting to noon instead of five o'clock. This change is effective with today's meeting.

The outstanding feature of this meeting is the fact that the Club members will be addressed by the Club's Honorary President and Life Member, Mr. Adolph Zukor. His message to the Pepsters will be on "Organization." He is the first of a succession of speakers: next month Mr. Lasky will speak, then there will be addresses by Mr. Kent, Mr. E. E. Shauer, Mr. Katz, Mr. Kohn and Mr. Ludvig. This development of the Club's activity is in line with the desire of the organization's chief executives to come in more frequent contact with the Club's members. For our part, we know that we are signaly honored, and we know that we shall profit immeasurably from the wisdom we shall have imparted to us.

The Club also has a priceless heritage in the new Advisory Committee, which comprises the Honorary President and Honorary Vice Presidents (already named), and in addition the Honorary Chairman of the Board of Governors, Eugene J. Zukor. These executives are available at all time for consultation on major matters of policy in the conduct of the Club's affairs, and will contribute to our guidance a wealth of vision and spiritual balance such as no other Club of a similar nature in the world possesses.

A vital announcement to be made on this occasion will outline a superb Group Insurance scheme, whereby it will be possible for all Club members, at the cost of but a few cents a payday, to allay a lot of fearsome worries on the point of caring for their loved ones in the event of illness, accident or death. This Group Insurance will be but the first of a series of striking and practical Club developments to be announced by President Frawley.

It is thus most plain to see that right from the outset the new administration of the Paramount-Pep Club gets away to a sparkling start.

GROWING UP

"What did mamma's little boy learn at school today?"

"I learned two kids not to call me mamma's little boy."

ISSUE DATE OF PEP-O-GRAMS CHANGED

Herefore, Pep-O-Grams has always appeared—or been timed to appear—on the day of the regular monthly meeting. From now on, however—and commencing with the December issue—it will appear on the First of the month, along with the bills.

When it appeared on Meeting Day it was precluded from ever telling anything about the meeting. It could not carry the news about July's meeting in the August issue, because by the time it came out its readers would be absorbed in what was taking place at the August meeting.

So you will now have the pleasure of the thrill of the Meeting, and the additional thrill of reading about it when it is reflected in the pages of Pep-O-Grams two weeks later.

Contributors please note this change of publication date, and so time your news that it will still be news on the first of the month succeeding that month in which it is written.

STARS TO ATTEND PARAMOUNT-PEP CLUB MEETINGS

Plans for making the regular monthly meetings of the Club as near perfect as is humanly possible are certainly being carried to glorious heights by President Frawley. The Club's chief executive now announces that whenever a Paramount star happens to be in town on the day of the meeting, and is available, he, or she, will personally appear on the platform to greet the assembled members. Surely nothing could be finer than that!

A WONDER WEALTH OF ENTERTAINMENT FOR NINETEEN TWENTY-NINE

Word comes from the Entertainment Committee, which is under the Chairmanship of that unexcelled humorist, A. M. Botsford, with Russell Holman as Vice Chairman, that there are some truly splendid plans under way for entertaining you all during this coming Club year. Their almost immediate announcing will undoubtedly add a measure of zest to your Thanksgiving.
Fore!

On Thursday, October 25th, the Auditing Department and Publix, engaged in a thirty-six-hole golf match on the links of the Winged Foot Golf Club at Mamaroneck, N. Y., the matches were all played over the course, 6631 yards of trapped fairways.

Not a few of the players said censorable things about the fourth hole, 563 yards, par 5. It was not the 563 or the dog’s leg turn in the fairway, but the 55 yard water hazard at one’s tee shot. As McGovern was heard to say, “Gee, three balls in the drink and all good ones too.” (We personally think they were re-paints.) Maybe he was thinking of his five dollar wager with another “Mac.” One twosome was over-heard conspiring to throw their balls across, but the caddy blamed them into driving them over, by suggesting that they let him do it. To use his own words, “Let me ‘ave a bloomin’ club sir, and I’ll knock one wide and ‘andsome, sir.”

Thirty-six holes were played under ideal conditions, lunch was served at the club house, lockers and showers were put at the disposal of the players, and everything was done to make it an enjoyable day. All details were arranged by Mr. C. Bente, chairman of the golf committee.

By request of the participants in the match we take this opportunity of thanking Mr. T. C. Young for having the use of Winged Foot Club put at their disposal.

Below is each contestant’s score for his best eighteen holes.


We hesitate to print their worst scores after looking over their best.

A MODEL SPEECH

We give you herewith the text of the address with which Past-President Palmer Hall Stilson opened the Paramount-Pep Club Inaugural Dinner at the Hotel Astor on October 18th:

Mr. Zukor, Honored Guests and Fellow Members:

The Clan of Good Fellows once again is gathered for the purpose of installing our newly elected officers, whom we confidently believe will carry on our traditions, stimulate and invigorate the life blood of the Home Office Organization, so absolutely essential to the endurance of Paramount.

President Trotta has asked me to welcome you. We extend most cordial greetings to you all, and on this occasion, the outstanding event of our Club Year, bid you make merry and be happy.

To our absent brothers, scattered at the four corners of the earth, The Paramount-Pep Club broadcasts its blessing and benediction of health, happiness and prosperity.

ANOTHER PAST PRESIDENT WHO NEVER FORGOT MEL SHAUER

Harry A. Nadel, past president of the Paramount-Pep Club, made the following address to the members at the Inaugural Dinner on October 18th last:

In the midst of this celebration of the dawn of another Pep Year, I know that we must all keenly miss the presence of one who has been in a large measure responsible for our club’s progress. I refer to our Past President and good pal—Mel Shauer.

Answering a call to duty, Mel to-night, is over 3,000 miles from home, longing, I am sure to be with us. Of course, he can’t be here, and I therefore propose that we show that our thoughts are with him by sending him a word of greeting from this very room. Anticipating your unanimous approval, I have prepared this cablegram and shall read it to you.

THE CABLE. “Assembled at the Hotel Astor almost a thousand strong, we keenly miss your inspiring presence and want you to know it. Your brother Pepsters look forward to an early visit from you. In the meantime, good luck and happiness to you, Mrs. Shauer and Kenneth. Regards to Dick Blumenthal.”

(sgd.) Trotta

IS THIS NEWS TO YOU?

A secret bared. Willie Basch, projectionist de luxe, has been married since July and has kept it a secret until now. Willie “killed two birds” with one stone by going on a vacation and a honeymoon at the same time.

Believe it or not, but the Inaugural Dinner was the first Pep Club affair ever graced by Peggy De Grau’s presence. She won’t miss another.

Gertrude Jaffe and Jeanette Mendelson have taken an apartment together on West Seventy-second Street.

We wonder if Eddie O’Conner will ever find the check he’s been looking for so long.

Did anyone ever notice the resemblance between Iris Keenan and Greta Garbo?

SURPRISE PARTY!

Surprised? Anyway Mrs. William Ball, née Ruth Schwartz, persistently claims she was—when she walked into Sardis, on a recent Thursday afternoon to a formal adieu in the form of a luncheon given in her honor by a number of her Paramount friends and arranged by Tess Klausner.

This being an occasion when speeches would naturally be in order, Ruth attempted it several times but due to the fact that she had not been forewarned and also due to the fact that a certain male member of the ensemble had a number of extemporaneous speeches essential to his happiness that he got off his chest, Ruth was mercifully saved.

During the course of the luncheon an over-night bag was presented to the guest of honor which she carried in our high esteem and sincerest wishes.

And so we said good-bye to a very, very popular Paramounter.—J. N.
A GIRL IS BORN
From October 25th onward, Mr. and Mrs. Leonard J. Cushing have been receiving congratulations on their elevation to the ranks of Parenthood. A little girl brought them the honor. Mr. Cushing is a member of Mr. Kent's staff in the Home Office.

SOLITAIRE
Helen Fine is the proud possessor of a beautiful solitaire ring presented to her on October 27th by William Weiss. The entire Paramount-Pep Club extends congratulations to Helen and William.

SLENDERIZING
Hast heard that Sadie Gartner Innerfield of Film Rental fame has gone gymnastic? Yes, it's true. In an effort to attain sylph-like proportions, the dazing charmer has gone in heavily for physical culture. Poor Sadie!

C'EST L'AMOUR?
It might not be considered as clever journalism to say anything about a co-reporter, but we are desperate for News, so here goes. Inniss Dionysius Atwell almost collided with a taxi this noon. We can only draw one conclusion when a man like Inniss, usually so cautious and reserved, gets reckless. It must be love!

CASH COMBAT
There has been an abrupt cessation of combat in the strenuous Cash Receipts Civil War. We expect, however, that it will break out shortly—just as soon as the opposing factions select their captain.

PUBLIX STATISTIX
Congratulations have been extended to Mr. Plunkett, recently appointed head to the Publix Statistical department.

It is noted in this department that Rose Kirsch has lost her pal, Frances Sadlier, who has been transferred to the ninth floor front.

Besse Decker has been in high spirits of late. And no wonder (writes our correspondent), with a coat like Bess has.

Sally Novak
November 2, 1928
The Sunshine of Her Smile Will Live Whilerever Memory Does.

EDERLE-ISH
"Swim, Girl, Swim" seems to be the "main issue" to Peg O'Connor these days. From the way she has been vigilantly practising at the Park Central Pool, it has been whispered about, that she is to be the first girl to swim the Antarctic Ocean.

FOGGY
Must the tales about the ferry boat on which one travels every morning necessarily be "ferry tales"?

That Mr. A. J. Michel, accompanied by Mrs. Michel, sailed for Europe on the Berengaria on October 31st. He expects to visit France, England, Germany and Holland, particularly in connection with business matters in France and England.

COAST-TO-COAST
George S. Reinhardt who resumed his connection with the Audit Department last summer, after an absence of more than two years spent on the West Coast, was recently joined in New York by his wife and family who made the trip East by automobile. Mr. Reinhardt in a spirit of adventure chose the transcontinental bus as his means of transportation and most highly recommends this mode to those inflicted with insomnia, provided they are amply protected by accident and life insurance.

'PLASTERED'!
J. E. McDermott of the Audit Department has returned to his desk after a summer spent in Paris, or rather plaster of paris, following an injury to his ankle sustained while playing tennis. We are pleased to report that at the present writing he has been able to discard his cane and resume his eighteen holes of golf. (But don't let his Doctor see this.)

DING-DONG
Friday is the day on which most States "bump off" their undesirable guests. It may be only coincidence, but the future Mrs. Monty Gowthorpe chose Friday, November 2 as the day for the demise of Monty's long years of bachelor freedom. From then on he must account for twenty-four hours a day instead of the customary seven. The entire Audit Department, with whom Mr. Gowthorpe was formerly associated, extend their heartiest good wishes to Mr. and Mrs. Gowthorpe and the more experienced married members are glad to place at his disposal a complete stock of alibis to cover every need.
THE MISSION OF PARAMOUNT FOREIGN PUBLICITY

By O. R. GEYER
Manager Foreign Publicity and Advertising

The policy of keeping Paramount-Pep Club members informed of the various phases and the far-flung ramifications of our organization's activities, will be continued in Pep-O-Grams. The motive is an excellent one, and the material is not only informative but also highly interesting. We present as our first offering in the new volume of your house organ an insight into one of the major reasons why Paramount Pictures, the Paramount Stars, and above it all, the Paramount Trade Mark are known in every corner of the civilized world—written by one who has pioneered long and mightily in the implanting of this international Paramount fame.

Selling Paramount publicity and good will abroad has been the pleasing task of this department since its inception ten years ago. We have had an inspiring message to carry and one in which the world is keenly interested. The campaign has had its difficulties and problems and haste has been made slowly in view of the conflicting national characteristics and business methods in vogue throughout the world.

Without exception the Paramount trade marks have an international stamp of authenticity. In Buenos Aires, the words Paramount Movies are spoken among the masses as if the very music of the earth were expressed in them.

The ambassadorship of these splendid representatives of Paramount has served a mighty important purpose in the spread of Paramount publicity and exploitation throughout the world. Today we have hundreds of newspapers and magazines using Paramount news regularly as a prized feature of their news pages and still the clamor is for more and more news about Paramount and its product and its activities in the world of art. This publicity is published in approximately 37 languages and is obtained through the medium of newspapers and magazines which reach all countries where English is either the common language or else is the general tongue of commerce. Spanish, for instance, is the language of twenty-one countries scattered about the globe and through the medium of this language we reach millions of motion picture lovers with the latest news and pictorial material about Paramount product.

Through scores of correspondents stationed in New York and Hollywood as the representatives of the leading European and South American newspapers and magazines we reach out into publications issued in every important territory of the world. This is the greatest single factor in American motion picture success. The Paramount organization is so great that almost every worth while publication in Europe maintains a representative in New York and Hollywood where the business is to supply the very latest information as to what Paramount and the other leading producers are doing.

The work of this department is carried on in complete cooperation with the local publicity departments maintained in the larger offices, such as London, Paris, Berlin, Rome, Madrid, Mexico, Buenos Aires, Sydney and Kobe. This cooperative effort brings about the distribution of Paramount publicity to thousands of publications, every one of which is supplied with ample publicity and advertising material for use in its own individual exploitation campaigns.

Publicity material, readily prepared and carrying a message of widespread appeal, has generally become recognized by newspaper and magazine editors as being an important adjunct of their work. Foreign publications the world over are greatly interested in the great amount of space devoted to motion picture news in publications in this country, and it is on this that we have found a tremendous popular interest on the part of their readers. The demand for the latest news and information about personal appearances of prominent people is instrumental in the production of pictures is so great that the great world news organizations now devote considerable space and effort to the gathering of such items about motion pictures. In this country we have as examples the Associated Press and United Press which supply motion picture news material to the best newspapers, especially in South America. The cables are now used liberally to speed this material to its destination and the premiere of a sensational Paramount success, such as "Wings" and "The Patriot" is heralded throughout the entire world within twenty-four hours.

Thousands of photographs, cuts and mats are required to satisfy the growing demand for Paramount publicity. In addition we issue from this office Mensajero and Mensageto, respectively, which are circulated among exhibitors and newspaper editors in all countries in which these two languages are used.

This results in the publication of hundreds of columns of additional Paramount publicity as editors are advised to make free use of such columns in newspapers and trade papers.

So vital is the interest in news about Paramount that one correspondent in New York employs the services of an amateur staff of correspondents who are in constant communication with Brazilian stations. Many messages relating to Paramount are dispatched to Rio de Janeiro via telephone.

All this is necessary because Paramount has become world news. Every activity of the company is constantly being translated into language understood by the whole globe, inasmuch as the thousands of theaters screening Paramount Pictures have served to make the name Paramount a household word wherever civilized tongues are spoken. Every Paramount Pepster certainly can feel mighty proud of the fact that he or she has helped in the implanting of this great world-wide organization.
Created for the members of the Paramount-Pep Club, Incorporated. Published for them monthly; this issue being Number Two of Volume Five, and its date of publication, December One, Nineteen Hundred and Twenty-eight.

Plentiful
Entertainment
Projected

Purchase
Everything
Profitably

Patronize
Expressly
Paramount
(Building)
The Red Cross

The superb reaction of the members of the Paramount-Pep Club to the Red Cross Appeal is nothing but a reflection of the spirit which continuously animates this Club. The team of wonder-workers, captained by a Pepster skilled in the faculty of gathering cash in the best of causes, thus brought a twofold result: it poured a golden stream into the worthy coffers of the Red Cross, and it brought us once more face to face with the genuine quality of sentiment which actuates, at the outset, our every belief and every action.

***

Christmas Seals

Put them on every letter and every package you send out during December. Just try and imagine that every seal you use means one hundred breaths of God’s pure air to some stricken human. Try and look at the situation from the other side of the fence. Christmas Seals are more than colored strips of adhesive paper: they are passports to the peace of better health, and they are the cheapest and finest passports it is within your power to buy. Use them liberally, and affix every one with a happy thought in your mind!

***

Entertainment

Great plans are in the offing! You are going to be entertained this year as never before. Stirring projects for the winter, snappy project for the spring, and peppy projects for the summer! Something new every month, and the events of the year will be done in fashions far more differently than has been the case in previous years. Your share in these plans is simply that you provide yourself consistently with the frame of mind which will permit you to most adequately enjoy the actual events when they come along. Meanwhile, just conjure to your mind the men who are heading your entertainment committee and gain from that review some idea of the quality and merit of the entertainment they will be providing for you.

Sublime Tribute

"The House That Shadows Built" is a biography by Will Irwin. It is also the life story of our beloved Honorary President, Adolph Zukor, and it parallels this story with the rise of the motion picture industry, showing not only the greatness of Mr. Zukor as a man and as a leader, but also the immortal truth that it was he who led the industry up from its lowly beginning to its present height of world importance. The book is a supremely inspiring piece of reading, and it is tinged throughout with items of news and interest which are personal matters of fact with all of us. No Pepster should allow this book to pass unread, if for no other fact than that it takes its name from the very edifice in which we all work and carve out our destinies—the Paramount Building—"The House That Shadows Built."

***

Cooperative Buying

We have devoted some space in this issue to urging you to make full use of your Cooperative Buying Committee. This bunch of ever-willing workers are devoting a tremendous amount of their own time and energy towards effecting savings and short cuts for your purses and pockets. They are worthy of your attentions as well as your praise, for whether you make use of their offers or not they have still to put in just about the same amount of work. You should not really require any urging to avail yourself of their services, for some of the reductions which they are able to effect make the power of Aladdin’s lamp fade away by comparison.

***

News Items

The standard of news items contributed to this issue is the highest it has been in years. Pithy facts, apparently free from malice or sting, concisely stated. Here’s hoping—and believing—the good work will continue.
PARAMOUNT-PEP CLUB MEMBERS—

The delegates to the recent Fall Convention of the Department of Distribution, both Domestic and Foreign, desire to most heartily thank all members of the Paramount-Pep Club who, by their many kindnesses, courtesies and considerations, helped make their stay in New York City a super-pleasant one.

For many of the delegates it was their first Convention in New York City, as well as being their first glimpse of the Paramount Building, and it was their expressed desire before leaving the metropolis that their thanks be conveyed to all of you who acted as guides, counselors and dispensers of general information.

Also—they individually desired that in the event of any of you visiting the cities in which these men are located (and that means every city where there is a Paramount Exchange), you are emphatically requested to call upon them in order that the hospitality might at least be reciprocated.

Is this understood? Good! That’s great!
Ev’ry Mind a Notebook—Ev’ry Eye a Pen!

BEING PERSONAL NOTES GATHERED ALONG THE HIGHWAYS AND
BY-WAYS OF THE PARAMOUNT BUILDING BY OUR TRAINED
CORPS OF PERFORMING SLEUTHS.

Eva Rigney seems to be all aflutter over a coming introduction to Bert Lytell.

Henry Jung (no relation to Mah Jung) is getting along famously in his new position in the Contract Approval Department.

Irene Sweeney and Pauline Hicks are the original “Gimme girls.” Their day wouldn’t be complete if Arthur Weissman and Johnny Gentile didn’t furnish them with candy.

Will you be there? Ask Amy Press what it’s all about. Full particulars in next issue of Pep-O-Grams.

Bill Eastlack has been transferred to the Long Island Studio.

The Contract department extends a glad welcome to Adelaide Donohue, who has just recovered from a three weeks’ illness.

Laura Sheller has left the company to take care of her mother, who is very ill.

We always thought that folks built only dream castles in the air but we’ve found out that we’re wrong as usual, for along comes Rose White and starts building “Green Mansions” in the air. We’ve heard—but of course it may not be true, that it has some connection with a vacation spent at a resort by that name.

Match this if you can. Trevor Faulkner gets himself knocked down by a taxi, allows taxi to go over his arm and leg and then gets up and proceeds on his merry way. What a man!

Larry Flynn’s new title is “Night Watchman.”

Catherine Hagen gave up Jess, so that makes all Night Open.

Helen Kane is thinking of moving to Cincinnati.

Harry Nadel is waiting for the next theatre to open after finishing with Brooklyn Paramount. Bessie Goldsmith is still cutting up.

Sally McLoughlin is wondering what she will buy him for Christmas.

Alice Blunt is going to buy a book from Doubleday and Doran.

Estelle Fried of the Foreign Department came in the other day wearing a very beautiful engagement ring. It sure is a knockout.

George Weltner is still trying to solve the mystery as to who sent him a picture of Clara Bow. We hope he will be able to find the culprit.

Marjorie Banzer travels in DeLuxe style coming to and from work in her car. Margie sure is lucky, with no worry about the 7-cent fare and no crowding with the angry mob.

Marie O’Hagan solicited members on the 11th floor for the Red Cross Drive and collected a large sum. Everyone was glad to give to this worthy cause especially when the collector was as sweet and winsome as Marie.

Vincent Dougherty had an invitation to go to Albany by ‘plane, but being a heavy football fan, just couldn’t pass up the game. However, he expects to fly in the near future, which goes to prove you can’t keep a good man down.

Paul Broderick has been transferred from the 11th to the 12th floor, and we will miss him very much. We always like to see our friends “climb higher,” so extend our best wishes to you Paul.

What is the difference between Capital and Labor?

If you borrowed $10, that would be Capital; if I tried to get it back, that would be Labor.

—Welfare

Mary: “Bob and Jane are not on speaking terms.”

Jack: “I thought they were engaged.”

Mary: “So they are. They just sit and hold each other’s hands.”
RECORD GATHERING FOR FIRST GENERAL MEETING UNDER NEW ADMINISTRATION

Expressively symbolic of the success which must attend the course of the new administration of the Paramount-Pep Club was the enthusiasm and record attendance of the general meeting held under the chairmanship of President Frawley on Tuesday, November 13th. Although coinciding with the second day of the Fall Convention of the Department of Distribution of Paramount, this fact did not hinder the great gathering so far as numerical strength was concerned.

The main business of the gathering was a review of the Inaugural Dinner held at the Hotel Astor a month previously, and it was the unanimous decision that this function had been a success in every respect.

With this business disposed of, President Frawley announced with considerable regret that Mr. Adolph Zukor would not be able to make his promised address. The meeting, both as to time and date, coincided with an auspicious luncheon at which Mr. Zukor was the guest of honor, and which paid tribute to his leadership of the organization which last month gave to Brooklyn the magnificent new Brooklyn Paramount Theatre. Furthermore, absence on the West Coast of the continent will preclude Mr. Zukor from being the speaker at the monthly meeting of a week hence; but the Honorary President of the Club has promised to address the Club members at the first monthly meeting held after his return to New York.

California Industrial Accident Commission Praises Work of Doctor Emanuel Stern

Lauding the work done in preventing accidents and in promoting welfare of company employees, representatives of the California Industrial Accident Commission have placed the stamp of their approval on the efforts of the Paramount Famous Lasky medical department and safety committee.

This endorsement followed a meeting at Paramount's Hollywood studios with Dr. Emanuel Stern, medical director of the film colony, and members of the safety committee. T. W. Osgood, assistant superintendent, and Elliott M. Holbrook, assistant secretary and referee, represented the state commission.

Fourteen thousand treatments were administered to employees free of charge at the Hollywood studio hospital during 1927, members of the commission were told. There were 32,000 such treatments administered in the entire organization, the records showed. The figures for 1928 will be somewhat higher, Dr. Stern said.

After an inspection of the studio hospital, presided over by Dr. H. J. Strathearn, the commissioners made a careful tour of the plant, evincing particular interest in the numerous safety devices in operation in the many departments.

At the close of the tour, both commissioners spoke highly of the work being accomplished by the medical department and safety committee in reducing accidents and promoting welfare.

"A splendid example of care and consideration for employees is being set by this company," Osgood declared. "Such an elaborate and well regulated welfare and safety organization as you have here must start with the management and permeate down through every part of the company. I want to sincerely congratulate Adolph Zukor and Jesse L. Lasky. It is easily apparent to me that they have the interests of all the workers in their organization at heart."

"The troubles of the state commission are being greatly diminished by such efficient work as is being done here," he stated. "The education program being carried out by the safety committee is one of the important factors toward the reduction of accidents."

"The equipment at the Paramount studios is excellent and the safety and welfare program is being conducted in a way to reflect the greatest credit to the organization.

Dr. Stern's indefatigable Welfare work is one of the factors which must be considered in the ever-accelerating progress of the Paramount organization. It is our happy function to record, in the story which follows, the fact of his work being so highly lauded by national organizations beyond the scope of our own organization.
EDWARD A. BROWN. CAPTAINING
GALLANT BUNCH OF RED CROSS
WORKERS. SHATTERS RECORD

This year's distribution of Red Cross buttons in the Paramount section of
the Paramount Building eclipses all records.

There is a mighty happy reason for this superb response to one of the
greatest causes making call on the heart of humanity these days. The Red
Cross is definitely one of the great sources of succor in the cosmos of life today.
When a fire breaks out we summon the fire brigade, when the law is crashed
before our eyes we summon a policeman—and when disaster sweeps over us, we
turn instantly to the Red Cross.

This year the Paramount section of the
drive for funds was placed in the capable
hands of Eddie Brown, vice president of
the Paramount-Pep Club, and cashier of
Paramount Famous Lasky Corporation.
Eddie is not only a collector and a guardian
of funds—he's also a salesman; and it was
this determination to put the Red Cross
Drive over greater than it had ever gone
over before which led to his surrounding
himself with just about the grandest, gayest
and peppiest bunch of saleswomen possible
of being mustered in this giant building.

To the sixth floor he assigned Edith
Moses; Helen Rosenfeld had the seventh,
Sally Walton the eighth, Ida Wolf the ninth
and Ann LeViness the tenth. Marie O'Hagen
and Evelyn Winters covered the ex-
pansive eleventh, Marie Dunn and Helen
Swayne were jointly assigned to the
twelfth, and Eve Bjornsen, the thirteenth.
Captain Brown switched to the sterner sex
for the storehouse, assigning Dan Hynes
to the job.

And how these girls worked! They had
the most powerful cause in their favor, and

Officially the drive for Red Cross
funds ended on November 29th. Un-
officially it never ends, any more than
disaster or tribulation ever ends.

There are buttons always available,
and the roll call is ever open for
membership. If you have a small
stack of odd pennies, nickels, dimes
or quarters, and cannot think just
where to apportion—call the Red
Cross girl on your floor and hand
them over to her for the Red Cross.

it is to be said to the everlasting credit of
our vast army of Pepsters that the ex-
cuses and alibis for non-contributing were
most commendably few. With the result
that it is possible for us to announce (even
without the publication of actual figures),
that the figure of last year has been sur-
passed by more than forty percent. This is
truly a wonderful achievement and we
think that this crew of girls, under the cap-
taincy of Ed. Brown, is deserving of the
highest measure of praise from the Club.

Front row: Marie Dunn, Marie O'Hagen, Eve Bjornsen, Helen Rosenfeld. Unavailable at the time the photo-
graph was taken were Sally Walton, Ida Wolf and Helen Swayne.
Your President’s Message

Well into the second month of the current administration’s activity we find a most hopeful and inspiring reaction to the newer policies and the ultimate objective which the Club has in view. Interest in all phases of activity, both actual and projected, grows apace every day. Interest in news contributions for this little magazine is reported by the editor to be at a new high peak, a fact which has been made possible by the joint actions of the contributors in general and the new associate editors.

Great progress is being made in the new and superb insurance plan hinted at in the last issue of Pep-O-Grams. Double-barrelled care is being taken to see that this is the finest scheme of its kind within the film industry, and thus there must elapse a little more time before the scheme is ready for announcing to you.

It is likewise the pleasure of the Chairman and Vice-Chairman of the Entertainment Committee to announce that in next issue they will release details of what they believe you will regard as the most ambitious program of entertainment in all the history of the Paramount-Pep Club.

We as a Club occupy a unique position in the film world. We are set right in the heart of gigantic developments: before our very eyes the entire film industry is undergoing the greatest progress revolution within its history. It is a time in which new careers are being started tremendously on their ways, when opportunity is knocking so frequently that its knuckles are blistered. It is every Pepster’s duty to himself, and herself, to keep mentally and actively abreast of these developments—or else have no comeback when the parade has passed.

Such observations and sentiments are sincerely commended to your attention. Each and every one of them vitally concerns the Club and its members, collectively and individually.

G. B. J. FRAWLEY, PRESIDENT.
Paramount-Pep Club.

WITH THE PUBLIX ACCOUNTS STAFF

“The Wedding March” on November 25th claimed to its ranks Joseph Hahn, the Beau Brummel of the Film Rental Unit. Now we understand the reason why Joe rushed for the subway after his day’s work. Here’s to your happiness and digestion, Joe.

Bernarr McFadden Webber decided to exercise his manly form by rowing a skiff on the cold waters of the Hudson last Saturday afternoon. A bathing suit was his only protection against the cold winds. Upon hearing of this feat, one of the “Four Marx Brothers” asked him what he would do should the skiff capsize. Bernarr replied, “I’d put on my overcoat and run for the boat house.”

Nick Herrnkind is back with us after a bad attack of Influenza. The blonde Adonis won his battle and we are genuinely glad to see his beaming contenance across the aisle.

Every one in her vicinity, particularly Henry Freucht, must indeed be glad that Jeanne Briggs has finally rented her room. Even so engrossing a topic as an unrented room sometimes loses its appeal as a conversational topic.

Someone, probably jesting, told Betty Whalen of the Cash Receipts Department that she had a voice like Helen Kane. Now Betty has actually begun to believe it, and is doing her best to make her fellow workers believe it. Of course, opinions differ—!

Mamie Baker has gone in heavily for Shakespeare! So be not alarmed should you see the famous signature lady wandering around talking to herself. She is probably memorizing Hamlet’s “Soliloquy.”

FAMOUS LANDMARKS:—C. P. Donnelly’s flaming hair; Leon Savell’s perpetual “cigar”; Mary Turner’s tinkling laugh; Walter Seymour’s gift of argument; Schencker’s “way with the women,” Bert Adler’s subdued ties; Jack Pindat’s fishing yarns. (Maybe you can supply some more.)
BROADCASTING FROM STATION PUBLIX ON A WAVE LENGTH—ENTIRE ELEVENTH FLOOR
PUBLIX ACCOUNTINGS
"Romance of a Moustache"
Maxine Kessler Announcing.

Once upon a time (about a week ago), Albert Webb arrived at the office looking somewhat and peculiarly different. Upon closer observation, we noted it was vague but indiscernible signs of a moustache.

Mae Corkerey then told Al that he looked like Adolphe Menjou and might be able to double for him.

Next morning, Al arrived sans moustache!

MORAL:—Uneasy lies the lip that sports foliage!

"Cherchez La Femme" — (Find the Woman) — That's easy, if you look in the vicinity of the Accrual Dept. Henrietta Betchuk is now the one and only in that Department, since Syd Hacker has been transferred to the Insurance Department.

We have genius in our midst! J. K. Brigham, one of our newer Pepssters, is an active member of the famed Fonesbeek Players. After that "There isn't any more."

FOUND—the great news scoop of the month! T. X. Jones, like the true son of Neptune he really is, has taken to the water, under the experienced guidance of Homer Traw. Anyone who has seen Homer swim will, at once, realize how fortunate Mr. Jones is in securing Homer's services.

FILING NEWS NOTES
The charming ladies of Publix Filing Dept. celebrated Thanksgiving on Tuesday evening as the guest of Mr. and Mrs. T. DeBoer. Much Whoopee!

A terrible calamity has happened on the Ninth Floor. Little Peg Quis is no longer spreading sunshine in that direction, as she has been transferred to the Long Island Studio. Good luck, Peg.

 Seems to us that Minerva Janicki is looking kind of happy these days. Evidently it's the new boy friend, Dave. Or is it Lee?

Poor Doris Martin—No wonder she is getting so thin. Walking to work from 72nd Street never did help any one. But she will bet on these third rate foot ball teams. Three cheers for Doris the Pedestrian—"Hop, Hop, Hurry!"

A Sportsman's Prayer
If I am victor in the fray,
Let me not boast about how good
Or great I am, but grant I may
Take victory as a sportsman should.
And if defeat's hard road I tread,
If fate and fortune serve me ill,
Then let me raise my battered head,
And smile, and be a sportsman still.
—New York Evening Post.

"SOLILQUY"
Sometimes when things go wrong
"Life," we say, "is a discordant song"
We blame life, yet we are to blame
Our reasoning is wrong, it is not sane.
Perhaps we are like the moth
Blind to the glorious part of life
Ignorant of its existence
Yet we keep going on.
Life's discord and harmony go hand in hand
Don't blame the discord all on the band
For you yourself wrote the music
Whether it's sour or sweet
Life is what you make it.

RICHARD G. ENGEL
Real Estate Dept.

Don't Use Big Words
In promulgating esoteric cogitations or articulating superficial sentimentalitys and philosophical or psychological observations, beware of platitudinous ponderosity. Let your statements possess a clarified conciseness, compacted comprehensibility, coalescent consistency and a concentrated cogency. Eschew all conglomerations of flatulent garrulity, jejune babblement and asinine affectations. Let your extemporaneous and unpremeditated expatiations have intelligibility and veracious vivacity, without rodomontade or thronesimal bombast, ventrilooquous verbosity and grandiloquent api- dity; shun double entendre, prurient jocosity and pestiferous profanity, whether obscure or apparent.

In other words, speak PLAINLY, SENSIBLY and TRUTHFULLY.—Exchange.

If Anyone On Your Staff Has—
Been promoted...
Got married...
Sprained an ankle...
Given a party...
Bought a house...

Gone fishing...
Or hunting...
Been away...
Come home...
Joined the army...
Taken a vacation...

Had an idea...
That you used...
Or anything else...

SEND IT TO THE EDITOR
It is News—
For "Now!"

The above was clipped from "NOW," a motion picture theatre circuit house organ in California, and sent to us by A. D. Gherson, of the Publix Legal Department.
THE SEEMINGLY MINOR ECONOMIES WHICH HELP TO
MAKE LIFE RUN MORE SMOOTHLY

One of the major purposes of the Paramount-Pep Club is to aid prac-
tically and materially in effecting econ-
omies in the purchases of its members. This it does in far more ways than we
believe the average member knows and appreciates. It is almost impos-
sible to think of anything (other than pet giraffes, Graf Zeplins and New
York Central locomotives) which the Cooperative Buying Committee of the Club cannot help you to purchase at a
liberal discount. Functioning under the able and ever-ready direction of
Harry A. Nadel, this committee is al-
ways ready to solve your purchase
problems.

We are made mindful of this by the
recent super-successful sale of Thank-
giving Turkeys, where there was so
much zest and happiness displayed that
even the turkeys carried a wan smile of joy. This sale also disposed of a
great many of the delicacies insepa-
ralbe from Thanksgiving Day, and
there also have been carried a line of
Thanks, except that this is a detail
which so few people think of using on
Thanksgiving Day.

Some Club members have reported
wonderful cooperation in the matter of
buying their radio installations, the
saving on this particular line of goods
being so good as to be almost speech-
berefting.

CHRISTMAS IS COMING AND
POCKET BOOKS ARE FAT

"Holiday Greeting Cards
and Wrapping Accessories"

$1.00 SPECIAL
Box of 12 assorted Steel Engrav-
ed Christmas and New Year
Cards with inside and outside
envelopes.

85c SPECIAL
Box of 21 Engraved Christmas Cards

85c SPECIAL
Box of Wrapping Accessories, in-
cluding red tissue, white tissue, holly tissue, gold string, silver
string, tags, etc., etc.
The above can be seen in the PUR-
CHASING DEPARTMENT ROOM
1210-B, between 12:00 and 2:00 daily
and orders will be taken.
H. A. NADEL, Chairman,
Co-Operative Buying Committee.

We wish also to call your attention to the
new barber-shop notices which have
been posted in appropriate places around the building. It is commonsense that we
should patronize the tenants of our own
building, when it is convenient to us, and
when it does not encroach upon the Com-
pany's time. This makes us mindful also of
the other vendors within the building,
all of whom carry wares we wear when we
wear well.

There's a little plea in all of this. Get
the habit! The habit of working hand-in-
glove with your Cooperative Buying Com-
mittee on all of the purchases you'd like to
make in this fashion; and also the plea of
patronizing Paramount Building stores.

PLEASE BE SURE TO ATTEND THE NEXT GENERAL MEETING!

The wonderful attendance at the last general
meeting leads to the hope that the next one, to be
held on Tuesday, December 11th, will inspire an
equally fine attendance. Due to the unavoidable
absence of Mr. Zukor on the West Coast, Mr. Lasky
will make an address which it is expected will be
momentous in every way. Moreover, this will be the
last opportunity for Pepsters to gather together be-
fore the Christmas season, and we are sentimental
enough to believe that everybody will want to take
advantage of this fact.

Remember the time and the place! Eleventh
floor well, over the Paramount Theatre, at noon on
Tuesday, December 11th. And be sure and be prompt.
Organ Equals 200-Piece Symphony Calling Upon 800 Instruments

In line with our policy of keeping you thoroughly acquainted with the multiple ramifications of Paramount Famous Lasky Corporation, both in Paramount and in Publix, we present herewith a special article on the mightiness and manipulation of the Wurlitzer organ. This article appeared, with illustrations, in the special issue of "Brooklyn" Magazine which appeared in honor of the Brooklyn Paramount Theatre opening on November 24th.

By RAYMOND PUCKETT

The new Brooklyn-Paramount theatre brings many new things to Brooklyn. This time it is a fact that harks back to Biblical lore. It seems that in the days when the jealous brethren of Joseph denied him of his coat, and then got him down into a deep well, they departed with to the scene of a frolic presided over by music phonograph,. It is to our modern jazz bands. The "hot" music instead of coming from a wailing saxophone, however, came from a tibia plana carved from the wild woods of the hot-sy-tosy folk of Biblical days wore out their sandals in the rhythm of its weird wailing tone.

By Mr. Murtagh, one of the great pipe organ virtuosos, who supervised the installation of the organ in the Brooklyn-Paramount, which he will play, discovered another phase, and has installed this unusual pipe among the resources of the organ, he says, has all of the instrumentation of a 200-piece symphony orchestra.

The new pipe was first tried out with only moderate success in the organ of the Uptown Theatre in Chicago, and later in Detroit, at the Richard. The pipe has been perfected now, however, and Mr. Murtagh declares that it will provide an important effect in symphonic numbers and other modern as well as certain types of jazz that are playable on the pipe organ.

The instrument in the Brooklyn-Paramount theatre plays the piano, but for the fact that it is provided with five double-touch manuals, which permits the phenomenal resources that include nearly every known musical instrument, both of that about organ stood in front. The whole instrument bellowed and shrieked in a harsh and loud manner. The keyboard, containing nine keys, extended to twenty-seven inches. The breadth of a single key varied from three to six inches. Working with the keys was to be thought of, for the key had to be struck with the clenched fist. The organist was often called "pulsator organum" or "organ hero."

Nowadays, there is no fist on organs. To prove the delicate mechanism of the latest model in the Brooklyn-Paramount Theatre, the Wurlitzer representatives, we witnessed the organ placed a coin on one of the keys and even that slight pressure brought forth a faint, insinuative sigh. This showed that coin was sufficient to convey a command to the electrical power to open one of the pipes in the organ chamber up above, by setting the current in motion in that pipe, to make it speak!

One would suppose that for this sensitive instrument to function so perfectly, a mass of intricate mechanism is required. And one supposes rightly, for, as a matter of fact, this mechanism covers both walls of the Brooklyn-Paramount Theatre and is housed in special chambers which are capable of accommodating several large sized families.

It all starts from the key board and pedals of the console. With this gigantic keyboard, the sound combinations which may be obtained is almost close to the million mark.

In addition to the keyboard, there is also the pedal-board which in the Brooklyn-Paramount organ has thirty-two notes. It is operated by the pressing of various pedals necessary to make contacts with the innumerable combinations and novelty effects of which the organ is capable.

The actual pipes of the organ are with wind chests in the chambers about the walls of the theatre. The tiny electric wires connect every note and sound with the wind chest controlling the valves which let the air through the pipes and cause them to reverberate.

Pipes in the organ are in sets. They vary in size. The smallest pipe in the Brooklyn-Paramount Theatre is about the length of a pencil, and the largest of the pipes produces piccolo effects. The largest tube is a thirty-two foot diaphone pipe which is so wide as to enable a full grown person to sit comfortably inside of it. The vibration from this one pipe when connected with the wind pressure is enough to shake a building.

The drums, cymbals, auto horns, harp action, chimes, xylophone and other "noises" are actually placed in the organ chambers and played upon by mechanical hands to which it is also connected. The energy released from the console by the organist. Every imaginable noise that could possibly be associated with any phase of life or any industry is reproduced in earth, civilization, wild jungles or barren deserts can be faithfully reproduced by the wire apparatus or trapau, in the Brooklyn-Paramount organ. Which bears the honor of the healthiest and most complete set of noise-making apparatus of any theatre in the world.

One of the outstanding innovations of this organ is in the, unique organ chambers. A great deal of thought has been given to this detail because of its importance in improving the sound of the organ.

The chambers are constructed in such a shape as to reflect sound like the sounding boards on pulpits of famous European cathedrals.

Another remarkable development in the Brooklyn-Paramount organ is the vox-hum.
HANDS OF WELCOME
GRAPS NEW PEP CLUB MEMBERS

At the last general meeting the following were gladly admitted to membership in the Paramount-Pep Club upon the proposal of Elmer R. Short, Chairman of the Membership Committee:


NO REPORTERS NAMED

Our sole reason for not carrying the names of the Pep-O-Grams reporters in the new volume of your magazine is this: in the past a number of reporters have naturally and modestly refrained from having any mention of themselves in the news columns because of the fact that it might have appeared as though they were lacking in modesty. Now, however, by virtue of remaining anonymous in the matter of providing the news, it will be possible for them to actually, and deservedly, figure in the news itself. We are confident that this is a happier state of affairs.

A SUPERB THEATRE

We most sincerely hope that the Brooklyn Pepsters are fully cognizant of the beauty, the significance and the majestic dominance of the lavish new Brooklyn Paramount Theatre which our organization has given to the largest of the boroughs of the City of New York. This scintillating film pagoda, officially dedicated to the public on November 24th, is something we should all be surpassingly proud of, and a creation whose fame we should spread to the utmost limits of our capabilities.

Will Rogers Thinks Football a Nuisance Like Politics

To the Editor of The New York Times:

Today, Saturday, minds are not on politics, they are not on national affairs, they are on football. Did you know that football is becoming as much a nuisance as politics? Millions of football fans are going to football games this afternoon. Mind you, I think it's a great thing. You spend all these years playing football and then you go through life waiting for somebody to give you a signal.

Yours,

WILL ROGERS.

New York, Nov. 23.

FOOTLIGHTS FAVORITE HAS REMAINED HIDDEN TOO LONG IN OUR MIDST

A special representative of our research department, operating in the Pelham district, has discovered the local theatregoers being thrilled and charmed by a Paramounteer of whose acting ability we have been too long ignorant. This operative, attending the presentation of a comedy in Pelham's leading opera house, was more than casually amazed to find the leading feminine role being played by Dorothy McLean, of Office Manager McLoughlin's department. And a right smart job she made of it, reported our operative. Our congratulations to Miss McLean.

New Office Boy: I've added those figures up ten times, sir.
Sales Manager: Good boy.
N. O. B.: And here are the ten answers, sir.—Sales Talk

MEL. SHAUER COMING FROM PARIS ON BRIEF VISIT

The gang are getting all set for a riotous welcome to Melville A. Shauber, past president of the Paramount-Pep Club, who will be paying a periodic visit to New York as part of his routine as special representative of the Foreign Department in Europe

A BEUTEFUL BIRTHDAY

At a luncheon tendered to Mr. C. A. Beute on November 21st, (his 46th Birthday) the boys in the Auditing Department presented him with a very old violin as a tribute to his musical genius. In the course of his witty speech of thanks he expressed a keen desire to meet the donor of one small useful gift wrapped most carefully in eleven boxes.

WITH THE PUBLIX BOOKERS

George Haupert is known as the U.S.A. boy (Unusual Sex appeal). Oh Sex Appeal! What crimes are committed in thy name! We have a song bird in our midst—Dave Samuelson. Dave usually bursts into a soulful ballad around three o'clock every afternoon. It is a known fact, however, that the Booking Department has no ear for music.

Eddie Berger, the shiek of the department still reigns supreme—and in these days of Revolutions! Even the slow progress of that bit of lip foliage cannot daunt Mr. Berger.

Besides her other accomplishments, the talented Jeanne Friedman is a high flyer! She went riding in an aeroplane, but after her initial trip, she has decided to leave all the honors to Lindbergh. At least, in an automobile, you can get out and walk.

We are sorry to learn that Anne Garfinkle, Mr. Netter's secretary, is leaving us, but we are glad, as long as she must go that she has, as her successor, Lillian Rudnick. Look to your laurels, now, girls of the Booking Department.

IRONICS

Frank Irving Fletcher in The New York Herald Tribune

Most of us think backward instead of forward, citing the opportunities we have missed instead of noting those that are coming. The only way to make money out of your recollections is to write a book.
Back from the Island of Living Dead...

The little ship steams slowly out of the harbor. And no one looks behind as the island vanishes in the noonday haze. It is the Island of Living Dead—Culion.

On the forward deck is a young Filipino mother, her eyes shining at the thought of rejoining children whom she had never hoped to see again. And here's a veteran American soldier—coming home. Here's a boy of twelve, only half aware of the horror he is escaping. These people are lepers who have been cured—lepers not doomed to watch their hands and faces rot slowly away—lepers who are clean.

For leprosy is curable. A year ago, General Leonard Wood brought back the news that a single American doctor, H. Windsor Wade, isolated in the Philippine leper colony at Culion, had cured over a thousand of these unfortunate. The general's last public speech before his death was an appeal for funds to aid Dr. Wade in his great fight.

Dr. Wade stands out as one of the true heroes of science. He has sentenced himself to live among people suffering from the most hideous disease known to man. With pitifully inadequate equipment—with but few trained assistants—in the face of apparently insuperable handicaps—he has accomplished miracles.

General Wood asked for two million dollars for this cause. The first million has already been contributed by 15,000 Americans. The bulk of this fund will be used for research work to perfect the cure which as yet is successful only with those in the early stages of leprosy.

There are three million lepers—scattered all over the world. This loathsome disease has even crept into our own country. But now at last, there is hope for these miserable sufferers, for the methods worked out at Culion will be given to the whole world. Such a great cause as this is not charity—it is opportunity. It is a cause to which you will feel proud to have contributed.

Interesting information on this subject may be obtained by writing the National Chairman, General James G. Harbord. Mail your check to the National Treasurer, General Samuel McRoberts.

Address all Communications to
Leonard Wood Memorial, Inc.
One Madison Avenue, New York City

The Seven Mistakes of Man
1. The delusion that individual advancement is made by crushing others down.
2. The tendency to worry about things that cannot be changed or corrected.
3. Insisting that a thing is impossible because we ourselves cannot accomplish it.
4. Refusing to set aside trivial preferences, in order that important things may be accomplished.
5. Neglecting development and refinement of the mind by not acquiring the habit of reading.
6. Attempting to compel other persons to believe and live as we do.
7. The failure to establish the habit of saving money.

The Seven Arts of Man
To dress so well that no one will think about how you are dressed.
To talk so convincingly that profanity is unnecessary.
To believe in yourself without being a bore.
To keep the friendship of the man you have to criticize.
To tell all the truth that needs to be told and no more.
To play as a recreation and not as a dissipation.
To earn dividends without working injustices.

—Anonymous.

ORGAN EQUALS 200-PIECE SYMPHONY
(Continued from Page 10)

The organ, or organ pipe, is composed of a man's or organ voice reed. This, of course, exists in all organs, but by virtue of careful experiment with the pitch and vibration of human voices, organ experts have succeeded in evolving a reed that bears a striking resemblance to the human voice as to make it almost impossible to perceive the difference.

Some of the pipes simulate the throbbing of string instruments. Othersintonethe liquid notes of woodwind instruments. Still others give the blaring fanfare of brasses. The soft, lingering touch of the human hand on the strings of the harp is faithfully reproduced by tiny hammers worked by bellows. And, if the organist so desires, a silvery pedal of chimes drifts lazily from the ceiling to lose its wayward accents among the dark, luxuriant recesses of the theatre.

The architects of the Brooklyn-Paramount Theatre have seen to it that this latest magnificent example of the organ craftsman's art should have a fitting setting in the new theatre. Imbedded in a grill above which rises a lofty fantasy of graceful sculpturing, it is flanked on both sides by illuminating brackets thirty feet in height. The organ grills are lighted by an intricate method of illumination unlike anything ever attempted in any theatre before.

Above it, through the garden trellis of an old Italian garden, seeps the cool, sky-blue light of outdoors. About it, the majestic pillars of an early Italian Renaissance interior stretch their vaulted arches into space.

What could be more fitting than to set this final glorification to Music in an old Italian background, the very source of art and music here in this theatre of "ultimate beauty and luxury."
Special Christmas Issue

Created for the members of the Paramount-Pep Club, Incorporated. Published for them monthly: this issue being Number Three of Volume Five, and its date of publication, January One, Nineteen Hundred and Twenty-nine.

The Only ‘Run’ in this Stocking is the Run of Good Times and Good Fortune for Paramount Pep Club Members During 1929.
Congregating

Pep-O-Grams possesses this conviction: that it is just as much an injustice to the tenants and occupants of the Paramount Building to congregate on the sidewalk immediately outside the entrance to the building as it was formerly to gather in the lobby. Both are impediments to progress, physically as well as aesthetically. We are furthermore convinced that there are a great many finer rendezvous just as handy to the Crossroads of the World as is the spot immediately in front of the entrance to the building, and for the small consideration of a written request we will supply inquirers with a typewritten list.

* * *

Questionnaire

Theodore C. Young, chairman of the Athletic Committee, recently despatched to the farthest corners of the Club a questionnaire—probably the most complete and soul-searching questionnaire ever given distribution. Speaking in a none-too-abstract fashion we would say that this questionnaire was the finest evidence yet to hand of concrete plans for the Club’s progressive activity. Any member who did not fill in that questionnaire, and pep his or her answers with a decent amount of zeal and zest, just isn’t functioning in a normal fashion, and should surely hotfoot it to Dr. Stern’s Welfare Department for an overhaul.

* * *

Insurance

We heartily and happily commend to the attention of every member the preliminary announcement of the Paramount-Pep Club Insurance Plan outlined in this issue. As a practical means for providing, in some measure, for loved ones, it transcends, for the minuteness of its outlay, anything we have ever encountered. Not to be a participant in this plan of insurance is a thing so incomprehensible that the action can hardly be termed complimentary to the common sense of the non-participant.

* * *

Thankyous

Nothing has made us happier in its own quiet little way during the month than has the gratifying response to the request that you tack a “Please” onto your request when asking for a certain floor after entering the elevator. It was so simple a thing, and so easy to accede to, that we completely succumb to the belief that it was absentmindedness or rudeness which was formerly responsible for the omission. So on behalf of the elevator attendants, and in the common interests of decency, we thank you all for your observance of the request, and sincerely hope that the existing indication of permanency with which the custom is being borne out will indeed prove to be a true permanency.

* * *

Talkies

One of the finest addresses ever delivered to Pepsters was that given on the subject of Talking Pictures by Mr. Lasky on December 11th. We have sought in our humble fashion to reproduce something of the spirit of this address; but even beyond this we urge it most strongly on every Pepster to take Mr. Lasky’s words most seriously to heart, and to follow his advice and his deeply sincere requests to the limit of your abilities. These are vital days we are living in; and it has always been the way of destiny that those who have not actively participated in the writing of history have never been remembered in the pages of that history.

* * *

Succor

Those who heard the stirring results of the Red Cross Roll Call, as delivered at the last general meeting of the Club must have indeed felt a glow of gratification at having contributed shares to the meritorious total. Not only were the records of all other years shattered, but there was a spontaneity to the contributing which bespeaks the reason for the ever-broadening spirit of our Club and our Organization.
Christmas

(In Ten Words—or Less)

Pep-O-Grams asked the principal executives of Paramount and Publix for an expression of Christmas sentiment in ten words, or less. The following, received orally, by telephone, by memo and by telegraph, seem to sum the season and the situation sincerely and splendidly:

“Peace on Earth. Good Will Toward Men.”
—Adolph Zukor

“The Christmas Greeting is the Year’s Paramount Sentiment.”
—Jesse L. Lasky

“Your Heart Should be with Loved Ones on Christmas Day.”
—S. R. Kent

“The Most Internationally Respected of all Days is Christmas Day.”
—Emil E. Shauer

“The Day of Days for Hopes, Beliefs, Ambitions, Noble Thoughts.”
—Sam Katz

“Make Christmas Days the Surest, Safest Milestones of Your Life.”
—Elek J. Ludvigh

“Presents for Yourself Today — Many Searching Thoughts of the Future.”
—Ralph D. Kohn

And these men, being all honorary officers in the Paramount-Pep Club, naturally directed that their sentiments be addressed specifically to the members of the Paramount-Pep Club, Inc.—a Clan of Good Fellows. at Christmas time the same as at all other times.
Ev'ry Mind a Notebook—Ev'ry Eye a Pen!

BEING PERSONAL NOTES GATHERED ALONG THE HIGHWAYS AND BY-WAYS OF THE PARAMOUNT BUILDING BY OUR TRAINED CORPS OF PERFORMING SLEUTHS.

Stenographic Department wishes to welcome back Helen Fine after an absence of several weeks. And also Ruth Johnson, who left our fold several months ago.

After thoroughly investigating the "sagacious erieves" which Mildred Greenblatt calls them, but which we in our good American language call "wise eriecks," we have come to the conclusion that it must be a gift, or you must be born with it.

The Cooperative Buying Committee worked hard to make the Christmas Sale a big success.

Mrs. Reilly is so tired (from doing her Christmas shopping).

Bessie Goldsmith had a tough time hunting up a good lighter.

Sally McLaughlin thinks she's going to get a $15.00 bottle of perfume for Christmas.

Sara Lyons has two blondes in her Department now; not so bad either.

Alice Blunt wants a diamond ring or a wrist watch for Christmas; which she thinks she'll have to buy herself.

Looks like steady company between Iris Kean and Bert Adler.

The Legal Department is said to be considerably upset by the competition being offered by our well known law firm, Cohn and Cohen. Irving and Mortimer settle daily all the important legal problems of the moment and it is too bad that the Supreme Court cannot make use of their decisions.

Although Rose Boyle says she hasn't done anything interesting lately, we think she is holding out on us.

Anna Stumpf was among the missing for several days, but we are glad to report that she has now returned to the fold.

In spite of recent cigarette advertisements, Jean Cadger says she will still be faithful to Life Savers (adv.).

Harold Sugarman and the Prince of Wales rushed home together on different boats to visit their sick fathers this week. Harold came all the way from Curacao (in South America) on a Spanish barge without wireless equipment, as the Foreign Department discovered when it tried to communicate with him en route. Harold also got a good break when on arriving he found his father past the crisis.

As a Christmas present we believe Miss Kass would like nothing better than to see Paramount stock selling around 100.

We notice Mauriee Livingston, the Beau Brummel of the Foreign Department, very capably leading a long line of foreign representatives around Childs with their trays. Mr. Livingston, although he makes light of the matter, seems to have had much experience with said tray.

STOREHOUSE NEWS

Catherine Lufrano and Mr. Craig have been transferred from the Storehouse to the Home Office Ad Sales Department. Our best wishes for their success.

Ray Eisner has been promoted to the position of secretary to Mr. Hynes.

The Storehouse raffled off a turkey and a cash prize recently. The cash was won by Eddie Stoiber and the turkey by Ben Consola. Consola claims the turkey was delicious.

Joe Levae, receiving clerk, is the Eddie Cantor of the Storehouse, since he spends most of his spare time singing.

Richard O'Connell has taken examinations for the State Police of New Jersey. Here's hoping he passed his test.

The Storehouse Pepsters extend their best wishes to all for A Merry Christmas and a Prosperous New Year.

IF YOU'RE ABSENT IN THE FUTURE

The following vital and rather pertinent notice has been issued over the signature of Ralph A. Kohn, Treasurer of Paramount Famous Lasky Corporation:

Effective at once, employees will not be paid for any absence unless they comply with the following:
1. That they notify the Office Manager's Department in some manner of the reason for the absence on the first day of such absence.
2. That those absent due to illness present themselves at the Medical Department and have the absence approved by the Medical Director before returning to work.
CAPACITY ATTENDANCE MAKES USE OF OPPORTUNITY TO “SEE AND HEAR” JESSE L. LASKY

At General Meeting Our Vice President in Charge of Production Speaks Enlighteningly on Talking Pictures

A dramatic insight into the marvelous new phase of activity which has brought sound into the motion picture industry in place of silence was given by Jesse L. Lasky, Vice President of Paramount Famous Lasky Corporation, and Honorary Vice President of the Paramount-Pep Club, in his address to the members on December 11th last. Mr. Lasky’s appearance before the members on the eleventh floor well was the first of a vitally important series of personal appearances of our foremost executives promised as part of the program of the new administration.

“The motion picture industry,” said Mr. Lasky, “is passing into its greatest development since the day the photoplay was invented, and all of you members of this organization are not only witnessing the making of new film history, but are actually participating in it. This great phase of which I speak is the adding of sound and dialogue to all of our film product in a fashion which has committed us to a program of almost one hundred percent sound and dialogue pictures. This will mean the total elimination of the sub-title: it will mean that action in a picture will flow along uninteruptedly, with the characters actually speaking the lines, instead of the action disappearing entirely from the screen whilst a sub-title appeared in explanation.”

Mr. Lasky then drew a colorful picture of the attempt of a film fan of the near future to describe just what took place when silent pictures with sub-titles were the vogue: and he utilized the fact of his description drawing a laugh from his audience to illustrate just how ludicrously the future generations will view what we today accept as the general order of things. In other words—we think silent pictures with sub-titles are alright today, but the industry is going so far ahead, and so swiftly, that in even one year’s time this type of picture will appear almost ridiculous.

Then Mr. Lasky struck a more serious note. “All of you,” he said, “have seen some of the talking pictures. Perhaps you liked them, or perhaps you didn’t. Naturally they are far from perfect. Even ‘Interference,’ good as it is, has already been far surpassed by ‘The Wolf of Wall Street,’ which is due for a Broadway premiere within a few weeks. But the point I want to drive home is this: You have heard your friends say that they don’t like talking pictures, that they are tired of them and would far sooner watch a good silent picture. Well, it is true that this sentiment is abroad—it is true that we in the Production Department know of it—and it is true that this feeling has been brought about by a wave of inferior product, as well as by the presence in the sound pictures of scratching, background noises and imperfect reproductions. But, just as science and mechanics eliminated the flickering which in the early days of the film threatened to wreck the film industry before it had even got started, so these same forces are rapidly turning the talking picture into an instrument of sound and vocal reproduction as near perfect as is humanly possible.”

“Those who say they don’t like sound and talking pictures,” continued Mr. Lasky, “say so simply because they have not seen and heard the great talking pictures that will be given to the world within the next few months, and which will be but the vanguard of an ever-improving parade of wonderful talking films. Even if they should know that this wonderful treat was on the way for their enjoyment and entertainment their opinion of talking pictures would undergo a swift transformation, and I know of no better carriers of such a message than you members of the Paramount organization, whose future destinies are so strongly interwoven with the national and international acceptance of talking motion pictures.”

“I would like to continue for hours on this subject,” he concluded, “but my fifteen minutes is just about up. I want to leave you, however, with the assurance that your Production Department is facing the greatest transformation in its entire career with a confidence that you as Paramounters must admire, and that mingled in with this

(Continued on the next page)
PEPSTERS "SEE AND HEAR" JESSE L. LASKY (Continued from previous page)

confidence is its unswerving belief that you as Paramounteers are doing and will continue to do your share in consolidating public faith in the merits and the future of talking pictures—particularly Paramount talking pictures."

It is of course impossible to here do justice to the brilliant quarter of an hour's enlightenment which Mr. Lasky's talk brought to the members of the Paramount-Pep Club. We would, for instance, have liked to deal more fully with his analysis of the popular stars of today and his reasons for assuring us that practically all of these will retain their stellar positions in the world of talking pictures. But we were mighty content to be there to hear him, and to inwardly register the yow that from now onward none of our friends or relatives could negative the merits of good talking pictures, and get away with it.

BOTSFORD AND HOLMAN RESIGN: McDERMOTT AND McILVAIN FILL VACANCIES

Pressure of Company work sometimes cuts deeply into the arteries of the Club's activities—a circumstance of which we can be unselfishly proud, for the Company's sake. One of the toughest instances of this is to be found in the fact that President Frawley has regretfully had to accept the resignations of A. M. Botsford and Russell Holman from the posts of Chairman and Vice-Chairman respectively of the Entertainment Committee of the Club.

To replace them President Frawley has appointed J. J. McDermott Chairman, with William McIlvain as Vice-Chairman.

Their very first work, undertaken with less than a week to spare, was that of organizing the Christmas Party on the 26th floor of the Paramount Building on the afternoon of last Saturday. The whole-

DOES PROGRESS THROUGH KNOWLEDGE OF THE COMPTOMETER INTEREST YOU?

The members of the Educational Committee have arranged with the Felt and Tarrant School of Comptometry for free instruction in this subject for members of the Paramount-Pep Club.

The School has arranged to have an instructor at Paramount one night a week during January, February and March. The classes during January and February will be for beginners, and during March for the advanced class.

A questionnaire has already been distributed. It asked the following questions: Would you be interested in this course? Have you ever handled a comptometer? In which class do you consider yourself—Beginners—or Advanced?

So gratifying a response to the questionnaire was received that the classes are to start early in January. This is certainly a fine achievement for the Educational Committee, which consists, as you know, of: Helen W. Swayne (chairman), Agnes Mengel, Aldyth Reichenbach, Jeannette Mendelson, John Barry, Palmer Hall Stilson and W. J. Pineau.

NOTES FROM SEVERAL REPORTERS

Members of the Paramount Pep Club extend to Anne Berliner heartfelt sympathy in the loss of her Mother.

Henry Gray is now a full fledged member of the Elks.

Christmas chimes and wedding bells tolled at the same time for Martin Rosenfeld. On December 23rd Martin slipped the right kind of band on Jeanette Miller's finger and the Rosenfelds then left for Washington, Norfolk and other points south.

Lenora Korenstein was the envy of all the girls on the sixth floor recently when it was learned that she was going over to the Ambassador Hotel to have lunch with Mr. and Mrs. Clive Brook.

To Yvonne Rigney went the honor of receiving the first Christmas gift in the Sales Statistical Department. Although it was not the Ice Skates she expected, she greatly appreciated it just the same.

Eleanor Yagel must have a long Christmas list. She had to come back from lunch early the other day to file her nails.

hearted fashion in which the Club membership pitched in to help these two Pepsters make a success of the event is certainly a happy augury of the success which will attend their activities in this administration.

CONGRATULATIONS TO THE CO-OPERATIVE COMMITTEE

Christmas is a whole lot brighter—and lighter—this year for those wise ones who availed themselves of the wonderful economic facilities of the Co-operative Buying Committee which is under the chairmanship of Harry A. Nadel. This Committee is deserving of the whole-hearted congratulations of the entire membership of the Paramount-Pep Club for its untiring efforts on behalf of the members.
GOVERNORS OF CLUB ELECT CHAIRMAN AND VICE-CHAIRMAN

At the special meeting of the officers of the Paramount-Pep Club on December 14th, Joseph P. McLoughlin was elected Chairman of the Board of Governors and Vincent Trotta was appointed Vice-Chairman. The meeting was held under the Honorary Chairmanship of Eugene J. Zukor, who for several years has held this esteemed post; and retains it for 1928-29.

Several very vital matters of business were discussed at the meeting, details of which will be found in other columns.

Our Honorary President Will Address Us on January 8th

The Club Members are advised, with considerable editorial pride, that they will have the privilege of hearing in person from Mr. Adolph Zukor, President of Paramount Famous Lasky Corporation, and Honorary President of the Paramount-Pep Club, at the general meeting of the Club to be held on the eleventh floor at noon on Tuesday, January 8th.

Mr. Zukor, who has been taking a mighty well-earned rest in California during the past four or five weeks, will have returned to New York a few days prior to the 8th, and will be more than pleased to address you on the subject of "Our Organization."

THANKS TO MR. LASKY

This opportunity is taken of conveying to Mr. Jesse L. Lasky, Vice President of Paramount Famous Lasky Corporation, and Honorary Vice President of the Paramount Pep Club, the thanks of the entire Club membership for the truly inspiring and enlightening address on sound and talking pictures which he delivered to them on December 11th last.

OUR VISITOR'S BOOK

A figure that we're mighty happy to see around the Paramount Building these days is Melville A. Shauer, special representative of the foreign department in Europe, and equally renowned as a past president of the Paramount-Pep Club. He is in New York with his wife and their young son for several weeks prior to returning to Paris.

John W. Hicks, Jnr., managing director of Paramount's Interests in Australia, New Zealand, Java, Straits Settlements, Federated Malay States, Siam and all of those other fascinating, sweet-scented, romantic lands of the Far East, is visiting New York for a few weeks. He also has his wife and their young son with him.

Fred W. Lange, who is in charge of Paramount's interests in Argentina, Paraguay and Uruguay, is paying his annual winter visit to the Crossroads of the World.

E. J. Lipow, special representative of Paramount in Poland, Latvia, Finland, Lithuania (This is certainly a pretty good geography lesson for you Paramounteers, provided you bother to find out where these places are), is also in New York for a few weeks.

IDA WOLF ESTABLISHES RED CROSS COLLECTION RECORD

Ida Wolf, whose likeness we are more than happy to reproduce here, ran away with all established records for Red Cross collections when she personally lured into the coffers of the "Croix Rouge" the sum of Three Hundred Dollars, or almost fifty percent, of the total collections. Furthermore, Miss Wolf alone and individually eclipsed by $29 the total amount amassed in the collection of last year.

As an added item of news we are of course happy to add that the sum of seven hundred dollars collected by Paramount Famous Lasky Corporation was easily the best collection made by any of the motion picture organizations.
SUPERB INSURANCE SCHEME PROPOUNDED TO BENEFIT PARAMOUNT PEP CLUB MEMBERS

For the incredibly low outlay of fifteen cents a week—or thirty cents a pay day—members of the Paramount-Pep Club will be enabled to take out an insurance policy for One Thousand Dollars. This splendid provision for the partial protection of near and dear ones has been arranged for the Club by the Welfare Department of Paramount Famous Lasky Corporation with the Equitable Life Insurance Company. Finality will be announced within a few days.

The policy is payable in full in the event of death or total disability, and to a beneficiary named by the Pepster who takes it out. In addition, the premiums will accrue and be invested in a fashion to benefit the holder of the policy. Special provisions are also designed for taking care of the continuation of the policy, should its holder leave the Company for any one of a number of reasons.

The details of this splendid plan were outlined to the Pep Club members at a special meeting held early in December, and further necessary details can be supplied by either the Welfare Department, or by Joseph P. McLoughlin, office manager. If you have not yet availed yourself of the offer, you are strenuously urged to do so, even if only as a simple gesture of consideration to those who would suffer if anything untimely happened to you.

NEW YEAR RESOLUTIONS

The average New Year resolution is little more than a fallacy; even when it is stated with emphasis it is hardly more than a sop to a troubled conscience, or a sign of a tottering vanity, or a gesture of exaggerated importance.

Even to get down to local cases there are those Pepsters who make gestured promises of contributing to Pep-O-Grams during the New Year, without having the least intention of carrying out that promise. But it does salve their conscience to make the resolution, so we must at least congratulate them upon having discovered a method for effectively salving the conscience.

The fact of the matter is that the actual equivalent of a New Year Resolution is instinctive rather than announced: it happens of one's own volition rather than being something that "ought to be done because it IS being done." Even so far as we are concerned it seemed that the thing to do was to have a beautiful page in this issue about OUR New Year Resolutions; but we hope that our unconventional but none the less truthful summing up of the true state of affairs absolves us from the full force of our own castigation.

75% of the Staff

You should note that this insurance plan can only be made effective subject to its acceptance by 75% of the active members of the Paramount-Pep Club. From the outset, strong hopes have been held out for a 100% acceptance.

Christmas Musings

By Richard G. Engel, Real Estate Dept.

Heigh ho, another Yuletide is here. A time never to be forgotten. And after Christmas shopping a new era dawns, that of Christmas exchanging.

Christmas with its bustle and hustle, headaches and worries, is here again. After it's all over a year elapses and then we play at it again, hammer and tong, tooth and nail. Let's think of originality in selecting gifts, and of those last minute purchases—that bright colored tie or that box of handkerchiefs or that Christmas jewelry (even though it turns green in the summer time).

Our bank books are sadly mutilated and for a long time lunches will consist of a sandwich and a cup of coffee. We cannot forget the future with New Year's Day to top it off. The glare and blare and that party we're going to. We'll have a great time even though we won't remember half the night. And the resolutions we'll make! It sure will be easy to make them; but oh, boy, watch us try to live up to them. And then another year will have departed, written in the books of time with its joys and sorrows. What will the future hold for us? May it be health, wealth and happiness.

REMEMBRANCE

Pep-O-Grams has received a memo from Peggy Bourdette, former secretary to John D. Clark, and now a member of the staff of the Paramount Hollywood Studios, sending her regards to all Pepsters and wishing them the jolliest of Christmases and the peppiest of New Years.
WE'RE on the fringe of another glittering event! And in the next six weeks we're going to sweep right along to the grand climax of another characteristically super-successful Paramount-Pep Club affair.

The affair is the Annual Paramount-Pep Club Ball—to be held at the Hotel Astor on the night of Saturday, February 9th.

The splendid precedent of the last Ball will be followed. Tickets will be sold to the general public at Ten Dollars per. Paramount-Pep Club members will be charged Five Dollars a ticket, and will be privileged to buy one additional ticket for Five Dollars.

Naturally there will be a sales drive to stimulate the public purchases of the pasteboards, and there will be the same splendid prize inducement that there was last year—one ticket free for every ten tickets sold.

This is our last Ball announcement before the issue of February 1st, which will be just eight days ahead of the great event. It should therefore be our desire to urge the utmost effort towards making the Ball the major spectacle of the season. But from what we have seen, heard, felt and intuitively divined, this job has been taken out of our hands by a colossal enthusiasm which seems bent on making the Ball just so big an event for Manhattan that we will probably have to hire Brooklyn, Hoboken and Canarsie to take care of the overflow.

All of this enthusiasm you will find reflected in the frequent notices of plans and progress which will be coming to you from the Entertainment Committee.

We have an excellent guarantee that the souvenir program to be produced in conjunction with the Ball will be a sparkling achievement both editorially and profitably. This guarantee is contained in the fact that its editorial and advertising columns will be under the direction of Harold Flavin, who already has a grand reputation as a producer of worthwhile-taking-home souvenir programs.
Did You Have a Good Time at the Christmas Party?

As this issue of Pep-O-Grams was already on the press when the Pep Club's Grand Christmas Party was staged on the 26th floor of the Paramount Building from 2 p. m. 'til 6 p. m. on Saturday last, we can only assume that you were there, and that you had a marvelous time.

We do know that great things in the dancing and eating line were promised by the Entertainment Committee, now headed by Messrs. McDermott and MacIlvain, newly appointed Chairman and Vice-Chairman of the Committee who are filling the posts made vacant by the resignations of Messrs. Botsford and Holman.

And now we can only hope that our reporters were busy snapping up the choice items of news for inclusion in the next issue of this magazine.

As you might readily guess, our illustration is designed to show you, with the arrows, the actual floor of the Paramount Building on which the Christmas Party took place.

In the Advertising and Publicity Departments—With Aye, Eh!

Lillian Farulo sporting a sparkler on the correct finger of the correct hand. When's it going to be, Lil?

Charlie McCarthy back again after two weeks' illness and chafing for some Pep Club action so his publicity committee will have something to keep them busy Saturday afternoons.

Harold Flavin taking a half hour for lunch. Tess Klausner wondering how we ever found anything to say about her in Pep-O-Grams.

Blake McVeigh basking in the limelight as an after-dinner speaker. "They asked me to speak for twenty minutes," says Blake, "and I spoke for an hour." Editor's note: Everybody fell asleep.

The office boy revealing January fifteenth as the day Ethel Simpson decides "for better or worse."

George Brit calling all the Long Island studio stars by their first names. George divides his time now between the Astoria plant and the nation's newspapers.

Russell Holman doing a few rather neat tricks with a very expensive derby (not his own).

Peggy Fewer explaining the unexplainable "What are Yonkers?"

Cliff Lewis rolling a can of trailer film down the hall with a ruler.


Forny Wyly daring us to find something funny to say about him.

Adelaide Miller deciding to take Monday to Thursday as her "half day" for Christmas shopping.

BEING SINCERE

Psychology teaches that "sincerity is not a quality of the weak person."

Without thinking, one might not connect sincerity with either weakness or strength in an individual, for we scarcely think of a man who is insincere as being a person of weak character; yet it is true. Strength in a man is evidenced by his knowledge of what he has earned, because he is big enough to state facts whether they carry personal favor or not, his ability to stand flat footed looking the world square in the eye and demanding what he knows that he is entitled to, and if there are any faults he will acknowledge them.

The weak man is one who has many things to conceal, facts that he fears would do him damage if disclosed. His concealment of these things is his insincerity. His fear therefore makes him weak.

Sincerity spells Strength but it also spells success. —TREVOR FAULKNER.
GOOD MORNING, NURSE!

It is a pleasure to record here the fact that one of the most infectious smiles in the Paramount Building is that possessed by Freda Joseph, who is nurse in Dr. Stern's Welfare and Medical Department. She certainly removes any qualms that one might have about entering the Doctor's office.

THAT ATHLETIC QUESTIONNAIRE

Here's hoping that you used sincere intelligence in filling out your copy of the questionnaire distributed by Theodore C. Young, chairman of the Athletic Committee. Great results are going to come from that questionnaire! This year we're going to have the finest year of athletics in our history!

SONG AND DANCE

It is rumored that the two "song birds" of the Accounting Department (known professionally as Viola Geerts and Josephine Cleary) are seriously considering an offer to display their talent in a musical offering entitled "Giggling Gertie." In addition to their vocal ability, the young ladies also possess other entertaining possibilities, Viola being an accomplished pianist and zither player, while Joe is a very graceful "Dasho" dancer.

Some people sing only upon request. Arthur Leonard, past treasurer of the Paramount Pep Club, doesn't for the same reason.

BUSINESS TO THE LAST

A young bank clerk in a midwestern metropolis was shot during a holdup of the bank. Highly excited and overly impressed with the idea that he might die, he called to a friend, "Charlie, do me a favor—write Tillie—give her my love, and tell her my last thoughts were of her—and please, carbon copies to Grace and Agnes."

INTO THE FOLD

The unanimous endorsement of the members was placed upon the following additions to the fold at the last general meeting, held on December 11th:


We're glad they're with us, and they're glad they're with us—so what more need be said?

A FEW DAYS EARLY

For most obvious reasons we have produced this issue of Pep-O-Grams for you in time for Christmas instead of bringing it out on January 1st. Thus with the hope that the few thoughts we want to register with you actually do register, let's say adios with the promise that you will get your next issue on February 1st.

WEDDING BELLs

On December 9th, Mildred Chereshkin, secretary to George Wellner of the Foreign Department, became Mrs. Bernard Kuhn. As a mark of her popularity, the Foreign Department staff presented her with a handsome banjo clock.

Our heartfelt sympathy is extended to Mr. A. J. Michel, whose mother passed away on November 29.

"Are you really a bank examiner, Mr. Tompkins?" asked the hostess.

"Yes, madam, I happen to be.

"Then I hope you will have time to examine the bank. No matter how much we shake it, nothing will come out."—American Banker

THE BOTSFORDS HAVE A GIRL

Although congratulations have been flying thick and fast around the Paramount Building this past week, Pep-O-Grams is offering, on behalf of the entire Pep Club membership, congratulations to Mr. and Mrs. A. M. Botsford on the arrival of their baby daughter, Ruth. The date of the arrival was announced on the special form of Messrs. Stork and Company, the announcement being regarded in film and publicity circles as one of the quaintest and most practical pieces of showmanship ever associated with such an event.

WATCH YOUR STEP

The season's first snowfall proved disastrous for Sayde Silver, of the Audit Department, who fell enroute to the office December 13 and sustained a fractured arm. We trust the injured member will heal promptly.

SERIOUSLY ILL

Members of the Audit and General Accounting Departments were shocked to learn that Frank Clark is suffering from peritonitis resulting from a ruptured appendix. According to latest reports he is putting up a good fight and every hope is held for his recovery.

VISITED CANADA

Mrs. Emma Peters, of the Audit Department, has just returned from a visit to her sister in Canada where she had the pleasure of a happy reunion with her mother, of Seattle, whom she had not seen for ten years. She is quite enthusiastic about the Canadian climate and winter sports, and we understand she became quite expert in diving from a bouncing toboggan and landing head first in the snow.
CHIP FROM THE TREE OF LIFE
Mostly reprinted from "Spruce Splinters," Toledo, Ohio

Life is like a deck of cards. When you are in love, it is hearts. When you are engaged, it is diamonds. When you are married, it is clubs (yours and the one she uses). And when you die, it is spades.

A straight flush is as rare on the face of a modern girl as it is in a poker game.

Say it with flowers, say it with sweets; say it with kisses, say it with eats: say it with jewelry, say it with drink; but always be careful not to say it with ink.—Ex.

I work with safety on my mind;
'Tis the same with all my kin:
On the very first day of my life
I wore a safety pin.

Most girls who haven't brains enough to cook a dinner, have beauty enough to get one without cooking it.

Elwyth: "I had a lovely nut sundae."

Gladwyth: "Yes, dearie, I have one coming over to take me motoring tonight."

Sonny: "What's a genius, Poppa?"
Poppa: "A genius, my son, is a man who can rewrite a film salesman's joke and get it accepted by 'The Ladies' Home Journal."

Henna: "I hate that man Cosgrove!"
Blonda: "Why, what has happened. I thought you liked him so much?"
Henna: "He said I couldn't whistle and just to show him I could, I puckered up my mouth so sweet and round, and what do you think he did?"
Blonda (blushingly): "How should I know?"
Henna: "Well, the fool just let me whistle."

TIPS ON THE MARKET
Or "Mind Over Matter"
By Ed. Corcoran

During the past sixty days I have made close to Eight Hundred Thousand Dollars on the Stock Market. And I did not have to worry about the Bears or Bulls. Just took the advice of my friends. I never knew I had so many wonderful pals until the market started to rise. I have always had to pay my lawyers for advice, but somehow none of my friends would accept a fee for their tips on the market.

Hardly an hour of any day, including Sundays, passed without my receipt of advice on some good "buy." Some days it was Montgomery Ward. Other days it was Radio. Then again it was Victor, Packard, Studebaker, Consolidated, etc., etc. All were straight tips sent by telephone, telegram or letter. Most of them of course were whispered.

And now that we are on the eve of a bright new year I am wondering how many of these good friends cashed in on the advice they so willingly gave to me. In what a sumptuous style they must now be living. And how best for me to express my gratitude. Because the Eight Hundred Thousand I made is all on paper, and I hate like the devil to admit my weak-kneed attitude toward their advice.

I guess they are all millionaires now.

And speaking of money reminds me that the new paper money is to be much smaller; I mean the bills, not their values. So now I suppose the "roll like a bale of hay" will give place to "one like a bundle of dental floss."

And the "Wad that would choke a horse" will soon only strangle a canary.

I hope the One Hundred Dollar Bills won't be so small that we might mistake them for postage stamps.

And I don't suppose it will be difficult much longer to make "Big money"—it might be harder to make small money.

A CHRISTMAS FANTASY
'Twas the day before Christmas and down in the "Well,"
Not a pencil was stirring, 'twas noisy as hell:
When up from a desk there arose such a clatter,
I ran to the spot to see what was the matter.
The girls had spread gifts on the desk tops with care,
Sweet laces, chemises and hankies were there:
And around stood the gentlemen, brave and so noisy
Making sure they'd not miss out on anything hussy.
While out in the lockers arose such a noise
That I hurried out there to see some of the boys.
And someone was whispering "let's have just one more
There's just a few minutes from now until four."
These things in themselves make up real Christmas cheer
By exchanging best wishes with friends we hold dear.
It is not what we give, but the way it is given.
That makes for good spirit and joy worth the livin.'
So friends, ere I stop, let me say this to you
"Be happy no matter what you do,
Make a real Christmas spirit extend through the year
And radiate happiness, joy and good cheer."
Cyril Dudley Valentine

Wedding Anniversaries
Though just a little in advance, we are using this means to convey to Mr. and Mrs. Adolph Zukor the felicitations of the Paramount-Pep Club on the occasion of their Thirty-second Wedding Anniversary—January 10th, 1929.

And to Mr. and Mrs. Emil E. Shauer on the occasion of their Twentieth Wedding Anniversary—December 25th, 1928.

Wife: "I suppose you were nervous when you first asked your husband for money?"
Another wife: "No, I was just calm—and collected."
Created for the members of the Paramount-Pep Club, Incorporated. Published for them monthly: this issue being Number Four of Volume Five, and its date of publication, February One, Nineteen Hundred and Twenty-nine.

FEBRUARY 9

IT IS UP TO EACH AND EVERY ONE OF US TO MAKE A SHINING SUCCESS OF THIS NIGHT
Emulation

You should be mighty happy, as Pepsters, to know that your Club is so highly esteemed by the entire Domestic Department of Paramount Famous Lasky Corporation, that a great many of the branch offices have already formed local Pep Clubs—and have used the Constitution of the Paramount-Pep Club, whether moved or not by the spirit to write. Pep-O-Grams is published by and for the members of the Paramount-Pep Club on the first of every calendar month at the Paramount Building, Times Square, New York City.

Volume 5, Number 4
February 1, 1929

Adresses

Having already been addressed by Mr. Zukor and Mr. Lasky—and having heard our Honorary President endorse this plan of personal talks by the Company’s executives—you should know that a noonday general meeting of the Club, on the second Tuesday of each month, is something which should under no consideration be missed. It can be stated with complete definiteness, here and now, that there will be another inspiring speaker at the next general meeting, to be held on February 12th. It will be either Mr. Kent or Mr. Katz, depending on who happens to be in town at the time. An announcement will be made locally in ample time before the meeting.

Illness

We have been through some tough times, so far as illness is concerned. As winter is with us, we are not yet over those times. A rather extensive number of cases reported to Dr. Stern, of our Medical and Welfare Department, and the promptest of treatments were ordered in every case. This usually consisted of orders-to-home, and a prescription. But even at that it was noted that a large proportion of sufferers waited far longer than they should have before reporting. In which case they allocated to themselves more misery and suffering than they need have undergone. Apart from the pain and discomfort suffered, tardiness in reporting a known ill is neither fair to oneself or one’s company.

Returned

Our President, G. B. Judge Frawley, is back at his desk marvelously refreshed from a vacation of four weeks spent visiting Panama, Havana and other colorful spots in Central America and the Caribbean. During his absence his Paramount-Pep Club duties were most ably carried out by Vice-President Edward A. Brown. Both officers of the Club are now tirelessly devoting their energies to the making of the Ball an entertainment and financial success that we can be well proud of.
OUR HONORARY PRESIDENT ADDRESSES THE MEMBERS

Those Pepsters who availed themselves of the priceless opportunity of hearing our Honorary President, Mr. Adolph Zukor, in his address to the Club on Tuesday, January 8th, certainly listened to an expression of sentiments which must make them proud to be members of the great Paramount organization.

Mr. Zukor had just returned from what was virtually the most vitally important visit he has ever paid to Hollywood, and his words reflected not only the impressiveness of this visit, but also the significance of the Paramount-Pep Club's influence throughout the organization.

The Greatest Paramounteer of Them All used a few powerfully chosen words to emphasize the great array of tasks which lay ahead of our organization: and it was then his proud pleasure to state that the Paramount organization could not face these tasks with equanimity were it not for the fact of having the Paramount-Pep Club membership contribute its vital quota of tireless energy to the stern work to be done. And not only does he have such unbounded faith in the Pepsters: but he knows this to be the case with every one of the Company's executives; and he certainly found it to be the case during his visit to the West Coast.

Above all else, Mr. Zukor expressed his very great pleasure at being thus able to greet the Pepsters face to face: and he whole-heartedly endorsed the Club's plan of having a Company executive address the members once a month, on the occasion of the regular general meeting.

LONG SERVICE IN PARAMOUNT'S FOREIGN DEPARTMENT

Our foreign statistician, who for the nonce prefers to remain anonymous, has been delving into the records of long service in this department and has found that 11 members of the staff can supply a total of 115 years of service—an average of ten and a half years apiece.

The following are the Pepsters and their service:—Matilda Kass (16 years), Louis Fernandez (13 years), Lillian Goldsmith (12 years), Charles Gartner (12 years), Palmer Hall Stinson (10 years), Louise Eckhardt (10 years), Sam Cohen (10 years), Jose Cunha (8 years), O. R. Geyer (8 years), Ann Leviness (8 years), William Fass (8 years).

Not included in this list is the name of Emil E. Shauer, who was of course the founder of the Foreign Department. Mr. Shauer has 14 years of service with Paramount.

Have Faith in Yourself

Most men go to pieces when they have had a few good beatings. They wilt. They fade away. They crawl in a safe little corner and hide while the great rough tide of glorious life rushes past them. The fact is, that defeat is the normal thing in this haphazard little world and victory comes but seldom. Every victory, usually, is the result of a long series of defeats. A man must have faith in himself, and in what he is trying to do. He must say "I can." He must back himself to win. He must bet on himself. He must have faith in the people he works with. He must believe in his team. He must see the better side of his co-workers and not think that his own point of view is the only right one. He must have faith in those great principles that make us superior to the animals of the forest—truth, honesty, sympathy, justice, progress.

—Forbes Magazine.
Ev'ry Mind a Notebook—Ev'ry Eye a Pen!

BEING PERSONAL NOTES GATHERED ALONG THE HIGHWAYS AND BY-WAYS OF THE PARAMOUNT BUILDING BY OUR SLEUTHS.

We have it from reliable sources that one Miss D. Atwell is seriously smitten by Dan Cupid. We are not aware of the identity of the lucky girl, but we do know that Inmiss can be seen at any time now, whistling and smiling, loving the world in general and The Girl, in particular.

Some unkind wit has remarked that since Mr. Donnelley of the Film Rental Department has gone in for cigars, that he looks like a Fourth Ward politician. Yes, he knows the "ropes."

Bert Adler, versatile youth, is now contemplating a course in dramatics. We can foresee, in future years, his name glittering along Broadway. "ADLER SUPREME TRAGEDIAN — "THE AMERICAN TRAGEDY." Keep up, Bert, you may startle the world some day.

Bess Decker is suffering from "writer's cramp." She addressed so many Christmas cards, that it is small wonder that she is not so afflicted. Popularity has its drawbacks.

Ida Diekmeyer had an exceedingly trying time in selecting one of the boy friend's gifts. It seems that Ida intended buying him an oak chest, but discarded the idea.

Phil Shenker is still the sheik irresistible. There must be something phenomenal about a technique such as his. It has been said that such talents are gifts!

We are glad to see Walter Stokes back with us after a bitter illness. Congratulations, Walter—and no return engagements.

DOINGS ON THE EIGHTH

William Goldstein, doing a "Sliding Billy" Watson act, was much in evidence at the Christmas party. Also among those present was Miss Moses, who created some uneasiness by dancing rather close to the ornaments on the tree; but was finally insinuated to a safer place.

Leo Pillot, the handsome sheik of the floor, managed to do quite well at the party, except for the slight mistake of inferring that the black-suited gentleman behind the refreshment table was an undertaker.

Mr. Haley, who presides so graciously over the reception room, is also well-known as a raconteur. Anybody wishing to hear the very latest story need go no further.

Alfred Jones, who formerly worked in the Paramount Theatre, has now been transferred to the Brooklyn Paramount, where he is Sergeant-at-Arms of the Brooklyn Paramount Pup Club and the leader of the newly organized boxing class.

The Advertising and publicity Department was considerably crippled this month due to the absence of Miss Mahoney, Miss Blatchford, Mrs. Kramer and Sam Palmer on account of sickness. Happily, they are all back now and in the best of health.

PUBLO-X-BOOKING

We firmly believe that someone must have left a fortune to Ida Wolfe the way she is dazzling everyone with her new clothes. And of such varied hue! Look to your laurels, Joseph of the many-colored coat!

Harold Greenberg is wearing a worried expression these days. It is difficult to think what to give the girl friend for a present. But then, Harold should know, with his amazing "way with the women."

A shining example of Ambition personified is Wallie Jorgensen. Not only is she a hard working "goil" during business hours, but she attends a local high school at evening and easily walks off as honor student. What Price Glory!

New Year's Eve was a very special night for the people of the Poster Art Department because of the highly enjoyable party given by Bill Stranders at his home.

Word comes to us that Henry Helt is much interested in a certain Dolly Gray of Staten Island. We hope for the "low-down" soon.

PROMINENT PEPSTER'S PECULIAR PRESENT

In line with the recent holiday hilarity, Miss Helen Swayne, head of the Sales Statistics Department, received as a Christmas gift a very highly pedigreed pup.

An unknown admirer was informed of Miss Swayne's great affection for these little pets, and immediately took advantage of this knowledge by purchasing one of a truly famous litter. The mother of Miss Swayne's champion bears the colors of the well-known house of Sourkrowt, while the father has a strain of Mustard in him.

An unkind exponent of the theory of stark realism on the floor suggested that the lovely little creature was, after all, only a hot dog. But those of us who really appreciate canine beauty are fully aware that Miss Swayne's present is a pure-blooded Frankfurter.

Smoke—Oh! All is not gold that glitters and neither are all cigars Corona Coronas, according to the girls of the Cash Register Department. It seems that Walter McIntosh, head of that division, is much enamoured of a certain brand whose fragrance has yet to be discovered. The girls have done their level best, but they can not find anything which smells more unhappily.

Consequently, a movement is on foot to buy Mac a box of six cent cigars instead of his usual five cent standard.
STARS, CELEBRITIES, NOTABLES WILL ATTEND PARAMOUNT PEP CLUB'S MOTION PICTURE BALL

With every day opening up newer and greater vistas of enjoyment and entertainment for the Motion Picture Ball of the Paramount-Pep Club, to be held at the Astor Hotel on February 9th, we have learned that two of the principal guests of the evening will be Richard Dix and Nancy Carroll. It is also promised that other foremost stars who happen to be in New York City that evening will also attend. And we think there will be many.

Yet this is but one chapter in a thrill-filled evening of entertainment promised for those who are so fortunate as to be ticket-holders.

There is to be a gorgeous presentation of the best talent available from Publix, with the offering staged by James R. Cowan, production manager of the Paramount Long Island Studio, and by Jack Partington, one of the Publix production heads. This glittering, cream-rich slab of entertainment will be presided over by Paul Ash, who as master of ceremonies is one of the niftiest heart-flutterers ever to descend upon Gotham.

And that's not all! You've got to have music, and in this case you're going to get the best. It will be supplied by none other than Roger Wolfe Kahn and his celebrated Society Seraladers. And how it will joggle the toes!

But—and this is important—the Ball has got to be launched surely and serenely. In the launching it has to have the unstinted support of every Pepster worthy of his Pep. Its attractions have to be broadcast, its guaranteed entertainment value has to be spread from end to end of the Metropolitan district, its money-worth has to be transmuted into a sales argument which not even the lions on the Library steps can ignore. In other words—this Ball is the Paramount Pep Club's big effort to ballast the Club for its year of sailing ahead. The Ball has to be a success: and as you have learned so often, success is not an accident, but is the result of organized hard work.

Every floor in the Paramount Building has its staff of enthusiastic ticket sellers. This staff actually is every Pepster on each floor, though for purposes of organization there are certain members designated as being of the Ticket Committee. With all of these workers fired with the determination of making the Ball the whooping success it has every right, because of its attractions, to be, tickets at a time slightly in excess of a week in advance of the Ball should be about as hard to obtain as front row seats for tonight's performance of "Whoopie."

In addition to the inducement of working for the success of the Club, there is the added inducement of one free ticket for every ten tickets sold. It is perhaps not inopportune to mention at this stage, that the prices of the tickets are as follows:—Bona-fide members of the Paramount-Pep Club, one ticket at Five Dollars, and the right to buy one guest ticket at Five Dollars. Additional tickets Ten Dollars each. To Non-Members of the Paramount-Pep Club, who are employed by Paramount, Publix, or affiliated companies, Seven Dollars and Fifty Cents for one ticket and Ten Dollars each additional ticket. To all outsiders, Ten Dollars per ticket.

Schedule details are as follows:—Dancing begins sharply at 9 o'clock. Entertainment with Paul Ash as Master of Ceremonies, begins at 11.45 p.m. Supper is to be served at One A.M.
One of a series of striking announcements circulated by the ever-live Entertainment Committee of the Club, and designed to keep enthusiasm and zest for the success of the Ball at fever pitch.

SPORTS ANNOUNCEMENTS

Under this heading we list for you the major details of several very interesting sports announcements received recently.

Commencing on February 18th, and continuing until the 23rd, there is to be the Fourth Annual International Golf Show at the Grand Central Palace. Everything that even the most fastidious golfer would want, or want to know will be obtainable there: and even Joe Kirkwood, trick Australian golfer, will be there with his bag of mashie and niblick wonders, and will drive a ball off your watch glass—if you let him. For the non-golfers there will also be exhibits in archery, polo, tennis, aquatic sports and trap-shooting. (That last sport is trap shooting, not craps shooting.) Tickets at 50 cents (half of door admission price) obtainable from C. A. Beute.

Those interested in bowling will be glad to learn that Joe J. Doughney, Chairman of the Bowling Committee, has arranged for two bowling alleys at Dwyer's Academy, 1680 Broadway, for ten consecutive Monday nights, commencing February 4th. Hours 6 to 10 p.m. Tournaments are invited among the members.

Those interested in ice skating are advised that Maxine Kessler has been appointed Chairman of the Ice Skating Committee in lieu of Edith Weber, designed. Report of this Committee with regard to cut-rate tickets and other skating activities will be made shortly.

PEP CLUB'S CHRISTMAS PARTY BIG SUCCESS (By A. Scribe)

Thanks to the splendid efforts of our Entertainment Committee, a large gathering of Pepsters disported themselves with great glee at the Christmas party on the twenty-sixth floor on Saturday afternoon, December 29. (This event would have been reported in last issue, but for the fact that the issue came out as a Christmas number several days in advance.)

Nothing was lacking to make the affair go over in great style. The syncopated melodies of Caruso's Orchestra fairly compelled even the most sluggish feet to trip lightly over the floor.

One of the most enjoyable features of the afternoon was the vaudeville program. Joe Miller of the Long Island Record Room entertained by singing "Sunny Boy."

To Publix we were indebted for some fine tenor solos by Ross McLean and the contortions of Miss Wenona. Bob Stanley and Miss Barbara Vernon, both from "A Night in Spain" were also greatly appreciated by the assembled Pepsters.

McCarthy and Stenard put on an extremely amusing sketch entitled "Man Versus Woman", and as a fitting conclusion to a delightful program, Billy Dunham and Jack Freeman contributed songs.

Our own inimitable announcer, E. A. Brown presided over the festivities, and led the cheering for all the performers.

To merely record the happy events of the afternoon is far from sufficient. In fact, we cannot consider the matter ended until acknowledgment has been made to our tireless Entertainment Committee, and especially to Chairman J. E. McDermott and his able helpers Bill McIlvain and Sam Rheiner, whose great efforts resulted in such an enjoyable time for the members.

NOTES FROM THE SALES STATISTICS DEPARTMENT

The project sponsored by Helen W. Swayne, chairman of the Educational Committee, got under way with many manifestations of seriousness and inspiration. The whole department is now learning Comprometry and we expect a shortage of figures to work on very soon.

Of course, everybody is after the prizes. Latest advices have it that Murrell, Belucci, Rappoport and Gentile are leading the race. This must be true, as they say so themselves.

Amy Press experienced a little difficulty in trying to find where the tape came out, but our able tutors from the Felt and Tarrant Co. soon adjusted her trouble.

Miss Bregmann was very quiet. She decided not to discourage the rest of the class by letting them know she was going to win the prize.

Miss Hicks, who sprained her finger after several attempts to break the machine, announced that she will be content with the knowledge acquired in the school and will let someone else win the prize she might otherwise have won.
THREE NEW PEPSTERS
At the last general meeting of the Paramount-Pep Club held on January 8th last, the following Paramountees were admitted to membership:—Helen Wals, Phillip Brown, Irving Talbot.

ENGAGED
It is our pleasure to record in these columns the news that on December 25th last, Gertrud Wiethake, German translator in the Foreign Publicity Department, became engaged to Rolf Muller.

TICKETS
Roland P. Mader is not only an important member of the secretarial branch of the Home Office Production Department, in the capacity of secretary to Walter Wanger, but he is the one who has to meet the demand for tickets when a new stage production opens at either the Empire, Lyceum or Henry Miller Theatre. It speaks volumes for the quality of his tact to say that he manages to satisfy everybody, either with tickets, or with adequate smile-strewn reasons why tickets are not available.

FROM INDIA
We were very happy to welcome back to Home Office, William J. Clark, who is back from spending two torrid years in India. 'Bill' Clark, a brother of John D. Clark, division manager, was sent by Emil E. Shauer to co-represent Paramount in India with Charles B. Bal- lance. His travels, which were extensive, took him all over India, and also down to Ceylon and into Burma. In addition, they brought him into personal touch with the highest officials in the land.

BALL NEWS
Be sure and record on paper your news items regarding the Motion Picture Ball on February 9th. Don't keep the stories in your head and then wonder why they never appeared in print. We admit to being eluirvoyant to a certain degree—but not to that degree.

BEARING GIFTS
One distinct advantage in working in the Foreign Department (although one must first of all have the qualification of being intelligently amiable) is that when the managers come in from such faraway lands as Japan and India and Argentina, they invariably come in bearing gifts of taste and rare excellence. Shawls, curio boxes, combs, bolts of silk and other thrilling tokens bear splendid testimony to this. A list of gift recipients will be supplied on request: but if you're aiming to get into the Foreign Department, that's your own business.

TWO SPLENDID HOUSE ORGANS
We pause for a few moments in our task of pounding out copy for this little magazine to pay tribute to two of the finest house organs ever produced in Paramount's history. These are "The Whole Show," compiled (in its new format as well as its old) by Leon J. Bamberger; and "Public Opinion," edited by Ben Serkowich. Both meaty, news-filled institutional publications depict the power, punch and pep of Paramount and Publix.

DICK'S DOINGS
While Melville A. Shauer has been in New York, his work as special European representative of the Foreign Department has been splendidly carried on by R. M. "Dick" Blumenthal, his assistant in Paris. Dick has not only overseen the mighty campaigns on "Wings" in Paris and Berlin, but he has also been on a tour of inspection which has taken him through the major portion of Europe, into lands that we all dream of visiting some day. At present he is in Paris, up to his ears in work.

NOT "VAWSE"
Marie Dunn, John D. Clark's pretty and efficient secretary, is exceedingly proud of her pet vase which she is very conscientiously keeping filled with fresh flowers. When the flowers get wilted, she calls it a vase; but when they're fresh, it's a vase.
REAL ESTATE. Mr. Theo. C. Young is back with us after spending a most enjoyable vacation. We welcome him back.

M. C. Hughes, former Real Estate Representative in the South, is now located permanently in the Home Office with Miss Ida C. Albert as his secretary. We welcome these new members to our fold.

Sylvia Pomerantz gave us a jolt when she explained that she had been let go. Sylvia is the third member of Real Estate to get started on the trail to matrimony in the past year. We take this opportunity to convey our heartiest congratulations to our fellow Pepster.

"Big Bill" Lawrence says that he gets so much practice opening the vault nowadays, that the other might be thought he was "opening it for the day," when do, a crash stilled his hand. Could it be that someone was to kill him for the contents of the vault? Thousands of thoughts such as this ran though our hero's mind with lightning rapidity. But, 'twas not so, for the crash awoke a sleeping hero and much to his advantage. The vault opened, the ice box and the ice had fallen on the floor.

Ah, Girls, just wait until "Wally" Lepa- rano!" I believe I see the slip the Girl Friend gave him for Christmas.

"Accounts Receivable" arry being handled by "Ted" Schreiner. Welcome to our City, Ted.

Gertrude Volmer and Evelyn O'Connell were seen among their fellow "Pepsters" at the "Pop Club" Dance recently held on the 26th Floor. — R. E. G.

AUDIT. Members of the Exchange Accounting and Audit Departments and other friends throughout the organization, were surprised to learn of the recent marriage last summer of Miss Marie O'Hagen of the Exchange Accounting and Mr. Armand Tous- saint of the Audit Department. That is, they were surprised if they had not heard Armand's frequent and somewhat heated telephone conversations with Wanamaker's last summer relative to delayed delivery of fur- niture, or had possibly believed his "bachelor" apartment story, or possibly had not seen them boarding the same train together at some late hour.

This year a surprise score, on December 31, when Mrs. Toussaint left the employ of Paramount, she was presented with a handsome coffee urn and sundry incidentals, gifts from a myriad of friends. We wish them every happiness.

For some time past members of the Audit Department have been casting expectant glances at Leo Meyer and "Gertie" Strach. Genial and efficient typist. Their vigilance was finally rewarded with the announcement that Gertie is now engaged and is rehearsing the wedding march.

Another interesting event is the arrival at "Pop" Mahan's house of a baby daughter. Needless to say, "Pop" was expectant and pleased, and mother and daughter are doing well, there is no danger of "Pop" losing any curly locks through worrying.

We still have our golf enthusiasts in the Audit Department. Jimmy Spear, who is becoming quite a proficient golfer, played a round recently and could not resist the temptation to go back to the office although the temperature was almost zero. Mr. McGo- vern, who played with him, suggested that he return to his office and stock up. M. W. J. Pinedo, head of the General Ac- counting Department is spending several weeks in Florida.

We are glad to see the return of Bertha Kasica, Minnie Blitzer, Blanche Unger, Lil- lian Weinberger, Ray Eisman, Mildred Gold- stein, Steve Stefanick, and Harry Kassell, all of whom have been in Florida.

Lillian Weinberger claims she has taken off twenty pounds by eating only spinach. (Where are those green-colored glasses?)

We wish Mr. Hynes a speedy recovery.

John Pines, our stationery stock clerk, is able to rejoice now that he has his little friend and enter the blissful state of matrimony. We take this occasion to wish him luck in the world.

Ray Blitzer is said to be the very latest in Fashions for Women.

PURCHASING. The Purchasing Department is preparing itself for its week, which happens to be Johnny Guilfoyle's. It seems that Johnny hasn't noticed anybody else since a certain miss came to the department.

Alice Blunt, often travels from Jamaica, L. I., to Newark, N. J. She says she likes the shows over there better, but we think it just possible there's another reason.

Tom Walsh, who did his own typing while Catherine Hagan was away, certainly gave her a glad hand when she returned the flu.

Our Inquiring Reporter informs us that Helen Kane and Bill Hecht have something in common, but nobody knows what it is.

We are all glad to welcome back Mr. F. Meyer, who has been ill with the flu.

PUBLICITY. Henry Spiegel and Ray Puckett are doing very well in the publicity depart- ment of the Brooklyn Paramount Theatre.

Leo Pilots, who has taken Henry's place in Home Office Publicity Department, finds his new position very much to his liking.

J. Albert Hirsch has been appointed an associate editor of "Publicity Opinion."

SWITCHBOARD. It looks as though the operators were taking turns at being sick. At the present writing Miss Miner and Miss Madigan are both home with colds.

Everybody is wondering when Helen Ma- lone will get that second ring from her Chester. In fact, some of the girls can hardly restrain their impatience.

Miss Foster frequently is seen enjoying her lunch in Childs and she isn't always alone. Nothing escapes us, by Heck.

Tom Cronin is sporting a new ring around the office. Can it be that he can't find a girl to wear it? But probably there are so many girls after it that he is unable to make up his mind. Or maybe someone gave it to him. Who knows?

Our intrepid reporters have discovered that Irene Meltzer, secretary to Jim Clark, is an accomplished tap dancer. The warning that some day we're going to walk right in her office and demand a performance of the latest steps.

For some time our sleuths have been trying to discover some news about Lulu Kais- ser of the Ad Sales Department, but Lulu seems to be an adept at keeping things quiet. However, she can't stop us from saying that we think she is a nice cheery person and that we wish her pleasant disposition was ours.
Created for the members of the Paramount-Pep Club, Incorporated. Published for them monthly; this issue being Number Five of Volume Five, and its date of publication, March One, Nineteen Hundred and Twenty-nine.

THE PARAMOUNT-PEP CLUB IS PLEASED AND PROUD TO ANNOUNCE TO ITS MEMBERS, ITS SPONSORS AND ITS ADMIRERS THE FACT THAT THE MOTION PICTURE BALL WHICH IT CONDUCTED AT THE HOTEL ASTOR, NEW YORK CITY, ON THE EVENING OF FEBRUARY NINTH LAST, WAS A COMPLETE SUCCESS IN EVERY WAY IN WHICH AN EVENT OF THIS NATURE CAN BE ACCLAIMED AND ENDORSED AS A SUCCESS. (STORY IS INSIDE)
SUCCESS

A more than generous measure of success attended the efforts of those Pepsters whose unceasing efforts produced the Paramount-Pep Club Ball, and gave Paramount Famous Lasky Corporation new prestige through the courtly conduct and entertainment excellence of that event. Financially the Ball was a success: from the point of giving value in entertainment and contact with outstanding personalities, it lived well up to its bargain with those who bought tickets: and in gaining a place in the ever-progressing history of the Paramount-Pep Club it will stand as a creditable notch of achievement in the escutcheon of the present Administration.

* * *

NOTICES

Each year's Educational Committee—in whose selection there is always apparent so much wisdom—has made ample use of the bulletin boards with which each floor of the Paramount Building is equipped for the display of such announcements as are calculated to aid in the spiritual, mental and progress welfare of all who care to heed them. Such procedure has been amplified by occasional announcements given through the medium of Pep-O-Grams: though it is tacitly understood that the readers of this organ read it in far more of a social fashion than as a means to their own advancement. Opportunity is taken to air these facts in association with the statement that the current Educational Committee, under the Chairmanship of Helen W. Swayne, has on display on the announcement boards a number of decidedly worth while announcements. Take a tip! Read them and leap (ahead)!

KNOWING

Those Pepsters who have been so fortunate as to hear Mr. S. R. Kent speak at Conventions of the Paramount organization, know that he has a slogan of his own creating which he uses with insistent and advantageous frequency. This slogan says: "Know Your Product!" and its merit is not to be disputed. Our sole reason for mentioning it here is that it is a slogan which can be carried profitably into every nothermost ramification of our organization. We are a mighty and ramifications organization: and in the lives of every one of us there are details of Paramount activities upon which we are never called to touch, and of which we hear but little from one year's end to another. That, however, should not deter us from seeking to gain at least a superficial knowledge of what that activity means in the general scheme of things, for we never know from what direction the next hurried call of opportunity is coming. Even more seriously insistent than this is the matter of "Knowing Our Product," from the angle of our own particular job. Many members of billing departments deal with titles of pictures as though they were simply collections of words instead of symbols of their own livelihood. No effort is made to ascertain the slightest information as to what each picture is about, who is in it, and just how big or important a picture it is. There are some who ask if "Sunset Pass" is a Western picture; or whether there is any dialogue in "The Wolf of Wall Street." And we involuntarily blush when we hear the declarations of those Paramounters who boast that they have only seen one Paramount picture in a year; or those who delight in proclaiming that they have never been inside the Paramount Theatre, in the very same building in which they work.

To "Know Your Product" is not only a simple duty to the Company which employs you: it is an intelligent and rather vital step up that progress path which gains you a greater salary a thousand million times sooner than whining for it does. And a more permanent salary, too!

TO ALL CORRESPONDENTS
AND CONTRIBUTORS

Due to circumstances which have arisen recently—and which have been manifest on several occasions in the past—the editor is compelled to direct your attention to that grand old inflexible axiom of the newspaper profession—

VERIFY ALL NEWS!
SCINTILLATING CAPACITY ATTENDANCE MADE PARAMOUNT PEP CLUB BALL A DAZZLING SUCCESS

From nine o'clock on the evening of Saturday, February 9th, until five the following morning, a large and particularly sparkling page was written into the successful history of the Paramount-Pep Club. It was the occasion of the Club's annual ball, which was attended not only by those of the Club members who can spot out a good time in advance, but also by the elite of New York's society, and all of the famous screen stars and players in town. The event was of course staged at the Hotel Astor, right across the street from the Paramount Building, and it embodied a wealth of entertainment worth swimming all of the way from Alahanpandjang or Soerabaja, Java, for.

In the staging of this success a great many Pepsters participated. And there were others, too. The spirited playing of the orchestra for instance; the peppiness of Paul Ash, as master of ceremonies; the charm and conviviality of the performers, also. It was, in short, a large and spirited evening.

From nine o'clock until almost one dancers swayed and whirled to an almost continuous wave of the snappiest tunes on Broadway. Then the stage entertainment allowed whirling brains to simmer down in advance of a sumptuous supper. And then the orchestras "orked" again until five a.m.—at which hour a halt was wisely called.

It is not proposed to tell here the myriad details of what the evening offered to an avid audience. Those who were there know only too well what there was; and it would tug at the envy chords of those who did not go if we listed the attractions and stars and everything else that the Ball encompassed.

On this page we have endeavored to give credit to all concerned for the success of the Ball. But this list cannot be held complete without the addition of the names of President G. B. J. Frawley, under whose guidance the entire event was mapped out and planned; nor Vice President Edward A. Brown, who carried the details to completion during the absence of Mr. Frawley on business and on vacation. And although he is listed in the column, we are unanimous in believing that added stress should be given the tireless efforts of Entertainment Committee Chairman John E. McDermott on behalf of the Ball.

(Continued on Page Five)

C r e d i t

There are many sterling Pepsters who merit a lot of credit for their out-of-the-ordinary run of participation in the Paramount-Pep Club Ball. And so it is our pleasure to hereupon pay credit to the following for their unselfish work in promoting the success of the ball:


TO the following members of the Advertising Committee: Joseph J. Doughney, Robert Powers, Sam Rheiner, Owen McClave, Joseph Sweeney, Raymond L. Pratt.

TO Harold Flavin, editor of the super souvenir; Ciff Lewis, assistant editor; and Dave Cassidy, advertising manager of the souvenir.

TO Vincent Trotta, for art work supplied by Charles Strobel and Fred Small; and to Agnes Mengel, for supplies secured for the Committees.

TO Walter F. Wangler, Henry L. Salsbury, James R. Coxan and Roland P. Mader, for the entertainment talent supplied.

TO Carl Clausen, Joseph J. Doughney, Edward Nagel, Joseph Philipson, Charles Johnston, Paul Graemer, William Lawrence, Homer S. Travis, Dave Cassidy, Walter Macintosh, Bert Adler, Clarence Alexander, Ray Keran, Sam Frey, John B. McGovern, Louis Burlon and Blake McVeigh, for their dignified work as members of the Reception Committee.
OUR FUN COLUMN

Sandy Mactavish got married. He went to Niagara Falls on his honeymoon. While strolling around the Falls he met a friend. After congratulating Sandy, the friend asked, "And where is the little bride? Back at the hotel?"

"Oh no," replied Sandy. "I left her back in Philadelphia. She’s seen the Falls."

—The Firebox.

The Boss: "What—you a college graduate and you can’t get tickets for the big game? Say, what do you think you’re in this firm for?"

—Life.

Sue: "So Mable was married last night. Who was the lucky man?"

Mary: "Her father."

Minister—As I gaze about I see before me a great many bright and shining faces. Just then 87 powder puffs came out.

George: "Is your wife a blonde?"

Bill: "I don’t know, I’ve been out of town for two weeks."

She: "Did I ever show you the place where I hurt my hip?"

He: "No."

She: "All right, we’ll drive over there."

Billy—"Pa, don’t they call a man’s wife his better half?"

Pa—"Yes, son."

Billy—"Then if a man marries twice there ain’t nothing left of him, is there?"

He: "Do you care for dancing?"

She: "No."

He: "Why not."

She: "It’s merely hugging set to music."

He: "Well, what is there about that you don’t like?"

She: "The music."

Customer: I want to return this book I bought, "Stories For All Occasions."

Bookseller: "What’s the matter with it?"

Customer: "It’s a fake! There’s nothing there for a man to tell his wife when he gets home at 2 a.m."

Parson: "Does your daughter trust in God, Brother Jones?"

Brother Jones: "She must, judging by the company she keeps."

The National Safety Council circulates a new motorig slogan: "Pedestrians should be seen and not hurt."

Donald Young: "Do you know the difference between a taxi and a trolley?"

Little Queen: "No, I don’t."

Don: "That’s fine. We’ll take a trolley."

A BUSINESS DAY

AS OUTLINED OVER THE TELEPHONE

BY THE SECRETARY

A.M.

"He hasn’t come in yet."

"I expect him any minute."

"He just sent word he’d be a little late."

"He’s been in, but he went out again."

"He’s gone to lunch."

"He’ll be back around two-thirty."

P.M.

"I expect him in any minute."

"He hasn’t come back yet. Can I take a message?"

"I think he’ll be in about three-thirty."

"He’s somewhere in the building. His hat’s here."

"Yes, he was in, but he went out again."

"I don’t know whether he’ll be back or not."

"No, he’s gone for the day."

ARTHUR H. FORWELL

in The New Yorker.

POSTER SINGERS’ COMPETITION

A new group of singers on the 8th floor hope to take away some of the laurels gained by the Poster Department singers whose voices have been heard at many Paramount-Pep Club functions. Strains of harmony can be heard daily emanating from Room 800-A which houses Ted Ferro, Ken Long and Gus Grist.

Gus disclaims all credit for the many weird noises and discordant harmony that permeates the room, so the blame must be upon the other two occupants.

To be truthful, let it be said that one or two members of the fair sex praise the singing tremendously, while others have condemned it in no uncertain terms.

If they are as good as they claim themselves to be, it is suggested that Pep Club Entertainment Chairman McDermott arrange a singing contest between the Poster songsters and the boys in 800-A. —C.K.

FREIDA WEISMAN, RADIO WINNER

One of our snappiest reporters has brought to light the very interesting story of Freida Weisman, whose picture is reproduced herewith, being one of the prize winners in the recent Radio Shorthand Contest which was broadcast over station WNYC. Miss Weisman was awarded a certificate for qualifying transcript at 400 words per minute. Her co-workers in the editorial department and her many friends in the organization are very proud of Freida, and wish her continued success. As the snap shows, she swings a mean mashie, also.
PARAMOUNT PEP CLUB BALL
(Continued from Page Three)

The Big Story

At the monthly general meeting of the Paramount-Pep Club, held on Tuesday, February 19th instead of the scheduled 12th (owing to Lincoln’s Birthday Anniversary), President Frawley cited all concerned for their magnificent efforts and conduct, and announced to the enthusiastic assemblage the amount of cash which the Ball had netted. This is a really considerable sum and will take splendid care of the Club’s activities for the remainder of the term of the current Administration.

WHERE LARRY FLYNN HAS BEEN THESE MANY WEEKS

Friends of Larry Flynn were greatly concerned to learn that he was operated on for appendicitis at St. Vincent’s Hospital on January 24th. However, the operation was highly successful and at the present time Larry is convalescing at his home in New Rochelle.

The large number of daily visitors to the hospital was a testimonial to Larry’s popularity in the Home Office. His room fairly overflowed with flowers, fruits and periodicals. Some of the boys presented him with a humidor filled with cigars and the evening before he left the hospital a number of boys and girls gathered in his room to celebrate the event.

Larry will certainly get a big welcome upon his return.

PUTTING IT OFF

My friend, have you heard of the Town of Yawn

On the banks you heard of the Town of Yawn
On the banks of the River Slow,
Where blooms the “Wait-a-While” flower fair,
Where the “Some-time-or-Other” scents the air,
And the “Soft Go-Easys” grow?

It lies in the Valley of “What’s-the-Use?”
In the Province of “Left-er-Slider”
That tired feeling is native there,
It’s the home of the listless “I-Don’t-Care,”
Where the Put-It-Offs abide.

The “Put-It-Offs” smile when asked to work,
And say they will do it tomorrow; And so they delay from day unto day,
Till death cycles up and takes them away,
And their families inherit only sorrow!
—From Fox Dynamo.

WE BID ADIEU TO SADIE SPITZER

At the last meeting of the Club, President Frawley made the startling announcement that Sadie Spitzer is to leave our organization. It is twelve years, almost to the day, since Sadie came to us as a stenographer in the Exchange Accounting Department, then under the jurisdiction of Mr. Toone. With the advent of Mr. Frawley three years later Sadie was appointed by him as secretary, which position she has held up to the present time. Sadie’s diligent application to her daily tasks, coupled with a disposition that fairly radiates sunshine wherever she goes, helped considerably to lighten many of Mr. Frawley’s burdens.

Always active in Pep Club affairs, Sadie holds the enviable record of having attended every affair with a single exception occasioned by the death of her brother. During her term as a member of the Board of Governors she sponsored many activities which contributed so largely to the progress of the Club.

The Pep Club takes this opportunity to wish Sadie many many years of good fortune. May she never lose those happy smiles which she bestowed so generously about the office.

And at this time we extend to Miss Henrietta Robinson a Paramount welcome. Miss Robinson was recruited from the ranks of the Stenographic Department, and succeeds Sadie as secretary to Mr. Frawley. There isn’t much that we can publish about this lady at the present moment but if one is to judge by appearances—well, Judge Frawley had better see that the heads of the Production Department keep far away from his office.
—H.G.

PARAMOUNT’S PEPPY, PUNCHFUL, POWERFUL, PICTURESQUE, PRE-DOMINATING POSTERS

Every Thursday morning there is staged on the eighth floor of the Paramount Building an exhibition which has not an equal or a peer in all of the wide expanse of the United States of America. It is the regular weekly display of the week’s product of the Poster Art Department, now under the snappy and able guidance of Jerome (Jerry) Novat. Staged for presenting to a critical and bluntly spoken audience, this display incorporates one-sheets, three-sheets, six-sheets, twenty-sheets, twenty-four-sheets, window cards, banners and color-paints.

It is not only fascinating; it is indicative of the fact that Paramount leads not only in the production of sound, talking and silent pictures, but also in the production of posters and all other ad sales material for the presenting of those pictures to the critical appraisal of prospective buyers of film entertainment.

Nor is it too much to say that in the

(Continued on Page Twelve)
GLIMPSED AROUND THE PARAMOUNT BUILDING

February Eleventh a pot-pourri of reminiscences regarding the brilliant Ball. A few reporters doing their duty, as pages of this issue testify. Tess Sternberger thrilled with the beauty, dignity and inspiring surroundings of her new office. Alyah Dell Judd maintaining an expert precision of action amid the maze of juggling Pudlub production units throughout the United States. Sara Lyons creating delightful alibis to account for the non-appearance of film in the sound projection room over the Paramount Theater. Bob Powers wondering about what's going to go where when Eugene J. Zukor's new office on the ninth floor is completed. Lenora Korenstein compiling statistics on the number of words typed by her department in the past year, and finding that end to end they stretch eleven and a half times around the globe at the Equator.

Jerry Goldsmith and Luis Fernandez (a perfect Lupe Velez and Gary Cooper) of the Foreign Department, doing a wonderful duet rendition of "Yo Te Amo Means I Love You." A new office being fitted for Jack Goetz on the eleventh floor, to be occupied by him for several months while the regular occupant spends a couple of months at the Coast Studios. Charles Gartner, George Weltner, Vasco Abreu and several other members of the Foreign Department acting in turn as guides to Japanese, Spanish, Portuguese, English and French visitors to the Long Island Studio.

Eileen Eady, who still has an awful crush on Paul Ash, and who used to sit in the front row when he was at the New York Paramount, now compelled to sub-way across to the Brooklyn Paramount, and waiting for him to be brought back to the Crossroads of the World. Marie Dunn, secretary to John D. Clark, stating that she wants to reduce in spots. Sally McLoughlin, who always manages to get a run in her hose, being advised to wear gum-metal. Jean Friedman being acclaimed as the most popular girl in Room 1210. Miss Green getting her daily 'phone call from "Brownie." Agnes Mengel and Alice Blunt telling of the wonderful time they had at the Ball. Mrs. Reilly having a tough time keeping track of the fast days during Lent. Miss' Connolly stating that hereafter she wants to be called Grace. Catharine Hagen telling about spending her weekends ice-skating at Irvington-on-the-Hudson. Barbara Linker and Mildred Goldstein making a regular working half-day of Saturday afternoon, due to stress of work.

WITH THE BUDGET BUNCH

We want to welcome to our midst Herbert Lizt, who is an actor and er...ahem, a hero. Watch him, girls! Maybe he's looking for a leading lady!

We have been trying in vain to find out from our movie man what his subject will be. But Charlie Shabacker won't tell us. We are going to watch the Bowling tournament a good deal this year. We wager that nobody is going to beat either Joe Doughney or Teddy Lenni to the winning post.

George Weltner Wins Merited Promotion

In charge of foreign department statistics on sales of specials, and in charge of the foreign distribution of Paramount News and Paramount Short Features since the inception of this department, George Weltner has forged his way to newer heights of progress achievement. On February 25th he was designated as first assistant to Mr. J. H. Sidellman, who is assistant manager of the Foreign Department under the general management of Mr. E. E. Shaver.

George Weltner's advancement with the company is representative of the grand opportunities awaiting every Pepster who has the will to achieve and the pluck to persevere. For years with the company he has seen service not only in New York, but has also spent two years in Brazil, Argentina, Chile and Peru, and has been on special missions to Cuba and Panama.

Pep-O-Grams speaks for the entire Club membership in congratulating him upon his new appointment, and wishing him still greater success with Paramount Around the World.
M. H. "MYKE" LEWIS PROMOTED TO DISTRICT MANAGER

"Myke" Lewis, who helped make the Golden Gate golden, and who was such a hot pace-setter that the sun was compelled to stay continually in California, is going back to his beloved West Coast.

General Manager S. R. Kent makes this fact very plain by promoting "Myke" to the post of District Manager covering the three Pacific states of California, Washington and Oregon, with the four Paramount exchanges at Los Angeles, San Francisco, Seattle and Portland. "Myke" Lewis started with Paramount fifteen years ago on the West Coast, and he has a positively enviable record of achievement. In his time he has been salesman, booker, branch manager, the driving spirit back of the national drives, house organ editor, and in charge of the comprehensive department concerned with print distribution, compilation of release schedules and the host of other details which have made his recent unit in the Paramount Building responsible for just about everything excepting the force of the wind and the understanding of the Einstein Theory.

In bidding "Myke" au'voir from our midst we are faced with a double duty—we have to wish him continued success, and we have to welcome to his desk John Hammell, who is forced by illness to relinquish the ardours of controlling the division which represented the middle-western states and Canada.

So "Myke" goes to the West, and John stays in the East. . . East is East and West is West—and Paramount's all of the way between!

The Value of a Smile

It costs nothing, but creates much.
It enriches those who receive without impoverishing those who give.
It happens in a flash and the memory of it sometimes lasts forever.
None are so rich that they can get along without "it," and none so poor, but are richer for its benefits.
It creates happiness in the home, fosters good will in business; and is the countersign of friends.
It is rest to the weary; daylight to the discouraged; sunshine to the sad, and nature's best antidote for trouble.
Yet it cannot be bought, begged, borrowed, or stolen for it is something that is no earthly good to anybody till it is given away.
For nobody needs a smile so much as those who have none left to give.

AUTHOR UNKNOWN
FOUND AND SUBMITTED by
SAUL JACOBS.

CASHIER'S DEPARTMENT LEADING IN BOWLING CHAMPIONSHIP

The Paramount Pep Club's Inter-Departmental Bowling Championships are now in full swing as the first six games have been completed by all teams.

Clarence W. Alexander of the Cashier's Department holds the high score for the first six games with 201.

Ray. L. Pratt of the General Accounting Department holds the high average for the first six games with 163.

The Auditing Department holds the high team score for the first six games with 371.

The Standing of the League

<table>
<thead>
<tr>
<th>Teams</th>
<th>Won</th>
<th>Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cashiers</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>General Accounting</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Publix</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Exchange Accounting</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Auditing</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Ins. and Foreign</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Budget</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Exchange Service</td>
<td>0</td>
<td>6</td>
</tr>
</tbody>
</table>

The teams bowl every Monday night at Dwyer's Academy, 53rd Street and Broadway, 3rd Floor, Alneys Nos. 31 and 32. Come early and cheer your department to victory!
THE FABLE OF THE LITTLE ANIMALS AND THE BIG ESTATE

An Aesop Fable Not Reprinted from the Tuscon (Ariz.) Bugle

By I.O.U.

Once upon a time there was a great big trusting horse which employed a number of the smaller animals to conduct his vast estate, and to manage the thousand and one duties connected with the sale and distribution of the estate's produce. The estate was the best of its kind in all the world, and the horse was renowned as being the fairest of masters, paying the finest and fairest remuneration, and offering the most lucrative opportunities for his workers to advance themselves.

A great many of the workers—the rabbits, collies, beavers, hares and other animals—took advantage of these offers, and as a result had fine homes and happy families and a bright and sensible outlook on the future.

The estate, however, was situated fairly close to a great wall which ran practically across the world; or at least across as much of the world as these small animals knew. On this wall there was played one of the most fantastic games that the world has ever seen since the beginning of time, and it so fascinated a great many of the animals on the horse's estate that even apart from thinking about the game of evenings, and whispering over certain of its outcomes with friends, they were wont to steal off during the hours when they should have been tending the estate and watching the game which went on continuously for five hours each day.

The game was very much like many games which have been played throughout the cruellest passages in history, but the little animals did not know this and thought that they were witnessing a grand game in which their own brains made the decisions. The animals gathered on little broken hillocks (each animal having his favorite spot) and from there they watched a colossal parade of things which fascinated their brains, but which were too intangible for their mentalities to really cope with.

In the parade were mountains of copper, steel and canvas giant buzzing things which flew in the sky when released, monstrous puffing things which they had seen at times go roaring past their master's estate, and a thousand and one other great things.

On each side of the wall was a herd of animals: almost all of the bears in the world had gathered on one side, and almost all of the bulls in the world on the other. And they were hungry: no matter when they were seen, they were hungry.

As the parade would move irresistibly along the top of the wall, the little animals gathered on broken hillocks would make bets (sometimes at the suggestion of the broken-hillock manager, who permitted them to stay there provided that they made their bets with him, but more often through the influence of their own judgment), as to whether their own selection among the parade would fall to the bears or the bulls. If it went to the bulls, they lost their money: if to the bulls, they won a little. If it kept its head and maintained its footing on the wall, their bet stood to their credit in the broken-hillock manager's little book which he kept for the purpose.

After a while this game became so popular that the little animals commenced running out during the middle of their work on the generous horse's estate and watching its progress. Some of them, more timid than the others, commenced the practice of climbing trees alongside their respective tasks, and of watching the game from afar, making pretence when the horse was around that they were actually securing a broader vision of their jobs from the tree top.

But the horse wasn't to be as easily fooled as that. He had a lot of horse sense. He didn't like this deceit, but he was tolerant, and he decided that each of the little animals could have a little latitude provided that its work was adequately carried out. But it wasn't—and pretty soon the tolerant, generous horse knew it.

So at a time when all of the little animals believed him to be browsing contentedly in a far corner of the estate, he made a swift round of the various work points and found many of them deserted, while the occupants of some others were poring over sets of figures not connected with the estate. Then he galloped to the many hillocks and found there, wide-eyed with gambling lust, the animals who were not on their posts of duty.

He snorted—did this great horse, so usually peace-loving and gentle—did it was a snort in which were mingled contempt and outraged trust. At it the little animals started up in fear and raced off wildly in directions from which there was no returning. Many scuttled up onto the wall as a last resort: but as they raced away they ran into the oncoming parade.

So they in turn were thrown over one side of the wall or the other; and it is a matter of simple record that while a few fell to the bulls, the remainder fell to the bears, who promptly tore them to pieces.

The horse's estate is now even more splendidly managed than before. The new little animals which took the place of the others destroyed by their own lack of vision have taken that lesson sincerely to heart, and the only times that they ever go near the great wall are in the hours which are legitimately their own, or on such holidays when they take their children there to tell them the story of the foolish little animals who gambled with time and energy which belonged to their employer.
THE LEADERS IN THE BALL TICKET SALES

The fact of the Ball being registered as a proven financial success at once demonstrates the fact that there was a spirited display of ticket selling by those who had the best interests of the Paramount-Pep Club's advancement at heart. This ticket selling demonstration resolved itself into a great race, with the leadership alternating between Theodore C. Young and Sara Lyons.

Ultimately, Theodore Young won, his chairmanship of the Athletic Committee having apparently stood him in good stead in this breathless race. He sold the glorious total of 59 tickets to the public, and ten to members. Miss Lyons was not far behind, bringing in an amount of cash that will play a mighty big part in the Club's activities. Homer S. Traw came a most excellent third in the race. John E. McDermott, chairman of the Entertainment Committee, scored a merited fourth, and Carl Clausen's fifth entitles him also to a lot of praise.


Pep-O-Grams is certainly happy to pass a vote of thanks to all of these participants in so splendid an achievement; and at the same time to pass the same vote of thanks to all other members who sold tickets, even though they did not achieve to the hundred dollar mark.

THEME SONGS
By A. Crotchety Quaver

I never really realized the significance of the theme song as an adjunct to the motion picture until the synchronised and talking movies came along. And it was at this same time that I realised just why song pluggers, publishers and distributors had been so concerned over these three little words, "I Love You," throughout so many years in the past. Hundreds of times a year I had encountered these three words either separately or strung at varying intervals through the words of popular songs; and yet I had not known that they were being plugged for use with theme songs of talking movies. However, when a Richard Dix picture, first of Paramount's synchronised films came along, and I heard the theme song, "Warming Up, I Love You," then I knew why I had been hearing so much about "I Love You." In quick succession came other theme songs, notably "Interference, I Love You," "The Sawdust Paradise, I Love You," "Sins of the Fathers, I Love You" and "The Paramount-Byrd Expedition to the South Pole, I Love You"—all of which encountered a brisk measure of popularity, and most of which were performed by the radio amplifier in the Paramount Theatre lobby.

Latterly, however, there has developed a tendency towards trickiness in theme song titles. It started when a correspondent, in a mood of seriousness almost too alarming for this casual world, submitted as a suggestion, the title of "Redskin, Why Are You Blue?" This title is offered gratuitously through the columns of this magazine to whomssoever cares to adopt it. Likewise we make free offer of the following suggested theme songs which were submitted to this office shortly after the foregoing one arrived: "Night Club, I Am Hard Hit By You," "Hole In The Wall, You Can't Hide From Me," "Oh, Mr. Dummy, Won't You Speak To Me?" "I'm A Wild, Wild Party, But I'm Not That Certain Party Now In Person," and several others which we do not think will bear printing.

Address inquiries care of this magazine.

MELVILLE A. SHAUER HEADED FOR SOUTH AMERICA

One of the most beloved members of the Paramount-Pep Club, and a past president as well, is abroad the S. S. "American Legion," headed for Rio de Janeiro, Brazil. Mel Shauer is going there to represent the Paramount organization at the opening of the palatial new Paramount Theatre at Sao Paulo, Brazil. Following that, he will go on to Buenos Aires, and to other cities in the great continent of South America, conducting an exhaustive survey in the vitally important matter of sound and dialogue pictures. He sailed, with Mrs. Shauer, on February 23rd, and will be away about three months. Our best thoughts are with them.
A PARAMOUNT TOUR
by
Richard G. Engel

Everyone, whether it be through the medium of newspapers or a favorite magazine, has at some time, come across the caption entitled, "A Cook's Tour." Perhaps it may be illustrated with pictures of the mysterious East, or with panoramic views of Egypt with its sphinxes and sleeping kings. More than once a sigh has escaped us. Ah, if only we could see these sights. We know that it's useless to dream such dreams, as not all of us are so situated that we may make them come true.

But—have you ever realized that a thrill awaits you now as you stand within this great edifice, where you perform your daily tasks? Thousands see it, from all corners of the world people speak about it, but few of us (even we who live within its very walls) know the details of that which keeps "our ship," the ship of the Paramount Building, on its course.

There is romance on board her. She is not just a massive "thing" of steel and stone. She is the good ship "Romance," and you are her crew.

Let me show you her on a "Paramount Tour." Follow me—

Down we travel, down and down, into the very hold of our ship! At last we reach bottom, and a thrilling sight greets our eyes. We see the engine rooms, the monster boilers that are fed oil. Like hungry demons the fires lap up this oil of the earth. Truly an inferno. We see men testing valves and gadgets, watching dials like hawks, for the ship must be properly driven. Little thought had we given that such a scene might exist beneath our very feet. Little did it occur to us to think where the heat came from that made our "State-rooms" tenable.

We mount through our ship, up through beautiful corridors, a foyer of marble equal to that of a king's mansion. Elevators carry us to the "upper decks." This is truly a modern liner. Higher and higher we rise until at last we pause on the "upper deck" for a "look over the side." The ocean is far beneath us and black dots wave and toss, serpents wind through its silk-like foam. Of course we must not delay, the sun is rapidly setting, the end of day is not far off, so we take an elevator to the "look-out." Once again we are surprised. The luxurious chairs and homelike appointments hold our gaze. After a brief rest we take observation of the surrounding horizons. Land, ho, a view better than that of the Orient greets our eyes. The hills of far off Westchester to the north, and the majestic pillar-like bluffs of the Palisades in the West. We see ships passing, and to the south towering peaks reminding us of Gibraltar. In the east a panoramic view holds our attention, and as the sun sinks in the west, twinkling lights appear as if a fairy had waved her magic wand over it all. Overhead darkness and the stars appear. Far below a faint throb is heard, our ship still carries on, not as a lifeless mass, but as a soul full of breath and life.

Yes, there is a tour right in your "own back yard," but sometimes the things nearest to us are the ones we make the least effort to see.

NOTES FROM ALL DEPARTMENTS

The Sales Statistical Department was very sorry to learn of the resignation of William Gold.

"Willie," as he was affectionately known to everybody, has been with us for more than seven years, and during that time worked himself up from a position in the mail room.

No matter where he goes, we are sure his efficiency and kindly spirit will bring him a well deserved success.

The Sales Statistical Department deplor ed learning of the death of the father of Eileen Eady. Flowers were sent by the department.

Members of the Paramount-Pep Club extend their deepest sympathy to Mr. Louis Phillips of the Legal Department, who recently lost his seven year old son, William.

Pearl E. DeGrav, head of the Sales Approval Department, sailed Saturday, February 23, for a two-weeks' rest in Bermuda.

Rose White, of the Cash Register Department, has returned to the office after a long absence caused by sickness. We hope her recovery is complete.

PUBLIX-ACCOUNTINGS. It has long been common gossip that Inniss Atwell is a devotee of all productions of the Theatre Guild. In fact, he is a persistent subscriber. It might be in order to dub Mr. Atwell, "The bird in the 'Guilded' cage."

The three Musketeers of the Film Rental Department have added another name to their brilliant roster of membership. George Bressler, sometimes known as the "Speed King" is the lucky fellow to secure admission into this highly exclusive fraternity.

Who was it nicknamed Mary Turner and Betty Whalen, the "Happiness Girls?" And why?

We have it from excellent sources that Scott Lett is going into the poultry business. He has an excellent line of ducks in which he is at all times willing to interest probable purchasers.

Speaking of nicknames, who was the scintillating wit who called Ida Levine, "Minnie Haha?"
THE RANKS ARE GRANDLY GROWING

At the last general meeting of the Paramount-Pep Club, held on February 19th last, the following new members were proposed by Elmer R. Short, Chairman of the Membership Committee, and approved by general acclamation:


ENTHUSIASTIC BIRTHDAY CELEBRATIONS

Enthusiasm on the part of their co-workers to celebrate the birthday anniversaries of individual members of the Foreign Department reached a high note of climax last week when the natal days of Linda Salzberger and Charles L. Gartner were celebrated. In the case of Miss Salzberger, the grand old stunt of the multi-wrapped package was used—Cow-bells and giant pink and green bows on desk and chair marked the occasion for Charlie Gartner. Much wholesome merriment was created in each instance.

RECOVERED

There is not a single member of the Paramount-Pep Club who is not genuinely and whole-heartedly gratified to learn of the recovery from an almost desperate bout of illness of Larry Flynn, manager of transportation. Appendicitis struck Larry, and this, coupled with his indefatigable zeal, and his tirelessness in staying on the job, went along way towards endangering his life. However, he pulled through magnificently, and will soon be back at his desk.

WEDDING BELLS

On February 28th, which was yesterday, Estelle Fried, formerly private secretary to Jerry Sussman, of the Foreign Department, became Mrs. Lewis Jaeger. Following a reception at the Subway, Park Avenue, Mr. and Mrs. Jaeger left for a honeymoon in Havana.

CARRIED ON

While Transportation Manager Larry Flynn has been dangerously ill over a period of many weeks, his intricate and extremely vital work has been carried on with splendid precision by his secretary, Iris Keenan. She certainly deserves a bow for having risen so finely to the occasion.

PULCHRITUDE

One of the snappiest pulchritude displays of the city is the one of the Paramount stage revue girls which has been on display in the Paramount Theatre lobby entrance for a few weeks past. It is not generally known that these photographs are the work of the Paramount staff photographer, Lewis F. Nathan; and it is our belief that publication of this fact here will lead to a rush of applications for permission to join Mr. Nathan’s department, perhaps to even work there for nothing.

CASHIER

A new and right merry face at the grille of the cashier’s window on the eleventh floor these days is the exclusive property of Sara V. Sultner, who has been appointed to this responsible post in place of Ray Keenan, who has been transferred to other important duties.

WIRED

The twelfth floor projection room having been wired for sound and talking pictures, Arthur Bell now takes another step forward to keep pace with the tireless advance of the motion picture.

NEW FOREIGN SECRETARY

The post of secretary to Jerry Sussman, assistant to Mr. J. S. Seideman, which was vacated when Estelle Fried left to get married, has been efficiently filled by Mildred Meltzer.

BACK FROM BRAZIL

Arthur Coelho, Portuguese translator and title-writer in the Foreign Department, and active member of the Paramount-Pep Club, is back in Home Office after a stay of four months in his native country of Brazil. While he was away, his post was filled by Vasco Ahren, who came here from Brazil for the purpose.

JOHNNY NATHAN NOW IN GUATEMALA

John B. Nathan is a very active Paramount-Pep Club member whose only activity so far as the Club is concerned can necessarily only be in reading about what is going on. Johnny was for a long while in Panama. Then he came to New York for a few months and was next transferred to Cuba. From there he has now gone across to Guatemala, where he has been advanced to the post of Acting Manager of the Guatemala City Office. Every move Johnny has made has been a step up the ladder of progress, and Paramount-Pep Club members are certainly unanimous in wishing him continued progress.

We can now look forward to a commendable rivalry between the tenth and twelfth floors in the matter of precision in audible projection.
Fire and Smoke

IT MAY be true, as the proverb has it, that where there is smoke there is fire. It is equally true and of equal importance, however, to remember that the amount of smoke we see is often far greater in proportions than the little flame by which it is produced.

Further, it should be borne in mind that what is called smoke frequently turns out to be only fetid mist caused by the feverish breath of captious criticism.

Critics are like noxious weeds. They sprout and spread quickly. Compliments are like fragrant flowers. They are cultivated slowly by care and consideration from select soil.

—KABBI ALEXANDER LYONS.

PUBLIX-BOOKING. Alice Boyle, Burt Kelly, Helen Kline, Eddie Berger, Norma Davis and Jack Pindat were among those of the Booking Department at the ball, where all seemed to have enjoyed themselves. Miss Boyle and Miss Davis were seated in the box overlooking the stage right next to the bold, bad cowboy, Bill Cody—the sensational Western cut-up. We wonder whether the mere presence of the two young ladies could have had anything to do with Mr. Cody’s conduct?

By the way, someone has remarked that Jack and Paul Whitean are remarkably alike in one instance. In both cases, Success has gone elsewhere than to their heads.

Ruth Jacobs has received a beautiful wrist watch. She tells us her brother gave it to her—We’ve heard THAT before!

Rudolph Weiss is credited with the most amusing “crack” of the month. When asked whether he was going to the Paramount-Pep Ball, he remarked, “I don’t see how anyone can THINK of going to a Ball, when there’s SO much work to be done.”

PARAMOUNT POSTERS (Con. from p. 3) past several months there has entered into the production of all Paramount ad sales material a new wealth of color, of strikingness in layout, and of a general and whole-hearted tendency to have a new order of poster conform with the new order of film entertainment.

Silent but satisfied and earnest onlookers at all of these exhibitions are the splendid corps of artists responsible for the execution of the designs from which the posters are evolved. They represent well nigh the cream of the poster designing class of this giant city. We are proud and happy to pay this tribute to them not only collectively, but also individually by listing their names: Frederick Jehle, Joseph Frönder, Charles Reilly, Harry Potter, Gustave Hartman, George Lawlor, Raymond Freeman, Walter Hanneman, William J. Hanneman, William Stranders.

And of course this splendid department’s roster could not be deemed complete without a mention of Zetta Robart, secretary to Mr. Novat, and ray of sunshine for the entire department into which no ray of natural sunshine can possibly enter.

Golfer (to partner)—Just look at that girl dressed like a man. What are her parents thinking of, anyway? I think it’s disgraceful.

Partner—that, sir, is my daughter.

Golfer—I beg pardon. I didn’t know you were her father.

Partner—I’m not. I’m her mother.

* * *

A Million Others Like Her

The playwright, who is casting a new show, was discussing with a lady the difficulty of filling one particular part.

“I want,” he said, “a young man who looks like Lindbergh, who is tall, blue-eyed, who has sex appeal, a sense of humor, and an air of distinction.”

“So do I,” sighed the lady.—New Yorker.

* * *

Dot: “Tomorrow is my birthday, may I take a day off?”

Boss: “Sure, most girls take two or three years off.”

* * *

No. 16754 (jumping up in rage after the prison movie show): “Damn it, a serial, and I’m to be hanged next week.”

RESIGNATION

As this edition of Pep-O-Grams was in the press we were notified of the resignation of John E. McDermott as Chairman of the Entertainment Committee, and the appointment, by President G. B. J. Frawley, of William S. McIlvain to the vacated post.
The Only Real April Fool is the one who dissipates today’s opportunities in trying to make fools of others.

Pep-O-Grams Invites Criticism of this Belief.
‘Please!’

We have been conducting an unofficial survey to determine which sex predominates in the use of the word ‘Please!’ in requesting the floor number in the Paramount Building elevators. So far the feminine sex has a distinct lead; and to judge from the gruffness with which the mere males bark out their floor numbers, it seems that the girls will retain the lead. All of which proves just whatever you would have such a thing prove.

Signs

Neat little brass enamel signs have been affixed to the windows of the Paramount floors in this building requesting that lighted cigarettes or matches should not be thrown from the windows. Although the signs do not state as much, common sense tells you that this same admonition applies to ‘dead’ cigarettes and matches; and it also applies to everything else that you might be moved (by some crazy impulse) to project from the window. Any further discourse along these lines would not be exactly complimentary to the common-sense of you, the reader.

Silent

In January it was “Interference,” in February it was “The Wolf of Wall Street,” in March it was “The Letter,” and this month it will be “The Wild Party.” Each one of them a marvelous all-talking picture—one indicative of the marvelous progress in the direction of audibility that the screen is making. But while we make these steps of progress we should not lose our sense of proportion. There are at least fifteen thousand motion picture theatres in the United States which are still compelled to show silent pictures; throughout the foreign field there are almost thirty thousand theatres which can only show silent pictures. This is a terrific demand to be met, and so it is that practically every Paramount all-talking picture has a silent version, of equal merit—equal appeal—equal demonstration of Paramount superiority. We who are so close to vociferous acclamation of the all-talking picture might be tempted to overlook this fact. On all hands we see, hear and read of all-talking pictures: seldom is there a word of the silent picture.

Undeniably the screen is becoming audible on a general scale. But while that passage of progress is with us we should at least keep our sense of proportion and remember that we have with us our good old silent friend, the splendid, silent moving picture.

Two

March 25th—do you remember it? The second anniversary of the Paramount organization’s transfer from Fifth Avenue to the Paramount Building at the Crossroads of the World. Two years! Look back over them; see where you are now, and where you were on that momentous day in 1927. That’s what anniversaries are for, you know: to give you your bearings, and to enable you to steer your certain but perilous course into the future. And to steer it in company with the avowed and proven leader of the film world.
Ralph A. Kohn is in Europe

One of the Paramount-Pep Club's Honorary Vice Presidents — Ralph A. Kohn, treasurer of Paramount Famous Lasky Corporation—is at present in Europe on business of supreme importance to the Company. During his absence, the duties of the Treasurership have been in the most capable hands of Harry M. Goetz, Assistant Treasurer of the Company.

Girls and Their Desks Named

Our "Inquiring Reporter" came dashing back one day with the startling news that the girls who work on the "Quarter Deck" separating the "Paramount Hold" and the "Publix Hold" in that part of the S. S. Paramount Building usually referred to as "The Well," have their desks and their work posted on a pillar at each end of the "Quarter Deck." Now those who have business in these parts know just what desk to proceed to directly without asking a brace or a bunch of questions.

Keeping Tab on the Progress of Melville A. Shauer

Cable advices tell us that Melville A. Shauer is well and active in the South American republic of Brazil, whither he has gone to represent Paramount Famous Lasky Corporation at the opening of the superb Cine Paramount in Sao Paulo. After this colorful event, Mel, accompanied by Mrs. Shauer, will go to Buenos Aires and other cities in the great southern continent before returning to New York. Just managing to connect with an outgoing mail the same hour as he landed in Rio de Janeiro, he postcarded his thanks to the Club for the "Bon Voyage" greetings sent him when he left New York.

The "JANERATOR" Knows

There's an uncommonly good—and true—story told of "Buddy" Zukor, son of Eugene J. Zukor. "Buddy" is 6 wonderful years of age, which means also that he goes to school. A few days ago he came home and said to his father: "Daddy, the janerator at our school says that you own the Paramount Building and the Paramount Theatre—and he wants two passes!" While the taken-aback father was absorbing this astounding news, "Buddy" promptly vouchsafed the information to the nursemaid, and to all others within hearing.

It would seem that the janitor, while not exactly a stickler for detail, at least knows his school's pupils. And it is just as certain that he would not mind being called a "janerator," especially when the caller happened to be delightful young "Buddy" Zukor.

A Fine Record for Belle Jones

We are grateful to a correspondent who called our attention to the fact that on March 21st last, Belle Jones, a member of the Foreign Department, commenced her ninth year of service with Paramount.

Modest—But We Found Him Out

Belatedly, we want to pay tribute to one who did so much for the success of the Paramount-Pep Club's Ball at the Astor.

The object of our attention answers readily and all of the time to the name of "Duke" Wellington. He is the genius who executes all of the lobby cards for the Publix Circuit, and he has a giant workshop and a staff of twenty men toiling consistently in the New York Theatre Building.

"Duke's" contribution to the Ball was in the shape of the several hundred window cards, each of which had to be hand-lettered and drawn in a very few days.

Only a handful of the Club's members know where those cards came from: only this same handful know of the slaving that "Duke" and his gang went through to produce the job on time. But now you all can know: and on your behalf Pep-O-Grams is raising a whoop of thanks to "Duke" and his bunch for their unselfish aid.

How, When, Where and Why Paramount-Pep Club Members Can Secure Paramount Theatre Tickets

Employees' tickets for the Paramount Theatre in New York City and in Brooklyn may be purchased at the rate of 50¢ each, between the hours of 12 Noon and 3 P. M. from the following:

Homer S. Traw (11th Floor) Publix employees
Sara Sultner (Cashier's cage-11th Floor) Paramount employees
G. B. J. Frawley, President
THAT SAD-GLAD “AUVOIR” TO SADIE SPITZER
By One Who Ate and Wept
Sadie was leaving—the little girl with the pink checks and the great big smile—after so many years of faithful and conscientious service.

Some twenty-five of her business associates and friends planned a surprise farewell luncheon for Sadie, and with the use of a little strategy, Sadie walked in on the whole party sitting at a long, flower-decked table in the Paramount Hotel Grill. Of course there was subdued excitement, much surprise and not a little nervous reaction—but Sadie came through smiling.

As a token of esteem, Sadie was presented with a chest of silver and on the gift card were inscribed the following names: Daisy Weiss, Helen Winston, Anne Berliner, Mary Spitser, Helen Swayne, Eleanor Yagel, Kitty Coakley, Jeannette Mendelson, Betty Radigan, Nora Haran, Majorian Banzier, Tess Klausner, Adelaide Miller, Margaret Russell, Jerry Fowler, Lillian Hirsch, “Pete” Peterson, Helen Gilson, Marie Dunn, Sally McLoughlin, John Clark, Peggy Eichler, Helen McCormack, Gertrude Jaffe, Lillian Stevens, George Schaefer, Creed Neper, Belle Jones, Emil Shauer, Agnes Engel, Les Whelan, Sara Lyons, G. B. J. Frawley, Joe Ungar, Dorothy Wechsler, Esther Jablow.

On top of the chest of silver lay a bouquet of sweet peas. Sadie pinned the corsage on and then opened the chest. She was quite taken back and could hardly take her eyes off the silver. It was beautiful and brought tears to Sadie’s eyes, but they were tears of joy and deep appreciation.

The luncheon then proceeded and it, too, was in keeping with the occasion. It was not so easy for Sadie to lose sight of the fact that this was her farewell luncheon—but the ready wit and good humor of those about her, helped dispel any sad thoughts she had.

The luncheon wound up right merrily with many good wishes for Sadie’s future happiness, but deep regret at losing so excellent a worker and so charming a personality.

NEWS FROM THE STOREHOUSE
The “Apple a Day” club at the Storehouse has been renamed the “Kalory Klub.” Everybody’s going in for them.

Overheard at Lunch
Lillian Weinberger: — Have a piece of cake Blanche?
Blanche Unger: — No thanks, I’ve just had 12,846,726 calories.

There is a rumor going about that Joe Levaca is going in for Ping Pong.

Watching a few of the boys “Warming Up.”

Henry Levaca: — Gee, that bird is terrible, he couldn’t hit a medicine ball.
Robert Guilfoyle: — Terrible? Why he couldn’t hit the ground with his hat.

In spring a young man’s fancy turns to sulphur and molasses.

Two Defects a Person Found in 3,063 ‘Healthy’ Individuals
(The following survey is reprinted from The New York Times. It is reprinted for the reason that it is believed to pertinently apply to quite a number of Peepers who either believe that they never have to go to the doctor unless they are groveling on the ground in agony, or who never go because they implicitly believe that there is nothing wrong with them. It costs nothing to see the doctor: you don’t even have to use your own time for the purpose. And, without being in any way an alarmist, it is just as well to know (as the survey proves), that there are many ailments whose best camouflage is an undiscernible subtlety of attack. Now read what The New York Times says:

More than two diseases or defects in health per person was the average discovered in a group of 3,063 apparently healthy persons examined at the Health Examination Service of the East Harlem Health Centre during 1925, 1926 and 1927, according to a report by Kenneth D. Widdemer, made public yesterday.

A total of 8,000 such defects or diseases was discovered in the group, giving an exact average of 2.618 a person. Defective teeth, malnutrition and obesity led the list, the first being noted in 67 per cent of those examined, and one of the two others in 51 per cent. Flat feet and diseased tonsils were also frequent. Eyes, heart, abdomen and glands were involved in the bulk of the remaining disorders. Glandular disturbances were particularly prevalent, being noted in 10 per cent of those examined. Glandular defects were most prominent in the young; heart defects in the older group.

ADDITIONS TO THE FAMILY
Unanimous approval brought the following new members into the ranks of the Paramount-Pep Club at the general monthly meeting held on March 12th:

Give ‘em a Chance to Grow
Sheik (entering crowded barber shop)— “How long must I wait for a shave?”
Barber (after close scrutiny)—“Well, I should judge about two or three years.”

Bertha Kasica and Abe Goodman are Garbo-Gilberting.
We wonder why Harry Kassel is always humming love songs? Maybe Wedding Bells?
Al Stefanic is now displaying what the well dressed man will wear.
John L. Peres went to see “Blackbirds of 1928”. He said it was a fine show, but he was slightly in the dark as to the plot.
Eddie Stober is now wearing a derby.
MR. KATZ ADDRESSES THE PARAMOUNT PEP CLUB
By LEON J. BAMBERGER

Recently Sam Katz, President of Publix Theatres, made a tour of a number of the circuit’s houses in small towns in Texas. In order to be free to observe conditions thoroughly he traveled incognito.

Mr. Katz got a great kick out of witnessing the same high type of operations in these small towns as exists in the large cities. Going into one of the theatres and offering a tip to the usher, he was naturally pleased when the gratuity was refused graciously, with the statement, “Publix service, sir.”

This little incident was one told by Mr. Katz in a most engaging talk which the President of Publix delivered last week before a meeting of the Home Office Paramount PEP Club.

Mr. Katz spoke on “What Publix represents in the make-up of the Paramount company.” He stated that it was essentially a service organization, serving 600 odd theatres throughout 28 states, in which the company has a financial or an operating interest.” “Publix,” stated Mr. Katz, “serves the needs of large theatre chains throughout the country while endeavoring to retain the experience and the mature judgment of the founders of these chains.”

“The first aim of Publix,” he said, “is to establish theatre operation on a basis of quality comparable to the standing that Paramount has acquired in production and distribution, to take theatre operation out of the slovenly, careless manner previously noticeable in many spots and to bring to the remotest parts of the country ideal operations of which the townspeople and Paramount-Publix might be proud.

In every city and town having a theatre served by Publix Mr. Katz and his staff have placed house service, type of employees and entertainment on the same identical plane as it exists in New York, Chicago and other metropolitan centres.

Publix is the largest Paramount Famous Lasky subsidiary. That is, it has invested the largest sum of any of the divisions of the company, and Mr. Katz said he “felt a definite trusteeship and a sacred obligation to fulfill the responsibilities of that trusteeship to the very nth degree of his ability.”

IN BERMUDA’S SUNSHINE

Ann J. LeViness, indefatigable secretary to Mr. E. E. Shauer, general manager of the Foreign Department, has spent the past two weeks basking in the sunshine which made Bermuda’s onions famous. It is a well-merited vacation which she is enjoying, and she is certainly living up to the Foreign Department’s slogan of “seeing the world.”

Kay McKeon has acted as secretary to Mr. Shauer during the absence of Miss LeViness, and has fitted the position splendidly, thus demonstrating once more the far famed adaptability of the members of the Foreign Department.

EN ROUTE TO EUROPE

Assistant manager of the Foreign Department J. H. Seidelman is aboard the S. S. “Ile de France” en route to Europe for his first visit in two years. He is to cover a number of countries in a intensive vacation trip of six weeks.

In Paris he will of course meet up with “Dick” Blumenthal, and will convey to him in person the kindest regards of Dick’s legion of friends in the Club on this side of the Atlantic.

Mrs. Seidelman is also making the trip, and they expect to be back in New York City in six weeks’ time.
PARS FROM THE PAR. BUILDING'S FOUR CORNERS

Culled by Our Contributors

A Thr-r-r-illing Melly-drama of Comptometry, entitled
“IRISH LUCK” or “PLUCKY POLLY”

Isabelle Mahoney, of the Sales Statistical Department, one of the shining satellites of Comptometry, has a goodly share of Irish wit (?) And so, during the sessions when the good girls and boys were supposed to be learning how to use the Comptometer Plucky Polly laughed long, loud and uproarious, asked to be explained a problem in division, and attracted a lot of attention.

One day Polly hurt her finger. It was a teney-weeny scratch. Nevertheless, it hurt. So she went to Dr. Stern and he put a nice big bandage on it. And when the eventful day of the exam. came, did she hesitate to bear the lion in his den and take the test? No, not Plucky Polly. (Miss Swayne had spoken to her).

Bravely she marched in to her fate, and with her finger all doctored up and her poor, poor palpitating heart needing doctoring, she pounded out 104½.

We take our hats off to this bravery and give to Plucky Polly three loud hurrah.

A heated argument which arose between two very popular members of the Sales Statistical Department, has now taken on nation wide interest. The question is whether Rudy Vallee or Vincent Lopez conducts the better orchestra. Yvonne Rigney insists that Rudy Vallee is the better, inasmuch as he will open in the Paramount Theatre on April 27th. Isabelle Mahoney thinks Vincent Lopez is the better because she knows him. In order that no blood will be shed we shall leave the decision to the members of the Club.

We are getting ready to have a rail put around Henry Goldberg’s desk after April 15th. On that day, delivery of Henry’s new Chevrolet will be made and if the folks around here get wind of it, we are afraid they will all come storming into his office in an effort to be the first to take a spin around with him. We are sorry to advise that the prospects are not so rosy for several of the girls around here have mapped out a family for Henry and from the looks of things his car will be pretty well filled all the time. For further particulars, get in touch with Iris Keenan.

We are glad to see Bessie Goldsmith back at her desk after several days of illness.

Larry Flynn is also getting back to his splendid old form.

Helen Kane, Alice Blunt and Iris Keenan are spending their Sunday afternoons at Tom Noonan’s, Dwyer Street Mission.

Grace Connolly still blushes.

Sally McLoughlin is going on vacation.

Anna Reilly is very blue these days; she claims her beautiful Angora is very sick.

Catherine Hagan is sporting a flaming Red Cross.

The members of the Paramount-Pep Club extend their heartfelt sympathy to Jerry Goldsmith, of the Foreign Department, whose father passed away in his sleep.

Fred Schraeder has been assigned to other duties in Arthur Dunne’s department and in his place we welcome Richard Carroll, who promises to also be quite successful.

Miriam Isaacs is now putting forth her best efforts in the Exchange Accounting Department, having been transferred from Mr. Mackintosh’s Department.

Sorry to hear Adelaide Miller was away for a few days, but she is back now and looking her usual healthy self again.

Dame Rumor has it that Arthur Craig is going in very seriously for gymnastics. If it is to reduce, we would suggest he cut out those visits to the nearby soda fountain.

Irene Meltzer, James Clark’s peppy secretary, is now going through the intricacies of Hawaiian dancing, having graduated from the tap-dancing class.

Surely you’ve heard of the little friendly rivalry between Harry Gray and Armand Tousseant? Well, if you haven’t, it seems that both are considered fairly good bowlers, but each thought himself superior to the other. The decision however was given to Harry after a goodly crowd turned out to see the hotly contended match at Dwyer’s.

Catherine Cunningham was all excited after playing Bunco for the first time at a party given by Nora Haran at her home.

Who is Margaret, the pretty young lady Fred Weber had with him when he saw “Wolf Song”? Is she the recipient of the little love songs he practices all day long?

Lenora Korenstein is starting her series of luncheon dates with Alice Joyce. Here’s hoping that some day Miss Joyce will honor our department with a visit.

Why does Joe Ptaczek get all of his phone calls in the mail room? Is she the deep dark secret?

WISDOM IN A FEW WORDS

How fortunate we do not always get what we want.

Check up your faults, or your faults will check your career.

Poise is golden: pose is tinsel.

The most wonderful thing that the world contains is a bright face.—Dr. Albert Einstein.

There is so much nastiness in modern literature that I like to write stories which contain nothing worse than a little innocent murdering.—Edgar Wallace.

Kissing can be abolished without any violent self-denial.—Ralph Picken.
Synopsis of the Eight-Weeks' Course in
Comptometry given by Felt and Tarrant

The nature of this course, or the Beginners' Class, consisted of an eight-weeks' period of instruction in the subject, during which time the Beginners were taught the rudiments of the Comptometer and how to perform all operations—addition, multiplication, subtraction and division.

The sessions started Tuesday, January 8th and continued through Thursday, February 28th. Due to the great number of people desirous of taking this course, it was necessary to have classes two nights a week, Tuesday and Thursday.

Four prizes were offered, two to each class, to those receiving the highest ratings in proficiency and attendance, as an incentive toward better work. Although approximately 100 entered originally, the finish of the course found about 35, nine of whom received over 100% in the final examination, of which number, four people are the prize winners.

Classes have been formed for advanced instruction, which started Tuesday, March 12th, and will continue through the month of March and into April. There are 22 pupils in this class, consisting of experienced comptometer operators and those of the Beginners' Class, who by reason of their

EUGENE ZUKOR'S SUPERB OFFICE

Monday, March 18th, was office-warming day for Eugene J. Zukor, Honorary Chairman of the Board of Governors of the Paramount-Pep Club, and Assistant to Sam Katz, President of Publix Theaters Corporation. The ceremony, which was quite unofficial, took place on the ninth floor and marked the completion of Eugene's delightfully dignified new office. Fitted throughout with old oak, and with beams and pillars symbolic of the monastery or the old Norman castle, the office is emphatically a step out of the mad whizzingness of New York City into the charming cloisteredness of a bygone age. It is indeed a rest for the eye and a stimulus for the mind. Receiving over 100% in the final examination, became eligible to enter the advanced class.

Below are the four prize winners and those receiving honorable mention:

Tuesday night: John Gentile (151.8) first prize; Rose Mirell (109) second prize.

Thursday night: Margaret Eichler (180) first prize; Mrs. Chalmers Traw (171) second prize.

Honorable mention: Isabel Mahoney (104), Dorothy Moloney (151), Helen Kraus (112.5), Saul Jacobs (128).

INTER-DEPARTMENTAL BOWLING TOURNAMENT

At the end of the 18th game rolled in this Tournament, the Cashier's department has a monopoly on the situation. This of course is due to the Shining Speedball Bowler, Clarence W. Alexander. This little fellow has as a partner none other than the Paymaster Carl Clausen. This combination has sure been an unbeatable pair.

High score for the 18 games goes to C. W. Alexander, with a score of 215. Second High Score goes to Charlie Gartner of Insurance-Foreign, with a score of 201. Third High Score goes to Ray Pratt of the General Books, with a score of 200.

High average goes to C. W. Alexander with an average for 18 games at 167. Second average goes to Ray Pratt with an average for 18 games at 159. Third average to Charlie Gartner with an average for 18 games at 156.

On April 2nd all teams bowl 3 games at Dwyer's Academy. (53rd and Broadway) Alleys, 31-32 third floor at 6 P. M.

Standing of the League

Department and Players—

| Cashiers (Carl Clausen-Clarence Alexander) | 14 | 4 |
| Publix (Ptanick-Gulotti-Glidden) | 12 | 6 |
| Gen'l Acctg. (Pratt-Mac Ilyam-Wood) | 10 | 8 |
| Ins.-Foreign (Gartner-Phillips) | 9 | 9 |
| Exch. Acctg. (Dunne-Gray) | 9 | 9 |
| Budget (Doughney-Lemmon) | 8 | 10 |

(Continued on page 10)

PAUL L. MORGAN PASSES ON

Once upon a time—and it was a time which lasted for several years—the Paramount company and the Paramount Club had joint representation in a sparkling house organ which bore the name of "Paramount Pep." Copies and volumes of it are treasured this day, and it forms one of the staunchest threads of Paramount history that we have.

For the years that it lived, "Paramount Pep" was almost exclusively edited by Paul L. Morgan, brother of the present Paramount manager at Kansas City. Paul had a genuine faculty for translating that otherwise intangible quality known as the Paramount Spirit into words that shone and endured. The pages of the magazine he edited reflected achievements, policies, personalities and, most of all, progress. "Paramount Pep" did not keep pace with the organization; it marched in advance of it as one of the pioneers blazing the trail.

And thus did Paul L. Morgan play his splendid part in the upbuilding of the grand organization to which we all belong. On March 5th last, Paul received his last earthly summons. But out in that endless expanse of whatever there is beyond this frugal life we have to live on earth, he can at least look back and know that one of the stars of the Paramount Trade Mark is his—a fitting memorial to one who did so much for Paramount.
The Business Girl's Place in This Big Business World
By DOROTHY DIX

The editor (who has no secretary) was shown the article given below. It appeared in Dorothy Dix's famous column of The New York Evening Post on March 29th. The editor (who, we repeat, has no secretary) was asked what the reaction of his readers to this article would be. As he couldn't have the reaction without the readers reading the article—here it is:

How Shall An Employer Treat His Stenographer?—Dangers and Temptations of the Business Girl Are Nearly All Mythical, Says Miss Dix.

A young girl asks, "How should an employer treat his stenographer and other female employees?"

Every employer should treat the girls who work for him as he would wish some other maid to treat his daughters, for they have thrown out into the world to earn their own bread and butter. And it is to the everlasting honor of American business men that they deserve higher prices.

There are a few old brutes who take advantage of a girl's necessity for making her own living and for supporting those dependents upon her earning for her by submitting to their leathamptoning.

There are also a few philanthropists who are dastards enough to play upon a girl's sympathy to deceive or trick marriage.

A passing flirtation will win a girl's heart only to break it. These cases are few and far between, however. In the great majority of business houses a girl is just as safe as she is in her own home, and her employer's relationship with her is just as impersonal as it is with any male employee.

When a girl goes into business, she should leave sex behind her. She is deliberately coming into competition with men and she has no right to ask any favors because she is a woman, nor to expect to be treated differently from the way a man is treated.

Her employer should treat her fairly and give her honest pay for good work. He should not single her out for particular consideration, but a business office is not a drawing room and she has no right to object to his smoking, or exclaim him to sharpen her pencils, or pick up her notebooks, and she is an idiot if she bursts into tears every time a hard worked, nerve-wrecked, worried man is irritable, or finds fault with her work.

A great deal of nonsense is talked about the dangers and temptations of the working girl. If you listened to the alarmist, you would think that every employer was a spider sitting in his private office waiting to devour the poor little unsophisticated fly of a stenographer whom he lured into his parlor.

Competition in business is fierce and the man who succeeds has to concentrate upon the task in hand. He has to give his work his utmost attention. For many of them it comes to him the only thing in the world and he has no time or thought for anything else.

He would not notice her shape even if the Venus de Milo were his dictation. His only concern would be with her spelling. Even Cleopatra's charm wouldn't move him if she bungled an order for cannon goods. He missed the last quotation on Wildcat preferred.

There is a time for everything. There is a time for being soft and sentimental and a time for being hard-boiled. There is a time for amorous dalliance and a time for being on your job. There is a time for whispering sweet nothings in a shell-like ear and a time for business. A girl will suit if she has made a mistake, and that is why the manly might of the men in love making done in business houses during business hours. It isn't the time or place, and might be the men and the mood for it.

From 9 to 5 they are chasing dollars, not skirts. During that time they are trying to emulate Mr. Rockefeller, not Don Juan. It is true that most men prefer a pretty girl to an ugly one, but it is just as great as the mahogany desk to a deal one. It is soothing to the eyes to have something easy to look at and all that she is just part of the office equipment.

Moreover, in an office or out of an office, the way a man treats a woman depends almost entirely on his attitude. She calls the tune to which he dances. If a girl can make herself decently and appropriately for business, if she is quiet and dignified and lady-like and businesslike in her demeanor, she will seldom, if ever, have occasion to resent her employer's conduct toward her.

Unfortunately, many girls capitalize their sex when they go into business and expect to make it get them by and alone for lack of industry and accuracy and punctuality. The color of her hair is better hall man than it is to work at their jobs and that more is to be got by gold digging than is done in a pay envelope.

So there is no conflict there look in the eyes they turn on their employers; they languish over them as they take their dictation, they take every art and when they hint to get invitations to dinners and parties and box rides. If their employers treat such girls with familiarity, it is because they have invited insults.

In reality, the men and women who work together are less likely to fall in love than any other men and women, because they see each other at all too close range and are too familiar with each other's faults and weaknesses. The relation between an employer and his secretary, for instance, is very much like that between a man and a big cat.

His stenographer must be his memory, his aliib, the vent for his temper and irritability, even as his wife must, and there is no other man under the sun who she is less likely to fall for. On his part, the employer has to put up with the moods and tenses of his stenographer and keep her fur rubbed the right way, just as he does his wife, and she doesn't look like a ladylove to him.

That is why Cupid seldom goes gunning in business office now why the relationship between the men and women who work together gets to be a sexless one in which they cease to think of each other as men and women but just as cogs in a big machine that grinds out money.

DOROTHY DIX.

Tourist: "What's the matter, my man? You look depressed."

Georgia Cracker: "Times is terrible. I'd spent two years learning to read and now comes these talking pictures it ain't necessary."

A Scot and his wife went into a restaurant and ordered one sandwich and two plates, cutting the sandwich in half as it was served. He was chewing away raucously, while his wife looked on, which led the waiter to ask: "Is there something wrong with the sandwich, madam?"

"Na," she no'ed, "but Sandy is using the teeth."
WHAT DISASTER STRIKES DOWN, THE RED CROSS REBUILDS

Pep-O-Grams has been asked by the American Red Cross, of which President Hoover of the United States is also the President, to publish the story printed below. This is a request we gladly accede to. In all of life we know no organization more ready to serve, more practically unselfish, more meriting the attention of philanthropists, whether they have one or a million dollars to give to a worthy cause.

The current year of 1929 is not without its shining story of the mending crusade of the Red Cross; for when the Mississippi again unleashed its waters and took its toll in lives and property, the Red Cross was into action with a swiftness and sureness which staggered even those they came to help.

Knowing these things, it is no wonder that we are happy to do our small share in keeping bright the work of the Red Cross.

THE service of the American Red Cross in disaster during the past 48 years has been spectacular and dramatic, competent, purposeful and to the point. Great caravans of medical supplies have been rushed to the scene of disaster, tons of food have been purchased, thousands of meals have been cooked and set before the hungry, and sufficient shelter set up to make a hundred busy towns. Money in the amount of $49,594,000 has been expended in 938 disasters within these United States.

Through her 3,500 Chapters, the Greatest Mother in the World has a hand in every calamity which besets her children. In cyclone, tornado, hurricane, storm, fire, flood, epidemic, building collapse, wreck,—wherever the elements run riot or man in his race for a goal has endangered his fellow men, she is there. There is her standard, the flag of the Red Cross, set solidly as a sign of hope in the midst of the chaos of calamity, and under her banner springs up a new civic leadership, having a place in it for people of every political, social, religious, national or racial complexion.

When there is need, every town and hamlet joins in the outpouring of concern. Industries and business groups everywhere give liberally of their time and products, and there is widespread enlistment of sympathy and generous spirit of our people.

Florida, the Great Valley of the Mississippi, New England and the West Indies, scenes of the four most recent major disasters,—widely separated geographically but closely knit through bonds of suffering and misfortune, received tangible evidence of the generous giving of the American people, through their Red Cross. During 1926, following winds of hurricane proportion, a fund of $4,777,170.07 was provided by the people of the nation and the Red Cross for relief operations in Florida. In 1927 relief for Mississippi Valley flood sufferers called for the expenditure of $17,498,902.16 to carry through to completion the work begun early in the year. Of this amount the Red Cross furnished $100,000 from its own treasury. In November, 1927, heavy rains in New England brought about the most destructive flood ever experienced in that section of the country, and for the furtherance of this work the relief fund totalled $1,269,541.56, of which $529,312.93 represents a donation from the treasury of the National organization. Again, in September, 1928, gifts were made to the West Indies hurricane sufferers by the public, of $5,908,146.54, and of that amount the Red Cross furnished $50,000 from National treasury funds that it might facilitate the emergency handling of the situation.

In every community the local Chapter stands for a fraternity of service, working for neighborhood, state, country and for the world. Every Red Cross unit stands ready at a moment’s notice to help at home or abroad. Trained intelligence may better cope with threats of obliteration by natural forces. Thorough-going team play and constant alertness of leading officials, business, industrial and professional folk may result in great saving of life by enabling the Chapter to offer immediate relief where delay means despair and added misfortune.

Even before disaster strikes, the Red Cross realizes that where there is no disaster it has an important day-by-day work to do in preserving health, teaching ideals of service to the youth of America, helping in distress, and in preventing disaster.

It has made this prevention and the strengthening of its disaster preparedness committees in Chapters the keynote of its contemplated work for the coming year. The Red Cross realizes that as the idea of prevention is carried out the Chapter will perfect its skill in the handling of disasters through added knowledge gained by study of the particular problems and hazards contained within its field. This is the goal set for our Red Cross and is the plan upon which the work for 1929 will be based.

During the coming year the Greatest Mother plans to stretch out her protective arm and trace with the finger of humanity a circle of prevention round about her children everywhere. Disaster relief programs embody extensive surveys of all hazards,—and evaluation of the type and number of risks present in communities. Public attention is to be called to existing dangers, and well laid plans of... (Continued on Page 12)
“SCHOOL DAZE”

or

THE LITTLE RED SCHOOL HOUSE
IN THE WELL

(By One of the Pew-Pills)

Mr. Winzeler and Mr. Smith, the instructors from Felt and Tarrant, take their place in the front of the room, only Anna Stumpf’s gum being audible.

“Now children, tonight we will learn how to divide nothing by infinity and get zero.—Molly Bregman, stop copying Amy Press’ homework, you’ll both be wrong anyway.”

Dorothy Mansfield—“Please, Mr. Smith, my Comptometer is paining me. What shall I do?”

Mr. Smith—“Take some aspirin. Peggy Eichler, if you don’t stop talking, I shall be forced to send you to the Principal.”

Mrs. Traw—“Oh, have we got a Principal? Who is it?”

Rose Mirell—“Sh-sh-sh. Miss Swayne is the Principal.”

Eleanor Yagel—“Teacher, Johnny Gentle is dipping my hair in the ink.”

Johnny—“I ain’t neither. I only threw some in her face.”

Mr. Winzeler—“Helen Kraus, did you do your homework?”

Helen—“No, but here are the answers.”

Mr. Smith—“Cecilia Honor, divide 60832 by 4219 and I’ll come around in a half hour to see how you’re getting along.”

Gertrude Ginsberg—“Teacher, to multiply 33 by 6, do you first subtract the quotient?”

Mr. Smith—“What’s the quotient?”

May Corkery—“I have some quotations. Do you want a little one or a big one?”

Eva Berger—“Oh, dear, I can’t seem to start this Comptometer. Shall I pull out the choke?”

Saul Jacobs—“Kick it a few times. I did that to mine and now it’ll do anything I want.”

Mr. Winzeler—“Well, what do you want?”

Dorothy Maloney—“I want an ice-cream cone.”

Polly Mahoney—“Oh, Mr. Smith, I met the loveliest boy last night.”

Mr. Smith—“Please don’t include the date in your Home Work. It might result in the wrong answer.”

Pauline Hicks—“But, oh teacher, this date I had last night would make anybody’s Home Work right.”

Mr. Winzeler—“While I still have my mind, everybody please come up and receive your diplomas.”

BOWLING (Continued from page 7)

Audit (Toussaint-Mc Govern-Vornbaum) .................. 7 11
Exch. Service (Finan-Goldberg-Faulkner) .................. 3 15

Schedule for April 2nd, 1929

7PM—8PM—Auditing vs. Budget
8PM—9PM—Exch. Acctg. vs. Insurance
9PM—10PM—Cashiers vs. Publix.

TRAFFIC DEPARTMENT

ACTIVITIES

“General Manager S. R. Kent, has directed General Traffic Manager Stilson to change the handling of shipments to U. S. A. and Canadian Exchanges from a “Collect” to a “Prepaid” basis. This will reduce accounting, lessen work in the Exchanges and prevent loss of Company’s funds through error or overcharge. Mr. Stilson has ordered the change effective April 1, 1929.”

SPRING MUSINGS

By Richard G. Engel

There is one season of the year in which all life in God’s great domain feels its presence. It casts a spell over all, being more masterful than the most clever hypnotist and more effective than the result of a powerful drug. At least it is seen without drugging the mind to a sub-conscious state. Being as old as the ages, little thought is given it until we are smothered by its entrance into our daily life. It is that time when nature wakes the earth from her deep sleep of winter.

A carpet of velvety green covers hill and vale, trees are budding and foliage shows its slender green shoots. Even the birds make it a happy time with their chirping and singing. Mother Nature does her work well.

Humans respond to the awakening as we see man overhauling the car, painting the house, pottering with the soil for a future garden, or trying a mashie shot on the front lawn. Children with their skipping rope and the older boys with their cry of “Knuckles down” as they play the game of marbles.

The business executive “plays hookey” and is heard lustily shouting behind third base.

The housewife is busy these days with her “spring cleaning” and the rearranging of the furniture.

Youth shows signs of laziness having only a thought for romance and writing poetry. The modern Romeo wooing his heart’s desire with a twanging ukulele accompanied by terrible singing and moonlight drives.

Age becomes young again and memories of the past are recalled.

Of course that old remedy “Sulphur and Molasses” for those who have their Spring ailments, is still referred to even in this modern age.

To talk about “Springtime” one does not see it in the true light. Only when you live through it do you realize its gloriousness.

Girls when they went out to swim
Once dressed like Mother Hubbard:
Now they have a bolder whim;
They dress more like her cupboard.
GOLDEN GOAL

Jack Davis, of Mr. Michael's eleventh floor auditing department, and one of Paramount's star basketball players, made his winning score on Easter Day, when he placed a golden circle on the finger of his pretty teammate, Dorothy Jewell. Our correspondent advises that anyone who wants to know how folks look and act when they have that Spring feeling about That Certain Party, need only look across into Mr. Beute's department.

Her Gift in Socks

Two bachelor girls of somewhat advanced years were discussing the approaching holidays. "Sister Molly," said the younger, "would a long stocking hold all your wish for Christmas?" "No, Elvira," said the other girl, "but a pair of socks would." 

Unspeakable

It was the first time he had ever been to a "talkie." He stood it as long as he could, but finally went up to an usher and complained. "Say," he said, "will you please throw out that mutt who keeps reading the titles out loud?"—Judge.

D. B. IN PARIS

His legion of friends in the Club will be bound to be glad to hear that "Dick" Blumenthal is now in the proverbial pink of condition, and is making a grand name for himself in Paris. He recently returned from a successful business trip to Barcelona, Spain, and in order that his skeptical friends would be made to believe that he is well, he was snapshotted outside the Paramount Theatre in Paris. Greetings from a great many of the Club's members are being carried to him by Mr. Seidelman, who is already on the high seas.

EXECUTIVES

A company is certainly known by its executive power: and if you want to know just how many executives there are in Paramount Famous Lasky Corporation, just attend an "Executive show-ing" of a new picture in any of the sound projection rooms. Maybe then you'll get the idea of why the Company now has to use the Criterion Theatre for its talking picture executive screenings.

J. P. McL.

Somebody with a really true knowledge of nautical matters, called Office Manager Joseph P. McLoughlin "the quartermaster of the Paramount Home Office." And that, folks if you know your seas and seamen, is a mighty high tribute. The quartermaster of a ship is the one who is just about the whole works of running the ship. The captain knows his navigation, but never interferes with the engineroom; the Chief Engineer knows his engine-room, but never bothers with navigation. But the quartermaster—he has to know both, to carry the troubles from each to the other, and to attend to every other detail and problem regarding the running of the ship. So here's to Mac—to his task—and to our share in lightening his troubles wherever possible.

NO MENTION

We are going to form a little subsidiary club for all of those Pepsters who complain that they are never given mention in Pep-O-Grams. The first item of the Club's expenditure for the members will be for a purchase of little tin horns—so that the members can go out and tell the world about themselves.

"LUPEING THE LUPE"

There's a lot of envy flying around these days. It concerns the boys of the Publix publicity department who are permitted, because of business reasons, to converse with Lupe Velez every day or at least up until the time that Lupe's picture closed at the Rialto Theatre. We have, however, no evidence of the fact that the envy was simply one-sided, or that those who talked with Lupe had good reason to envy those who didn't: we simply confined ourselves to the fact that this is the motion picture business, and that we hear what we see—if the projectionist is on the job.

NEW SCRIBES

The Incorporated Association of Advertising Press Book Author welcomes to its midst Leonard Daley, of Philadelphia, Pa. Leonard is a scribbler of note, a poet of promise, a person of charm, and the possessor of one of the Paramount Building's most sensibly attractive moustaches. He is already installed as a popular member of Russell Holman's indefatigable bunch of idea-spouting scribes, along with Alvin A. Adams and Bob Moriarity.

"GIMME!"

Lawrence Bailey is still the same good-natured recipient of the most amazing barrage of requests in history. And if he ever blinks an eyelid at even so strange a request as a ride in the Graf-Zeppelin, or a lawnmower for the office carpet, then we are going to be the most astonished people this side of Hoboken. Lawrence, to our way of thinking, is the perfect interpretation of imperturbability.
“CRACKERS AND MILK”  
By Serious Dudley

“To think your neighbor is a friend is foolish.  
To know he is a friend is knowing yourself.”

“Any man who thinks he has to use profanity to show how busy he is—isn’t busy—he’s either thoughtless, muddled or dumb.”

“To be told that your work is done well is better than to always think the work you do is beneath you and as a result do it poorly.”

“Overtime when necessary. Expect no more than you earn and know your worth.”

“Never spend more than you earn.”

“To have your health and keep it, exercise good nature toward your fellowmen. Even a clock gets run down if it isn’t given a hand once in a while.”

“There is not so much importance in the act of doing right as there is in knowing you are doing the right thing.”

TELL ME WHY!
If one is a tooth and a whole set are teeth.  
Then why shouldn’t both in the plural be beeth?

If the plural of man is always called men,  
Why shouldn’t the plural of pan be called pen?

You may find a lone mouse or a whole nest of mice,  
But more than one house is surely not hice.  
A cow in the plural is properly kine,  
But a bow if repeated is never called bine.  
Then one may be that and two may be those,  
Yet hat in the plural would never be hose.  
We speak of a brother and also of brethren,  
But the’ we say mother we never say methren.

The masculine pronouns are he, his, and him,  
But imagine a feminine she, shis, and shim!  
So the English, I fancy you all will agree,  
Is the funniest language you ever did see.  
Found by Frank S. Schreiber

THE RED CROSS (Cont. from page 9)

action are to be developed to anticipate every emergency.

Whether the community be small or large, National headquarters offers information and skilled leadership in working out plans to ward off calamity and to prepare for undertaking relief tasks. Through years of experience, supported by trained personnel, the organization is truly fitted to serve in an advisory capacity.

Mines, factories, munition plants, rivers, lakes and streams that may be apt to overflow are all to be charted, and all Chapters of the Red Cross are strengthening their disaster preparedness committee for constantly improved service when called into action. Skill and public interest will gradually surround the local problems until a new sense of security is justified.

The Red Cross has a great responsibility by virtue of the people’s faith imposed in it, and it knows that greater disasters than those of the past may come to test it. It is ambitions

FACE VALUE

The face that you carry everywhere with you is the only one you will ever get. But it is possible for you to give it a lot of change.

Your face is a sort of publicity agent for you. It tells people a great deal that you do not imagine it tells. Also it publishes volumes of things you are glad to have known.

Your face is the most important “ware” that you exhibit. Usually you pass for your “face value.”

So do you see how important it is not to spoil your face?

Here are some of the things that rebuild faces. First, smiling at every stage of your day makes a wonderful face. It can never be spoiled by smiles. So learn the art of smiling. Believe in better things. A face grows in beauty and power under the working of a mind that sees the good in everything. Change not your expression in the front of defeat; look for victory and you are sure to see it.

Worry not. More faces are lined and creased and folded up through worry than any other thing. Worry is a worse disease than the small pox and leaves deeper scars.

You are no older than your face. Clean thoughts and purposes made plain, stamp a rainbow of youth and promise across the planes of your face that nothing can erase—least of all, mere years.

It’s a good thing to believe in your face. And if you do, it’s not liable to spoil.

Found by Sallie Jacobs.

ORDER

What comfort, what strength, what economy there is in order—material order, intellectual order, moral order. To know where one is going and what one wishes—this is order; to keep one’s word and one’s engagements—again order; to have everything ready under one’s hand, to be able to dispose of all one’s forces, and to have all one’s means of whatever kind under command—still order; to discipline one’s habits, one’s effort, one’s wishes; to organize one’s life, to distribute one’s time, to take the measure of one’s duties and make one’s rights respected; to employ one’s capital and resources, one’s talent and one’s chances profitably—all this belongs to and is included in the word order. Order means light and peace, inward liberty and free command over one’s self; order is power. Aesthetic and moral beauty consist, the first in a true perception of order, and the second in submission to it, and in the realization of it by, in, and around one’s self. Order is man’s greatest need and his true well being.—

From the Journal of Henri Amiel, 1855.

To perfect its present disaster relief equipment and, through its Chapters, is constantly striving toward the betterment of its administrative and operative functions. It will never halt in this purpose, as there is no vacation in coming to the aid of stricken people. From that responsibility there is no relief and no falling back.
Created for the members of the Paramount-Pep Club, Incorporated. Published for them monthly: this issue being Number Seven of Volume Five, and its date of publication, May One, Nineteen Hundred and Twenty-nine.

RUDY VALLEE
—Photo by NATHAN

To the Girls of the Paramount Pep Club
Adoringly
Rudy Vallee

Read the Story About this Photo on Page 5
PEP-O-GRAMS
The Spirit of the organizations of Paramount Famous Lasky Corporation and Publix Theatres Corporation.
Edited by Albert Deane
Associate editors: Henry Gray, George Rogers, William Noonan.
Art Editors: Ray Fremantle, Saul Schiavone
Official Photographer: Lewis F. Nathan
Contributing editors: Every member of the Paramount-Pep Club, whether moved or not by the spirit to write.
Pep-O-Grams is published by and for the members of the Paramount-Pep Club on the first of every month at the Paramount Building, New York City.
Volume 5, Number 7
May 1, 1929

A n o n y m i t y
Repeatedly the editor has stated that anonymous contributions, especially those of a critical or vindictive nature, find their way directly to the wastepaper basket. If you wish to criticise (and that is distinctly your province and privilege), sign your name to your written expression. If you request it, your name will not be published. But the editor is at least entitled to know whose observations he is asked to publish. The past month has seen an inordinate number of these anonymous unsolicited contributions. You who do not see your writings in print now know where they have gone to.

O u t i n g
President Frawley announces that the Annual Paramount-Pep Club Outing will be held this year at Roton Point Park, Connecticut, which (quoting from the Park’s publication) is “The Prettiest Park on Long Island Sound.” We have covered the President’s announcement a little more comprehensively on another page and, with the knowledge of a few more plans which are being held up the mythical but none the less effective sleeve, we can assure the Club’s members that they are in for the best outing they have ever known.

D a n c e
A peach of a dance was staged by the Club’s Entertainment Committee at the Pennsylvania Hotel on April 23rd. A goodly percentage of the members attended with friends, and the quality of the wholesome merriment denoted that a corking good time (minus corks) was had by all. The Entertainment Committee Chairman and Vice Chairman — Messrs. McIlvain and Wood — certainly did right by the members, and are to be truly congratulated.

I n s u r a n c e
It is only in fairness to those who have contributed stories and paragraphs on the subject of insurance, to advise them that these contributions have been held over pending a still more momentous announcement on this subject which will come from the Club’s officers in the very near future. In the meantime, every Member not well versed on the subject and boundless benefits of insurance, whether group or individual, should prime his mind with all available facts. Remember (with due apology to the great firm of R. H. Macy and Company), that “It’s Smart to Be Insured!”

C o m p l a i n t s
If you must complain, at least pay your own mentality the compliment of consulting it, and of turning the complaint over in your mind before airing it. Far too often do we blurt into a complaint before ascertaining whether we actually have anything to complain about; and then we find that a stubborn pride refuses to allow us to retract our complaint. After all, one’s own mind is a pretty good court of arbitration, and if we only consulted it more often then we do, we’d be in a darned sight less petty and aggravating trouble.

A p p o i n t m e n t s
Due to the promotion and departure from Home Office of Henry Goldbery, President Frawley has appointed Henry Gray and William Noonan to serve with George Rogers as associate editors of Pep-O-Grams. Both appointees are well known writers for the column of this publication, and we welcome their advent to the magazine’s editorial board with a relish which only editors can really appreciate.
ROTON POINT, CONNECTICUT, SELECTED FOR ANNUAL OUTING ON JUNE FIFTEENTH

President Frawley announces that June Fifteenth is the date set for the annual outing of the Paramount-Pep Club, and that the famed and beautiful Roton Point, on the Connecticut shoreline of Long Island Sound, is to be the place where the Pepsters will gather for what is promised as the grandest outing of them all. Many of the most important arrangements are all set, and will be announced to you by bulletins between now and the next issue of Pep-O-Grams, and will later be comprehensively set forth in the issue of June 1st.

The steamer will be the “City of Keansburg,” a larger sister of the ship illustrated on this page (and with the best dancing facilities and “observation posts” of any ship on Long Island Sound), and it will leave from the Battery at a desirable hour on the morning of the Fifteenth.

We quote from the conversations of those who know Roton Point to the effect that it is, as the company which runs it says it is, “the best, cleanest, finest and most beautiful amusement park on Long Island Sound.” There is actually a miniature Coney Island, swimming beaches, a baseball diamond, dining pavilion, bushland glades, and a general atmosphere which makes New York City seem like a million miles away.

Chairman of the Entertainment Committee, William McIlvain, and Vice Chairman Joseph Wood, are working like Trojans for the success of the outing. You know their reputations for making a grand and glorious fun-feast in the past! Well — and this is in the words of Vice-President Edward A. Brown—you haven’t seen anything yet!
COMPTOMETRY CLASSES

Helen W. Swayne, chairman of the Educational Committee, writes to the effect that since Wednesday, April 10th, the classes in Comptometry have been held at the Felt and Tarrant School, 299 Broadway, New York City.

These classes are being held for beginners who wish to go on with the course, and also for the advanced class. The hours continue the same.

In her message Miss Swayne said in conclusion: "Those desirous of continuing will please get in touch with the writer at the very earliest possible moment and advise her of your intention of doing so."

PARAMOUNT’S RADIO ROMEO

Even while this issue of Pep-O-Grams is being read, a certain young man leading a delightful orchestra is one of the stellar attractions at the Paramount Theatre. He is already a stellar attraction in the hearts of millions of radio fans throughout the country—and his name is Rudy Vallee.

A few weeks ago he was photographed by Paramount’s Peerless Photographer, Lewis F. Nathan. As was to be expected, Lew made a splendid job of it. So splendid, in fact, that Rudy Vallee wrote Lew to the effect that although he has been photographed by eight of the foremost lens specialists of the country, the Nathan negatives were easily the best. He amplified this splendid letter by placing a liberal order for prints.

And that’s not all. Lew was speaking to him about the Paramount-Pep Club, and suggested that he send some message to the Club members, particularly to the girls of the Club. And that’s how you came to have the genuinely autographed photo which we have reproduced on the cover.

MARCH BRIDE STOLE A SURPRISE MARCH ON FELLOW WORKERS

It was the experience of Gertrud Wiethake, German translator of the Foreign Department, to put one over on her co-workers on the last day in March by becoming, without prior announcement other than engagement, Mrs. Rolf Mueller, and to in turn be surprised by the same co-workers into being presented with a very fine wedding gift several days later.

The marriage had no sooner been announced than the girls of the Foreign Department, with the customary feminine delight in intrigue, began the laying of plans for the presentation of a Foreign Department gift to the happy bride. Skipping the incident detail (which we are under oath not to reveal), the fact stands as a fact that Mrs. Muller was innocently inveigled into the Foreign Department library, shocked in a fashion which only newlyweds know, and formally presented with a splendid electric table lamp.

Well, well, Foreign Department—who’s next?

DIPHTHERIA IN NEW YORK CITY

(An Editorial in the New York Evening World, April 8, 1928)

As a result of the campaign of the Health Department of this city against diphtheria, for many generations the most dreaded and fatal of diseases of childhood, it is now possible to judge of the effect of the modern method of immunizing children against it. On January 10 forty-eight special diphtheria-prevention clinics were opened in the city, and since then 11,145 children have been treated. The medical profession generally is co-operating, and there is now no way of knowing how many children have been privately treated within the period. The result has been a decrease of 32.5 per cent. in the number of fatalities. This is a complete vindication of the policy of the Health Department.

It justifies the conclusion that one of the most dreaded scourges ultimately may be a thing of the past if the educated public, or prejudice of parents can be overcome. The treatment is painless and it is said that not a single patient has suffered ill effects. One successful treatment is enough for a lifetime.

A striking illustration of the effectiveness of the treatment may be cited in the case of Auburn, N. Y., where a campaign similar to that in progress here was begun eight years ago. Within these years there has been but one death from diphtheria. The parents of children in New York City will do well to see to it that their children are made immune.

THE RED-HEADED EX-BLONDE

There’s an excellent story about one of the Paramount red-heads going the rounds. It seems that the Rialto Theatre threw a party a week ago for Clara Bow’s “The Wild Party,” offering free-admission to the first hundred red-heads reaching the box-office after 11:30 P. M.

The young lady of the story related that she’d see the picture without cost, and sailed along to the theatre. But it was just her luck to meet an old friend at the entrance; and when he greeted her with “What’s the idea of the red head? When I took you to Coney Island last week you were a blonde!” she had the presence of mind to be self-conscious enough to sink down the subway entrance and take her train up to East Such-and-Such Street.
MR. LUDVIGH EXPLAINS LEGAL SIDE TO OUR ORGANIZATION'S BUSINESS IN PEP CLUB ADDRESS

The Paramount-Pep Club's Speaker-of-the-Month at the general meeting of April 9th was Mr. Elek John Ludvigh, secretary of the Company and General Counsellor. It was a lively, diverting and informative address, limited by Mr. Ludvigh's self-imposed limit of ten minutes, ticked off on his own watch.

"When you bring your legal problems to us," said Mr. Ludvigh, "you should remember that your Legal Department does not render decisions, but merely gives opinions. It is for judges, juries and courts of law to hand down final decisions."

This was one of the highlights of the informative side of his address. Another was his insistence that when a problem is brought before the Legal Department, it is best set forth with the full facts, and that these facts be uncolored by personal beliefs. Abbreviated or distorted facts are more hindrance than help in the settling of the problem; and it was his hope that the Legal staff would be given fullest consideration along these lines.

At other points in his address Mr. Ludvigh was reminiscent. Somehow or other the name of Childs—that celebrated chain of ex-caloried and ex-vitamined eating houses—cropped up, and the speaker had some interesting things to say about the time when he used to eat in a downtown Childs establishment 37 years ago, at a time when he was well paid as a law clerk receiving $3 per week.

His final contribution to the address was a diverting example of how unobservant even the most intelligent people are in the face of the obvious. He recounted a story of a professor Robinson and his class of students, and of how a thief came and stood before them for several minutes on a couple of occasions, and how when this thief stole the professor's watch and bolted, less than twenty percent of the students were able to give an adequate description of the man. This little story was of course part of the speaker's plea that when Paramounteers bring problems before the Legal Department, they at least support the problem with all of the available facts in the case, neither more nor less, simply the facts.

The Paramount-Pep Club, through its official house organ, Pep-O-Grams, wishes to tender thanks to Mr. Ludvigh for his most interesting and entertaining address.

LET'S GO SWIMMING

President G. B. J. Frawley makes announcement of the fact that Paramount-Pep Club members desiring to purchase the special rate tickets for the Park Central Swimming Pool, may secure them from Sara V. Sultner, in the Cashier's Department, eleventh floor, between noon and three p.m.

THE PHOTO OF THE COVER

That splendid, genuinely-autographed photo of Rudy Vallee, with which we have graced the cover of this issue of Pep-O-Grams, is to go free of charge to one of the girls of the Paramount-Pep Club.

But which one? That's the question!

We submitted the matter to the well-known H. A. (Higher Authority), and he said: "Why not offer the photo to the girl who gives, in 50 words or less of her own handwriting, the most original reason why she should get it."

We think that's a pretty good idea. So the girl who tells us, in her own words, and in the most original fashion, why she thinks she ought to get this attractive and appealing Lewis F. Nathan study of the most popular orchestra leader of the day, will be awarded the photograph.

Write your reason in fifty words, or less, sign your name, and send it along to the editor, who takes the liberty of setting himself up as the sole judge in the matter.

THE PUBLICIST OF THE L. I. S.

Forty-five minutes from Broadway, via the tokenless I.R.T. subway stands the Paramount Long Island Studio, where "The Letter," "Gentlemen of the Press," "The Hole in the Wall," "The Cocaanuts" and several other meritorious productions have been made.

But it wouldn't have been much use their being made if someone hadn't been there to tell the world about them. And that someone happens to be George Britt, who oscillates between the Publicity Emporium of the Twelfth Floor of the Paramount Building, and his own little publicity office on the third floor of the Long Island Studio.

George, who is well known to his fellow-Pepsters, is not only the publicity purveyor of the Astoria Audible Art Academy; he is also the local agency of Thomas Cook and Company when it comes to the business of escorting Chileans, Chinese, Elks, Australians, Soldiers, Fins, Financiers and others around the Studio, introducing them to stars and players and having them pose for photos.

There is much else that we would tell you, but we are already at the bottom of the column, and the white light is on, and three bells have rung for positive silence.
THE PUNNING TOWER
By A. A. A. A.

THUMB-NAIL RIMES
Johnny Hewlett, the boy from Georgia
Who lives to love; don't want to die.
He makes you laugh and never bores ya,
But only eats for strength to sigh.

* * *
Things are seldom what they seem.
A greasy smock, long hair—we know that
These don't make all art supreme.
For further proof see "Natty Novat."

* * *
You can bet your Sunday hat
When hard-boiled critics start to rave in
Glowing terms of this or that—
They have heard their cue from Flavin.

* * *
Sing a song of Wall Street,
A wolf, a bear a bull—
Blaked into a novel—what a gorgeous thrill;
When the book was opened
The public 'gan to say,
"Whoop-de-doo and hally-oop! Hurray for
Blake McVeigh."

Forney H'ly, pudding' and pie
Kisses the girls and makes them cry.
But their tears turn into capers
When he gets them in the papers.

Robert Moriarty
What a brilliant part he
Plays in press books arty!
How he loves to chart the
Lives of movie starts! We
Really must remark he
Is that certain party
Robert Moriarty.

JUKKS—HEH, HEH!
Have you seen Maurice Chevalier?
No, I thought she had a Buick.

That new Scotch breakfast food picture—
"Close Hominy."
(All right, go ahead and sue me).

HEY, CADDIE!

Chris. A. Beute, who is vice chairman for
goof in the Athletic Committee (and believe
us, there is surely plenty of vice in golf),
has a splendid golf tournament under way to
decide who is the mashie-driver-putter
champion of Home Office. Although no
play has yet been held, a host of decisions
have already been made as to who actually
is the champion; but the rules of the game
insist that the matches must be played out
before the ultimate conclusion can be ar-
vived at.

Theodore C. Young, who is chairman of
the Athletic Committee, will announce date
of play, and links for playing on, within the
next few days.

(We are telling you this in all good faith,
even though Chris. Beute's announcement
was dated April the First.)

Edna Grady's name will go down in the
annals of history as that of a most renown-
ed musician. She pulls on the strings of her
"harp" anyway, and in all moods, and al-
ways succeeds in getting the most delightful
of tunes from HIM.
SIDE LIGHTS ON LAST WEEK’S PEP-FILLED DANCE

By WILLIAM NOONAN

Tuesday night, April 23rd, saw many Pepsters merrily dancing their heads off, and thoroughly enjoying it, too.

The occasion, of course, was the club dance, held in several spacious rooms of the Hotel Pennsylvania. To the rhythmic strains of Jimmie Caruso’s orchestra, our social steppers disported themselves until one in the morning, when a mighty enjoyable evening was brought to a close.

The committee added a spice of variety with a superb entertainment.

Miss De Meir, a singer and a saxophonist, who appeared through the courtesy of Mark Teddy, rendered several songs which were very well received.

To Miss Dot Hershfield must be awarded the prize for versatility, because she not only performed with the violin but also gave us songs and dances.

Another unusual exhibition was that of Miss Francine Wouters, who gave some very interesting dances.

The club certainly owes a debt of gratitude to Chairman MacIlvain and his committee for arranging this delightful evening. These Spring days are not so balmy as they might be and such a break in the monotony was most welcome.

We would like to say right here that the affair was a tremendous success and that we greatly appreciate all the time and effort which was spent on our behalf by the Entertainment Committee.

Stork-O-Grams

We understand that outside of an inclination to eat too much the new arrival in the Valentine home is coming along nicely. He is even able to yell loud enough at night to awaken C. D., and this we can assure you is a creditable feat.

Hail! Hail! the first arrival in the Tousaint household is in possession, mother and son having arrived home April 24th, 1929.

We have been advised by special despatch that the first conversation between father and son, was as follows, “Say Pop, if it is all the same with you, I wish you would chuck that pipe and stick to cigars. “All right son, anything for a good night’s sleep,” A. R. T. was heard to reply.

The mother, you will recall, was formerly Marie O’Hagen of the Exchange Accounting Department.

Watch this column for the announcement of a very important arrival. Arrival of what? Well, if you can wait a while you will know; if you can’t, ask William Sussman. He knows all about it.

Congratulations are in order to Bill Hanneman, of the Eighth Floor Poster Art Department. ’Tis a gal!

Walter Hanneman, on the other hand (or in the other arm) has a boy. More congratulations.

DIRECTOR OF PUBLIX TALENT

The Paramount-Publix Club has been so consistently indebted to Publix Theatre Corporation for the talent supplied for the entertainment at so many of its functions, that Pep-O-Gram felt you would be greatly interested in being introduced to the man who is director of the department which secures, adapts and presents all of the entertainment talent used by Publix in its mission of entertaining the nation.

Boris Morros is a Russian who is not only renowned throughout the world, but is a man whom the foremost operatic, dramatic and literary stars of the world are proud to call their friend. He has started and directed the careers of many of the famous singers and dramatic stars of the day, and in the new field of the talking and singing pictures he will uncover many more promising careers.

So far as our own organization is concerned, he will stand out in its history for the superb manner in which he lifted the stage entertainment of Publix Theatres to its present enviable plane.

News of the Eighth (By Snoop)

Congratulations are in order to Kenneth W. Long, who recently became a happy husband. Bill Stranders has reached his day of commuting. He now travels through the wilds of Yonkers. Bill Hecht, of the stock-room, was seen smoking cigars at the dance, but was handing out cigarettes. Madge Drake, of the publicity dept. has high hopes of going to California this summer. In that sporty Chrysler roadster? If Ray Freemantle expects to go to the picnic on June 15th, he better start greasing up that Cadillac of his now. Henry Helt considers himself the World’s Champion Cross word puzzle expert. He is open to all competition, and he even knows what that four letter word is—love. Charles Reilly has a new leading lady. Wonder who she is, and where she’s leading him? George Lawler is fattening up again, due to Ralph Cooks not joining him in going to the Y. M. C. A. nights. Walter Porr has a new girl friend. Get Walter to show you her picture. Do you wish to know anything about Scotland Yard? If you do, just see Mr. Haley.
THE PARAMOUNT BOWLERS' WORLD SERIES
By CHARLES L. GARTNER

Although not yet qualified to compete with men of the calibre of Jimmy Smith, Mort Lindsay, Falcaro or the Spinella brothers, the boys who entered the first Inter-Department Pep Club Bowling Tournament, which came to an official end on Monday, April 2nd, showed that they at least could hold their own with the majority of non-professional clubs around town.

Due to the bunched standings of the teams, interest in the competition held up well until the very last night, with several changes in team and individual standings coming during the final minutes of play.

At the start of the tournament a number of the company's executives offered bowling balls as prizes, but T. C. Young, Chairman of the Athletic Committee, decided to limit the prizes to four, accepting only the donations of Mr. Eugene J. Zukor, who gave two for the men getting the highest team standing, Mr. Sam Katz, who gave one for the highest individual game and Mr. S. R. Kent, who gave another for the highest individual average throughout the series.

It so happened that Clarence Alexander, of the Cashier's Department, maple destroyer par-excellence, was the leader in all events. He, teamed up with Carl Clausen, our genial paymaster, came out on top in the team standing. Alex also led the list of players with high game of 215, as well as high individual average of over 165 for the tournament. However, close observation of Alex on the nights he bowled showed that he used only one ball at a time anyway, so it was decided to pass two of these prizes down the line to the next men in the high individual average and high single game scoring. These two were Ted Lemm, of the Budget Department, with a single game of 205 pins, and Charles Gartner, of the Foreign Department, with individual average of slightly over 157. Ray Pratt, of the Accounting Department, lost out on one of these balls on the last night, having been in the running for both prizes with a single game at 200, and an average of just 157.

A post-tournament set of games between four-four men teams resulted in a sweeping victory for A. Toussant, A Ptaenik, Wm. McIlvaine and A. J. Dunne. These lads topped a total of 3915 pins for six games.

Interest in the tournament was so keen that the boys were unanimous in voting to carry on through another month or so, but upon the earnest plea of a representative of the Forest Preserve Commission, the maple destroyers of the Pep Club decided to postpone all activities until October, at which time it is earnestly hoped that another, and bigger, tournament will be started.

Credit for the success of the games must go to Joe Doughney, of the Budget Department who, although no Jimmy Smith on the alleys, certainly knows how to run a tournament. The boys entered in the series showed their appreciation of the work done by Joe by presenting him with a ball of his own.

Presentation of the regular prizes was made by our Club president, G. B. J. Frawley, in the presence of a representative gathering of the Club.

Below is a complete record of the games won and lost, averages, both team and individual, etc.

<table>
<thead>
<tr>
<th>Department</th>
<th>Games Rolled</th>
<th>Total Pins</th>
<th>Individual Averages</th>
<th>Team Average</th>
<th>Games Won</th>
<th>Games Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cashier:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alexander</td>
<td>21</td>
<td>3121</td>
<td>162.90</td>
<td>157.88</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>Clausen</td>
<td>21</td>
<td>3210</td>
<td>152.85</td>
<td>157.88</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Public:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ptaenik</td>
<td>21</td>
<td>2811</td>
<td>152.90</td>
<td>150.33</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Gullotti</td>
<td>18</td>
<td>2690</td>
<td>149.44</td>
<td>150.33</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Gildden</td>
<td>3</td>
<td>413</td>
<td>137.66</td>
<td>150.33</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Insurance-Foreign:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gartner</td>
<td>21</td>
<td>3305</td>
<td>157.38</td>
<td>151.67</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Phillipson</td>
<td>21</td>
<td>3065</td>
<td>145.95</td>
<td>151.67</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Gen. Acct.:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pratt</td>
<td>21</td>
<td>3297</td>
<td>157.00</td>
<td>148.45</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>McIlvaine</td>
<td>12</td>
<td>1712</td>
<td>142.67</td>
<td>148.45</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Wood</td>
<td>9</td>
<td>1226</td>
<td>136.22</td>
<td>148.45</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Auditing:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toussant</td>
<td>15</td>
<td>2303</td>
<td>153.53</td>
<td>149.64</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Vornbaum</td>
<td>15</td>
<td>2234</td>
<td>148.93</td>
<td>149.64</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Metgovern</td>
<td>12</td>
<td>1748</td>
<td>145.50</td>
<td>149.64</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Exchange Acct.:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gray</td>
<td>21</td>
<td>3129</td>
<td>149.47</td>
<td>145.38</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Dunne</td>
<td>21</td>
<td>2967</td>
<td>141.28</td>
<td>145.38</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Budget:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lemm</td>
<td>21</td>
<td>3075</td>
<td>146.55</td>
<td>142.31</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Doughney</td>
<td>21</td>
<td>2899</td>
<td>135.04</td>
<td>142.31</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Exchange Service:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finan</td>
<td>21</td>
<td>3731</td>
<td>130.95</td>
<td>128.62</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>Goldberg</td>
<td>18</td>
<td>2914</td>
<td>128.56</td>
<td>128.62</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>Kaulkner</td>
<td>9</td>
<td>357</td>
<td>119.00</td>
<td>128.62</td>
<td>4</td>
<td>17</td>
</tr>
</tbody>
</table>
WORD BY RADIO TO POPULAR PESTER IN BRAZIL

While you are reading these words, Melville A. Shauer, past-president of the Paramount-Pep Club, and special representative of the Foreign Department of Paramount Famous Lasky Corporation, is travelling south from Brazil to Argentina, where he will spend a week in Buenos Aires before returning to New York via Chile.

His principal reason for being in Brazil was that he was there as representative of the Company at the dedication of the magnificent new Cine Paramount at Sao Paulo. This sumptuous motion picture theatre opened on April 13th with “The Patriot,” and was the first theatre in South America to exhibit a film in sound and dialogue.

On the occasion of the opening, several messages were sent directly to him by low-wave radio, with Arthur Coelho, of the Foreign Publicity Department doing the transmission. It was only natural that the Paramount-Pep Club should wish to share in these greetings, with the result that President G. B. J. Frawley despatched the following message:

MEHICLII. A. SHAUER
CINE PARAMOUNT
SÃO PAULO, BRAZIL
ENLIRE MEMBERSHIP OF PARAMOUNT PEP CLUB WITH YOU IN SPIRIT DOWN THERE UNDER THE SOUTHern CROSS AS YOU SPLENDIDLY REPRESENT OUR ORGANIZATION AT DEDICATION OF SÃO PAULO’S CINE PARAMOUNT REGARDS G. B. J. FRAWLEY, PRESIDENT PARAMOUNT PEP CLUB

A BUNCH OF GREAT PICTURES

It isn’t in the plan of Pep-O-Grams to become a publicity organ for any make of pictures, but it can at least serve as a sincere guide to the best that there is in film entertainment.

It is for this reason that it recommends to its readers “Close Harmony” (because it is the best all-talking film of backstage life yet completed), “Innocents of Paris” (because the superb work of Maurice Chevalier so powerfully justifies Mr. Lasky’s faith and vision in signing this great French star last year), “Coquette” (because Mary Pickford has gambled a lifetime’s world-wide reputation in it, and made good), “The Broadway Melody” (because of its many-phased demonstration of the power and usefulness of making use of opportunity), “Gentlemen of the Press” (because it is splendid entertainment, and because it has the most poignant death scene ever filmed), “Betrayal” (because it shows the power of the pantomime artistry of Emil Jannings to triumph even in the midst of the maelstrom of talking pictures), and “Alibi” (because so many men and women who are personally great have said that the film itself is great).

NEW VICE-CHAIRMAN OF ATHLETIC COMMITTEE IN CHARGE OF SWIMMING

I hereby announce the appointment of Edward Lee as Vice-Chairman of the Athletic Committee in charge of Swimming. He will succeed Miss Tess Klausner who has resigned because of pressure of routine work.

We are fortunate in having Mr. Lee consent to the appointment. He is a member of the swimming team of the New York Athletic Club and is now the Sr. National A. A. U. Long Distance Champion. He won many championships in the past, and his record is an enviable one.

Mr. Lee, as soon as he has had opportunity to study the situation, will make recommendations with respect to our activity for this year.

THEO. C. YOUNG
Chairman—Athletic Committee

THE FILM’S NEW PEST

According to J. Publicks Serrvis, the expert on courtesy, the pest who used to read the sub-titles aloud now hums the theme songs.

SIX SHAFTS OF SAGACITY

Why not reach for a Bible instead of a smoke?—Rev. Russell H. Braughler.

***

A day of leisure spent quietly at home would now have for many people all the charm of novelty.—The Bishop of Swansea.

***

Borrowing is like drink. You cannot go on forever, and the headache is inevitable sooner or later.—Premier Stanley Baldwin.

***

Every one should walk at least four miles every day.—Dr. Jesse F. Williams.

***

The five-cent fare we have. The five-cent fare we will hold, and that’s the last, I hope, I’ll ever have to say on this subject.—Mayor Walker.

***

If you ever find happiness by hunting for it, you must find it as the old woman did her lost spectacles, safe on her own nose all the time.—Josh Billings.

SOUNDLESS TALKIES

Pep-O-Grams, garrulous mouth-piece of a rhetorical club, offers the following exploitation suggestion for use of any theatre anywhere:

1. For a unique contest, preferably to be held during a matinee performance, run one reel of an all-talking picture with the sound track shut off, and offer prizes to the patrons who guess most nearly the drift of the dialogue.

If one reel is too long, make the contest for one hundred feet, or for one particular dialogue sequence.

This idea is neither patented nor copyrighted. It mightn’t even be reasonable. Take it for what it’s worth.
MY OLD RED CROSS OUTFIT

How dear to my heart is my Old Red Cross Outfit,
When Armistice Day yearly brings it to light;
The Coat and the skirt—e in the funny round
top-piece
The gun-metal buttons once shiny and bright,
I know it's all faded and wrinkled and "hole-y"
But it's all I have left and it's precious to me.
My Old Red Cross Outfit,
My A. E. F. Outfit,
My moth-eaten outfit
That hangs on the wall!

How oft' have I worn it for forty-eight hours,
Whey gayly I tripped off on some "Jour
De fete";
The kind where our sight saw from dawn
till moonrise,
Then sat up all night in a funny "Couchette."
I know it's all moth-holes on front, back,
and side,
But on Armistice day, I shall don it with
pride.
My Old Red Cross Outfit,
My A. E. F. Outfit,
My moth-eaten outfit
That hangs on the wall!

—Helen W. Swayne.

WITH THE BUDGET BUNCH

Tennis and "Tennis Widows" will soon
be the talk in all circles. The rapid
approach of the warm weather has done that.
Just to be different, however, Irving Singer
gets "married" about this time every year to
his one love—Tennis. He wishes to an-
nounce that he will be "married" for the
duration of the summer.

Here's what we might call an "I told you
so." We were sure that Teddy Lemm would
not fail us, and he has not. He won the
prize for high score in the recent Bowling
Tournament. Congratulations, Ted.

The smiling Battling Bantam of the Bud-
get Bunch has just won her first battle
against Kid Comptometer. The records
show that Helen Kraus won her contest by
a good margin in her recent contest in the
Well. Who is going to be the next to
issue a challenge?

LITERARY NOTE

Our literary critic is prompt to point out
that the portion of the eleventh floor imme-
diately over the Paramount Theatre certainly
is not "The Well of Loneliness."

A Mormon once argued polygamy with Mark
Twain. The Mormon insisted that polygamy
was moral, and he defied Twain to cite any
passage of Scripture that forbade the practice.
"Well," said the humorist, "how about that
passage that tells us no man can serve two
masters?"

Women the World Over

Mrs. Herbert Hoover, America's new "First
Lady," speaks five languages.

Mrs. Jesse L. Lasky, wife of one of the
Honorary Vice Presidents of the Paramount-
Pep Club, is a landscape painter of exceptional
ability. She began her art studies eight years
ago.

In Russia, a bride is supposed to kiss every
guest at the wedding.

Mrs. Emil E. Shauer, wife of one of the
Honorary Vice Presidents of the Paramount-
Pep Club, is an Anagrams what Capablanca
has been to Chess.

 Practically 50 percent of the total number
of voters in the United States are women.

The long-expressed contention that the ma-
 jority of women have no imagination is ade-
quately shattered by Miss Joan Lowell in her
recent Munchauscensitic book, "The Cradle
of the Deep."

PERTINENT PARAGRAPHS

There is quite a little commotion between
Miss Friedman and Miss Kane to answer
the phone when a certain party from the
N. Y. exchange calls.

Miss Green doesn't know whether to give
the boy friend the air or not.

Catherine Hagen has the nerve to tell
us she is going to take the second two
weeks of July for her vacation. We have
been wondering how long the one she is
on now would last.

Don't be mistaken—Alice Blunt hasn't
been presented with black eyes; that is the
new paste Winx she has been using lately.

Annie Riley's Angora cat is sick again.
This means another sleepless night for the
hubby, feeding it Milk of Magnesia.

Johnny Guilfoyle, sheik of the Purchas-
ing and Sound Department, is going to pur-
 chase a tent for himself and have hours
after five.

Larry Flynn is getting along fine since
his operation and you can see him scratch-
ing the wound (which is a good sign) be-
 tween nine and five in room 1210.

Is Arthur Bell trying to copy Paul Ash's
hair comb, or is that the style now?

Do not be fooled into believing that because
a man is rich he is necessarily smart. There is
ample proof to the contrary.

—Julius Rosenwald.

We always have time enough if we but use
it right.—Goethe.

The bookkeeper was peevish.
"What's wrong?" asked the boss.
"Why," he said, "that pretty typist you in-
sisted on engaging spells atrociously."

"Is that so? She must be good. I couldn't
spell it."
IN MEMORIAM

Rudolph
Rasmussen

April 21, 1929

OUR NEW MEMBERS
The glad hand of welcome is out to the following new Paramount-Pep Club members, elected to membership at the general meeting held on April 9th last: Jean Finley, Kingston Taft Tan, Anna Jacobowitz, Harold Sparta, Ralph F. Stitt, Mildred Kramer, Elsie M. Woll, Stephen Kolankowski.

CONES??
What with Irving Cohen, Mortimer Cohn, and Molly Cohen, the Sales Statistical Department has every kind of a cone except the ice cream cone.

WELCOME
The Sales Statistical Department welcomes the following new members: Eloise Bristol, Sylvia Ackerman, Molly Cohen, Pearl Greene, and Loretta Sinnott.

SIGNIFICANCE OF RED HAIR
Miss Greene, Miss Swayne’s new steno, has asked if the “two red headed boys” in the eleventh floor well are brothers. We wonder if she means Mr. Dunne and Mr. Broderick.

RARE JOKES
If it’s a joke you’ve never heard—ask Arthur Bell.

DANCING AND DANCES
If you would see some good aesthetic dancing, watch Mae Weissberg and Agathe Channing rehearse each noon after lunch.

WE AIM TO PLEASE
Garnett Hall, seems quite concerned about her name not being in Pep-O-Grams. Better late than never.

A BRIDE’S THANKS
On Sunday, April 7th, Rosalind Schiffman, of Mr. Ewald’s department, became Mrs. Morton L. Kirsch. The girls from the department who attended the wedding at the Hotel Majestic aver that she made a very beautiful bride, and wanted this fact to be mentioned in Pep-O-Grams.

However, the day before she became a bride, Miss Schiffman wrote the following letter of thanks to the peppy bunch of co-workers she had just left:

“Dear Mr. Ewald and Co-Workers:
It was indeed a surprise to be greeted with such tremendous enthusiasm last Saturday on my leave-taking.

“Won’t you accept my sincerest expressions of gratitude for your gracious acts and believe me to be
Your most grateful,
Rosalind Schiffman.”

THE SPIRIT OF THE SWITCHBOARD
Because the office of the Pep-O-Grams editorial department gets such excellent service from the smart and sprightly young ladies of the Paramount switchboard—and because this department believes that it is in no way an exception to the service rule of the switchboard ladies—this little paragraph is a tribute to these ladies, and a reminder of the fact that although they are in the sheltered seclusion of the sixth loft of the Paramount Building, they are by no means forgotten by the vast army of Paramounters and Publiclers whom they so efficiently serve.

PUBLIX PARS
May Burke, the brilliant and effusive Film Rental goddess has a reputation as a linguist. Hast ever seen her linger about when a certain youth from Paramount is near?
The other little Film Rental bud, Ida, has threatened that if she receives any write-up in “Pep-O-Grams” she will not speak to the author of said write-up. We are under the impression, however, that Ida is taking this method to insure a write-up. These publicity seekers!

Those who know will appreciate the titles bestowed upon Mary Turner and Betty Whalen. Mary is called the “Limerick Lass” and Betty, the “Blotto Belle.” Neither has won a prize—but then, Genius is never recognized.

Someone has nicknamed the balcony surrounding the 11th floor Well, the “Whispering Gallery.” Ask Irene, she should know!

Now that Bess Decker and Betty Whalen have started a sorority, there is no way in which to stop their incessant college talk. Such charming co-eds!

ADIOS, HENRY!
It is with genuine regret that we announce the resignation of Henry Goldberg from the editorial ranks of this magazine.

Henry left Home Office last Saturday for an important post which will take him into all parts of the country, and we cannot help but wish him all the success in the world, for he is a stalwart and willing worker, with a boundless enthusiasm for everything he tackles.

In his place as associate editors of Pep-O-Grams, President Frawley has appointed Henry Gray and William Noonan, to act with George Rogers.

THE MAIL GANG
It has been our privilege to pay a small tribute to the efficiency of the telephone girls. By the same token, it is also a privilege to pay tribute to the efficiency of the mail room force, who function, under the able direction of Daniel J. O’Neill, long before the majority of us reach our desks in the morning, and long after we have reached our homes in Weehawken, White Plains, Yonkers or East 50th Street.
The Magic Internal Reflector
A Good Story for Which You May Write Your Own Moral

Once upon a time, a scientific sharp was shaving before a mirror. When he
had done, he gazed long and critically at
the image he saw there.

"Looking a little haggard," he muttered.
"Up too much nights. A little pale. Been
neglecting my daily outdoor walks. Mouth
pulled down. Must quit being a grouch and
laugh more. Hello, here are a couple of
gray hairs. Getting old, my boy. Must save
more and pile up a reserve for my dodder-
ing days."

So he continued his scrutiny, and at last
exclaimed: "What a useful thing a mirror
is! It shows us so much about ourselves,
without fear or flattery. That is, the out-
side of us, the externals of the bony box
we carry on our shoulders. Suppose we
had a mirror to show what goes on inside
that box and how the internal landscape
looks? Ah! An idea! I'll invent a mind-
mirror."

So he experimented for twenty years and
produced a mind-mirror. A million-dollar
company was organized for its manufacture.
Advertising appeared. Prominent citizens
received by mail broadsides, folders and
booklets about the new invention.

Sales began. Wives bought them for
their husbands. Husbands bought them
for their wives. Parents gave them to
their children. Employers bought them by
the gross for their employees.

One man bought one for himself.

He wrote a testimonial letter:

"I received my Magic Internal Reflector
yesterday and at once used it. It reflected
my mind very clearly, showing baseball
scores for the season, stage stars, news-
paper headlines, restaurant menus and a
big Swede who stepped on my feet two
days ago. Although I scörned to bandy
words with him and merely glared, the
mirror showed, faintly, the Swede being
boiled in oil, also me knocking him down,
also me giving him a triple twist by jiu-
jitsu; also an old wish on my part, never
fulfilled, to learn jiu-jitsu. Holding the
glass at a certain angle I find various res-
olves that were never carried out, such as
economizing on cigars and buying books
with the money. I am so pleased with this
invention that I have donated it to one of
my wife's relatives."

Business in the mirrors grew brisker for
a time because replacements were in de-
mand. The mirrors given to employees
often fell and broke or were lost. Many
were mysteriously stolen, with no trace of
the stealers, though pawn-shops became
glutted with them.

Then business dropped to zero. Nobody
wanted to see himself as he was.

The inventor meditated and added an in-
gredient to the glass that gave it a rosy tint,
so that everything reflected was as it were
idealized. Laziness looked like labor-sav-

THE JOKE-OF-THE-MONTH CLUB
One of our modern girls recently started
out to read the cookbook, but she didn't
like the story.

"Don't you think Arthur has marvelous
eyes?"

"I suppose so, but it was his mouth that
impressed me most."

Hubby (on phone):—"Sorry, honey, I'll
be awfully busy at the office and can't be
home till late."

Wifey: "Can I depend on that?"

A new 5 and 10 cent store had been opened
by a man named Cohen. A customer
came in one day and selected a toy for
which she handed the proprietor a dime.

"Excuse, lady," said Cohen, "but dese toy
is 15 cents."

"But I thought this was a 5 and 10 cent
store."

"Well, I h'eskinck you, how much it is,
5 and 10 cents?"

"Are you still engaged to that homely
Smith girl?"

"No, I'm not!"

"Good for you, old man. You had my
sympathy when you were. How did you
give out of it?"

"Married her."—Kansas City Star.

Two small boys entered a dentist's office
and one addressed the dentist as follows:

"Say, Doc, will you pull a tooth right this
minute? Don't want any gas or nuthin'.
Just give her one yank."

"Surely," replied the dentist. "My little
man, that's what I call being brave and
courageous. Now just show me the tooth
you want pulled."

The boy turned to his companion and said:

"Come, Alfred, show Doc your tooth."

--Author Unknown.

Minister—"And so you are about to
take unto yourself a new wife?"

Grass Widower (wool-gathering)—"Yes;
what will you allow me for the old one?"—
Boston Transcript.

She—"That dance made me dizzy; let's
sit down."

He—"All right. I know a nice dark cor-
er out on the porch."

She—"Thanks, just the same...but I'm
ever so dizzy as all that."

"So your son is to be an artist. What
are you doing about it?"

"I am letting his hair grow and he must
see to the rest himself."—Kikeriki, Vienna.

ing efficiency; pig-headedness like firmness;
procrastination like caution.

It is said that the company declared a
44 per cent dividend last year.

A. BOOSTER,
(In the "Ambassador")
The Day to Make Whoopee in the Paramount Way

JUNE 15

Your Own Fault If You Don't Have a Good Time
PEP-O-GRAMS

The Spirit of the organizations of Paramount Famous Lasky Corporation and Publix Theatres Corporation.

Edited by Albert Deane
Associate editors: Henry Gray, George Rogers, William Noonan.
Art Editors: Ray Fremantle, Saul Schiavone
Official Photographer: Lewis F. Nathan


Pep-O-Grams is published by and for the members of the Paramount-Pep Club on the first of every month at the Paramount Building, New York City.

Volume 5, Number 8

June 1, 1929

EDITOR

If you like this issue of Pep-O-Grams, then it's a pretty good indication that you are going to like all subsequent ones. Because the fact of the matter is that this issue has been assembled, practically in its entirety, by William Noonan—and this same William Noonan is going to be your editor, commencing with next month's issue: Your new editor comes to you with the full belief of the retiring editor that you will continue to give him your full and cordial support in the matter of contributions, and that you will continue in aiding him to sustain the fact that Pep-O-Grams is purely and simply the mirror of the grandest and peppiest organization club on both sides of the equator.

OUTING

President Frawley is looking to the entire membership to make the environs of Roton Point resound with a salvo of Huzzas, Whoopoes, Hoorays, Bravos, Banzais, Vivas and Hip-Hips representative of as nearly one hundred percent of the membership as is possible. The location of the outing is as near perfection as can be found between Louisiana and Labrador, the arrangements of the Entertainment Committee could not be bettered by any committee that Police Commissioner Whalen could appoint, the steamer is just too grand for words, phrases or soliloquies; the casino is consecrated as the shrine where Rudy Vallee first commenced becoming a national idol—and if you think there's anything else ought to be said about the place, please consider it said. June 15th is the day, and make practical your appreciation by attending.

APOLOGY

The cruelty of sending in snip news and catty remarks under the pretext of legitimate news was never better illustrated than in one instance which slipped by the editor in last month's issue. It is physically impossible for the editor to know every Pepster personally; it is even more of an impossibility for him to be acquainted with all of the emotional undercurrents which are found in every office. Thus he is always faced with the problem of which items submitted to him are submitted in fun, and which are sent in for spite. It is because of this that he feels impelled to offer the apologies of Pep-O-Grams to Catherine Hagen for the paragraph about her last month, and to hope that the Pepster who sent this paragraph in has enough shame to know that he, or she, is as much the writer of this apology as is the editor.

REPORTERS

This issue is the first to bear the fruits of the corps of reporters gathered under the guidance of Henry Gray, chief of reporters. We're carrying their names at the head of the editorial page now, and the individual names will remain there just so long as their owners deliver the news. The names will be retained whilerever the news continues to come in. When there ceases to be delivery the names will cease to appear.
EVERYTHING SET FOR OUTING

Heave Ho! Pipe all hands on deck for the big outing, Saturday, June fifteenth. Promptly at 9 A. M. the palatial Sound steamer "City of Keansburg" will leave the Battery manned by a joyous crew of Pepsters.

The destination, as we all know, is Rotton Point, situated on a beautiful promontory near South Norwalk, Connecticut—as lovely a spot as there is to be found within a radius of a hundred miles from New York. Our outings to Indian Point were always considered unsurpassable, but the new location has all the advantages of Indian Point and more also—amusements, better dining facilities and various other things too numerous to mention.

The Entertainment Committee, headed by Chairman Macllvain and Vice-Chairman Joe Wood, has certainly spared no effort in providing us with a wonderful holiday. Arrangements have been made whereby members of the Pep Club can obtain for forty cents the special combination ticket which ordinarily costs seventy-five cents and which is good for five rides on any of the amusements. These tickets will be sold by members of the Committee on the boat going up and also at the park. Also a reduction from seventy-five cents to fifty cents has been secured on bathing tickets, which will also be available on the boat. Those who do not bring their own suits may rent them for a small additional charge.

Nor has the Athletic Committee been idle. We learn that it is working up a contest for those who would do battle in aquatics, of which you will hear later by bulletin. Those who are interested should get in touch with Mr. Ed. Lee. And of course we can't guarantee anything, but we would be willing to bet that Mr. Ted Young, Chairman of the Athletic Committee has a few surprises up his sleeve in the shape of ball-games and other events.

Excellent facilities are provided at the park for purchasing anything from a hot dog at 10 cents to a full course dinner at $3.25, with a $1.25 steak dinner sandwiched in between. Or you can bring a basket lunch and eat it in a delightful grove. In fact, the chances of malnutrition on that day are practically zero.

If perchance the morning skies do not appear favorable, don't stay home, as every provision has been made for a good time even in rainy weather. However, we hope our traditional good weather will accompany us, as it always has in the past.

Jimmy Caruso's orchestra, which gave such satisfaction at our last parties, has been selected to go with us and will play on the boat as well as at the park, where we have obtained the exclusive use of the large dance hall.

In other words, Pepsters, we have in store for us a beautiful sail, music, dancing, swimming, baseball, amusements, wonderful scenery, shelter, food and clothing—who says there ain't no Santa Claus!
BOWLING COMMITTEE STRONG CONTENDER FOR HONOR OF PEPPIEST COMMITTEE

It takes a lot of skill and energy to bowl correctly; and it takes a lot of pep and enthusiasm to bowl a committee along at the pace that Joseph J. Doughney has been moving his along. We are happy to find reflection of this fact in the following report which Joe has submitted to Theodore C. Young, Chairman of the Athletic Committee of the Paramount-Pep Club:

As chairman of the Bowling Committee, permit me to submit to you a resume of its activities.

Some forty members of the Club returned the questionnaires submitted to them by the Athletic Committee and indicated they would be interested in bowling.

An analysis of the questionnaires was made, and at your suggestion a pair of alleys was secured at Dwyer's Bowling Academy, one of the finest in the city.

A schedule of games was drawn up and certain simplified rules agreed to by the various departments represented.

An inter-department tournament was started and resulted in an exciting, enthusiastic, friendly competitive affair.

At the time the tournament was started, no mention was made of presenting prizes to the winners. I mention this here because I feel that the enthusiasm shown by the members of the Club resulted purely from the love of the sport and not because of any prizes at stake.

It was not until the tournament was well under way that your splendid thought of securing prizes from some of the executives was mentioned.

Needless to say, every one connected with the tournament was delighted when it was announced that Messrs. Eugene J. Zukor, Sam Katz and Joe Young had offered to divide the bowling halls to the winners of the three prizes, i.e., team prize, high score prize, and high individual average prize.

In closing, I, personally, in behalf of the members of the recent bowling tournament, recommend that such a tournament be given consideration by the chairman of athletics for the bowling season of 1929-30 which will start shortly after October 1st of this year.

It might be well at this time to secure two (2) pairs of alleys at Dwyer's, or at least get an option on them, so that preliminary plans can be laid to have a "bigger and better" tournament during the coming season, thereby taking in a more substantial number of the Pep Club membership than was possible in the short season and with only one pair of alleys in the recent tournament.

I also wish to express my appreciation and thanks for the big way in which you cooperated in securing all that you did for the Bowling Committee.

WHY ROTON POINT WILL BE HALLOWED GROUND FOR THE GIRLS WHO GO TO THE OUTING

There is room in this story for only one man's name—and what a name! Hence we will hold out the name of the chap who gave us the information regarding the memories that will flit around Roton Point all of the time that the Outing is on.

It is a matter of historical interest that at Roton Point, in the Casino there, Rudy Vallee made his debut in public life. Directly after graduating from Yale, and with the bunch of musicians who have gone with him to national fame, he accepted the assignment of providing the Casino with music during its busy sessions.

It was his very first job—the first rung in the ladder of success which has led all the way up to his present pre-eminent post of chief attraction at the Paramount Theatre, with his name on the lips of all, and his lips—well, his lips will be found featured in the shadowed end of the megaphone which is carrying his voice into the theatre, into the air, onto the screen in Paramount Short Features, and into the hearts of all.

Get ye hence, Girls, to Roton Point—to worship at the shrine of Rudy Vallee. (But try and be sociable with the Boy Friend just the same!)

NEWS FROM THE UNITED ARTIST FILM RENTAL UNIT OF PUBLIX

F. W. Ewald, who is the head of this unit, and whose name is rarely mentioned in Pep-O-Grams, recently returned from Des Moines, Iowa.

Mrs. Morton L. Kirsch, nee Rosalind Schiffman, is back on the job again looking more lovely than ever. Surprising?

Sadie Innerfield welcomed Miss Schiffman back gladly. She will now be relieved of some of the work. Sadie is acting more like herself again, thank goodness.

Phil Keyes, Fred Weber and Murray Richardson have been doing disappearing acts lately. For the benefit of the fair sex, they are working down at the warehouse. At least we hope they are.

Poor Teddy Nelson is all by his lonesome these days, having been deserted by his side-kicks. Girls, do your stuff.

Miss Lateiner a new recruit in the unit in the capacity of typist, stenographer and what not, has been kept pretty busy since Mr. Ewald returned.

MELVILLE A. SHAUER RADIOED IN REPLY

Last issue we reprinted the text of a special radio message sent to Melville A. Shauer in Rio de Janeiro (Brazil) by President G. B. J. Frawley. On May 1st, the day that issue appeared, our President had a reply from Mel, received through the private short-wave station of Arthur Coelho, Portuguese translator in the Foreign Department. This message read:

"Thanks for good wishes and kindest regards to all Pepsters. (sgd.) Mel Shauer."

On May 27th it was the good fortune of many Pepsters to personally welcome Mel. and Mrs. Shauer on their return from South America. They came in on the S. S. "Santa Maria," having embarked at Santiago, Chile, on May 8th.

He was a dandy on trial for taking whiskey.

"What's your name?" asked the judge.

"Joshua, suh."

"Are you the Joshua that made the sun stop?"

"Nuh suh—I'se de one what made de moon shine."
OUR IDEA OF SALVATION

These are the peppy Pepsters who did so splendidly in the Home Office Salvation Army appeal which is covered in the story on this page. Those in the group are as follows, reading from the inevitable left to right: SEATED: Jane Stubbs, Anne Graham, Brina Kaplan, Henry P. Gray (chairman), Kay McKeon, Edith Kaiser, Rae Eisner. STANDING: Eve Bjornsen, Isabel Maloney, Nora Haran, Rose Mirell and Catherine Cunningham. MISSING FROM GROUP: Helen Kane, Rose Kirsch, Helen Rosenfeld, Gertrude Strauch and Catherine Murphy.

PEP CLUB MEMBERS RALLY TO AID SALVATION ARMY

The spirit of generosity was again manifested when the annual appeal by the Salvation Army for funds to carry out their lengthy charity program throughout the year was announced to the members of the club.

From the ready response given this appeal it is an assured fact that the total rolled up will exceed the amount secured for the last Red Cross Drive and will thus create a record that will be hard to beat in the future.

Throughout the year the work of the Salvation Army has been steadily increasing as their last annual report shows. They have established and maintain the New York Home and Hospital for Women; Brooklyn Nursery and Infants Home; Ridgewood Day Nursery, Brooklyn; Working Women’s Home; Settlement and Day Nursery; Camp for Poor Mothers and Children at Long Branch and Star Lake; Immigration and Americanization Departments; Free Employment Bureau; Missing Friends Department; Training College for Salvation Army Officers; Eventide Home for Aged Men at Tappan, New York; Homes of Rest for Officers; Work at Prisons and Police Courts; Expenses of Hospital Visitation; Settlement and Day Nursery Extensions and development of activities; Development of permanent Camps for Boys and Girls, also fresh air Camps for poor Mothers and Children; Providing Christmas and Thanksgiving Baskets among the poor and other fine annual relief.

Vice President Edward Brown of the Paramount Pep Club appointed Henry P. Gray, associate editor of Pep-O-Grams to head the committee which was thus fortunate in securing such a hard and enthusiastic working Pepster to lead them.

Eve Bjornsen took care of the fifteenth and thirteenth floors; Isabel Maloney, Helen Kane and Brina Kaplan did honors on the twelfth floor; Rose J. Kirsch, Katherine Cunningham, Nora Haran, Gertrude Strauch and Anne Graham on the eleventh floor; on the tenth floor was Kay McKeon, Mrs. Jane Stubbs and Edith Kaiser had a friendly contest to see who could collect the most on the ninth. Helen Rosenfeld did some good work on the seventh, with Catherine Murphy on the eighth keeping up the good work, and Rose Mirell making her quota on the sixth. And not least, Rae Eisner did honors at the Storehouse.

The record established by Henry Gray and his crew warrants a large measure of praise from the club members.

PUBLIX ADVERTISERS IN CHALLENGING MOOD

The final standings in the inter-departmental bowling tournament published in a recent issue of Pep-O-Grams brought to light the fact that there are other good bowlers in the organization who were not represented in this tournament. The winners this year may think they already have next year’s prize tucked away but Messrs. Planck, Long and Long are willing to dispute that assertion and are exceedingly anxious to see that the Publix Advertising Department gets proper and rightful recognition next year insofar as bowling is concerned. It has been quietly whispered that this trio of manpower turned in a much higher average for the winter months than those figures shown in the final standings of the bowling tournament. So, other departments, start your practicing early next year ‘cause these bowlers on the 8th floor will be in form from the go-off.

And if anybody is thinking of starting an inter-departmental tournament to be waged on the tennis court, this department is also able to furnish a trio of boys who will hold their own with anybody. These racquet wielders are George Planck, Gus Grist and Teddy Ferro. A young fellow who is going to bear watching is Rodney Bush. He only took up tennis last year, but under the tutelage of these three aces he is making unusual strides.

BARBER

Arrangements have been made with the Barber Shop on the third floor of the Paramount Building, whereby members will receive a flat discount of 20% from their checks, on exhibiting their membership card to the Manager. (sgd.) H. A. Nadel Chairman, Co-op. Buying Committee.
ADIEU TO HIS APPENDIX

Mayor Walker and his reception committee sent their regrets that they could not be on hand last week to welcome back Bert Adler, who was recently operated on for his appendix. Despite the fact, we are glad to say that Bert is back at his desk, as cheerful as ever.

AT THE D. W. LUNCHEON

Did you know that the Disbursements Dept. was well represented at the Luncheon given for Daisy Weiss at Sardi’s on May 17th? Mildred Torney, Zelda Pyne, Ruth Johnson, Mildred Stobie and ye scribe were amongst those present. By the way, Zelda Pyne and her Egyptian beads were the center of attraction. Helen Winston, Henrietta Betchuk and Rose Kirsch had the gathering in gales of laughter by their funny comments. A good time was had by all. (“Ye Scribe” is Maxine Kessler.—ED.)

On May 25th, Irene Montaigne was the happy recipient of a beautiful set of silver as a wedding gift from her many friends and co-workers in the organization. Irene is another one of the June Brides—the wedding bells will chime for her on June 9th. Here’s best wishes to Irene and Nat.

Joe Plunkett, formerly of the Statistical department, is now “Guardian Angel” of Disbursements Dept.

REAL ESTATE RAMBLES

In the past, Walter Lepannen was a strong booster of the wonderful freedom of bachelorhood. As all men usually do, Wally “fell” and now the latest report indicates that she said “yes.” Another good man gone wrong.

June, the time when wedding bells chime most frequently has been chosen by Sylvia Pomerantz to make her debut into the realms of marital bliss. We deeply regret losing “our pal” and may our wishes for happiness and good fortune follow her throughout her life. Au Revoir, Sylvia, but not good-bye.

Ed Jones recently celebrated his first wedding anniversary. Anyone who has met Mrs. Jones can readily understand the reason why Ed is reluctant to leave her when business calls him out of town. Congratulations, old man, on being able to maintain this wonderful frame of mind.

Real Estate has been hit pretty hard by Dan Cupid in the past year. The song entitled “Those Wedding Bells are Breaking Up That Old Gang of Mine” can be adopted as the standard overture in this department.

BLAME NO ONE

There are many things in this world which I shall never understand, chief among them, perhaps, being why it is that somebody always has to be blamed. If a man slips on a banana peel, at once he hails a rapid fire bombardment of highly uncensored thought and words into the hide of the banana peel—or the street commission, or some unthinking boy, or somebody or something. Never in the world would he think of forgetting it—and being thoughtful and careful where he stepped the next time!

Somebody or something always has to be the “goat” it seems.

But why? Simply because there is so much ignorance in this world, that’s why. Mistakes are mistakes—nothing else—unless they be teachers, which very few ever take them to be.

Someday—to-day would be a pretty good starting day—people are going to see the wastefulness of blame. No healthy mind ever plans to do wrong. True, it gets into lots of errors. But the exercise of bravely getting out of errors, is what makes men rich in character.

To sprinkle blame is sordid weakness.

Even to blame yourself is a lack of intelligence. Also it is a gross substitute for strength. Rather, congratulate yourself on having eyes with which to see, and a heart with which to feel, and a mind with which to think.

SO—BLAME NO ONE—EVEN YOURSELF.

Found by FRANK S. SCHREIBER

GOLFERS MAY ASK QUESTIONS

Fellow members and Golf Enthusiasts: Meet Joe Lewandro. This genial young man modestly admits that he knows his golf—and at this time of the year we presume that’s interesting information. Joe is willing to answer thru “Pep-O-Grams, or in person, any questions pertaining to golf that are put to him. We know the information will be quite authentic, so bring on the questions.
AQUATICS
By Richard G. Engel

Mr. T. C. Young, who recently appointed Ed. Lee, Vice-Chairman in charge of swimming has certainly picked a man that can handle a difficult position. His presence was made known to everyone in the Pep Club, when he recently submitted to each member interested in aquatics a list of swimming pools and beaches with an attached questionnaire, requesting that you inform him of the pools and beaches which are nearest your place of residence and those you are most interested in so that provision can be made to obtain cut rate tickets. We sincerely hope that every member will take advantage of Mr. Lee’s efforts in their behalf and co-operate with him in making swimming one of the major sports in our organization.

For those who are interested in competitive races, it is suggested that you inform or see Mr. Lee personally so that a swimming meet can be arranged for our annual outing on the fifteenth. You Gertrude Ederles and Johnny Weissmullers will be given the opportunity to show just who is the “Champion of Paramount and Publix.”

If you have not as yet forwarded your signed questionnaire to Mr. Lee, it is not too late to do so. But please remember he would like to have all applicants for the races at the outing to get in touch with him either by calling him at the renting office or better yet, see him personally in room No. 1309.

Come on everybody, let’s see you at the swimming meet at Roton Point.

EIGHTH FLOOR ETCHINGS

Madge Drake is looking forward to her vacation with a great deal of anticipation these days, for Madge is going to the Coast aboard a Chrysler roadster, starting June 1st. To ease your minds, it isn’t a honeymoon trip although we suppose that it is possible that it could end up that way somehow. It seems that Madge’s girl friend from Los Angeles came on for a visit and before she had been here very long a salesman was clever enough to sell her a car. Now, she has planned to drive it back home and has invited Madge along to keep her company and to act as sort of a bodyguard. Anybody wishing postcards sent them from the many town these girls pass through, just send in your name and address to Madge and she will gladly do it. Money for the stamps will be collected upon Miss Drake’s return to her desk which will probably be July 15th.

Zella Robart, the fascinating young secretary of Jerry Novat has gone back to dear ole Virginny. It isn’t for long because the regular vacation period is only two small weeks and Zella is taking this early season privilege of visiting her folks whom she sees only on these occasions.

To be feeling fine and apparently well and still unable to be at his desk is the sad plight of L. L. Edwards, assistant to A. M. Botsford. Mr. Edwards stepped into an unseen hole and broke one of the bones in his foot.

STOREHOUSE NEWS

Anne, our faithful operator, is so used to saying “Paramount,” that when she meets a friend on the street, instead of saying, “Hello” she says, “Paramount.”

Good old John Peres is always doing something for charity. Why, only the other day he gave a pickpocket forty dollars.

Eddie Stobel, our dancing fool is all prepared for his exhibition on the boat ride. P. S. Also watch out for his nice blonde partner.

PUBLIX PERSONALITIES

Scott Leit has succeeded Joseph Plunkett in the Statistical Department, who in turn has taken charge of the Voucher Department succeeding Joseph Sweeney.

Did you get a look at Daisy Weiss’s Cousin Hannah Kaston who will succeed her when she leaves? Best of luck “Honey.”

Can any one tell what Mrs. Briggs is going to do with the money she wins in the baseball pool? Snake skin shoes is where the money goes.

A Mystery—What happened to the Barrymore shirt Larry O’Neill used to wear?

Sheiks of Publix—Charles Iacona and Al Sicignano have had the great honor of meeting Clara Bow, Rudy Vallee and Nancy Carroll and receiving autographed pictures from them.

James Robinson of Publix challenges any Junior baseball club to play his team, the “Closers.”

PRODUCTION DEPARTMENT NOTES

Frances Weil, whom you will remember as the attractive blonde of the Road Show Department, otherwise Mr. Al Grey’s secretary, after being counted among the missing from the Home Office for the past several months, has returned and is now in the office of Mr. Harry Goetz as his secretary.

Roland Mader, is resuming his capable role of business-like secretary to Mr. Walter Wanger, who recently returned from Europe.

The Death of Marshal Foch
The Marechial is coming—
The Marechal of France!
So all the hosts of Heaven
Advance, Advance, Advance.
But all the world is mourning,
And all the brave are mute.
While Joan of Arc is greeting him:
“Mon General! Salute!”
A Pepster.
WELL WORTH A LAUGH

Bugs: "Why are you scratching yourself, Tugs?"
Tugs: "Because I'm the only one who knows where I itch."

Teacher (in grammar class): "Willie, please tell me what it is when I say, 'I love, you love, he loves.'"
Willie: "That's one of them triangles where somebody gets shot."
Selected.

Beezle: "I went home quite a bit under the weather last night and my wife didn't suspect a thing."
Bub: "Couldn't she smell your breath?"
Beezle: "That's just it. I ran the last block home and when I got to her I was all out of breath."

"Eliza," said a friend of the family to the old colored washerwoman, "have you seen Miss Edith's dance?"
Eliza pondered for a moment, then bent over a laundress tub on the floor. "No ma'am," she said, "it ain't been in the wash yet."

A business man advertised for an office boy. The next morning there were some fifty boys in line. He was about to begin examining the applicants, when he handed a card on which was scribbled: "Don't do anything until I send you a card."

"Half the City Council are Crooks," was the glaring headline. A retraction in full was demanded of the editor under penalty of arrest. Next afternoon the headline read "Half the City Council Aren’t Crooks."

She called her new sweetie Pilgrim because he made so much progress.

Magnolia: When Mandy went and got married, us girls done give her a shower.
Pansy: Dat' shed was nice. Ah'll bet her husban' wuz glad to get 'er all nice and clean.

SUCCESS IS THE ADDITION OF THE WORTH WHILE THINGS IN LIFE

Are you interested in courses in Accounting such as are given by Pace & Pace, or any of the Universities?
Do you know that Mr. Cokell would be only too glad to explain to you just what these Accounting courses consist of—tuition fees, and any other information relative to same?

Let's set a certain night to meet in the "Eleventh Floor Well," about 6:00 o'clock, and have Mr. Cokell advise you.

What do you think, Pepsters? Why not be informed of all these possibilities the Great City offers you, and then start off next Fall determined to equip yourself with a knowledge of Accounting so as to better yourself in the business world?

There ought to be a great many Pepsters interested in this matter and we suggest that all those who are, get in touch with Helen W. Swayne, Chairman of the Educational Committee, so that she may do something about bringing together those who would like to hear about these courses.
Miss Swayne also has at hand catalogues of Columbia University, New York University, College of the City of New York, and several other institutions, giving courses which are certain to be beneficial to any member of the organization.

ENTHUSIASM

A great deal has been written and said about various human emotions. Those which are paid the highest tributes are love, loyalty and friendship.

There is one about which very little is heard. Yet it is the key to human attainment. It is that of enthusiasm. Nothing really worthwhile can be accomplished without it. I cannot imagine a career more colorless, more lifeless, more inanimate, than one in which enthusiasm does not play a part.

It is the blue-white flame of the electric torch that burns its way through the toughest barriers and reaches its objective. A man with mediocre ability who is imbued with enthusiasm will accomplish wonders. A talented and gifted nature without it will fail. —H. Mel Reese.

SIX SHAFTS OF SAGACITY
Never knock a competitor. Next week may find you at his door asking for employment.

Have you ever gone to bed wishing it was morning and you were ready to get back on the job? You haven't. Then you do not love your work, and you will never succeed until you do.

Don't apologize for what you sell, or the price placed on it: that's just an admission that you think it's wrong.

Constructive thinking and worth-while suggestions will get you further than "Yesing" and "Playing" up to the boss.

I am a great believer in luck. The harder I work, the more of it I seem to have.

I never had a man whisper anything to me that was worth listening to.

DESIRE TO LIVE

I would not have my life be one of bliss—Untouched by heart-ache, agony, despair—A pale, anemic thing. My nightly prayer is that with each new day I shall not miss High venturings, nor deserve the hiss Of envious human moles who never dare To touch off rockets in their souls and flare Above their deepening grooves.

O grant me this: That I may scale Life's peaks, explore its glooms,
Know moutained ecstacies, deep-valled pains—That when my last red sands by Time are sieved, And Fate has struck my snes from her looms, I shall have earned three words o'er my remains.

Besides was born and died—"Between he lived!"

—John Edward Akken.

New York Telegram
MELVILLE A. SHAUER BACK WITH US AGAIN

Melville A. Shauer, one of the most ardent Pepsters of all time, a past President of the Paramount Pep Club, and one who is tremendously responsible for the success of the Club as it stands today, returned from a South American business trip aboard the Santa Maria on Monday last, May 27th. Mrs. Shauer, who accompanied him on the trip, also returned.

As already stated in the columns of this paper, the trip was made for the purpose of representing Paramount Famous Lasky Corporation at the premiere of the Cine Paramount in Sao Paulo, Brazil. Following this ceremony, Mr. Shauer went on to Argentina, crossed to Chile, and then traveled by steamer up the west coast of South America.

He will now remain in New York for several weeks on business, and will of course attend the duo of Conventions as one of the representatives of the Foreign Department.

ANOTHER FOREIGN DEPT. TRAVELER BACK IN OUR MIDST

Joseph H. Seidelman, who took a flying business trip through several European countries during April, returned to Home Office aboard the Berengaria on May 10th.

The Assistant Manager of the Foreign Department, whose trip was a vacation mixed with a proportion of business, was able to observe at first hand the swift advancement being made by the talking pictures abroad.

GENERAL ACCOUNTING

Since the last issue of Pep-O-Grams there have been several changes in the "Well." Paul Gramer, the Sheik of the Auditing Dept. decided to enter the Banking Business, thereby leaving a vacancy, which was soon filled by our friend Thomas Patrick Cronin of the General Books Dept. This also caused several changes in the General Books Dept., James Hubka replacing T. Patrick Cronin and Dave Cassidy replacing Hubka.

Due to the loss of our Esteemed fellow worker Mr. R. G. Barrett who died May 14th, 1929, it became necessary to fill his position. This has been done and the fellow worker is a likeable fellow known as Johnny Fuchs. Johnny was formerly with Producers Distributing Corp. and later with Pathe. He is also a Bowler of great note, so Cashiers and others beware.

Long hair must be returning to its own once again, according to our debutante, Josephine Theresa Veronica Cleary.

PRESIDENTIAL HOBBIES

Ever since the Inaugural Dinner we have been trying to discover something with a spicy flavor about our president, Mr. G. B. J. Frawley.

In this endeavor we have tried to the limit the ingenuity and resourcefulness of our whole staff of official snoopers. Time after time we have sent the star reporters on a hot scent, only to have them return, baffled and discouraged.

In fact, we had just about given up the chase, concluding that Mr. Frawley either led an exemplary life or else was too skillful in keeping his tracks covered. We couldn't decide which was the case, but gave him the benefit of the doubt.

However, our patience is rewarded. Not for nothing have we alternately cooled our heels and warmed our soles. From outlying sections word has reached us of a large car which hurterls through town after town leaving a trail of amazed spectators in its wake, most of whom are almost bowled over in the terrific gale created by the Juggernaut in its passing. Many people wonder why this demon driver has not met his Waterloo in the shape of a motorcycle cop. Some explain this by stating that no motorcycle could follow the car, let alone catch it, while others opine that an exceedingly low license number, which happens to be a ninety-nine, is responsible.

Our president is no golfing enthusiast and such things as tennis, bridge or squash hold no great attraction for him. But set him behind the wheel of a high-powered automobile and his face is wreathed in smiles of anticipation.

At any rate, we wish to advise fellow Pepsters to take to the hills at the approach of a rapidly moving dust cloud, for concealed therein is probably Mr. Frawley trying to break ninety—and we don't refer to golf.

THAT RUDY VALLEE PHOTO

The contest for the Rudy Vallee photo reproduced on last month's cover, whereby the photo was to go to the girl sending in the most original reason why she should have the photo, goes to Jeanne Lateiner, whose reply was also the first one received.

Miss Lateiner, however, was run so close a race by Margaret T. Eichler, that we decided to give her a photograph also. When we communicated the result to Rudy Vallee, he insisted on signing photographs to both young ladies personally, so the winner actually gets two photographs—the one signed to her personally by R. V., and the one shown on last month's cover.
BABY GIRL WELCOMED IN COELHO HOUSEHOLD

Old Man Stork flew over the home of Arthur Coelho recently and was so pleased with the visit that he left a little baby girl as a souvenir. Sr. Coelho is Portuguese translator in Home Office, and co-editor of "Messageiro Paramount." The Foreign Department gave the customary noisy approval of the event, which occurred on May 14th, and the news as we go to press is that Mother and Child have both recovered, but that Father is still a little shaky.

DAISY WEISS LEAVES

Publix has lost one of its most diligent and attractive employees. She is little Daisy Weiss, formerly of the Publix Mail-
ing Department. Miss Weiss has been with the company for ten years, during which time she has met with great success.

As a token of her associates' esteem, a farewell dinner was given to Daisy at Sardi's: The party consisted of Daisy Weiss, Helen Winston, Alice Fay, Maxine Kessler, Mildred Tormey, Ruth Johnson, Zelda Ping, Mildred Stobi, Rose Kirsch, Henrietta Fretchuk and Jeanne Briggs.

A number of Daisy's office friends also presented her with a beautiful "Silk Comforter," which was greatly appreciated by her.

We wish you lots of luck, Daisy, and also the same success in your home life as you have attained in business.

FROM THE TWELFTH FLOOR

We hate to be "catty" but Mae Weis-
berk of the Sales Statistical Dept. had an-
other birthday and celebrated it at a lunch-
cheon given in her honor at the Hermitage Hotel by a few co-workers.

If Helen W. Swayne's cheery smile is missing, you'll know it rained over a recent weekend—no golf.

Speaking of golf, we hope you are aware of the fact that Herman Lorber also swings a mean stick. If you're interested, ask him about his scores.

Pedestrians, Beware!! Take heed when crossing the streets—Betty Carrol of the Lloyd office is learning to drive.

The Brooklyn Infants Home ran an affair the other night on the Berengaria. What an affair!! Ask Dot Wechsler of the Sales Approval office, she knows.

Poor Dears. Amy Press and Molly Breg-
man of Sales Statistical Department can't decide where to "vacation" at. They're not the only ones in this quandary.

Why not have a dressmaking contest on the outing for the 12th floor girls? A few of the contestant's might be Pearl deGran, Brina Kaplan, Anna Horenstein, Victoria Stolfi, and Augusta Peterson. They're SOME dressmakers!

TWO PRACTICAL OPPORTUNITIES

ATTENTION! PEPSTERS

Miller System of Correct English

Offers to the Pepsters through the Educational Committee.

Course of fifteen (15) one hour lessons once a week for $10.00,

including new five part text book which is sold by mail at Five ($5.00)

Dollars.

The Educational Committee will arrange to have these lessons given in the "eleventh floor well" Tuesday evening of each week, from 6:00 to 7:00 o'clock, starting the 1st of Oc-
tober, providing thirty (30) Pepsters or over are interested.

The regular fee for this course is Fifteen ($15.00) Dollars, but if we can arrange a class of thirty (30) members or over, the Miller School will give this course for $10. per person, in-
cluding the text book.

Miss Rose Mary Frank, their New York and New Jersey representative will be the instructor.

Pepsters—this gives you the Sum-
ter to think about this course.

Those who wish one of the attached circulars, please advise the chairman of the Educational Committee and same will be sent to you.

ACCOUNTANCY ADVANCEMENT

Are you interested in courses in Accounting such as are given by Pace & Pace, or any of the Universities?

If so, be sure and read the article on this subject on Page Eight. It is headed: "Success Is the Addition of the Worth While Things In Life." If it appeals to you, be sure and get in touch with the undersigned.

H. W. SWAYNE
Chairman, Educational Committee.

THAT BUDGET BUNCH

The call of the canyon has beckoned to Charles Schabacker who is answering the call by going as far west as Colorado this sum-
er. Who knows but that Charlie may dis-
cover desert gold or take a couple of Indian scalps? Anyway, Charlie, there's gold in them thar hills.

Seymour Schultz points with pride and joy to the fact that he has invented a new scheme of accumulating his shekels. He's obtained a one way ticket's bunk in which he drops coins whenever he has them. An announcement to the whole department accompanies every de-
posit. Lately announcements have been very few and far between.

Should anyone desire to know just how long it will take a certain ship to reach New York, ask Peggy Arthur. She has that cer-
tain woman's intuition of knowing the ex-
act day and hour for it to arrive and then—
Well, let's say no more about it.
PEPSTER HERE FROM BRAZIL

On May 20th the Club welcomed John L. Day, Jr., here on his annual visit from Rio de Janeiro.

John Day is in active charge of all the Paramount territory in South America, thus supervising an expanse many times the size of the United States. His work takes him continually into all of the republics of the southern America, and he has performe to be able to speak English, Spanish and Portuguese.

He will be with us until after the two Conventions—and then he'll be off to South America for another year.

LEGAL AID SOCIETY

A miniature replica of the Legal Aid Society has found its origin within the stately portals of the renowned Sales Statistical Department. A disclosure of their names has been strictly forbidden since they are not ready to consider offers. The only qualms assailing the hearts of embryonic is that Darrow's prestige may be impaired by their illuminating brilliancy.

REVIVAL

It seems like the old time Sales Statistical Department to see Edna Grady pounding a Comptometer for Miss Swayne once more.

FROM ATLANTIC CITY

Rose Boyle sends all her friends in the Paramount Pep Club her best wishes from Atlantic City, where she is now spending her vacation.

GLITTERING

We cannot understand why so glittering an object as the platinum and blue diamond that Patricia Pasternak wears on her left hand should have failed to reflect itself in our last month's issue. We understand that the engagement was celebrated by the girls of the Audit Department at a dinner given by Gertrude Strauch at her home. Miss Patsy was presented with a handsome dinner cloth and napkins on this occasion by the girls. We take this opportunity to offer our congratulations.

IN MEMORIAM

Robert G. Barrett
May 14, 1929

Father of Helen O'Conner
May 15, 1929

GENEROSOUS IRISH

Marie Dunne, John D. Clark's pretty secretary, was the recipient of a box of Scharffen's candy, and generously gave it away to everyone who happened her way—Like Grape nuts, there's a reason—Marie states she is reducing so she can wear her bathing suit on June 15th—Roton Point (?). Boys, have your cameras ready.

ENGAGED

Arthur J. Leonard, of Mr. Pineau's General Accounting Dept., has surprised his fellow workers by deciding that perhaps two can live as cheaply as one. Arthur gave his Lady Fair, Miss Helen Ryan a large diamond engagement ring on the 25th day of May 1929. Mr. Leonard, a prominent Paramounteer, and Past Treasurer of the Pep Club, began his duties with Paramount twelve years ago. His first position was that of special office boy to our Honored President, Adolph Zukor. Arthur is now an assistant to Mr. Pineau. The General Accounting Department takes this opportunity of congratulating Mr. Leonard and his bride-to-be. Best of good luck Artie. Who's next?

Spring quickens the sap in the trees and slows up the sap in the office.

You owe it to yourself to read the editorials in this month's issue. They are in their customary place on Page Two.

BE PREPARED

Word has reached us that Lillie Hirsch had a very social party at her home the other night, with Edith Moses, Dottie Wechsler, Kathleen Cumming and Frieda Joseph as guests.

All the girls maintained they had a most enjoyable time, but we should be interested to learn what food was served inasmuch as precaution seemed to have been taken to have medical assistance near. Miss Joseph, you know, is our nurse, and we sincerely hope she had no occasion to make use of her medical knowledge.

WON A TRIP TO BERMUDA

Francis Raskin of Publix is the happy recipient of a prize in the shape of a trip to Bermuda, with all expenses paid.

This was the prize offered for a name for the new apartment hotel for women now being built at 328 East 56th Street. The trip, given by the Bermuda Travel and Information Bureau, 139 East 57th Street, includes—two-day trip by water to Bermuda, two days on the island in a first-class hotel and two day return trip.

Miss Raskin's prize winning suggestion was that the new hotel be called "The Sutton." We are sure that the Pep Club members rejoiced in Miss Raskin's good fortune.
THE PUNNING TOWER

By L. B. D.

The Inquiring Pep-O-Grams Reporter was assigned to ask the girls in Publicity-Advertising (Room 1255, that beehive of human activity) what their opinions are of Rudy Vallee. The result of the canvass is as follows:

Tess Klausner—"Swell."
Adelaide Miller—"Swell."
Ethel Simpson—"Swell."
Peggy Fewer—"Swell."
Lillian Farullo—"Swell."
Margaret Russell—"Swell."

That Annual Outing

Its various phases described by phrases familiar to every picture-wise Paramounter who will be present.

Subway ride to the boat—"Sound track."
Meeting your friends as the trip starts—"All-talking."

As the boat gets under weigh—"All-singing, all-dancing."

As the mid-day meal is devoured—"Sound effects."

"Doing" the various amusements—"Comedy-riot."

We all go swimming—"Flash backs."

As another meal is put away—"Sound on discs."

As the shadows lengthen and the events of the day are summed up—"Biggest smash-hit, melody-riot, comedy-panic success of the Pep Club season."

As the boat gets under weigh for home and the moon gets in its romantic influence—"Silent version only."

All in the Day's Work

Forney Wyly, publicity department, is assigned to contacts with all the fan magazines and other periodicals that use news and pictures of Paramount stars and players. Forney is right up to the minute on every conceivable detail about the actors and about pictures, their titles, directors, authors, etc. He will give you prompt and correct answers on almost every question you ask him about "what's doing" in the cinema world.

But the other day Forney and his conferees in room 1255 (that beehive of human activity) were stumped when a woman editor of a fan magazine called and said that a movie-goer had written to her "Question and Answer Department" seeking information on the origin of the phrase, "the way of all flesh." The fan editor admitted that she did not know the answer to this poser. She asked Forney to give her a lift so she could restore tranquility to the mind of the questioner.

Temporarily flustered, Forney told the ed to hold the wire. He asked his conferees then, if they knew the answer. "Sure," said one—"it comes from the Bible. "No," yelped another—"it's the title of a novel written by Samuel Butler." "You can't both be right," decided Forney, and forthwith selected a tome of quotations from the department's library.

He found the quotation after a diligent search. It was "I saw him going the way of all flesh"—and it was taken from a play

SALES STATISTICAL PUZZLE

What is this going on between
M - - - - R C - - N and A - - -
E C - - - - G I - - G C - -
N and R - E J - - S, J - - N G - -
- - - - E and G - - - - E G
- - - - - - - - G, A - - R W - -
N and D - - Y M - - - -

Are congratulations in order?

12th Floor Wise Acres.

A certain young gentleman from the 11th floor has been paying Miss Friedman of the Sound Department numerous visits lately. We are not going to tell his name, but just give this little hint. The last name represents a small red fruit which we are all very fond of.

Miss Green is still waiting for Johnny Guilfoyle to take her to see "Half A Bride." Better late than never, Miss Green.

The purchasing Department has put through an order for a straw skirt for Rosie Goldstein. She will do her famous hula in Mills Crystal room July 4th.

HENRY IS THE RIGHT MAN

Our new Associate Editor, Henry Gray, has appointed a large and competent staff of reporters to gather news from every Department in the Home Office.

We have no doubt that these workers will be able to cover the territory in a very thorough fashion, but we know they will appreciate hearing anything worthy of publication from people in their Departments. Don't leave all the work to them, but lend a helping hand so that PEP-O-GRAMS may be made more interesting for all of the Club members.

To those of our reporters who have had experience in previous years, and to those who are just embarking on their journalistic career, we wish the best of success.

We extend our deepest sympathy to Helen O'Connor in her sorrow at the death of her father, who recently passed away.

The death of Robert G. Barrett on May 14 robbed Paramount of one of its longest-service and most trusted employees. No eulogy here can be nearly as sincere as the unforgettable fact that every member of the Paramount-Pep Club has lost a very fine and dear friend by his passing.

"Westward Hoe" written by John Webster in the middle of the 17th century. Thus was the day saved for a frantic fan mail answerer. Thus was tranquillity assured to a perturbed fan.

A mere detail, however, in the question-answering lives of Forney Wyly and the boys and girls in room 1255.
SOME PEPSTERS SNAPPED AT THE CONVENTION
ATTENDANCE

The last meeting of the Paramount Pep Club, at which the Foreign Department held sway, was one of the most interesting we have ever attended.

One sad part about it was the fact that only a fraction of the membership was present, while still more sad was the departure of many people after the speeches were over.

If memory serves correctly the time of assembly was changed to twelve o'clock noon, so that most members would find it convenient to attend. Such has usually been the case, and we hope this little nudge will remind the Pepsters that the club is our own organization, from which we all draw many advantages, and that the least thing we can do is attend the meetings, even though our regular luncheon be delayed a short time.

AU REVOIR AND HELLO

With exceeding regret we announce the resignation of George Rogers as Associate Editor of Pep-O-Grams. George has been with us since the beginning of President Frawley's administration, but extremely heavy pressure of work just doesn't leave him time to devote to editorial duties.

However, "every cloud has a silver lining," and in this case, the silver lining is Leonard B. Daly of Russell Holman's staff of catchy copymongers.

In addition to his regular duties, our newest associate will effervesce every month in "Film Up Again," to the detriment of F. P. A. and Heywood Broun, and the greater glory of Pep-O-Grams.

AN APPRECIATION

One year and ten months ago, Al Deane assumed the editorship of Pep-O-Grams. Since that time we feel quite justified in claiming that this organ, in its humble way, has kept pace with its parent—Paramount Pep Club, and its god-fathers—Paramount Famous Lasky Corporation, and Publix Theatres Corporation, as they gather more and more momentum in their drive as the leaders of the Motion Picture Industry.

For bringing Pep-O-Grams to its present high standard of excellence, the credit must go to the club in general, and Al Deane in particular. It is our loss that the increasingly important duties which devolve upon him in the Foreign Department make his continued association with Pep-O-Grams a physical impossibility.

Now that Al Deane is no longer able to delete his name from praiseworthy mention, we eagerly seize this opportunity to express the appreciation of the Pep Club for his willingness to sacrifice so much time and effort in the advancement of its welfare.
PARAMOUNT MEETINGS IN TWO CITIES

SPRING CONVENTIONS INAUGURATE "NEW SHOW WORLD" IN ST. LOUIS AND ATLANTIC CITY

The annual Paramount Sales Conventions were held in two sessions this year—the Western Division assembling at the Coronado Hotel, St. Louis, on June 15th and the Eastern Division in Atlantic City on June 21st. Between two hundred and two hundred twenty-five Paramounteers gathered in the West and two hundred twenty-five to two hundred seventy-five in the New Jersey resort.

In St. Louis, Mr. S. R. Kent, General Manager, called the delegates to order promptly at 9:15 on Saturday morning, June 15th, and turned affairs over to John D. Clark, Western Manager. Then for four days feverish activity was the rule. Although the temperature hovered around 90 degrees most of the time, nevertheless everybody—from Mr. Zukor right down the line—reflected enthusiasm which could only be equalled in the Studios and the Home Office, where other Paramounteers were striving for the same objective—the continued supremacy of Paramount.

Mr. Adolph Zukor delivered a speech in each city which will be an inspiration to every Paramount man all over the world. When it comes to quashing rumors and silencing "whispering campaigns," our own Honorary President has no equal. Those who heard him have more faith than ever—if such a thing be possible—in the organization which Mr. Zukor has built; not only because of his championship of "Paramount—Now and Always" but more because of Mr. Zukor’s brilliant leadership.
CONVENTION DELEGATES HEAR GREAT PLANS

Both Conventions were so packed with important events and interesting happenings that it is impossible to detail them all here. Of most concern were the words of such executives as Mr. Zukor, Mr. Lasky, Mr. Kent, Mr. Katz, Mr. Kohn, Mr. Clark and Mr. Schaefer.

In discussing the product which will be released during the coming season, Mr. Jesse L. Lasky opened the eyes of the delegates to what is rightly called the "New Show World." Every Pepster will certainly be proud of the high quality pictures which are scheduled by a Production Department which is determined to maintain its lead in the forefront of the Industry.

After Mr. S. R. Kent presented his conception of sound problems and their solution, he outlined the future sales policy of the Company. Then he touched upon the recent flurry of rumors and answered them in a dynamic peroration which brought every delegate to his feet with a burst of sincere appreciation. It was applause—applause such as few men have ever received—applause because those who listened found it impossible even to speak.

Mr. Sam Katz, President of the Publix Theatres Corporation, outlined the manner in which Publix expects to get back of Paramount pictures in all possible ways. On behalf of everyone in the Publix Organization, he promised to continue that cooperation which Paramount has always received in the past and which is certain to be continued in the future.

Mr. John D. Clark and George J. Schaefer, Western and Eastern Division Managers, addressed meetings in both St. Louis and Atlantic City, in which they spurred their loyal subordinates to still greater efforts on behalf of Paramount.

The enthusiasm which these two leaders radiated will be an ever-present inspiration to all those who came in contact with them.

In this brief resume of the momentous events which have occurred, we just haven't the space to chronicle the words of Mr. Wm. S. Paley, President of the Columbia Broadcasting System, Mr. J. A. Clark, Mr. Dembow, Mr. W. E. Shauer, Mr. Holman, Mr. McCarthy, Mr. Botsford, and many others, including "Jimmie" Walker, Mayor of New York. The best we can do is refer Pepsters to "The Whole Show" and "Publix Opinion" where the Conventions are covered in more detail.

Mr. S. R. Kent, in addressing the convention delegates, gave his personal thanks to our President, Mr. G. B. J. Frawley, for the smoothness with which both conventions were handled. Mr. Frawley had charge of all arrangements and the clock-like precision with which the meetings in both Atlantic City and St. Louis were run off is certainly a tribute to "Judge's" organizing ability.
ADDRESSES BY THREE FAMOUS PARAMOUNT
LEGIONNAIRES GIVE CLUB EXCEPTIONAL TREAT

The Pepsters who attended the monthly general meeting on June 11th were indeed fortunate: they heard addresses well worth walking miles to hear, for the Foreign Department, with its renowned liberality, gave three speeches to the members instead of the customary one on such occasions. But such speeches! Not an eyelash was batted: not a soul departed for lunch despite the hour; and all received information which was as priceless as it was absorbing.

The scheduled speaker was Mr. E. E. Shauer, general manager of the Foreign Department and assistant-treasurer of Paramount Famous Lasky Corporation. He was ‘billed’ as ‘the Generalissimo of the Foreign Legion’, but it seemed to him that the G-initialled word was too high a distinction for one who preferred modesty and the undeviating fidelity of his Legionnaires to a word which implied as much as that one did.

Mr. Shauer told many things, each one of vital importance. Space does not permit the reporting of them all, but the highlights will serve as powerful indicators. He told, for instance, of the inspiring manner in which the aims and ideals of the Paramount-Pep Club have been perpetuated in other lands: of how Australia, England and several other countries have Paramount Clubs patterned upon the one which sprang so gloriously into being in Home Office in 1921. He showed how such clubs have been made possible by virtue of the fact that there are more than three thousand Paramounters in the Foreign Legion. At this juncture he also informed his listeners of the now-celebrated fact that so far as silent pictures are concerned, sub-titles are translated into 37 languages for distribution in 65 countries. Mr. Shauer delved partially into the subject of the operation of film theatres abroad and gave his listeners some idea of the terrific handicaps under which the Foreign Legion labors in this respect. He also swiftly took his listeners through a course of instruction in the meanings of quotas, contingents and the like. The colossal problem of what the talking picture means to the Foreign Department was also made a chapter in Mr. Shauer’s address, and the listeners were amazed at the equanimity with which the Legionnaires are meeting the seeming physical impossibility of supplying the world with talking pictures. As a final touch, Mr. Shauer read a cable from John W. Hicks, Jnr., managing director of the Australian organization in which June was announced as being the greatest month in history down there—thanks to the marvelous advent of talking pictures.

The Foreign Legion’s Leader then introduced John C. Graham, in charge of Paramount’s forces in Great Britain and the Irish Free State, and general foreign representative of the Paramount organization. He had a punchful message from the members of the Paramount Club in London, and he supplemented this with some remarks on subjects akin to those touched upon by Mr. Shauer. Prior to introducing the third and final speaker, Mr. Shauer had M. J. Messeri, in charge of Spain and Portugal; and David Souhami, managing director, and Joseph Souhami, special representative, of the Italian organization stand up and take a bow.

Then, without any preamble, he introduced Melville A Shauer, past president of the Paramount-Pep Club and special representative of the foreign department, who had just returned from a business swing around South America. Mel. took his listeners first of all on a speedy tour of Europe, touching only upon the humorous highlights; and then they traveled swift as a beam of light to South America, where they made ‘stops’ in Brazil, Argentina, Uruguay, Chile, Peru, Ecuador, Panama and Cuba ere they finally reached New York City and saw the Battery getting all prepared to send the “City Keansburg” off to Roton Point.

Mel’s style of sparkling descriptive made the occasion a grand one for his listeners. His humor was broad and solid, his wit scintillating. And as a token of appreciation to his audience for having listened to him so attentively, he presented the Paramount-Pep Club with a mate—a special tea-making and tea-drinking appliance—which will of course be preserved along with the other trophies of the Club.

All in all it was a grand meeting, and our thanks go to the Foreign Department for their liberality in having the Club addressed by three sparkling speakers, who not only entertained us, but also provided us with a wealth of information.
EXTRA! EXTRA! BIG TIME! WHOOPPEE!

SPECIAL TO PEP-O-GRAMS

Roton Point, Conn., June 15, 1929. The large Sound steamer, City of Keansburg, arrived here today with a full load of joyous people from 1501 Broadway, New York City.

It is reported from authoritative sources that everybody had a big time on the way up and should continue to do so for the rest of the day.

Lots of boys and girls are sunning themselves on the beach while the more ambitious eat, dance, scoot, play ball and do other things too numerous to mention.

We see that many of the happy excursionists are already congratulating Bill McIlvain and Joe Wood for their excellent management, and thanks doesn't seem to be half enough, according to these enthusiastic Pepsters.

STORK-O-GRAMS

Congratulations are in order. Bill Sussman was overjoyed when his wife presented him with a bouncing baby boy on the 17th of June, whom they have named Richard M. Sussman.

Gertrude Jaffe in room 1205 is on her way to her hometown, Alabama, to spend her vacation. Here's hoping she won't be a roasted chicken when she gets back.

Lillian Hirsch of Mr. Kent's office is on her vacation and she's spending it down at the beach.

June the Ninth seems to be a popular day for weddings, as we hear that charming Lillian Prager of Publix and Raymond L. Pratt of Famous, have joined hands in happy wedlock. Ray and Lillian are well known throughout the Pep Club for their interest in the club activities, each having been connected with several committees since joining the club. Ray organized, managed, and played on the victorious basketball team, and was also a member of the baseball and bowling teams. He is now serving on the staff of Pep-O-Grams as a reporter. The Pep-O-Grams staff and the members of the club join in wishing them all good wishes for a long happy married life.

POSTER PUNS

Bill Hannemann, announced to the press last week that there is available on his front lawn one of the finest 18-hole croquet courses on Long Island.

Gus Hartman, after two years of strenuous effort, has discovered that you can't bounce a meat ball.

Ray Freemantle's Cadillac has one wheel that doesn't wobble, but he's going to get it fixed.

Advice to the Lovelorn—by Zetta Robart "Love isn't everything in this world—there is aviation."

Fred Jehle is to be congratulated on his past anniversary. He has been married 18 years now and still claims he is 28.

Harry Potter, the champion golfer, is still holding his own with an average of 132.

Anyone who wants to eat real honest-to-goodness Boston Baked Beans should see George Lawlor, our Boston Chef.

Henry Helt is knocking them dizzy on the Staten Island Ferry although we have strong suspicions that he is "stuck" on a certain "Emma."
NEW RECORD SET

In the recent Salvation Army Drive, Henry Gray's go-getters succeeded in raising the sum of $1004, in the Home Office. This amount is the largest ever raised for any charity organization, and we feel that the following committee should be congratulated: Eve Bjornsen, Catherine Cunningham, Rae Eisner, Anne Graham, Nora Haran, Miss Herbert, Edith Kaiser, Helen Kane, Brina Kaplan, Rose J. Kirsch, Kay Mckcon, Isabel Mahoney, Rose Mirell, Catherine Murphy, Helen Rosenfeld, Gertrude Strauch, Mrs. Jane Stubbs.

Evidently, the Salvation Army has the same feeling, as this letter from Lieutenant-Colonel Underwood shows:

THE SALVATION ARMY
ANNUAL MAINTENANCE APPEAL FOR GREATER NEW YORK
MAY, 1929

Mr. Edward A. Brown,
Paramount Pep Club,
Paramount Building,
New York City

My dear Mr. Brown:

I do want to express my gratitude to you and to all who have taken part in making possible the fine results we have received from the various branches of your Corporation in connection with our Annual Appeal. You certainly are named correctly as this result shows pep and interest and a fine degree of cooperation upon the part of a large group of people.

To Mr. Henry Gray I must express my special thanks for evidently he engineered a mighty fine piece of work and had the friendly cooperation of all the staff.

We will send you the official receipts for the funds with a formal letter of thanks, but this does not convey all that I feel personally and the appreciation for the encouraging total which has been raised by your group. If I can do anything at any time for you or those associated with you please command me as it will be a pleasure. In the meantime accept for yourself my gratitude.

Very truly yours,
EDWARD B. UNDERWOOD,
Lt. Colonel.

FOR THAT VACATION:

Mr. Harry Nadel, Chairman of the Co-operative Buying Committee, announces that the Forest & Stream Club, an adult camp in the Green Mountains of Vermont, with a nine hole golf course, whose regular rate is $40 per week, offers our members a reduction of 10%.

For further details, consult Mr. Nadel.

OUTING SNAP SHOTS

Rodney Bush
Cool and Comfortable

Mary Spitzer, A. Berliner, M. Banzer
E. Cowan and L. Banzer
All looking happy

Patricia Pasternak
Well-Attended
The finger of Advertising Art is far-reaching and dexterous. It lays its imprint on the most prosaic scene—and presto! that scene becomes a reminder of a commodity or a personage.

To get to the point we give the following incident as an example:

The other day we were watching a Paramount News Reel in the projection room. The scene was a large limestone quarry somewhere out in the places where they have limestone quarries. It appeared as a towering cliff at whose top workmen were engaged in placing the dynamite charge.

Next was a "long shot" of the cliffs. Presently came a burst of smoke and a crumbling and falling of the shattered segments of the great precipice. Verily they were tearing the cliff loose. Cliff Lewis, as we know, is assistant to Russell Holman, advertising manager, and as we said at the beginning, Advertising Art is a dexterous business.

Quick turn-over is a business essential in a Child Restaurant window.

In "The Four Feathers" Messrs. Cooper and Schoedsack have shown us how to get down off an hippopotamus's back.

A short, dapper young man, partially bald but grimacing, strolled in to see Tess Klausner the other day about some stills. As he seated himself Miss Russell of Mr. Holman's staff walked by.

"Who is that girl?" asked the visitor of Tess.

"That is Margaret Russell," she replied. A moment later Miss Russell walked by the visitor again. This time, with a mischievous twinkle in his eye, he greeted her thus—"Hello Margaret."

But he was amazed at the quick retort—"Hello Harpo, you can't fool me without your wig, and furthermore, my name is Miss Russell, if you please."

"Oho!" Ohoed the comic, "but you'll always be just Margaret to me."

We went into an establishment the other noon, and ordered a blue-plate dinner... fifty cents... very good... beef, carrots and mashed potatoes... then we ordered a drink... seated at the bar with us were forty or more customers, eating blue plate dinners... clamoring for drinks... some were just drinking... some were eating sandwiches and drinking... but there seemed to be a rule that there would be no drinks "on the house"... it was all very open though... the entrance was right off Broadway, street level... even women and children were coming in dining and buying drinks... great places, these drug stores.

We conferred with Bill Noonan the other day about a title for this column. The column has had a title—"The Punning Tower," for many months, but we told Bill that we would like to exercise the prerogative of every columnist and name our own flagstaff. After trying several titles for size and finding that they did not fit, we hit upon "Film Up Again."

"But that has a connotation of inebrity," protested Bill.

We hastily responded that such is not the case—that a certain law on the books in Washington has proscribed any thought of inebrity that might be lurking in the minds of the public and that all who shall see the words "Film Up Again" will immediately think of soda water or pop or some other frothy beverage.

And that, in fine, is what we mean to convey by our title—Frothiness. "Give'em a lot of froth every month—a lot of light, pithy stuff—and they can take it or leave it alone," we said to Bill.

"Oke," oked the new editor of Pep-O-Grams, and the title was on.

—L. B. D.

THE BUDGET BUNCH

Should any of the girls desire to become acquainted with the latest in the line of fashions, just tune in on a conversation between Eileen Donohue and Katherine Janz.

Each one has her own conception,
Each one to it clings,
They practice what they preach
By wearing just those dainty things.

Put in your clutch
Let down your brake,
Let 'er in first
And everything's Jake.

Which all goes to prove what? Nothing—except that Anne Graham has just gotten herself a new little car.

It's not too light nor too heavy
If you want to know, it's a little Chevie
Besides all that, there's another prize
Wouldn't you like to look into Anne Graham's eyes?

We saw Louis Greenfield and Esther Gottlieb, both formerly with Paramount at the excursion and the ring, or boulder, as we prefer to call it, which Esther wore, bornore testimony of the fact that they've plighted their troth and are as happy as a couple of new born babes.

Pep-O-Grams readers will appreciate this intimate study of our star reporter, Leo Lalannes. Mr. Lalannes was snapped by an intrepid photographer at the Pep Club outing.
JOTTINGS FROM EVERYWHERE

FOREIGN

Miss Lillian Beck who in November was transferred from Minneapolis Exchange to the Contract Dept. of the Brooklyn Exchange has now become one of Palmer Hall Stilson's "gang." Congratulations. Welcome to the Foreign Department and to the Home Office. We know you will like it here, and we will like you here too, so lots of luck.

By the way, the Miss Beck of Mr. Stilson's office should not be confused with the Beck-kie of the same office. Beck-kie, as all Peppers know, is Joe Agro's other half of "We." He takes good care of her. Nice boy—Joe. Nice girl—Beck-kie. You will always see them together.

Has anybody ever walked into L. Fernandez office and heard him give a solo of Yo Te Amo? It's real good. Lou can give some excellent opera selections when he cares to.

There is a certain young lady on the eleventh floor that has a habit of saying "oh do you ice-skate? Too bad I didn't know it, I would have let you take me last winter." There is also a young man on one of the floors who answers "yes, I also swim. Perhaps you will let me know if you would care to go with me next winter." Two foolish people. Neither one wants to give in. Know what we mean?

THE PUBLIXEERS

The bug of romance has taken such a deep bite into Eddie Fay's heart affairs that this young chap is a bit in a quandry as to entering the road to matrimony during his vacation. Will all those in a position to advise drop Eddie a few lines and give him the proper information? We know he will very much appreciate any remarks that might be said on this all-important question which means so much to him.

Having a vacation all summer seems to be the reason for Sada Snyder forsaking her uptown apartment for a place at a nearby seashore resort where the breezes are always cool and the ocean waves bewitching. This doesn't mean that Sada has left the organization but it gives her the advantage of seeing the ocean each morning and night as well as making each weekend a series of vacations in themselves at the sea shore.

Henry Spiegel, until recently, one of the Brooklyn-Paramount theatre's fastest stepping publicity men is now back at the New York-Paramount helping make things easier for Ralph Stitt and his department.

Teddy Ferro is now busy making his final plans for a whirlwind trip to Paris during his two weeks' vacation. He is counting on spending five days in Paris—and what a five days they will be!

Rudy Valee has a staunch admirer in Charlie Iacona who propagates Rudy's remarkable genius at every opportunity.

Larry O'Neill is thinking seriously of taking up the stage. Not so long ago, he entertained at an alumni dinner and they say his voice is simply marvelous. The situation looks bad for Rudy Valee.

Have you ever noticed the "ever-rising smile" that adorns Innis Atwell's features lately? We think it's because September is so near. 'Tis the month when Miss E. H. of Washington Heights will become Mrs. Innis Atwell.

Henry Fruecht is a good contestant for any debate. Ask Jeanne Briggs, she knows.

Estelle Jacobs has acquired the new diet craze for reducing. Perhaps that accounts for the hungry look in her eyes.

Jimmie Robinson can be described as the human canary. His constant warbling can be forever heard between nine and five o'clock in the Publix Well.

The Publix Cashier's Department can boast of another attractive member. She is Frances Herbert, their newest addition.

When the author of this write-up approached Pearl Schnur with the question as to whom she liked best, Rudy Valee or Buddy Rogers, she readily exclaimed, "My Sidney!" Yes, Sidney is the esteemed boy friend.

Martha Miller apparently has a weakness for solid colored dresses. Can you tell us why?

Cupid registered another hit when Ray Pratt of "Famous" and Lillian Praeger of the Publix Analysis Department were united in the "Holy Bonds of Matrimony."

Ruth Mickels and Mildred Shapiro have at last received recognition in Pep-O-Grams, due to the fact that they have never yet missed a showing in the Paramount Theatre, N. Y.

Milton Bleiman asked this reporter to broadcast the fact that he had graduated from "Old Golds to Lucky Strikes."

When Cecelia Haiman notified her associates of a saving plan for a new fur coat, it produced many a laugh. But, it seems she is now well on her way to the acquisition of her desire.

When a certain party hearing the initials of J.L.S. could not attend the outing at Roton Point,—Maxine Kessler of the Disbursement Dept. decided to remain behind also.—But, in stepped the hero, and here we have Jack Bosker, also of the Disbursement Dept. acting as substitute.

Even if you don't see Tony Ptaacknic smile, you'll know that he is smiling, but inwardly.

"Step this way, ladies and gentlemen—get your tickets here—40c—four-tenths of a dollar." The musical voice belongs to none other than Bert Adler who was chief Barker at Roton Point. Bert sold 50 tickets. You missed your vocation, Bert.
For the unusual cover of this issue, we extend credit to Mr. Vincent Trotta, past President of the Pep Club, and one of our hardest workers. Thanks, Vincent!

VINCENT TROTTA

O U T I N X !

W E L C O M E !

Elmer R. Short, Chairman of the Membership Committee, reports that the following new members were elected at the Pep Club meeting, June 11, 1929:

- Ackerman, Sylvia
- Levine, Helen
- Voss, Alexander
- Dwyer, Anne
- Radkin, Esther
- Whitmore, Charles D.

A N O T H E R C A P T U R E B Y C U P I D

Another June wedding was reported by the Exchange Accounting Department when their genial and attractive stenographer, Nora Haran, slipped away while the club-members were enjoying the outing at Roton Point Park on Saturday, to marry Andrew Larsen. Her friends in the office presented her with a beautiful chest of silver. Nora plans to spend her honeymoon with Andy at Virginia Beach, Va. Best wishes and good luck to them from her fellow members.

T H E P U B L I X M E R M A I D

Winnie Wynn when leaving the beach, remarked, "the water was quite frigid—" But B. Solomonick casually said, "How come? You didn't wet a digit."

A U D I T

After observing the extreme courage and presence of mind of C. D. Valentine, better known as "Val," in extinguishing the blazing celluloid handle of our Monroe Calculator, we unhesitatingly recommend him for membership in the Volunteer Fire Department of East Williston Park, Long Island. While other members of the department stood by paralyzed by the magnitude of the catastrophe, Val promptly secured a clip cup full of water and extinguished the conflagration. Such heroism should not go unrewarded.

As all of this was the result of a lighted cigar accidentally dropped, it should be a lesson to those who persist in throwing lighted cigarettes out of the window.

C A S H R E G I S T E R

Mary Brady of Cash Register Department has been transferred to Mr. Joseph Walsh's Department. We all extend our best wishes for her continued success.

We are all glad to see Kitty Coakley at her desk again, with her new coat of "Sun-tan," gained while spending her two weeks vacation at Bloomingsburg, New York.

Lucille White dreams a good deal as to the possible chance of her doubling for Greta Garbo. Maybe that is the reason for the new coiffure.

Rose Faggianelli likes "Oh! Henry" lately. Wonder why! Is it candy you like or what Rose?

The new "Sun-tan" stockless fad has taken hold of Marion Gallagher. After the day's sun had struck her legs on the outing, her skin was the color of the dashing pink socks she wore.

T H R I L L S — R U D Y V AL L E E !

To most of the Pepsters, Rudy Vallee's promenade through the office a few days ago was just a novelty, but to a little girl who daily pounds her noiseless typewriter in the Sales Statistical Dept., it was a thrill in a lifetime.

Loretta Sinnott is not backward in proclaiming her love and admiration for Rudy. Pasted to her steno book you will find a photo of him, and another will be found on her typewriter. Then, just to make sure his pictures will meet her glance at every turn, she has one pasted on her desk, also.

On that memorable day, Loretta had found her chance to have that long sought opportunity to speak to her Rudy in person; using some of Clara Bow's tactics she decided to "get her man" by hook or crook. While Rudy was pre-viewing a few of the short subjects he and his orchestra made—Miss Sinnott had Larry Bailey get her a few photos of the aforesaid hero. These obtained, little Loretta slipped quietly into the projection room... All we can say now is that Loretta can boast of two photos of Rudy Vallee which he signed in her presence.

But she has never been the same since.... Alas! poor Loretta, we knew her well!
A LONG BALL—
BUT NO DISTANCE

This game of golf is becoming such an epidemic on the 11th floor that we may soon expect to see signs about the office, "Please replace the divots" (turf). Scores are constantly decreasing, which at least is an indication of enthusiasm.

A number of our golf addicts are carrying their fanaticism to the extent of playing before business in the morning. It's a hard life for the golf course worms with these rampant early-birds.

"Famous" has several new recruits to "the royal and ancient game," thereby leading Publix in number of golfers as well as number of strokes. Frank McEroy, (whose game slumped in his second start), Louis Burlon, Armand Toussaint, and Miss Pasternak are the most recent additions to the group of those who read the names on their clubs.

John Varnbaum, much to our regret, gave up golf on May 12th—last Saturday he shot a 124 at Mohandise.

We believe that Ted DeBoer favors the explosion shot from a trap—his hair was dishevelled last Monday.

Al Webb, one of our veterans, is giving us tenderfeet the advantage of an early-season start. We are anticipating something sensational in that first game, Al.

We hear that Mr. McGovern broke his own record at Salisbury recently—damage reported is not disastrous.

To improve your putting: develop your own form; line up the ball and cup; fix your eye on the ball and your mind on the cup; put the cup in your mind; Concentrate!

Paramount Golf fans can improve their swings by watching Leo McKeenneyaaying swatting the little pill for non-stop flights of 250 yards and up any evening on the "downhill holes" at Mohosull Links.

We understand that Mac and another Audit Department "Ace," Jim Speer, expect to challenge the winner of the Daily News Driving Contest, the match to be held as soon as suitable arrangements can be made.

We understand that J. McDermott will give golf lessons to Paramount Pep Club members at reduced rates. For further information on this subject, communicate with Mac.

The Auditing department is going to have a Navy. One member has decided they were long enough without representation in this branch, and is going to buy himself a converted sub-chaser to take trips up and down the Hudson. Our advice to Taylor is to be careful of the three mile limit.

IN MEMORIAM
MAY HALL
June 14th, 1929

FROM THE EIGHTH

Now, don't all flock to the 8th floor when you hear this one. A few days ago, a stranger stopped at one of our water fountains to quench his thirst. The water apparently having a different taste than that with which he was accustomed, immediately walked to the Information Desk where Mr. Haley was on duty, and said, "I have a complaint to make." Mr. Haley, sensing that someone had offended him, meekly asked, "What is your complaint?" The stranger impertur'd "There is gin in that water." Mr. Haley thereupon collected himself and joyfully exclaimed, "That shouldn't be a complaint." Now, believe it or not, this little narrative really took place. And if you are in doubt as to the quality of water on the 8th floor, pay us a visit and find out for yourselves. However, we promise nothing.

Evidently that four weeks vacation has agreed with Irene Montaigne, now Mrs. Nat Bloomberg. Irene states it was a grand and glorious honeymoon.

What tales we have been told by Vincent Dougherty and Paul Broderick on their return from spending their vacations together in Canada. They hated to come back.

Ann Berliner has reached the ten year mark for active employment with the company. Ann started with the company in June, 1919.

Y E S !
M O R E
O U T I N G !
OUTING ODDITIES

Everything was going great on the ride out until some miscreant rowdy started to sell KAZOOS. The only thing worse that could have happened would have been the serving of a New England boiled dinner.

The Whole Party in Thumbnaill

All-talking, all-singing, all-KAZOO, all-dancing... the songs they sang by: 'I Can't Give You Anything But Love Baby.'

The bridge and rummy and Michigan games ashore and afloat... a boat of many bridges... and about twenty visible "decks."... a gang of (the Publicity of Life) making merry on the third after deck... also after dark (side to over to Hoboken)... those last-minute riders in the speed boat that watch your dollar speed away... Vince Trotta and the husky young Trotti with their blazing red wasters... and vigorous appetites... Cliff Lewis looking like Hercules the minor in his brief but adequate bathing suit... the lad with the little straw hat, polo shirt, and throwing peanuts at the girls... the barker... "A hand on each cheek, a little pinch on the back... now we're gonna play that little game called Chinese poker— who'll start it, we'll start the game here, thirteen players and remember it over... nothing daunts the little nick swim out to the float and back... those girls over there... that one in the blue suit... or do my eyes deceive me... "Cameos For Sale," the little girl giving for the lawn in front of the building: marked Restaurant... those girls over there... Tess Klauser, doubling for Gertrude Ederle... Harry Govey playing deck tennis... those girls, Alias... Manhattaning funny crackers... Eddie Hallander scorning the bridge and being just an old rummy player... those girls over there... Eddie Sobel estimates having to keep his head. It fails... Bernie Brooks... wonder if there are any Brooks brothers... those girls over there... Pearl Greene, Jeanette Mendelson, Mary Newman, Edie Brady, Tess Sterngasser, Ma-Burke... may the Almighty intercede if we missedpelled their names... swell Janes... Queensborough legions... Governor's Island... those girls over there... the last hand... informative double... hand me my bathing suit... there it is back of the chair... those girls over... lookin' the fire-works... where did those girls disappear to?

Among the missing were President G. B. J. Frawley, "Jim" Clark, Leonard Cushing, and "Joe" Schulman. These gents were heard to observe— "Aw— we didn't want to go to the old picnic, anyway..."

But that sounds like "sour grapes" to most of us, for we know they'd have been on deck if they hadn't been attending the big convention in St. Louis.

Bernie Brooks of the Exchange was there and how. But listen to this: it was first time Brooks missed a Saturday home game at the Yankee stadium in seven years. Think of it—the Yankees at home on a Saturday and Bernie on the roof terrace. Such is much Bernie thought of the Pep Club outing. And he doesn't regret his change of Saturday pace... but maybe the Yanks did. What's that, the Yanks lost the game? See—there you are.

"Bill" was on his toes every minute, pleading with the captain to hold the ship until the last belated Paramountite should board her for the start-off; helping Peysters to find corners from their deck and their tickets directing straying youngsters to their mothers; directing straying mothers to their youngsters; advising deck hands to read "The Cradle of the Deep"; finding out from the city of Keansburg's rope-twisters; warning kid-bitzers away from the bridge games; assisting children off the boat; helping members who had lost their tickets for the amusement and the bathing; chatting with the bench-ridden "swimmers"; shouting a storm warning when dark clouds hovered above at till-in-time, and planning with the captain to hold the ship until the last belated Paramountite should board her for the return trip.

Bill's was a busy day—so busy that we wonder if he had as much fun as his fellow-members. If he didn't he can just chalk it up to the fate of most chairmen of outing committees. A tough job, yours, handled it like a veteran. That goes for Joe Wood also. For if there is anything almost as tough as being chairman of an outing committee it is being the vice-chairman. A Votre Sante, Joe!

We bet you'll never guess the name of one lad who was there with bells on when it came to bowling, but he'd been fishing with his father before the outing. His first name was Eddie. What? Gee, Ugast it right, the first time.

And as Ah live! There's Eddie Shear. And with him Edgar Hollander.

The boy who has more girl friends than there's numbers on a calendar.

A lad who is often known by the sobriquet "The Fun-Loving Rover" accosted Pep Club Governor and other things Vincent Trotta, who was guarding the young Trotta arm, from admiring females on the third deck, and said, "Well, well, Vince, I guess you always trotta be present at the outings, don't you?"

It was then that the accosternonger learned that Vince can not only draw faces but that he can make them. With sound.

Another synchronized face-maker— one with a complete musical score as well, who seemed to be enjoying the ceremonies as the boys paraded at the Equator, dancing, dancin', dancin', dancin', the boat, and playing, demon P. A. and program-compiler for the Paramount Ball last winter. He's a Pepster par excellence, gents, and we don't infer any perhapses.

It was a short day for every one. But for Earl W. it was LONG. Also for Kenneth F.

Overheard

"Don't hold the ship—at nine I'll be on." Said Kay (the fair and prompt) McKeon.

"The party would be dull with gentlemen only." Cracked practical Saul (Pikes Peak or Bust) Schiavone.

"I like any girl if I don't have to feed her." Piped Broadway-wise John V. Suredo.

Written During the Party

Ashore, aloft or in the swim, She always seems to hustle. An outing's just a business day For Margaret ("Let's Go!") Russell.

And there's that bridge-mad little miss, Now don't you dare deride er! She knows a card deck from a boat's— Does winsome Sada Snyder.
Somewhat foolishly, this page is headed “Editorial.” We do not mean to cast aspersions upon such titles in other publications—far from it. But we take inordinate pride in the utter futility of our own caption.

Why? For the pure and simple reason that there is little for Pep-O-Grams to advocate or try to correct. By this we do not mean to suggest that a Utopian state of affairs prevails—again, far from it.

But it seems to us that a word of praise is more effective than criticism—a cordial “Hello” really more business-like than an absent-minded frown.

With this philosophy in mind, Pep-O-Grams refrains from emphasizing some small detail which may or may not be important. In a day when the parent organizations are putting forth every effort to maintain a lead which has been in their possession for years, it seems that the part of the Paramount Pep Club should be no more static than it has been in the past. It must rise to increased responsibilities—it must not be blinded by this little fault and that picayune mistake—it must forget these trivialities in the broader field which is so aptly named “The New Show World.”

And finally, pointing to the record of the past, Pep-O-Grams feels more than justified in predicting that the Paramount Pep Club will come through with banners flying.
RALPH KOHN ADDRESSES

PEP CLUB MEETING

Continuing the policy of having an executive speak at the Pep Club meetings, President G. B. J. Frawley introduced Mr. Ralph Kohn, Paramount's financial wizard of vast assets, who spoke briefly at the meeting held Tuesday, July 9th.

Despite the intense heat, a large gathering was present to hear Mr. Kohn which not only attested to the popularity of the speaker but to the interest in what he had to say.

Mr. Kohn stated that there were two main functions to the Treasurer's department: the co-ordination between the financial and other departments, and the service the financial department rendered to the public in the way of financial statements. He further stated that the records of the company must reflect every transaction and for example explained how the record of a picture is kept from its inception when the moving picture rights are secured, through the work in the studio and until the finished picture has played its last theatre engagement.

He told his many listeners that whenever an opportunity presents itself, the men in the ranks are given the first opportunity of filling a particular position that was a notch higher than the ones previously held, as the Company was dedicated to this policy.

To quote Mr. Kohn:

"If you consider the men who have the executive positions and who have been here for years and have come up from the bottom of the ladder like Mr. Kent, Mr. Schaefer, Mr. Clark, Mr. Michel, Mr. Pineau, Mr. Frawley and all the rest, you will find that each one of these men has always been on the job, always ready to cooperate with and help the man in the position above him, and help the man in the position below him. That attitude is to my mind the most important and most outstanding in this institution. It has worked for the success of the company and it has worked for the success of the individual.

NOMINATING COMMITTEE APPOINTED

President G. B. J. Frawley has announced that Agnes Mengel, Ida Wolf, Louis Phillips, Leon Savell, and Palmer Stilson will compose the committee for nominating officials to serve during the years 1929-1930.

The following offices will have to be filled at the annual election in September: President, Vice-president, Secretary, Treasurer, and six places on the Board of Governors, four of which are to be men and two, women.

The representative members pictured below surely are capable of choosing a slate which will measure up to Pep Club's standard, in every respect.

Their report, which is awaited with breathless interest, will be published in the September issue of Pep-O-Grams.

Agnes Mengel  Louis Phillips  Leon Savell  P. H. Stilson  Ida Wolf
CUB REPORTER ARRIVES

Al Deane, Editor of "Paramount Around the World," and former Editor of Pep-O-Grams, announces the advent of a son, Donald Richard Deane, born Sunday, July 14th.

In Al's own words, "everybody is fine."

THE NONSENSICAL NINTH

Larry Fischer returned from his vacation literally bursting with romance! It seems that his sojourn in the wilds of Maine stirred in his youthful breast dormant emotions of which he had no knowledge. Watch for more developments along this line!

What is the engrossing mystery cloaking the activities of several of the Film Rental youths? We have an idea, but rather vague. We do know that it does sound fantastic— but then—this is the age of miracles!

It is with deep regret that we record the departure from our ranks of one John Davis. He has heard the call of the wild and is hitting the trail for the wheat fields. He has promised to send us samples of shredded wheat from time to time. Hay! Hay!

George Rogers seems to be quite happy since his recent marriage. Not that this is particularly strange, but we were always under the impression that a marital state had just the opposite effect on one. We guess we're wrong!

SAILING, SAILING—

Miss Florence Tiernan, the efficient and pleasing secretary of Mr. Anderson of the Insurance Department set sail for Europe, on July 26th, on a tour of England and France.

All her friends bid her a bon voyage and happy and pleasant tour of Europe.

CASH REGISTER NEWS-O-GRAMS

We welcome Louise Brennan to our fold. Hope you will like us Louise.

Kitty Coakley is having her trouble these days trying to keep her "gum" tooth in place.

Peggy O'Connor seems in a flutter over a certain tall, dark and handsome young man. Maybe that was the reason for getting three tickets for reckless driving. Better keep your mind on the wheel next time, Peggy.

It seems that Helen Carroll and Sadie Diamond got so tired waiting for long hair to come back in style that they grew impatient and bobbed theirs.

It might be a good plan for Lucille White to answer the call next. She is steadfastly sticking to the idea that she won't bob her hair again, and that it is too short to put up as yet.

AUDIT

Spurred on by the unusual ability of a mere beginner (John E. McDermott) in the game of golf, who won the "Runner Up" prize at Equinox Country Club, Manchester Vermont, our old friend Jimmy McGovern is headed for Montreal and is stopping off for several one-day golf tournaments enroute. Having played the game for more than 20 years, Jimmy will not be outdone by any of the younger generation of golfers and therefore says he will not return without a prize even if he must visit "Uncle Ben."

The Auditing Department can justly boast of the athletic records made by several of its members. Our old time billiard champion, John Vornbaurn has entered a new field. He commenced rifle shooting while vacationing in Canada and became a skilled marksman during that brief period. If you doubt his eagle eye, he can show a snapshot taken at Coney Island which can only be snapped when the "bulls eye" is hit.

Miss Winnie Waxelbaum, efficient typist of the Audit Department, according to letters received, is enjoying her six weeks' trip to Europe. She is visiting England, Switzerland, Germany, Italy and France. The first aeroplane trip in Minnie's life was taken in a flight over the Alps and we understand she has also visited the Follies Bergere in Paris. Stepping out, we'll say!

Our ever willing photographer, Lewis F. Nathan, who has just returned from a motor trip through Cape Cod, was very happy to relate his good fortune in not having a flat on his entire trip.

TWO-LINE REVIEWS

"The Dummy"
She kept me choked with laughing fits
Did clever little Zasu Pitts.

"Charming Sinners"
When I say this you can't call me truthless—
Without Miss Chatterton this one would be Ruthless.

"The Four Feathers"
A boy whom any ma'd call "darlin'" is upright, dashing, mainly Arlen.

"River of Romance"
The proper words all seem to dodge us
But we've the highest kind of regard for Buddy Rogers.

"The Mysterious Dr. Fu Manchu"
His villainies! They chill your soul and
Make you want to choke Warner Oland.

"The Coconuts"
Just let me intone; and this ends the carping,
That Harpo Marx is a "wow" at harping.

"Dangerous Curves"
The danger that lies in "Dangerous Curves" Is no lie at all—it's good for your nerves.
FOREIGN LEADERS SAIL

Mr. E. F. Shauer, General Manager of the Foreign Department, sailed for Europe on the Aquitania on July 7th, accompanied by Mrs. Shauer.

During his annual trip Mr. Shauer will cover as many foreign offices as he possibly can, so that those members of the Foreign Legion, who were unable to come to the United States to attend the Conventions, will be able to hear a graphic account of recent important happenings in the United States.

Mr. Melville A. Shauer, Special Representative of the Foreign Department, whose recent trip through South America was so amusingly described to the June Pep Club meeting, also sailed on the Aquitania to take up his duties in Paris.

MORAN AND MACK

The entire Pep Club joins in extending a hearty welcome to Mr. W. B. Frank, Representative of the Moran and Mack Corporation, and his staff, Miss Clara Mohn, Secretary and Mr. Louis Berkner, Jr., Assistant. They are located in the office recently occupied by Henry Goldberg, former Associate Editor of Pep-O-Grams.

Mr. Frank had heard of the Pep Club long before coming to this office, and he says that he had always looked forward with keen anticipation to the time when he would be able to join our activities. Now that Mr. Frank is in a position to participate in all of the club's functions, he emphatically states that he will be a heavy roofer for the Club.

Murmurings have come to us to the effect that editors must be a fickle sort. First they plead for contributions and then when the much sought after offerings appear, they proceed to wield the blue pencil to such an extent that the original healthy contribution finally appears as an emaciated skeleton—what W. O. McGeehan of Herald-Tribune fame would call "a mere hollow shell."

Without conceding that Pep-O-Grams is under obligation to print anything which it does not deem fit, nevertheless we feel it only proper to explain that the deletions in the last issue were forced upon us by ordinary, everyday, but still inexorable, lack of space.

In fact, everything, including the material of the editors and reporters themselves, had to be either shortened or eliminated; but we sincerely hope this one instance will not dampen the enthusiasm of those who are such important factors in making Pep-O-Grams a better and more interesting magazine.

VISIT US OFTEN, SALLY

One of the best liked members of the Paramount Pep Club, Sally McLoughlin, recently resigned from the Paramount Famous Lasky Corp., to join the ranks of the Sono-Art Production Company as Secretary to Mr. George W. Weeks.

Miss McLoughlin, who is generally called "Sally" by all her friends, has been with the Paramount Organization since Nov. 13th, 1922. She started originally at the Storehouse as Secretary to Mr. Dan Hynes and then moved to the Home Office where she served in a like capacity with Mr. Harry Nadel, a former President of the Pep Club.

Sally, who has served on a number of important committees during her term with Paramount, held the position of Secretary in the Club during the administration of Palmer Hall Stilson, and also served as a member of the Board of Governors.

Her friends in the Paramount Pep Club join in giving Sally all good wishes for her continued success in the new position.

PUBLIXITIES

Rudolph Weiss, in charge of Publix Music and Production Corporation, is spending a much needed vacation in the Catskills.

A department that we don't hear much about is the Non-Synchronous on the Eighth Floor Annex. For further information ask Mr. Kleinert.

Rose White's favorite song is "I'M WALKING AROUND IN A DREAM." She likes things that are sweet, so boys, her new name is "SUGAR."

Eric Sandberg of the Non-Synchronous Department is trying his best to memorize the words to that new Chinese record just received—here's luck.

Reye Lippel also of Non-Synchronous Department is raising a mustache. Don't crowd girls and don't start the rush till 1930. It ought to be out by then.

Mr. Homer Traw and his wife are vacationing in their respective home towns. Mrs. Traw will remain in Atlanta, Ga, for a week, after which she will continue to St. Louis to meet Homer.

Evelyn Carter another of the 18 day diet fiends reports some success in that line. She is credited with a loss of five pounds within a very short time.

Jimmie Robinson still declares his faith in the Yankees to win the Pennant this year. A sure proof of the staunch Yankee enthusiast.

Her co-workers must be glad to see Annette Malmund back from an extensive European tour. Miss Malmund is now in a position to advise any would-be traveler to the eastern hemisphere.
FILM UP AGAIN

Triplet Preparations
With Ad Writers plying their “game”
There is hope for all classes and trades—
New life, ready riches and fame;
With Ad Writers plying their “game.”
Cuticura et al, back their claim
That every infirmity fades—
With Ad Writers plying their “game”
There is soap for all classes and trades.

Believe It or Nots:
Blake McVeigh is the first American novelist to write a novel about Wall Street with the title “The Wolf of Wall Street.”
Adelaide Miller lives in Bay Ridge but never set foot on Staten Island.
Henry helt set foot on a Staten Island bathing beach and got a tuck in it.
Peggy Fewer has Fewer relatives to send Christmas gifts to than anybody in the Paramount Pep Club.
George Moore has Moore.
Jerry Sussman has a secret ambition to raise a mustache.
Monta Bell’s first name is Monta.
Everybody calls him “Monty.”
There are 10,000 stills in room 1255 but the place has never been raided.

By dint of much advertising the public is rapidly becoming talkie-conscious, cigarette-conscious, air-conscious, swimming-conscious. And because of the I. R. T. advertisements urging us to ride the “El” it is a known fact that many of us are becoming sub-conscious.

The day the new small-sized currency was issued, 3,409,766 people remarked, “Gee, it looks like a cigarette coupon.”
And 2,555,672 remarked, “Gee, they look like cigarette coupons.”

Clive (Interference, The Four Feathers, Charming Sinners) Brook was a visitor here at home office on July 22. Girls, his hair is reddish. And when he talks his accent is British. His Pep-O-Gram friends have Clive tagged for a real guy.

When we lived in Wilmington, Del., we knew a man who was the proprietor of a cafeteria. Business was fairly good, but he thought he would step it up a bit with advertising.
His food-dispensary was in the same building with the state tax collector’s offices. There was one large entrance to the building, by which the public had access to both the tax collector’s offices and the cafeteria. There was a sign over this entrance which advertised the cafeteria.
The day the taxes were due the restaurateur observed that there was a line of several hundred persons standing outside the building’s entrance, waiting to be admitted to the tax-payer’s offices. He hired a photographer and had him take a photo of the long line of waiting citizens, instructing the cameraman to be sure to get his sign into the picture.

When the photo was completed the restaurateur used it in his newspaper advertisements, with a caption, “All These People Waited for Hours to Get One of Our Fifty-cent Dinners.”

He thought it was smart advertising.
But business decreased rather than grew. Doubtless the public knew that his oft-repeated photo was a fake and therefore concluded that the fine meals he spoke of were a fake also.

The point of this story is this—we saw a long line of persons in front of the Rialto the other morning. Standing in the rain, they were, waiting for seats to “The Mysterious Dr. Fu Manchu.” A photographer was already taking a picture of them. We immediately thought of the cafeteria owner in Wilmington, and we were secretly proud—of the Rialto. It was so different.

We were reading the account of the rioting at Dannemora prison. The prisoners, apparently, did not have much chance of escape what with 100 guards on the walls shooting at them with rifles. As we were absorbing this news a punster, who shall be nameless here, peered over our shoulder.

“That,” he observed, “is when a felon needs a friend.”

We went to “Cooney” (As the subway guards call it) Island the other day. After hopping over a few half-grapefruit rinds and recently-evacuated tomato cans we found a clear space. In this area of about ten square feet of sand a little boy was diligently engaged in counting the crystal atoms.

“What are your doing lad?” we asked with some trepidation (for the younger generation is sufficient to the end thereof).
“I am counting the grains of sand,” he said.
“What will that prove?” we ventured.
“Well,” he said condescendingly, “I never expect to finish counting, but when I do I will know nearly the exact number of persons who buy tickets in one evening to Publix Theatres in the United States.”

Bachelor
“I want to be a columnist,” the youthful stripling said.
“A columnist at twenty-one, or dad, you count me dead.”
“But that is all boloney, son,” replied his phantom squire.
“For you’re no more a columnist than I’m a writer’s sire.”

—L. B. D.
FOREIGN FUN

Henry Ford, of Detroit, announces that he has sold one of his latest efforts to Gertrude Wiethake.

Frank Schreiber, long of P. H. Stillson's department, has been transferred to the New York Exchange.

Charles Ballance, of Paramount's India office, is in New York on a leave of absence.

Linda Salzberger is vacationing in the mountains. No one knows where Eddie Schellhorn is.

PUBLIX ACCOUNTING

Maude Jackson is spending a quiet vacation in Portland, Me., with—husby.

Rhea Kravitz decided to idle her vacation in Poughkeepsie. From all reports, she is having a delightful time.

On return from her vacation, Ruth Jacobs literally swamped her co-workers with effusive praise of her vacationing resort. During her stay, she abided at the Livingston Manor, Livingston, N. Y.

T. X. Jones and Eugene Wcher tell marvelous tales of the White Mts., New Hampshire. Their time there, was devoted mainly to horseback-riding and golf. How about Canada, T. X.?

PERSONAL PERSONNEL

The Office Manager's Department welcomes little Rita Showers into its fold. Illustrious Henry Bachman seems to be all "pcped" these days, wonder if Rita has fired his imagination?

Eve Berger, the joy girl, has returned from a vacation spent in the Catskills. She looks great and says her vacation was swell. Judging by the way Eve is Waltzing around it's quite apparent her sojourn was eventful. Romantically?

Speaking of busy executives, it's all in a day's work for Dan O'Neill, boss of the Mail Room, to give instructions to six different boys at the same time, with a telephone in one hand and a sandwich in the other.

Paul Linson has resigned from Paramount to accept a position with Abraham and Straus, Brooklyn department store.

WE HEAR....

Publix Maintenance Department is expanding. New faces almost every week.

M. J. Murphy of Rochester was assigned to Home Office work—in less than a week he was hot-footing toward Salt Lake City on an assignment.

Carol C. MacPike blew in from Iowa and has been assigned to maintenance budgets.

Genial George Cavanagh is busy convincing managers not to have their winter uniforms on hand too early in the summer for fear that some of the ushers might wear them to keep the heat away.

Paul Bracco, Chief Electrician of the Paramount Theatre, has moved up to the sixth floor and is busily engaged in many intricate problems.

Mr. Arthur Novak, who emigrated from Tennessee, is also one of the Maintenance bunch.

Matthew Gluck is now assisting Mr. Behr who has been assigned the task of handling sound equipment.

James Morris has been busy showing new-comers many problems encountered in their new positions.

Miss Helen Fine is now back at her desk after an enjoyable vacation during which she acquired something else beside a sunburn.

And last, but not least is our Miss Miriam Levine, who has risen to the heights of being Mr. Cavanagh's private secretary.

ALL AROUND THE TWELFTH

Knox Haddock had the pleasure of piloting two very charming ladies from the Cincinnati Exchange around the Home Office a few days ago. And when it comes to piloting the ladies, Knox is SOME navigator.

Braja Kaplan of Jack Roper's office is vacationing on Long Island.

Larry Flynn, who will gladly arrange round trips to Staten Island, Yonkers, Afghanistan or Antartica, reports that his six-cylinder car is now hitting on seven, due to the prayerful exhortations of Johnny Guilfoyle.

When it comes to expounding the benefits of sunshine, the prize goes to Edna Grady, of Jim Clark's Ad Sales Department.

Eleanor Yagel, chief officer of the twelfth floor "quarter-deck," is now resting up in preparation for heavy labors in the Autumn.

Last advices from Marie Dunn were to the effect that a diet was being observed. However, it strikes us that Marie is now just about right and we intend to make sure she does not overdo it. Readers of Pep-O-Gramps will be kept advised of the latest developments in the September issue.

ALL CLUB MEMBERS ARE AT LIBERTY TO MAKE SUGGESTIONS TO THE NOMINATING COMMITTEE.
WANDERER RETURNS

"Glad to be back and sorry to leave" were Madge Drake's opening remarks as she greeted her friends on Monday July 15th, after being away for six weeks. As mentioned in these columns in the June issue, Madge motored to San Francisco, on a trip uneventful other than that of enjoying the scenery and a few other little things like that. Madge informs us she was continually on the go from the time she reached the coast until the time the train brought her home.

With so many places of interest to be seen while out there, yet Madge managed to spare a little time to visit some of her Publix and Paramount friends at both the studio and the theatres. It was a glorious trip and she is just itching to get started on another one. Yes, in the same direction; so well did she like the environs of Los Angeles, San Francisco, Hollywood, etc.

DR. LA PORTE IN HOME OFFICE

In line with the Publix policy of presenting the best and newest in entertainment, we learn that Dr. N. M. La Porte, who was formerly the head of the Research Department of Publix-Balaban & Katz Theatres in Chicago, has been assigned to the Home Office, where he will continue his scientific investigations for the betterment of Publix operations throughout the circuit.

On behalf of the Pep Club — Welcome!

Doc.

WELL WISHES

Mrs. Miller, our speedy comptometer operator, is enjoying a two weeks' vacation; while Miss Rose Factor, a charming brunette from Mr. J. Clark's office, is doing a nice job of substitution.

Our two Beau Brummels, Joe Wood and his playmate Bill McIlvain, spent last week end up the Hudson, and from all hearsay, both had a most enjoyable time. Actual details are lacking, but maybe it's just as well.

The twins of the Accounting Department, Joe and V. G., are preparing for their vacation. It is forecasted that the Catskills will do the most suffering on this account.

Artie Leonard, our very much engaged man, still does not seem to be weakening. It won't be long now, Artie.

Lester Leiberman, our very efficient Postmaster General, is spending his vacation at Coney Island. He certainly picked himself a popular place.

NEWS! NEWS! HOT NEWS

Our own little Owen McClave, Pep-O-Grams reporter, has become engaged to a cute little girl by the name of Helen Corrigan. We wish him all the success and happiness in the world, before he starts on his great voyage in the sea of matrimony.

NEW ARRIVAL

Mr. and Mrs. August A. Harding, announce the arrival of a son named Richard Tracy. The father reports that mother and son are doing nicely, and the Accounting Department takes this opportunity to congratulate the Hardings.

PUBLIX

Edith Kaiser just returned from Bangal, New York. Bangal seems to agree with her. Believe it or not she gained weight.

Miss Lillian Soksel — new member of Publix. May we have more like her.

Mrs. Jeanne Briggs is stopping at the National Hotel, Block Island, Rhode Island. More power to you, Jeanne.

Leo Lalanne is going to have a birthday every month. The one celebrated July 23rd was a big success.

Miss Pearl Schur returned from two weeks in the Catskills, sunburned and everything. Looks great.

Miss Ethel Langdon is home from Florida. She says she went there to keep cool—an original stunt, we call it.

THAT BUDGET BUNCH

Charlie Schabacker is having some rare experiences in his tour through the wild and woolly west. On Monday, he informs us, he was making snowballs out in Nevada and on Wednesday he was coasting in a Kansas temperature of 105. That's what we would call having a hot time.

The Budget Department is extremely fortunate in acquiring the services of a very charming young lady, Mrs. Perryman, by name. We hope to be able to tell you more about her later.

"There comes a time in every man's life when this large city of ours becomes too small to hold us." And so saying Nick DeVereaux got into his Rolls Royce last Friday and headed for Canada and other points north.

TRIALS OF A REPORTER

Reporter: Mr. Jones, when did you get back from your vacation?
Mr. Jones: Last week.
Reporter: Did you have a good time?
Mr. Jones: Fine time.
Reporter: What did you do?
Mr. Jones: Played golf—tennis.
Reporter: What else?
Mr. Jones: Slept—swam—ate.
Reporter: Didn't anything unusual happen?
Mr. Jones: Say, what are you anyhow? A reporter for Pep-O-Grams?

And thus ended the beginning of a beautiful story.
DOROTHY BLATCHFORD MARRIES

Witnessed by many friends and relatives, Miss Dorothy Blatchford, Secretary to Mr. L. L. Edwards of the Publix Advertising Dept., became the wife of Mr. Harry A. Phillips at the "Little Church Around the Corner," high noon, Monday, July 1st.

Miss "Peg" Mahoney, also of the Publix Advertising Dept., was Maid of Honor.

Immediately following the ceremony, a luncheon was served to the bridal party and relatives; after which the bride and groom departed for Jersey's well-known water resort, Atlantic City, where they stayed a few days.

They later wended their way by motor to Montreal, where they spent the remaining days of the all-glorious honeymoon trip.

Mr. Phillips is a Construction Engineer and is connected with the Tienner Construction Co.

The newly-married couple have rented an apartment in Huntington, L. I., and will remain there until their new house (in the same town) is completed.

Dorothy has returned to her desk and will no doubt remain with the organization indefinitely; or at least until the new home beckons her constant supervision.

Our best wishes and congratulations!

PUBLIX BOOKING

Our sheik is gone—Eddie Berger has been transferred to Des Moines as booker. Imagine what a wow Ed will be there! We fear many hearts are going to beat in vain—however, we still have Syd Ellison.

Did Paramount ever know that it had a "LON CHANEY" in its midst? This man is none other than our own Vic Campbell who not only can go into all sorts of contortions but can make faces that scare his own children.

Barbara Cohen has returned from her vacation in Boston and only wishes she could live it over. Oh yes, there is a reason and a very good one too.

George Haupert of the curvy looks is in Chicago and he reports that so far he hasn't one bullet wound to show—maybe he will before he returns—don't give up George.

NOTICE!

Lest our readers fail to notice the two new names in the roster of Pep-O-Grams reporters, we record right here and now the fact that Jeannette Mendelson, secretary to Mr. Boris Morros, and Edith Moses, of the Stereographic Department, are fully matriculated members of the staff.

And now, by Heck, watch this here ol' magazine step!

SALES STATISTICAL NOTES

Our inquiring reporter has discovered that cupid is on Pauline Hick's trail, and rumor has it that she will be married in September.

Adelaide Donahue returned from her vacation minus her tonsils. She says that she is now in tip-top shape.

On July 23rd, Eileen Eady celebrated her sixth year with Paramount.

Anna Stump, head of the File Department returned from her vacation greatly refreshed. Although she did not plan to go away at all, it seems that the Catskills attracted her for a week.

Two new arrivals on the twelfth floor bridge are Sylvia Ackerman and Mary Smith.

Dorothy Mansfield is finding it pretty difficult to keep that strict eighteen day diet she is on. All that can be heard from her is "Lamb chops and a little pineapple, please."

If conditions now in existence continue, we will surely have a human skeleton in the Sales Statistical Department. Eloise Bristol, more or less of a diligent sort, still persists in doing without her lunch, in order to catch up with that enormous amount of work which has seemed to pile up on her.

Miss Pearl Greene has been transferred to the Publicity Department where she is now secretary to Mr. Wingart. We wish her all sorts of success in her new job.

Each morning as he goes into the washroom, Mortimer Cohn gazes earnestly at his upper lip. The first few times were unrewarded, but after the 2nd week of this scrutinizing, his diligent efforts were successful, yes, he could notice a faint trace of growth. With this encouragement Mortimer would look in the mirror each morning and noon to better record the progress. And now after a month he can now brag of a growth of 26 with a new addition each day. If Mortimer lives long enough we are all sure that his efforts will not be in vain, but then the question will be, shall I wax it? If so, shall I curve it up or down? We will all be glad to answer these questions if he succeeds, till then we wish him luck.

ELEVENTH FLOOR, PLEASE

Mary Levine has just returned from a quiet vacation, so she says, but judging from the sparkle in her eyes and the gay look about her these days, we presume it wasn't so quiet.

Mathilda Newman is counted among the missing due to vacation. We cannot yet report the results of this young lady's vaca- tion as we have not seen her countenance but one look at that and we will have the truth.

Don't weep girls, you'll always find Roland Mader at the Long Island Studio if you miss him too much around the Home Office, and besides he leaves a pretty nice and able substitute in Joe Colligan.
TWO PEPSTERS ASSUME NEW DUTIES

Members of the Pep Club will certainly be glad to hear of the advancement of two Pepsters who have been promoted to more important positions in the Corporation.

Jimmy Cowan has been appointed General Manager of the Long Island Studio by Mr. Lasky.

Mr. Cowan, who came from the Production Department of Publix Theatres where he had charge of producing the Publix stage units, has had an enviable career in the theatre of twenty years' duration. During his connection with the stage, he handled such stars as Harry Lauder and Annette Kellerman, and was associated in the production and management of a score of successful plays and vaudeville acts.

"In Mr. Cowan we have secured one of the best practical production minds in the show business to head our department at the Eastern Studio," said Mr. Lasky. "He knows both the commercial and artistic side of the theatre, having been a manager and producer. He is the new type of showman required in the motion picture industry now that sound plays such a vital part in it."

Mr. Lasky has also announced another well deserved promotion—that of John J. Fingerlin to Executive Manager of the Long Island Studio.

Mr. Fingerlin is well remembered by the Pep Club, of which he is still a member, and to say that we wish him all success in his new duties is superfluous.

Mr. Hiller Innes takes Mr. Fingerlin's place in the Home Office Production Department.
UGAST ASSIGNED TO FOREIGN POST

Mr. E. E. Shauer, General Manager of the Foreign Department, has just announced that Edward Ugast, who has been a member of the foreign department personnel at Home Office for more than a year, has been assigned special duties abroad. He sailed on the Ile de France for Paris on July 26.

Eddie, as he affectionately known, was connected for many years with the domestic ad sales department both as ad sales manager in various exchanges and as assistant to Jimmy Clark, manager of the ad sales department at Home Office.

During the past six months he has been studying various phases of theatre operation in the Publix Theatres Training School, giving special attention to presentations and sound technique. Eddie has an extensive knowledge of the music business, as well, having been associated with a number of music publishing concerns prior to his connection with Paramount.

Eddie's many friends at Home Office view his departure with mingled feelings of pleasure and regret—pleasure for his well-deserved promotion, regret because they will miss his smiling presence.

STOP PRESS!—LATE SPECIAL
UGAST'S SARDI-IAN SENDOFF

By ASSOCIATED PRESS

Prefacing a lecture on what a young man going to Paris should know, a luncheon was tendered to Edward Ugast by his Home Office friends on Wednesday, July 24th. The event was staged at Sardi's, and as nearly as our reporters, drunk on Anti pasto, can recall, there were present the Messrs. Ugast, Seidman, J. Sussman, Geyer, Trotta, McLoughlin, Nadel, Deane, Weltner, Lesser, Cohen, Gartner, Fernandez, Fass, Novat and Gluck.

Just when indigestion was deciding whether or not to set in, Jerry Sussman, remaining seated, announced himself as the appointee of an unnamed toastmaster. This unnamed person happened to be Sammy Cohen, whose only saving grace for his action rested in the fact that he treated the guests to an exposition of all of the wisecracks which were mossy before they (the guests) first saw the light of day.

However, he did call upon Mr. Seidman to say something about Eddie, and the assistant manager of the Foreign Department gave a very concise reason for Eddie's going to Europe, as well as paying him a couple of very neat compliments.

The gathering broke up in good order, but Mr. Sardi has not yet reported his cutlery losses.

PURCHASING PEERINGS

Anna Reily is thinking of changing the name of her Angora cat. Suggestions are in order.

Larry Flynn finally had a week end for himself and he couldn't get out of town quick enough. Here's hoping he gets another one.

Alice Blunt is commuting to Long Beach every night. Yesterday when she called up her mother at Ozone Park, she said, "Hello, Mother, this is Alice." Mother said, Alice, who?

Catherine Hagen is holding the fort until Bessie Goldsmith comes back from Canada, which makes her a hero.

What is this thing called "It" which J. Cicero seems to have?

MORE TRUTH THAN POETRY

By RICHARD ENGEL

Vacation—An intermission of activity, employment, or stated exercises, as for recreation; a holiday.

According to the dictionary, we thus have the definition of a vacation. It must also be considered that there are various ways a vacationist may spend his time. For instance, the one who decides solely on motoring, has met with contentions that are not unusual: traffic, bad roads, flat tires, road stands, hot dogs, soda pop, more traffic, motor trouble, road stands, etc.

Then comes night, pitching the tent, slumber, lightning, thunder, the deluge, and as the poets say, "Came the dawn." Two weeks continuous motoring, post cards to our friends in the City—"Wish you were with us, etc."—at last home again. Tired out but had a great time.

Then, there's the individual who takes the real old fashioned vacation. Camping beside a babbling brook in the mountains. Solitude, mosquitoes, animals in the night, the shot, a grunt of pain, the light, cow dead, paying for the deed. Shaving the beard. The Hickville local. Home again.

And then we know of the beach vacationist. Sand, blue water, white caps, sunburn, sleepless nights, rescuing the maiden from drowning; "My Hero," "This is my address," "I'll see you this winter." Home again.

"Be it ever so humble there's no place like home."

FOREIGN DEPARTMENT NEWS

The latest reports of our globe trotting BALLOON:

Received at our Foreign Department from Rose "E."

Since then, it has been to CHINA and GERMANY.

Then it decided to make a domestic tour, and visited MINNEAPOLIS EXCHANGE.

Lo! and behold! we have received word from Miss Celia Jones that she found the BALLOON on the LONDON BRIDGE, LONDON, ENGLAND, and has returned it to its owner, Rose "E!" How about it Rose??
AD ADS

Doris Meyer has some purple ear-rings.
Forney Wyly has just returned from his
vacation. John Hewlett has just left on his.
He promised to send everybody some sugar-
cane from his home in Conyers, Ga. Don't
send any boll weevils John.
Al Adams has a new car. It is an Oak-
land roadster. (Adv.)
Pearl Green has been welcomed into the
family in room 1255, as secretary to Earl
Wingart. This makes it official Pearl—wel-
come! And continued success to you!
Bob Moriarty has quit "bumming" Camels.
Now it's Luckies he's buming. (Adv.)

Nancy Carroll's younger sister came in to
see Tess Klausner for some stills of the new
star the other day. Miss Carroll has the
large blue eyes and the red hair of her fa-
amous sister—and just like Nancy, she isn't a
bit "high-hat." She lives here in Gotham.

Since Adelaide Miller has moved out to
the other end of the twelfth floor, her former
colleagues of that beehive of human indus-
try, Room 1255, see her but seldom. We do
guess she's busy these days—we know it.

LAWRENCE IN HOME OFFICE

Maurice Lawrence, who formerly repre-
sented the Publix Music Department on the
West Coast, has returned to the Home
Office, where he will continue to supervise
music activities on the Coast, and, in addi-
tion, will handle all screen cueing.

PARAMOUNT YOUTH
A COMING ARTIST

A young man in his teens and perhaps des-
tined some day to become equally as famous as
Paderewski and other talented pianists is
Richard Wielogorsky, who helps Mr. Haley
at the 8th floor Information desk.

At the age of nine, Richard first started
taking lessons from his sister, who specializes
in teaching the piano. But being only a kid,
the lure of outdoor activities was more ap-
pealing than the study of music. So well did
he take to baseball that he once thought he
would pursue the national game as a means
of livelihood.

Now, at the age of seventeen, Richard
has practically forgotten about the grip base-
ball had on him and has turned his attention
to music and especially to the study of the
piano. For the last year Richard has been
taking lessons from an eminent musician—
practicing three to three and a half hours a
day.

Such great strides have been made by this
young musician that friends have marveled at
his playing, many being of the belief that he
is a born artist or has been taking lessons for
a considerable number of years.

Richard got his first start in the Paramount
organization in the Mailing department and
after six months there, was chosen by Mr.
Haley to help him at the 8th floor Information
Desk and has been employed in this capacity
for the last year and a half.

Some day this young specimen of manhood
will be missed on the 8th floor where he is
known as being an ardent worker, always
willing to do a favor for someone and an
apt student in the rudiments of his job—
for it is only a matter of time when the
musical world will claim him as one of its
own.

The National Cash Register Co., took
this photo of a portion of Mr. Walter Mac-
Intosh's department but it seemed to us
that the girls were much more prominent
than the machines, so we confiscated the
picture to reproduce here.

Close observers will note that "there is
nothing wrong with this picture" inasmuch as
Mac's customary cigar (six cents) is to
be seen in his right hand. Of course, there
are more girls in this busy department, but
unfortunately the cash register people
forgot to photograph that half of the room.

EXCHANGE ACCOUNTING

Arthur Dunne head of the Exchange ac-
counting department, is once again at his desk
after spending a pleasant and restful vaca-
tion at Beacon Beach, N. J. Henry Gray did
very well pinch-hitting for Mr. Dunne during
his absence.

It's pretty evident that Miriam Isaacs spent
a good deal of her vacation around the golf
links and beaches. What, with that lovely coat
of tan and the energetic way in which she
goes about her work it is easy to tell that she
had a pleasant vacation.

RUDY'S RIVAL

The ladies I crave all put me off
With sundry, curt abuses—
With everything from "You go plumb—"
To dinner date excuses.

I wonder now if it can be
That I'm too tough and surly?
Perhaps I need a megaphone,
A crooning voice, hair (curly).
CONTENTS

NOMINEES FOR NEXT YEAR,
GROUP INSURANCE PLAN
SUCCEEDS, EUGENE ZUKOR
ADDRESSES AUGUST MEETING,
CLUB ELECTION TO BE HELD
SEPTEMBER 24, INAUGURAL
DINNER AT HOTEL ASTOR
ON OCTOBER 17, PEPSTERS
TO RECEIVE COPY OF ADOLPH
ZUKOR BIOGRAPHY, "FILM
UP AGAIN" AND - AND - AND -
LEADERSHIP

On another page of this issue, we have extended the Club’s official welcome to John S. Carlile, recently appointed head of Paramount’s new Radio Department. In addition, the announcement of the Paramount-Publix radio hour has been duly chronicled.

Both of these events are significant in themselves, but a fact of far greater importance lies beneath the surface.

Those Pepsters who were with the company ten years, or even six or eight years ago, could not have foreseen the rise of the talking picture, the marvelous advance of radio, and its closer approach to the moving picture industry.

We repeat, such a gift of prophetic wisdom was granted to no one, but something almost as good was given those early Pepsters, and that was an unbounded confidence in the ability of the leaders of this corporation.

In spite of epoch-making revolutions within the industry—tremendous changes which have caused the downfall of many and the sudden emergence of new rivals, Paramount has consistently maintained its position at the very top.

The creation of the new Radio Department, as an outgrowth of the affiliation of the Columbia Broadcasting System, is just another of those instances where our company has been able to retain its leadership, regardless of new difficulties which arise.

NEXT ISSUE

With a trusting faith in the kind-heartedness of our fellow humans, we fondly entertain the hope that—along towards the third of October—not more than fifty persons will enquire as to the reasons for Pep-O-Grams tardiness.

We would like to have it understood in advance that if the next issue does not appear until the fifth, sixth, or fifteenth, we are still not late. That’s our story and how we stick to it!

Of course, we realize that serious consequences—very serious indeed—may result to the Club if it is deprived of its Voice until the Inaugural Dinner, such must be the case.

In the meantime, as we have suggested on another page, another Lil’ contribution wouldn’t do us any harm.

WELL DONE

To commend the work of some of our fellow publicists—ahem:—invariably gives Pep-O-Grams a great deal of pleasure.

The special Paramount-Publix edition of Variety called forth our unrestrained admiration. As far as we can learn, Messrs. A. M. Botsford and Ben Serkowich were responsible for most of it, with the able assistance of the Art Department.

Of course, its effect on the trade must have been exceedingly valuable, but we are sure that the thrill of pride which it gave every Paramounteer and Publixeer who read it was worth much more than all the labor involved.
EDWARD A. BROWN
FOR PRESIDENT

The Nominating Committee appointed by President Frawley consisting of Palmer Stilson, Louis Phillips, Leon Savell, Agnes Mengel and Ida Wolf have designated the following candidates to be voted upon at the annual election, Tuesday, September 24:

President...EDWARD A. BROWN
Vice-President...FRED METZLER
Secretary.
ALDYTHE REICHENBACH
Treasurer....ELMER R. SHORT

Board of Governors (six)
G. B. J. Frawley
Theodore C. Young
Joseph F. Sweeney
Joseph A. Phillipson
Helen W. Swayne
Jeannette Mendelson

ELMER R. SHORT
FOR TREASURER

FRED METZLER
FOR VICE-PRESIDENT

ALDYTHE REICHENBACH
FOR SECRETARY

FOR BOARD OF GOVERNORS

GILBERT R. J. FRAWLEY  JEANNETTE MENDELSON  THEODORE C. YOUNG  JOSEPH F. SWEENEY  HELEN W. SWAYNE  JOSEPH A. PHILLIPSON
INSURANCE PLAN PASSED

An exceedingly pleasant surprise was handed the assembled Pepsters at the August meeting when Dr. Emanuel Stern announced that enough signatures had been secured to make the Pep Club Group Insurance effective.

Every club member who has signed the necessary paper is now insured for $1000 at the rate of fifteen cents a week. In this connection, it might be stated that either the small white slip which was passed out late in 1928 or the pink form which was distributed at the last meeting will be effective. As Dr. Stern explained, this insurance became operative on Monday, August 12.

Payments on the plan will be made in the following manner: From the salary period ending August 24, thirty cents will be deducted; which covers the two weeks preceding that date. Thereafter, sixty cents will be subtracted from the first salary period of every month.

EUGENE ZUKOR, CLUB'S FIRST PRESIDENT, ADDRESSES PEPSTERS

Eugene Zukor, the first President of the Paramount Pep Club and Assistant Treasurer of the Paramount Famous Lasky Corporation, was the feature speaker at the Pep Club meeting held Tuesday, August 13th.

Mr. Zukor took for his topic, "Specialization" and declared it was necessary to specialize in the position you now have if you hoped to obtain success.

To cite examples, Mr. Zukor mentioned a stenographer—saying that she would never advance herself to be a secretary unless she strived to do things well, was accurate and neat in her work, had a pleasing personality and could be depended upon. The 'mechanical' stenographer, one who just did things by force of habit and didn't have much interest in her work, could never hope to advance. And in the case of the office boy—if his appearance was untidy, such as unbrushed hair, soiled collar and necktie out of place, with an independent attitude towards his superiors, he would never be anything else but an office boy. But the boy who presented a tidy appearance, was well-mannered, walked briskly and took instructions from his superiors, was certain to advance.

Mr. Zukor further stated that the Accounting Department was one of the most important departments in the organization and that it was absolutely necessary to rely on this department to keep accounts straight. Here again the 'mechanical' employee cannot hope for much success, but the ones who can visualize their work, understand what they are doing and why, are a credit to the department and will surely meet with success. To make this statement more emphatic, the speaker said, "For a qualified employee of this department, there is no end of possibilities."

Mr. Zukor also impressed upon his listeners that they should try to do their work satisfactorily, no matter what their tasks, and further asserted that an isolated desk doesn't count; it's the kind of work you do and not where you do it.

In his closing remark, Mr. Zukor said that there were more good openings than people to fill them and sincerely hoped that his message had left a germ of thought.
INAUGURAL DINNER

President G. B. J. Frawley informs us that big plans are in the works for the inaugural dinner which will be held this year on Thursday, October 17th, in the Hotel Astor.

Bill Maclvain, chairman of the entertainment committee, is already beginning to arrange various festivities, at which Bill is no mean hand. In fact, just to rest up in preparation for his arduous task, Bill recently took a much needed vacation. With all the pep which he accumulated, the Club can be certain that entertainment galore will be furnished.

THE PASSING SHOW

Vacation time is rapidly coming to an end and it will soon be something to look back at . . . Did you notice all the dark brown complexities? . . . Tess Klausner is one person who certainly holds her tan . . . You can't tell whether she's just come back from her vacation or not . . . And of course you've heard about Alvin Adams' new roadster . . . Who hasn't? . . . He's promised everyone a ride but no one seems to be getting it . . . Sammy Cohen, that ever-popular foreigner, spent his 2 weeks at the Naponoch Country . . . And we're telling you from what we heard, Sammy's wife had better not find out what kind of a time he had . . . Did you ever see anyone depressed? . . . If you haven't here's your chance . . . You just watch Linda Salsberger . . . Why, she met so many nice boys on her vacation she just can't wait 'til Labor Day when she expects to return . . . Back on the job . . . That's Gertrude Winthake . . . popular member of the foreign Publicity Department . . . After a 2 weeks' jaunt with her husband in their new Ford roadster . . . Just leave it to Gert to have a good time . . . Where, oh where is that September morn. That's what Charlie Gardner is wondering . . . He is thinking of buying a new overcoat to wear during his vacation . . .

PUBLIX MAINTENANCE DEPT.

A number of things were said about the Maintenance Department in the last issue, among which was the fact that the personnel is increasing and changing considerably, and now Mr. J. M. Mullin, Director of Maintenance, has been promoted to manage a whole circuit of theatres. We want to take this opportunity to congratulate him and express our regret at losing so able an associate. However, we know that our loss is somebody else's gain.

Mr. J. H. Elder, who has been Field Representative of the Maintenance Department for some years, is to succeed Mr. Mullin. We are happy to have Mr. Elder in our midst.

ENGLISH CLASSES

Miss Helen W. Swayne, Chairman of the Educational Committee, announces that a course in the Miller System of Correct English will be started on Tuesday, October 1st, in the eleventh floor well.

In addition, a free demonstration lesson will be given on Tuesday, September 24th. All club members are invited to attend this demonstration lesson.

A special rate of $10.00 has been secured. This is payable at $5.00 on October 1st and $5.00 by October 22nd.

The course consists of fifteen lessons once a week on Tuesday nights in the eleventh floor well.

For those who wish to catch up on their English, this course will be invaluable and it needs no explanations to impress upon everybody the absolute necessity for good English, whether at home or at business.

As an added inducement, the Educational Committee has secured free to Pepsters, the new five-part text book which is sold by mail for $5.00.

A PROMOTION

Ralph A. Kohn, treasurer of Paramount, recently announced that A. J. Michel, who for the last ten years has been general auditor of the company, had been promoted to an assistant treasurer of the corporation.

In making this announcement, Mr. Kohn stated: "The promotion of Mr. Michel was in keeping with the long established policy of promoting to executive positions, when opportunities arise, men in the ranks of the company who have shown their ability and their loyalty to it."

On behalf of your fellow club members, Mr. Michel, congratulations.

WELL, WELL!

Lest anyone is not aware of it, we have a regular song bird in the Eleventh floor well. You can hear that melodious voice singing all day long. Such talent should not go unobserved. Publix does not know what it is missing by not having this party on its circuit. Three guesses who it is!

Have you ever heard of Elmer Short on the phone—he never talks above a whisper. Anyhow we hope his friend Bob got to Far Rockaway with no train trouble or bad weather.

We wonder if Henrietta Betshuk is training for a Marathon Race. She certainly is getting plenty of practice running back and forth.

GROUP INSURANCE SIGN UP NOW!
ZUKOR BIOGRAPHY GIVEN TO PEPSTERS

Many Pepsters were agreeably surprised to learn that they are to receive a copy of Will Irwin's "The House That Shadows Built" from Mr. Adolph Zukor.

Miss Helen W. Swayne, Chairman of the Educational Committee made all the arrangements and Mr. Zukor graciously consented to personally autograph those books which are to be given to members who have been in the employ of the corporation ten years by the first of May, 1929.

In addition, all Pepsters who have been with the company two years will receive a copy of the book.

To say that this token of Mr. Zukor's regard for employees is appreciated by members of the Pep Club is superfluous. We know that those fortunate ones who receive these books will treasure them as one of their proudest possessions.

BY-LAWS AMENDED

Upon the motion of Mr. J. J. Wildberger, Chairman of the Rules Committee, it is proposed that Article I, Section I-A of the By-Laws having to do with meetings be amended so as to read as follows:

Article I, Section I-A—The regular monthly meeting of the Club shall be held on the second Tuesday of each month at 12 noon, and the October meeting shall be known as the Annual Meeting.

In accordance with Article 7 of the By-Laws, this motion will be voted upon at the Club's next regular meeting.

TWO WELL KNOWN MEMBERS MARRIED

Previously, "Labor Day" meant only a holiday to Frances Sadlier and Joe Walsh. But Labor Day 1929 will be a great event for them, celebrated to the tunes of the "Wedding March."

Last month, when Frances left the organization, her numerous friends and co-workers presented her with a beautiful set of silver.

Both Frances and Joe are charter members of the Pep Club and it will also be remembered that Joe has served as Treasurer and later as Vice-President of the Club and has always been an indefatigable worker for the club welfare.

The best wishes of all club members go forth to them for their future happiness.
WELCOME

Elmer Short, chairman of the membership committee, reports that the following are the latest additions to the roster of the Pep Club:

FEMALE
Bock, Lillian
Cohen, Anna
Elkies, Belle
Gallagher, Marion
Herbert, Frances
Horowitz, Mildred
Kaiser, Lulu
Lateiner, Jeanne D.
Meehan, Mary L.
Pode, Sonya
Reitman, Rose

MALE
Bernstein, Abraham
Bokser, Jack
Cicero, John
Dolan, Frank
Fisher, John R.
Fuchs, John M.
Grebert, George
Greenberg, Morris
Hansen, K. K.
Marsh, Herbert
Miller, Dell
Nodell, Aaron
Riepert, W. S.
Schneberger, John
Siegel, Simon B.
Tierney, Charles E.

A. J. BALABAN COMES TO NEW YORK TO MANAGE PUBLIX PRODUCTION

A. J. Balaban has arrived in New York to assume charge of Publix's production activities. He will be in charge of all auditions; the individual producers and all departments bearing on the production of Publix units, master of ceremonies, music for Publix theatres, etc.

Mr. Balaban accepted the Publix post here only after many overtures had been made to him by President Sam Katz.

Mr. Balaban, member of Balaban & Katz, has always made his headquarters in Chicago and practically supervised production of stage shows for the Chicago B. & K. houses, frequently making special trips to New York to obtain talent.

As a result, he comes East with the personal acquaintance of most of the leading agents and artists' representatives, all of whom are reported "sold" on him and his methods.

A Tongue Twister

If a Hottentot tot taught a Hottentot tot to talk ere the tot could totter, ought the Hottentot tot be taught to say aught or taught or what aught not to be taught she taught her? If to hoot and tot to a Hottentot tot be taught by a Hottentot Tutor, should the Tutor get hot if the Hottentot tot hoot and tot at the Hottentot tot tutor?

GENERAL BOOKS

Alice Dolan has returned from a two weeks' vacation at Atlantic City. She looks better than ever and states she had a swell time; the only complaint being that the two weeks went so fast.

Rose Facter, who was substituting for Dell Miller, has now become a permanent fixture in the General Books Department. She is under the supervision of "Smiling Dick" Murray.

Percy Lockwood, all browned and full of Vim; Vinegar, and Vitality, is now near his pal Joe Wood, after spending two weeks vacation at all the beaches around New York City.

The Gold Dust twins, V. G. and Joe, are both back with us again after spending a two weeks' vacation at Durham, "way up in the Catskills. Must be some attraction there, as it's the second summer at Durham for them.

Jimmy Hubka tried to cross the United States but he ran short of time so he returned from the Middle West just in time to report to work.

Joseph Macsalka, a First Lieutenant, Company H, Seventh Regiment, has returned from Camp and looks more armyfied than ever.

Martin Rosenfeld has returned from a tour of Europe and warns all other European travelers to beware of Italian prices.

SALES STATISTICAL NOTES

Recently Mollie Cohen brought in some French chocolates she made herself and which were distributed around the office. It seems she will make a good wife for somebody.

The Inquiring Reporter finds that we have a heroine in the Sales Statistical Department, which is none other than Gertrude Ginsberg. She recently saved a bather from drowning at Coney Island.

We welcome back Jean Cadger after an enjoyable vacation at West Cornwall, Conn. She is in the pink of condition and just raring to go.

Being of a quiet type we find it a hard proposition to get any information concerning Mary Lipple. We note, however, that she recently celebrated her fourth year with Paramount.

It is quite evident, from the manner in which Polly Mahoney is behaving since her vacation, that she met the "Lovliest Boy" each day. Maybe that's why she cuts out little paper boy dolls.

SIXTH FLOOR

The writer wonders how Fred Weber of the printing division received the black and blue mark under his eye. His excuse is that he received it playing baseball. One excuse is as bad as another.

From the looks of things, that Printing Division is a shiek's department. Anyone at the opening night of "The Dance of Life" must have noticed Harold Joffe.
EXCHANGE ACCOUNTING

Mary Spitzer of the Exchange Accounting Department started her 13th year in the employment of Paramount Famous Lasky Corp., by going on her vacation which she spent at Atlantic City. Mary started here August 1, 1917. We hope she will stay with us as many more years and enjoy continued happiness and good health.

Henry Gray, Associate Editor and Chairman of Reporters for Pep-O-Grams left Saturday, Aug. 17, 1929, on his well needed vacation which he will spend resting. Can you imagine Henry resting?

During Calvin Coolidge's administration as President of the United States, we find that one of our Paramounters, Dick Carroll, was Special Policeman at the Capitol. On many occasions he had the pleasure of being body-guard to the President.

NEWS FROM THE EIGHTH FLOOR ANNEX

Who is this girl that Benny Schreiber always calls, "Hello Tiny"? The whole Music Department before long will be able to compose a song entitled—"Hello Tiny."

Rudolf Weiss of the Accounting Department (Publix Music and Production Corp.) is back from his vacation, very much rested plus a good coat of tan—Oh well! he only has fifty weeks more till he gets his next vacation, and time goes by rapidly in his department.

Miss Mary Meeham had a wonderful vacation in Canada. The climate is high and dry up there, so they say; but, nevertheless, Miss Meeham gained ten whole pounds.

Paging Eric Sandberg—Does everyone know him? If not, just listen to a person talk, and if he says "Aint you"—why that's your boy friend "Sandy." Gee! Girls, he sure is cute, has nice golden wavy hair and those eyes of baby blue. Remember the old saying, "The early bird catches the worm," so hurry and try to catch this baby.

Miss Turkisher just returned from a splendid vacation at Buffalo. Everything was okay but the bank account—that looks down and out.

Extra! Extra! a big airplane ride to Boston with Leo P. Lalanne as pilot. Does anyone want to join him for he sure hates to go alone. We guess he's afraid to say "Hello, St. Peter," but anyway we all hope he has a wonderful time on his vacation.

A rumor going around that Mr. Arnstein does not like fat girls. We all wonder why, but he just won't tell. There sure are some nice pleasingly plump ones strolling by, and we bet he'll fall for one yet.

We haven't seen Anne Dwyer, of the Projection Department, in Pep-O-Grams for such a long long time that we thought we would put in to let her know she's not forgotten.

Our little sugar (Rose White) is out roughing it in some swell hotel in Jersey. They sent her away with loads of candy and glazed fruits, and we expect to see her come back at least fifteen pounds heavier.

In the manner of Arthur Brisbane and Bruce Barton, we have always subscribed to the maxim that industry and willing endeavor are eventually rewarded.

With only a natural desire to see our thoughts justified, we gaze fondly upon the case of Eddie Brown, nominee for president. To prove our point, we print here with his record of service to the Pep Club:

1921-1922 Chairman Annual Reception
1921-1922 Treasurer
1922-1923 Treasurer
1923-1924 Treasurer
1924-1925 Chairman Finance Committee
1926-1927 Board of Governors
1927-1928 Board of Governors
1928-1929 Vice-President

And if such a long term of activity in the Club's behalf does not deserve fitting recognition, may we never have another of these thoughts again.

JOHN S. CARLILE HEADS NEW RADIO DEPARTMENT

John S. Carlile, formerly of station WOR in Newark, N. J., has been appointed head of Paramount's newly created Radio Department. This department is the outgrowth of the recent purchase of a half interest in the Columbia Broadcasting company by Paramount. Extensive plans for the company's radio activities are now being formulated and will be handled by this new department.

Mr. Carlile has been at station WOR for the past year handling program and production work and is thoroughly familiar with all phases of radio broadcasting. He has been guest announcer for the Columbia System on several occasions and has written a number of programs for presentation over the air.

Headquarters for the new radio department will be in the Paramount Bldg.

We bet that Henry Falk of the Music Library is glad to have his secretary back from her vacation. Being an accomplished musician does not make one an efficient typist, but then, practice makes perfect—so Henry, keep on trying. Better luck next time.
ALL OVER PUBLIX

If your car will run a few miles and then suddenly stop and then repeat this operation several times, one might think the spark plugs are out of kilter or else the gas isn't flowing properly. Such was the experience of Mr. Haley on his homeward trip through the New England states. After various stops at garages, one mechanic was clever enough to notice that the gas cap didn't have an air hole in it and that was the cause of all their trouble. It seems—one rainy night, after having lost their gasoline tank cap, it was necessary to park the car outside and for fear of rain getting into the tank they transferred the radiator cap to the gas tank. Which all goes to prove that a little pin hole in the proper place will make a whale of a difference.

The Poster Dept. loses and gains one over the week-end, which is another way of saying that Miss Zetta Robart, Secretary to Jerry Novat left the employ of the Paramount organization and Miss Hilda Jacobs, formerly of the Stenographic Dept., is now the new Secretary.

'Tis said that Bill Hecht made much whooppee during his vacation at Big Indian which is located somewhere in the Catskill Mts. At any rate, Bill has a nice coat of tan and seems to be fit for anything that may come his way.

Mr. Stoddard, Pudlub's Personnel head and his Secretary Miss Chock are now occupying the office vacated by Ralph Stitt, J. C. Furman and Miss Mahoney who have moved to the Rialto Theatre.

Alice Deegan of the Filing Dept., has been seen lately sporting a new hair arrangement. Yes, that's right—one ear showing and the other half hidden from view. She surely looks natty. And now boys that you are interested thus far, it has been said that Miss Deegan is on the lookout for a red-headed Western cowboy; so if you have the necessary qualifications, just step to and introduce yourselves.

BUDGETINGS

Eileen Donohue, just back from a vacation and looking more charming than ever, if that is possible, had plenty to tell us about the scenic beauties of Cape Cod. However, why shouldn't she have had a good time? Wasn't her Arthur with her?

A most miserable time was had by Irving Singer during the first week of his vacation. Oh, the reason; well, Irving encounters much difficulty in finding an opponent worthy of his steel. And Singer without his tennis is like a ship without a sail.

In the "Dance of Life" Harvey Howell remarks that horse-back riding is a thing to be cultivated and Seymour Shultz heartily agrees with him as is evidenced by the fact that he's been eating off a shelf for the last three days.

PLEASE! PLEASE!

Along towards the rear end of this little volume, we have finally worked up enough courage to enter an editorial plea for contributions for the Anniversary issue, which makes its bashful appearance at the Inaugural Dinner on October 17th.

We realize, of course, that readers of all publications similar to Pep-O-Grams have become quite hardened to these moans for material—in fact, before we were placed in this situation, we were accustomed to view the requests of editors with something akin to amusement. "If they were editors, why didn't they edit, instead of calling loudly for help?"

But, as the years pile themselves on our shoulders (three months if you insist upon being so precise), our attitude becomes more and more tolerant. Now we entertain a certain sympathy, or still better, a brotherly love for those editors for whom we formerly felt only contempt.

To bring this needless philosophizing to a point—WE WANT CONTRIBUTIONS! From anybody, everybody, about anything; Publication, of course, is not absolutely guaranteed, but, ladies and gentlemen, the chances look extremely good.

PUBLIX BOOKING DEPARTMENT

Jeanie Friedman wants to get fat! The Booking Department is offering a barbed wire bracelet to the one who submits the best "get fat quick" diet for her.

Joe Westen certainly looks like "what the well dressed young man will wear" with his new black and white shoes and those vivid ties.

Texas is well represented since Blanche Bray's two brothers, Clayton and Lewis, have joined our midst. It is rumored that Lewis is endowed with a very pleasing voice; perhaps we may be able to persuade him to sing at some future Pep Club entertainment.

Joel Golden is spending his vacation seeing ball games and can't wait until the World Series is at hand.

Dave Samuelson, the favorite of the ladies, and of one in particular; for generous action recently performed, may be seen sporting a fraternity guard which was presented to him by his fellow brothers.

LAND VERSUS WATER

The Choo Choo trains are plenty good enough for Bertha Davis of the Stenographic Department after her horrible experience enroute to Totem Lodge, Averil Park, New York, by boat. Never again, says Bertha, who, with her sister, spent an enjoyable vacation at Totem Lodge, going swimming, horseback riding and other outdoor sports, returning full of pep, with a good coating of tan.
WALTER HUSTON, looking much bronzed and very much less than his age, was a visitor at the Office recently. He had just returned from the West Coast where he completed the role in “The Virginian” which calls for a smile—“when you say that word—smile!”

But the smile we got in Room 1255 was from a different quarter. A discussion arose concerning the authorship of “The Virginian.” One of those gents who knows everything asserted with his customary conviction, “Why the guy who wrote that story is Owen Whistler, the same that painted that famous picture called ‘Only An Artist’s Mother’—I got it in my bed-room over the bureau.”

We walked into that no man’s land—the fire-escape the other day. We had mistaken the fire door for another one nearby. Well, after we realized our mistake we retraced our steps and tried to push the fire door open. It was locked, automatically, no doubt, and there we were, alone in the vasty area of concrete floors and iron steps. We yelled for Laurence Bailey—but to no avail. We were a prisoner. There was nothing for it but to walk down to the fire door on each successive floor and try to gain ingress. We did it, consistently failing, and finally reached the street.

But perhaps the experience had its compensations—for it was along about the seventh floor that we found a scrap of paper. On it were scribbled, in faulty long-hand, six quatrains. Upon close perusal they seemed to be half free verse and half Longfellow or Wordsworth. Apparently they had been written by a cynical newspaper man just before he perished in the vaulted wastes of the fire escape even as we ourselves might have succumbed.

Anyhow here are the six quatrains:

**The Town’s Rags**
The Tribune has a swell battery of re-write men
But they go a little haywire now and then—
Sometimes a story gets to the street that does nothing but bore us,
Chiefly because it’s a gift from Roget’s Thesaurus.

We always buy the Evening Telly
Because we’re sure to get a lotta belly
Laughs from Broun stalling with stocks for
want of better “copy”;
And UP trying to catch up with AP.

The Sun is a sheet that’s cramped for time
Like all the daily p.m.’s.
And so each day a lotta Sunday features
 cram it
And give us delirium tremens.

The Mirror’s a blatt that’s a wow:
We’ll recite all its virtues and how!
It’s speedily donc—Walt Winchell, the Broadway Barker
And wise cracking (Long Daniel) Parker.

There is no showmanship in the Times
With headlines it’s never effusive
Except when Dick Byrd stubs his toe
And then they play it up because the story’s
“exclusive.”

The New York World has everything
From live news to a Yosian atomic trip.
But the reason I like it best of all
’S because Mutt and Jeff’s the only comic strip.

**Rimed Review**
You want our opinion upon “The Virginian”? We’ll tell you, and how! It’s a positive “wow.”

In the cities and “sticks” you’ll see how it clicks. It’s got humor and sob—great food for the mobs. The acting that’s in it! A punch every minute!

There’s Cooper the hero, we’re telling you, kirro, that boy’s talking voice will make females rejoice from Canton, Ohio, to Cape Cod and Cairo! There’s Huston, the villain, an actor so thrillin’ he kept us a-shiver from jaw-bone to liver!

There’s more we could tell you, but sufferin’ Nell! You better go hear it. And try an’ get near it! The best seat we got, bo, was labelled S. R. O.

Survey made by the Academy in sending questionnaires to all heads of chain theatres and smaller houses showed Publix to be the best equipped for obtaining by a specially constructed movable base of the projection machine to center a picture and adjustable apparatus attached to the head of the projector to make the aperture fit any size film.

—**Variety**

They mean Publix is a smart outfit. We agree with them.

—Len Daly.
PURPLE PASSION

or

THE RETIRING REPORTER

A Pep-O-Grams reporter, out to get the facts, stepped into a vacant elevator at the 12th floor the other day. Before the operator had closed the door for the downward trip, the reporter queried, "If you were asked to name the ten ideal persons for any given trip up or down in this car, whom would you designate and why?"

"Aw, don't go gettin' my name in the papers, now," pleaded the usually brisk and assertive operator.

The reporter assured him that he should be nameless here.

"All right," he said, "I'll tell you—but first suppose you give me your name. In case this gets into the papers I'll want to know who is responsible."

"My name is Henry Gray," said the reporter, squinting his eyes and tugging at his bristling mustachios in the best Henry Gray guise he could muster.

"Oh-h I see!" ejaculated the surprised and awe-struck ups-and-downs man, "sure, I'll be pleased to tell you my ten ideal passengers, Mr. Gray. They are Jeannette Mendelson, Rita Robinson, Irene Sullivan, Mary Spitzer, Pearl De Grau, Anna Horenstein 'Pete' Peterson, Esther Jablow, Maxine Kessler and Marie Dunn."

"Thanks," said the reporter, "now tell me why you chose those girls."

"Because," said the downs-and-ups man, "because they always yell out their floor number before my car reaches it."

The car stopped.

"First floor," announced the vertical motorman.

"Sorry, I wanted the second," announced the reporter and the flight was on.
PUBLIXITIES

ACCOUNTING DEPT.

From all reports, Bernie Solomonick greatly enjoyed his vacation at Liberty, N.Y. In fact, it was such a great success that Bernie is returning there for a Labor Day Week End.

Handsome Al Bremia, the sheik of the General Ledger Dept., was mournfully missed by some of the effeminate hearts during his two weeks vacation in Connecticut.

Larry O'Neill heartily recommends the swimming at Long Beach, L.I. where he remained during his vacation.

Jeanne Briggs describes Block Island, R.I., as one of the seven wonders of the Western Hemisphere. Her tales of the handsome fisherman are a boon to her feminine co-workers. Her fish stories are also greatly appreciated. It looks as though Block Island will be well represented by the Publix Accounting Dept. next season.

Has anyone noticed the numerous letters and telegrams that Murray McGregor Richardson receives daily?—Such popularity must be deserved.

At last Mr. Ewald has finally left on a much needed vacation—we'll say he deserves one.

Fred Weiber will now be found on the 6th floor with Mr. Van Meel. Instead we have new shicks, Mr. Wohl and Mr. Rothman. Welcome to Publix boys.

Theodore Nelson is now Mr. Ewald's able assistant. Lots of luck, Teddy!

Sadie Gartner Innerfield insists upon being called by her full name. She wants everyone to know she was single once.

Miss Lateiner is the champion letter writer in Publix. She thinks nothing of writing a nine page letter—and what she can't write about, dunt esk.

TWO GOOD MEN

In Room 1255—that beehive of human activity—there are two new Pepsters. Their names are Rowan (Speed Boy) Miller and Goland (Hot Lips) Zirin.

These adorable gents are Pepsters of the first order, say we, especially since they assisted YE ED to line up copy for this edition of PEP-O-GRAMS.

Mr. Zirin is one of Mr. Earl Wingart's staff of hustling public relations men and Mr. Miller is one of the Al Adams (or Press Book) tribe.

Mr. Zirin is a Columbia alumnus. But he got all of that knocked out of him when he took his first job with the Syracuse (N.Y.) Post-Standard. He then gravitated to another post—the Cincinnati Post of Cincinnati, O-H-ten (as Mr. Charles Mack calls it in "Why Bring That Up.") Well, to go on with the story, Mr. Zirin soon heard the call of the Brooklyn (N.Y.) Times, as what good Gentleman of the Press hasn't, and joined that estimable sheet. Then he went to the New York Evening Post and now here he is. Give him a rousing Pepster welcome!

Mr. Miller is from the open spaces of Nebraska. He worked round theatres from the time he was chin-high to a box office till. He came to the Home Office bristling with showmanship knowledge and he is already a big asset in the Press Book producing sector of the Russell Holman front. "Speed Boy" Miller is pep personified and Pep-O-Grams takes pleasure in welcoming him to the fold.

FILM RENTAL

This department is probably the most restless unit in the organization. The manner in which it has been moving about has almost become proverbial. First the 8th Floor, then the 11th, then to the 9th and then up to the 15th and now back to the 5th. We wonder if our respective neighbors have complained—?

Larry Fischer is planning another trip into the Maine woods over Labor Day. Larry is just one of these tempestuous creatures governed almost entirely by impulse, and he can't resist the call of the wild—! (We've seen her picture—not at all bad!)

Now that the Inaugural Dinner is to be considered, the two warring factions of the Film Rental Unit are again sending scouts out to sign up celebrities for respective tables. It seems that last year, two of the Film Rental lads had quite a hectic time securing prominent folks to sit at their table. It looks like a good battle this time, with both sides presenting an ambitious program. It's just too bad that one table can accommodate only ten persons, but then, think of the fun that would be missed if that were possible.

Joe Hahn is back with us again after a restful sojourn in the wilds of New Jersey! Joe is one of the few people whom we know, who has a good word for poor old Jersey, after spending any length of time there.

SAVE THIS DATE

INAUGURAL DINNER

HOTEL ASTOR

THURSDAY

OCTOBER 17
FOREWORD

This Anniversary Issue of Pep-O-Grams marks the end of the old regime and the beginning of the new. It is a written record of achievements made, and a prophecy of the good works to come.

In the one case—an historical narrative; in the other—an oracle of the future. In both, a transcription of the aspirations, joys, and desires of a congenial association and most important of all—a medium to promote that spirit of friendly understanding which is Paramount.
THE FUTURE

In the twelve month period which has elapsed since the last Inaugural Dinner, it has been the happy lot of the members of the Paramount Pep Club to occupy ringside seats at the transformation of one of the world’s largest industries.

That development which we in Paramount have labeled “The New Show World” has created problems and conditions which are still not entirely settled. However, we have also seen our parent companies maintain their leadership in every phase of the motion picture business—production, distribution, and exhibition.

This firm grasp upon the premier position has been held only because of the ability of our executives and the loyalty and willing endeavor of their subordinates. Needless to say, members of the Club—as individuals—have aided the Corporation in its determination to remain at the top of the heap. But even more than that, the Club—as an organization—has also passed through a banner year in its history.

In the same manner that the continued pre-eminence of Paramount and Publix is due to the whole-souled effort of both executive and assistant, so the success of the outgoing Administration is a tribute to the constructive zeal of the retiring officers, headed by G. B. J. Frawley, as well as to the superlative co-operation of the members themselves.

To carry the analogy a bit further—we peer into the future and experience no misgivings in predicting that the Corporation will not for one moment slacken the breathtaking pace which it is now setting—that events of the past year are but a forerunner of still greater and more momentous things to come. And, once again, the Paramount Pep Club will assume its customary share in these undertakings.

To presume that our Club will be any less active than the parent organizations is unthinkable. Again we tempt Fate to the extent of a prediction that the new Administration, under the able leadership of Edward A. Brown, and with the loyal support of everyone, will go hand in hand with the company in reaching new heights of service to the ideals which have been conceived so splendidly in the past.

BEQUEST

With something of relief, mingled with a slight pang of regret, the present editorial board of Pep-O-Grams makes its adieu along with the outgoing administration.

A short adventure upon the uncharted seas of journalism has supplied a thrill which was greatly enhanced by the superb co-operation of as fine a group of peppy workers as ever graced a metropolitan daily.

The personnel of the next staff is not yet known. However, no matter who they may be, we can conceive of no greater blessing than to bequeath them the same hearty support, the same whole-souled spirit of willing assistance which has been the real motive power behind Pep-O-Grams since its inception.
BROWN ELECTED PRESIDENT

September 24 witnessed the ninth annual election of the Paramount Pep Club. The Ticket designated by the Nominating Committee was swept into office by a tremendous majority of votes.

Edward A. Brown, President, heads the new administration, with Fred L. Metzler for Vice-President, Aldythe Reichenbach for Secretary, and Elmer R. Short for Treasurer.

The Nominating Committee consisting of Palmer H. Stilson, Louis Phillips, Leon M. Savell, Agnes Mengel, and Ida Wolf reported their findings early in September. The approval of the Club was immediately heard throughout the building, testifying to the popularity of the committee's choice.

New members of the Board of Governors who were elected to office include G. B. J. Frawley, Theodore C. Young, Joseph Sweeney, Joseph A. Philipson, Jeannette Mendelson, and Helen W. Swayne. They take the places of J. P. McLoughlin, Arthur J. Durne, William McIlvain, Joseph R. Wood, Miss Rebekah Shuman, and Mrs. Chalmers S. Traw, whose terms expire this year.

The following members will also be on the Board of Governors during the new administration, inasmuch as their terms do not expire until 1930: Vincent Trotta, Sam Dembow, Jr., Lou S. Diamond, Alice Blunt, and Sara Lyons.

Mr. Eugene J. Zukor, who is now Honorary Chairman of the Board of Governors, will continue to occupy that place of distinction.

SPIRITED TALK BY S. R. KENT THRILLS MEMBERS AT SEPTEMBER MEETING

The last of a series of talks by Paramount and Publix executives was consummated when S. R. Kent, General Manager of Paramount Famous Lasky Corporation spoke to Pep Club members at the regular monthly meeting held Tuesday September 10, 1929.

Rather than talk about "Distribution," he preferred to voice his remarks about something that has been very dear to him for many many years. And that was the building up of Paramount spirit and morale, of loyalty, of a sense of obligation, that would go down through the years as a trade mark of service by employees to their company.

Continuing, Mr. Kent said, "In the type of business we are in, it is very hard to make the best pictures every year, but if we have the best spirit and manpower, and the best spirit of loyalty, we can get the best results. While doing that and getting fine results for the company, we have also been able to be of a great deal of service to ourselves in our work. I recall the time when we brought into our company hundreds of young men who had never been in the business before, as we were greatly in need of manpower. Today there are dozens of them holding positions of responsibility all over the world and making the grade."

"Paramount spirit has developed into something real. It is exemplified in your Pep Club work, such as helping the sick and needy, your spirit of helpfulness to others around you, etc."

Mr. Kent reminded his attentive listeners that he could look back to the time before the company was in the financial position it is in today, before we had our offices in the beautiful Paramount building, to the time when we had greater difficulties to overcome, to the time when the only thing that put us over the top was the spirit of loyalty.

Mr. Kent emphasized that the Paramount spirit is one of the biggest assets of the company and must be felt by individuals as employees of Paramount, and it would be impossible to bring any new employee into this company without having them feel that there was something a little different in Paramount than any company they had ever worked for.

Mr. Kent further stated, "We call it morale, which is a very necessary thing, and morale in business is no different than morale in the Army or morale in a football team. Build morale and you build the spirit which will make men go out and do the unusual thing entirely for love of company and their fellow employees."

Paramount spirit has done a great deal toward making happy working conditions, continued Mr. Kent. And it has made the executives think more of the employees and ways and means of helping them. It is responsible for this Group Insurance Plan which so recently went into effect.

Bringing this inspiring talk to a close, Mr. Kent said, "Most of the members of the Pep Club have been here for years and will be here for years to come, and they have no more important thing to do than keep this Paramount spirit alive so employees who come into this institution in the next ten or twenty years will enjoy what was started ten or twelve years ago."
PROPOSED CHANGES IN CONSTITUTION

Amendment to Constitution Article VIII

The committee (Nominating Committee) shall nominate one or more candidates for each vacancy and the committee is authorized to receive recommendations regarding the qualifications of any person for office. Upon the written petition of seventy-five or more members any person may be nominated for office provided that the petition be filed with the Nominating Committee within three weeks after the names of the nominees selected by the committee have been posted, and the names of the additional nominees shall be posted by the committee as soon as filed.

Amendment to By-Laws Article II Section b

The names of all candidates chosen by the Nominating Committee or by written petition of the Club members shall be printed on this Ballot, alphabetically, in the following order:

President
Vice-President
Treasurer
Secretary
Board of Governors
(a) Men
(b) Women

And only such candidates as shall have been duly nominated in accordance with the provisions hereinbefore set forth, shall be eligible to be voted for.

BOUND VOLUMES

Several people have inquired as to the possibility of securing bound volumes of Pep-O-Grams which would contain copies of all issues published during the past twelve months.

We hasten to inform the world that such momentoes of the year’s association can be made available to a limited number only. Application should be made before October 19. And it may be cruel, but we must insist that this application be escorted by two one dollar bills or one two dollar bill or eight quarters to cover the cost of binding.

PEP-O-GRAMS

TAKES THIS OPPORTUNITY TO WISH THE INCOMING ADMINISTRATION A MOST SUCCESSFUL YEAR

CLUB INSURANCE

Each Club Member participating in the Insurance Plan should have now received his or her policy.

Please examine your policy and make sure your name and the particulars regarding your beneficiary are correct in all details.

Any changes necessary, and all inquiries referring to this subject should be addressed to

J. P. Mc Loughlin, Office Manager

The New Administration

Edward A. Brown
President
Fred L. Metzler
Vice-President
Aldythe Reichenbach
Secretary
Elmer R. Short
Treasurer

Board of Governors
Eugene J. Zukor
Honorary Chairman

Terms Expire 1930

Vincent Trotta
Sam Dembow, Jr.
Lou S. Diamond
Alice Blunt
Sara Lyons

Terms Expire 1931

G. B. J. Frawley
Theodore C. Young
Joseph Sweeney
Joseph A. Philipson
Jeannette Mendelson
Helen W. Swayne
Several weeks before publication date, we planned to ask various members for an article for the Anniversary Issue of Pep-O-Grams.

Now if there is anything which is more dreaded than such a request, we have yet to hear of it.

Men who formerly met us openly and exchanged affable greetings developed a peculiar forgetfulness which caused them to remember something or other and suddenly turn in their tracks when we approached. In spite of the fact that Dr. Stern reported no increase in eye troubles, it seemed to us that an astounding number of people around the Home Office were having visual difficulties—no matter how close we came, they just couldn’t seem to see us.

So we decided to astonish everybody with a display of magnanimous liberality. A program was mapped—a contribution would be asked, but one of only ten words. We felt that this would give us, in a nutshell, the same idea which would ordinarily take more time to write in a longer article.

Consequently, here and there throughout this book will be found choice “telegrams” of wit, wisdom, and wishes from people we all know. Some are humorous, some serious, some are sincere hopes for the Club’s continued prosperity.

We gladly accept them all in the spirit in which they are given—a spirit which is ever willing to lend a helping hand to a Fellow-Paramounteer.
THE HISTORY

OF THE

PARAMOUNT

PEP CLUB

FOR THE YEAR

1928-1929
Resolutions—
Presented at the Annual Meeting, October 8th, 1929, by Mr. J. J. Wildberg and unanimously adopted by the members of the Paramount Pep Club.

WHEREAS, Mr. Marion Coles has been succeeded as TREASURER of the PARAMOUNT PEP CLUB, INC.; and
WHEREAS, during his term of office he gave his services freely, and performed his work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

WHEREAS, Miss Rose Eildsberg has been succeeded as SECRETARY of the PARAMOUNT PEP CLUB, INC.; and
WHEREAS, during her term of office she gave her services freely, and performed her work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services she has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to her.

WHEREAS, Mr. Arthur J. Dunne has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and
WHEREAS, during his term of office he gave his services freely, and performed his work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

WHEREAS, Mr. William Mellvain has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and
WHEREAS, during his term of office he gave his services freely, and performed his work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

WHEREAS, Mr. J. P. McLoughlin has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and
WHEREAS, during his term of office he gave his services freely, and performed his work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

WHEREAS, Mrs. Chalmers S. Traw has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and
WHEREAS, during her term of office she gave her services freely, and performed her work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services she has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to her.

WHEREAS, Miss Rebehak Shuman has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and
WHEREAS, during her term of office she gave her services freely, and performed her work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services she has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to her.

WHEREAS, Mr. Joseph R. Wood has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and
WHEREAS, during his term of office, he gave his services freely, and performed his work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

G. B. J. Frawley
President
Rose Eildsberg
Secretary

J. P. McLoughlin
Chairman of Board
IN RETROSPECT—

An occasional pause during a period of sustained activity does little harm in this busy world and really acts as a stimulant to further effort.

To this end, members of the Paramount Pep Club might well hesitate a second to survey the record of the past year. To call this resting on our laurels is absurd; a sensible inventory of recent accomplishments presages more to follow.

The year 1928-1929 will always stand forth brilliantly in the history of the Club. So many events, so many innovations, so many benefits were enjoyed that the out-going Administration must have impressed itself indelibly upon the minds of all.

Perhaps the greatest single achievement was the promotion of Group Insurance. No words of praise for the retiring officers who brought this to a successful conclusion, as well as for Dr. Stern, who was largely instrumental in rendering it effective, can fully express the Club's appreciation of this great step.

The addresses of the executives of the corporation at the monthly meetings were of inestimable value in promoting that spirit of friendly understanding which so distinguishes Paramount from other large business enterprises of equal size.

The affairs so well planned and ably run by an alert Entertainment Committee—the Ball, the two dances, the outing, this very dinner—all bespeak a leadership which has set a high standard for following Administrations to match.

An exceedingly active Educational Committee provided many advantages for the members of the Club, while other committees carried out their duties in a manner which reflects credit upon the entire organization.

All in all, we have witnessed one of the most glorious years in the history of the Club—a year which is twice blessed in that it not only brought pleasure and happiness to the members but also that it will serve as an inspiration to this peppy Clan of Good Fellows in their never ceasing endeavor to better themselves, the Club, and Paramount.
Pep Club Members:

How rapidly the year rolled by!

It does not seem a year ago since we all met here together on just such an occasion as this. At this time there was unfolded to you the proposed plans of the incoming administration, after which you all were imbued with the greatest hopes and expectations.

Whether or not they have been realized, is for you alone to judge.

However, you all have been very patient, and whatever has been accomplished is past history, and on the Club records.

Without the good counsel, co-operation, and support of Messrs. Adolph Zukor, Jesse L. Lasky, Sydney R. Kent, Sam Katz, Elek John Ludvigh, Ralph Kohn, Emil E. Shauter, and our own Eugene J. Zukor, all of whom gave unstintingly of their time, (often when it could least be spared) very little, indeed, could have been done.

To them I extend, not only my humble, sincere gratitude and very deep appreciation, but also that of the entire membership of the Club, for their heartfelt interest, and the very interesting and instructive messages which they so generously gave, personally, at our meetings during the past year. They created an impression which shall long be remembered.

To the Board of Governors; Mr. Eugene J. Zukor, Honorary Chairman, Misses Alice Blunt, Sara Lyons, Rebekah Shuman and Mrs. Chalmers S. Traw; Messrs. Sam Dembow, Lou S. Diamond, Arthur J. Dunne, William McIlvain, J. P. McLoughlin, Vincent Trotta and Joe Wood, I am deeply indebted for their kind and just consideration of the numerous matters laid before them. To Mr. Edw. A. Brown, Vice-President, Mr. Marion Coles, Treasurer and Miss Rose Eidelsberg, Secretary, I am extremely grateful for the assistance which they gave me so willingly during my administration. Mr. Brown, especially, for his conducting the meetings, and handling the affairs of the Club so well, during my absence.

To the committee Chairman, for their untiring efforts to make each affair under their supervision, a tremendous success. To Mr. Theodore C. Young of the Athletic Committee, Mr. Harry A. Nadel of the Co-operative Buying Committee, Miss Helen W. Swayne of the Educational Committee, Mr. William McIlvain of the Entertainment Committee, Mr. J. E. McDermott of the Finance Committee, Mr. Elmer R. Short of the Membership Committee, Mr. Charles E. McCarthy of the Publicity Committee, Mr. Henry Gray, Chairman of the Reporting Committee, Mr. J. J. Wildberg of the Rules Committee, Mr. Fred Metzler of the Thrift Committee, Dr. Emanuel Stern of the Welfare Committee and Mr. Dan O'Neill of the Bulletin Committee; I wish to extend my sincere appreciation.

To Messrs. Albert Deane and William Noonan, Editors of Pep-O-Grams, who labored into the late hours of the night on many occasions, so as to publish on time, your monthly magazine, I am also thankful.

To the entire Pep Club Membership, without whose loyalty, enthusiasm and generous support, I would not have been able to do a single thing, I wish to express my eternal gratitude.

In conclusion, it is my sincere wish all of the Club Members will continue to give, not only as they have in the past, but to an even larger degree, their whole hearted sympathetic support to our new President, Mr. Edward A. Brown, and his officers during their tenure of office.

Faithfully yours,

[Signature]

PEP-O-GRAMS
PAGE ELEVEN
Roll of Honor
Past Officers, Members of the Board of Governors
Paramount Pep Club

OFFICERS

<table>
<thead>
<tr>
<th>Year</th>
<th>President</th>
<th>Vice-President</th>
</tr>
</thead>
<tbody>
<tr>
<td>1921-1922</td>
<td>Eugene J. Zukor</td>
<td>Oscar A. Morgan</td>
</tr>
<tr>
<td>1922-1923</td>
<td>Eugene J. Zukor</td>
<td>Melville A. Shauer</td>
</tr>
<tr>
<td>1923-1924</td>
<td>Melville A. Shauer</td>
<td>Harry A. Nadel</td>
</tr>
<tr>
<td>1924-1925</td>
<td>Harry A. Nadel</td>
<td>Palmer Hall Stilson</td>
</tr>
<tr>
<td>1925-1926</td>
<td>Palmer Hall Stilson</td>
<td>Vincent Trotta</td>
</tr>
<tr>
<td>1926-1927</td>
<td>Joseph P. McLoughlin</td>
<td>Joseph A. Walsh</td>
</tr>
<tr>
<td>1927-1928</td>
<td>Vincent Trotta</td>
<td>Joseph Sweeney</td>
</tr>
<tr>
<td>1928-1929</td>
<td>Gilbert B. J. Fraser</td>
<td>Edward A. Brown</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>President</th>
<th>Treasurer</th>
<th>Secretary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1921-1922</td>
<td>Eugene J. Zukor</td>
<td>Edward A. Brown</td>
<td>Belle Goldstein</td>
</tr>
<tr>
<td>1922-1923</td>
<td>Melville A. Shauer</td>
<td>Edward A. Brown</td>
<td>Bert Wiener</td>
</tr>
<tr>
<td>1923-1924</td>
<td>Harry A. Nadel</td>
<td>Edward A. Brown</td>
<td>Emma Peters</td>
</tr>
<tr>
<td>1924-1925</td>
<td>Palmer Hall Stilson</td>
<td>Joseph A. Walsh</td>
<td>Evelyn O'Connell</td>
</tr>
<tr>
<td>1925-1926</td>
<td>Joseph P. McLoughlin</td>
<td>Arthur J. Dunne</td>
<td>Sally C. McLoughlin</td>
</tr>
<tr>
<td>1926-1927</td>
<td>Vincent Trotta</td>
<td>Arthur Leonard</td>
<td>Helen Strauss</td>
</tr>
<tr>
<td>1927-1928</td>
<td>Gilbert B. J. Fraser</td>
<td>Marion Coles</td>
<td>Catherine Kent</td>
</tr>
<tr>
<td>1928-1929</td>
<td>Edward A. Brown</td>
<td></td>
<td>Rose Edelsberg</td>
</tr>
</tbody>
</table>

BOARD OF GOVERNORS

1921-1922
Richard W. Saunders*  
Gilbert B. J. Fraserley  
Gerald E. Akers  
Harry C. Wylie  
Paul L. Morgan  
Agnes F. Mengel  
Sara Lyons  

1922-1923
Harry C. Wylie*  
Gilbert B. J. Fraserley  
George M. Spidel  
Julian Johnson  
Paul L. Morgan  
Florence McGovern  
Elizabeth Hemmer  

1923-1924
Harry C. Wylie*  
George M. Spidel  
Oscar Morgan†  
Gilbert B. J. Fraserley‡  
Eric C. Norrington‡  
Walter B. Cokell‡  
Daniel F. Hynes  
Marie White‡  
Elizabeth Summerlyn‡  
Florence McGovern  

1924-1925
Harry C. Wylie*†  
Eugene J. Zukor*‡  
Gilbert B. J. Fraserley‡  
Daniel F. Hynes  
Walter B. Cokell  
Elizabeth Summerlyn  
Ajanes F. Mengel  
Melville A. Shauer  

1925-1926
Eugene J. Zukor*  
Melville A. Shauer  
Harry A. Nadel  
Glendon Allewine  
Fred. L. Metzler  
Agnes F. Mengel  
Irene Scott  

1926-1927
Eugene J. Zukor*  
Joseph R. Wood  
Irene Scott  
Belle Goldstein  
Palmer H. Stilson  
Sadie Spitzer  
Chalmers S. Traw  
Glendon Allewine†  
Harry A. Nadel  
Edward A. Brown‡  
Arthur J. Dunne‡  

1927-1928
Eugene J. Zukor*  
Joseph P. McLoughlin  
Joseph R. Wood  
Palmer Hall Stilson  
Arthur Dunne  
Chalmers S. Traw  
William McIvain  
Rebekah Shuman  
Sadie Spitzer  
Belle Goldstein  
Edward A. Brown  

1928-1929
Eugene J. Zukor**  
Joseph P. McLoughlin*  
Vincent Trotta  
Sam Dembow, Jr.  
Arthur J. Dunne  
Lou S. Diamond  
William McIvain  
Alice Blunt  
Sara Lyons  
Chalmers S. Traw  
Rebekah Shuman  
Joseph R. Wood  

† Resigned.  
* Chairman of Board  
‡ Elected to fill vacancy.  
** Honorary Chairman
Roster of  
Past Committee Chairmen  
Paramount Pep Club

<table>
<thead>
<tr>
<th>Year</th>
<th>Year Book and Ball Program</th>
<th>Athletic</th>
<th>Co-Operative Buying</th>
</tr>
</thead>
<tbody>
<tr>
<td>1921-1922</td>
<td></td>
<td>Gerald E. Akers</td>
<td>George M. Spidell</td>
</tr>
<tr>
<td>1922-1923</td>
<td>George M. Spidell</td>
<td>Charles L. Gartner</td>
<td>Agnes F. Mengel</td>
</tr>
<tr>
<td>1923-1924</td>
<td>George M. Spidell</td>
<td>William S. McElvain</td>
<td>Harry A. Nadell</td>
</tr>
<tr>
<td>1924-1925</td>
<td>George M. Spidell</td>
<td>Claude B. Keator</td>
<td>Bert Wiener</td>
</tr>
<tr>
<td>1925-1926</td>
<td>Harry A. Nadell</td>
<td>Robert J. Powers</td>
<td>Thomas Walsh</td>
</tr>
<tr>
<td>1926-1927</td>
<td>Joseph Doughney</td>
<td>Joseph Sweeney</td>
<td>Hattie Schlawsky</td>
</tr>
<tr>
<td>1927-1928</td>
<td>David Cassidy</td>
<td>Ray Pratt</td>
<td>Alice Blunt</td>
</tr>
<tr>
<td>1928-1929</td>
<td>David Cassidy</td>
<td>Harold Flavin</td>
<td>Joseph Philipson</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Entertainment</th>
<th>Finance</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1921-1922</td>
<td>Paul L. Morgan</td>
<td>Norman Collyer</td>
<td>William Sussman</td>
</tr>
<tr>
<td>1923-1924</td>
<td>Jerome Novat</td>
<td>Palmer H. Stilson</td>
<td>Jack Roper</td>
</tr>
<tr>
<td>1924-1925</td>
<td>Joseph R. Wood</td>
<td>Edward A. Brown</td>
<td>Henry P. Gray</td>
</tr>
<tr>
<td>1925-1926</td>
<td>Joseph P. McLoughlin</td>
<td>Axel R. Swenson</td>
<td>Walter Mackintosh</td>
</tr>
<tr>
<td>1926-1927</td>
<td>William J. O'Connell</td>
<td>Walter Mackintosh</td>
<td>Percy Lockwood</td>
</tr>
<tr>
<td>1927-1928</td>
<td>Lou S. Diamond</td>
<td>Joseph Walsh</td>
<td>Joseph Philipson</td>
</tr>
<tr>
<td>1928-1929</td>
<td>J. E. McDermott</td>
<td>J. E. McDermott</td>
<td>William Goldstein</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Publication</th>
<th>Thrift</th>
<th>Welfare</th>
</tr>
</thead>
<tbody>
<tr>
<td>1921-1922</td>
<td>Charles E. McCarthy</td>
<td>Robert C. Montgomery</td>
<td>Sara Lyons</td>
</tr>
<tr>
<td>1922-1923</td>
<td>Glendon Alvina</td>
<td>Robert C. Montgomery</td>
<td>Florence McGovern</td>
</tr>
<tr>
<td>1923-1924</td>
<td>Charles L. Gartner</td>
<td>Robert C. Montgomery</td>
<td>Tes A. Ronstam</td>
</tr>
<tr>
<td>1924-1925</td>
<td>Morton B. Blumenstock</td>
<td>Robert C. Montgomery</td>
<td>Irene Sullivan</td>
</tr>
<tr>
<td>1925-1926</td>
<td>Jay M. Shreck</td>
<td>Robert C. Montgomery</td>
<td>Dr. Emanuel Stern</td>
</tr>
<tr>
<td>1926-1927</td>
<td>Maurice, Lente, Alvin</td>
<td>Robert C. Montgomery</td>
<td>Dr. Emanuel Stern</td>
</tr>
<tr>
<td>1927-1928</td>
<td>Adams, Tom Walsh</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1928-1929</td>
<td>Albert Drane</td>
<td>Walter B. Cokell</td>
<td>Dr. Emanuel Stern</td>
</tr>
<tr>
<td></td>
<td>William Noonan</td>
<td>Fred L. Metzler</td>
<td>Dr. Emanuel Stern</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Receipt on</th>
<th>Rules</th>
<th>Bulletin</th>
</tr>
</thead>
<tbody>
<tr>
<td>1921-1922</td>
<td>Edward A. Brown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1922-1923</td>
<td>Eric C. Norrington</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1923-1924</td>
<td>Palmer H. Stilson</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1924-1925</td>
<td>Joseph P. McLoughlin</td>
<td>Jack Roper</td>
<td>Scott Lett</td>
</tr>
<tr>
<td>1925-1926</td>
<td>Joseph R. Wood</td>
<td>Jack Roper</td>
<td>William Fass</td>
</tr>
<tr>
<td>1926-1927</td>
<td>William J. O'Connell</td>
<td>Elmer Short</td>
<td>W. F. Scully</td>
</tr>
<tr>
<td>1927-1928</td>
<td>Lou S. Diamond</td>
<td>Leon Savell</td>
<td>Francis Finan</td>
</tr>
<tr>
<td>1928-1929</td>
<td>J. E. McDermott</td>
<td>J. J. Wildberg</td>
<td>Charles Alswick</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Librarian</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>1922-1923</td>
<td>Arthur Haupert</td>
<td></td>
</tr>
<tr>
<td>1923-1924</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1924-1925</td>
<td>Henry Spiegel</td>
<td></td>
</tr>
<tr>
<td>1925-1926</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1926-1927</td>
<td>Irene F. Scott</td>
<td></td>
</tr>
<tr>
<td>1927-1928</td>
<td>Irene F. Scott</td>
<td></td>
</tr>
<tr>
<td>1928-1929</td>
<td>Helen W. Swayne</td>
<td></td>
</tr>
</tbody>
</table>

† Resigned  ‡ Appointed to fill vacancy
On this anniversary of the birth of the Paramount Pep Club, may I express to all my friends, my co-workers, the appreciation of the production department of Paramount Famous Lasky for the loyalty and comradeship displayed by the Clan of Good Fellows in the months gone by.

I am proud to be one of you; proud to have such friends in the organization.

As this is written, I am packing my grips for a trip east to personally convey the greetings from the east and west coast studios of Paramount.

JESSE L. LASKY

As the years go by, the work of your organization gains in importance. You are the embodiment of the Paramount spirit — a spirit that has made our company something more than just a big business organization. Your endeavors along educational and welfare lines are to be commended especially and your assistance to your fellow workers in creating harmonious working conditions has brought extreme satisfaction to all of us in Paramount.

Be assured that this work is appreciated by the officers and executives of the company; to them the Paramount-Pep Club is one of the real assets of this corporation.

SIDNEY R. KENT

A significant occasion for mutual pride upon the part of the individual member, as well as the company, presents itself on this anniversary of the Paramount "Pep Club."

Today the company you and I work for—the company that works for you and me—holds undisputed leadership in all branches of the amusement industry by virtue of its loyal, friendly, intelligent and energetic personnel.

SAM KATZ
MR. ZUKOR SAYS:

The progress of the Paramount-Pep Club is a source of great pride to me and it is with a real sense of pleasure that I extend greetings to the members on the occasion of the eighth anniversary of their organization.

Only the loyalty and sincere comradeship of the employees of this company could make possible the successful record of your Club. These years of service to your fellow members and to your company must give every one of you as much satisfaction as it does the officials of this corporation. This is a record to be proud of and it speaks eloquently for the ideals of the Club and the good work of its officers and members.

The spirit engendered in the Paramount-Pep Club is the spirit of Paramount. Your help and your loyalty have made it easier for Paramount to progress and to reach its present position in the motion picture industry. At the same time, through fair-dealing, friendliness and loyalty, you have aided materially the welfare of all the employees of this company.

It makes me very happy to have the privilege of again wishing every member of the Club another year of happiness and prosperity in behalf of the Paramount Famous Lasky Corporation.

When the Paramount Pep Club was first formed and set forth the purposes of its organization in its constitution, many thought it would serve only as a passing fad. Today, having attained those objects—the promotion of fellowship—the encouragement of educational advancement—the development of activities to serve mutual welfare and stimulate loyalty to Paramount—it is not only an integral part of the institution, it is in fact its very soul and spirit.

ELEK JOHN LUDVIGH

Reputation, for which we all crave whether we be an individual or a corporation, is one of man's greatest assets. A corporation must be just as jealous of the esteem in which others hold it as must an individual. The officers of your Company have long realized this and have used their every effort for the good name of your Company. They believe that their efforts have been fairly successful, but with that belief they always have the realization that your organization has played a major part in the effort and it is their hope that you will continue to do in the future as you have done in the past.

RALPH A. KOHN

I have a great many times spoken of the profoundly good influence which the Paramount Pep Club has had on the world-wide organization of Paramount. This Club, founded upon a bedrock of integrity, sincerity, and enthusiasm, has inspired the formation of similar clubs, on a smaller scale, in all parts of the world.

You members, through your own efforts and through the guidance of your officers, have founded and fashioned a Club of which you can be deeply and heartily proud. Your efforts and interests will be solely responsible for seeing that it continues to flourish as an inspiration for all the world.

EMIL E. SHAUER
The storehouse girls will be girls and lovely girls at that. Every member has idiosyncrasies but it is those things which make them the more interesting.

For instance, Miss Betty Sobel, a pleasing female with tresses, red and wavy, is at present immersed in the successful execution of an eighteen day diet. She weighs herself every day to measure the results of her laborious efforts. All the other girls have decided to make a collection and buy Betty a "collapsible scale" so she can carry it in her purse and make use of it every time she feels an increasing ounce of avoidiposis. Incidentally, Betty ought to cut down on her healthy laughter, for that may be the source of her excess poundage, nicht wahr, Betty?

We must credit the Misses Min Blitzer and Mildred Goldstein for their show of inventive genius. Instead of having real romeros, these two modern flappers buy their own diamond rings and diamonds that they lose to the outside world as gifts from fictitious affinities. Their success in this practice lies in the fact that they have the "looks." It is truthfully said that looks and bravado can go a long way in fooling all of us, the fast ones of the present.

A great question arises—"What are they going to do with all those rings?"

Miss Ann Jacobowitz, our ever efficient switchboard operator, is launching upon an entirely new phase of telephonic work. With the introduction of a new board, Anna feels as though she has a share in the Bell Telephone Co., and with all these red, white, and blue lights and yellow lights, it is a wonder that she doesn't feel like a controller on Whalen's signal traffic squad.

Mail to Blanche Unger, the girl whose advice is always eagerly sought. For isn't she a formidable rival of such authorities on personal matters as Beatrice Fairfax and Doris Blake? That is, as far as our opinion goes.

Bertha Kassica, has never yet failed to be ready to leave at 5:05. In her hurry to catch her home-bound train, she rushes out with a hurried goodbye, and leaves a faint aroma of a sweet-scented powder in her wake. We have yet to find a person whose manner of walking is like Miss Kassica's. It's a home-bound pace that has discouraged many an interested man's attempt at flirtation.

And here's to Rae Eisner, the popular secretary, who spends most of her leisure time in quiet deliberation, "Shall I or shall I not resume my 15 Day diet?" Sherlock Holmes has disclosed the facts. It was a ten-ant-eyed spider that was the ruin of Miss Eisner's first attempt at the imitation of the Hollywood stars. Better luck next time, Rae.

Let me say that we dwell on the girls to the exclusion of the boys. A modern genius has been discovered in our midst. Joe Levaca is the lad. According to many of his interested listeners, he is the proud possessor of an enviable singing voice. We hope to hear more of him some day.

Another famous Beau Brummel is Harry Kassell. A few days ago, Harry was to go on a full grown moustache on his "upper lip." Somehow, Harry looked different a few days thereafter. Further observation disclosed greying hair. His moustache was gone. Harry! The girls were terribly shaken. How long a time it will take before we girls become accustomed to the "whiskerless Harrys" line of deep concern.

With the advent of a new system at the storehouse, due to the temporary absence of Mr. Hynes, our respected manager, Mr. Carroll is occupying Mr. Hynes' chair. The change, with which Marty exerts the official business transactions is worthy of infinite praise.

Despite these vagaries and small eccentricities, these things which serve as a bond to weld us together into one strong and staid companionship, flexible yet unbreakable.
HOW I BECAME VICE-PRESIDENT

By

FRED L. METZLER

Comptroller, PUBLIX THEATRES, Inc.

When the delegation waited upon me, I feared the worst. Delegations always depress me. Usually they want money. Why they want it is seldom made clear. They spend all your time telling you that they want it, and how much they want. You begin thinking about excuses for not having any and forget to ask them why they want it. They get it and you never find out. It's terrible.

This one didn't mention money. Perhaps that's why they caught me off my guard. I was deeply engrossed in an involved consideration of personal taxes, high living costs and other items which we comptrollers laughingly call amortization statistics. I expected to mortify the delegation with these.

Then I heard something about vice president. They wanted me to run for vice president. I never wanted any job badly enough to run for it. I'm not a runner, anyhow. Besides, the vice president's post isn't so much. He has to wait for somebody to die or resign to become anyone. And after he gets to be president, there's nothing left to be. Where's the percentage?

I recall old Joe Doakes, back in the home town, who never worked a day in his life. He made a living betting smart guys in the corner cigar store that they couldn't name the last five vice presidents of the country correctly.

Frankly, the proposition had me puzzled. If they had asked me to sing the leading role in the "Cape Cod Follies," the matter would have been simple. I could refuse flatly and that would have been that. But to become vice president of the Pep club?

"Is it necessary?" I asked them.

"We'd rather not go into that now," they replied.

"I suppose someone has to be vice president?" I said, brightly.

"Well, it's customary," was the sad rejoinder.

"Rudy Valee wouldn't do?"

"No, it looks like you are our only choice. We did have a Mr. Hemingway lined up, but somebody poisoned him. We can't afford to take any more chances."

At this point my mind became a blank. The rest, fellow citizens, is history.

STENOGRAPHIC GRAPHICS

Miss Korenstein is one of the most envied persons in the organization today. She spent her vacation in Hollywood, and was entertained by some of the most prominent stars, some of whom were Lois Wilson, Warner Baxter, Esther Ralston, Bebe Daniels and a score of others. And last but not least, she took an airplane trip with Wallace Beery, and then went swimming in his private swimming pool.

What has happened to Jeanne Olishansky? She sits at her desk her face full of smiles and when you talk to her she has that far away look in her eyes. Can it be that she is in love?

I wonder whether Miss Sullivan was ever an understudy to Flo Ziegfeld. If she hasn't been, she is missing her vocation, because she sure knows how to pick some pretty girls, if you can go by the ones she has picked for the Steno Department. Of course she has one on Flo because the ones she picks are more than just pretty, they have brains.

Fred Weber has one aim in life and that is to sing over the radio. Won't someone help him realize his ambition, and help us poor victims in the Steno Department who have to listen to his crooning.

Who is this mother-in-law that Joe Egan always talks about. Can it be that—but no, it can't be, so we will all have to keep on wondering.

Sally Hechtlinger, the little jazz queen of the Steno Department, has suffered a nervous breakdown. Hurry, Sally and get well because we all miss you.

Harold Joffe had a spat with his girl one day, and ever since, he comes in with a bag of molasses kisses every lunch hour.

Edith Moses thought she put one over on the Steno Department. Well, here's one on her. As much as she says she hates Rudy Valee, she has a deep longing for him in her heart. Heigho ho!—Haw-haw.

EUGENE ZUKOR SELLS

Mr. Eugene Zukor sailed recently for a six weeks' visit to England and France, where he will look over Paramount's theatre operations on the Continent. While in England, Mr. Zukor will investigate the company's new house now under construction at Manchester.
SPECIAL BROADCAST

Ladeez and Genulemen of my unseen Publix Audience—allow me to bring to your notice a small department, situated in an inconspicuous corner of the Eleventh Floor Well, which, up to the present time has been negligently left unnoticed. Deserving as it is, this department will now be put in the limelight.

At its head we have the able Mr. F. J. Ewald. Ladeez and Genulemen, thru Mr. Ewald's conscientious leadership and tactfulness, he has insured in his department co-operation and teamwork which are the main factors in reaching the goal of success.

Close at his heels we have his able assistant, Mr. Theodore Nelson. Nothing more need be said than that Mr. Nelson follows in the footsteps of the worthy Mr. Ewald.

No picture is complete without a touch of humor. We have that too. In the form of a sweet piece of femininity, with laughing eyes and smiling lips, always bubbling over with mirth, we have Mrs. Sadie Gartner Innerfield. Mrs. Innerfield, I have found out, has been married about three years, but who woulda thunk it. She still retains her schoolgirl complexion and happy outlook.

Sophistication is also necessary in a good picture. None can outdo us, for we have with us Mrs. Rosalind Schiffman Kirsch, our newlywed.

For character specimen we have Mr. Wohl, the Calvin Coolidge type. He rarely says anything, but I guess when he does, it is worthwhile listening to.

In Mr. Rothman, I find the critic and observer. One must be deserving to pass under his critical eye.

We also have an information bureau. Have you any question that is difficult to answer? Try Mr. Murray McGregor Richardson; he usually can find a good solution in his cranium to whatever may trouble your mind.

And last, but not least, am I. I am only the stenographer and whatnot, but without me—without me—without me this article would not be here.

I hope you have enjoyed this broadcast, this is STATION ERY signing off, Jeanne Lateiner announcing. Good-bye, Ladeez and Genulemen.

FATHER, O FATHER

Bill Sussman of Mr. John D. Clark's office is the father of a boy which is now approximately four months old. We are quite sure that the entire organization is well acquainted with this fact, by now. Bill says his baby is already beginning to be as good looking as his father.

More Power to Paramount's Sinews Its "Pep Clubs."

—Herman Wobber

JOHN NATHAN ARRIVES

John B. Nathan, special representative, who has been acting branch manager in Guatemala in the absence of R. A. Loomis, arrived in New York the early part of August. As noted in a previous issue, Mr. Loomis, after a five months' leave of absence, during which he made a trip around the world, has reassumed his duties of branch manager, leaving Johnny free to return to Home Office to await his next assignment.

Johnny gave us a graphic account of the inauguration of sound pictures at the Capitol Theatre, Guatemala City, with Paramount's "Wolf Song." You will find the details of this event on another page of this issue. It is sufficient here to say that it was an impressive success, and we congratulate Johnny for his showmanship handling of a difficult job.

Congratulations for past season and best wishes for new year.

—Walter Wanger

BRIDGE RULES FOR KIBITZERS

Bid high, your partner may have a good hand.

When you have a poor hand, signal immediately by saying, "Who the heck dealt this?"

Claim all the honors you may get away with.

If you get a poor partner, keep score yourself, you've got to have some advantage.

Lead from your own hand or dummy, as convenient.

Trump your partner's ace and clinch the trick.

If your partner doubles a one bid, pass and be glad he has such a good hand.

Redouble on general principles—confidence is a great thing, even without tricks.

Always ask what the trump is two or three times during the game; this refreshes everybody's memory.

If nobody bids, bid against your partner, you must keep interest in the game at any cost.

Third hand plays low.

Always ask your partner why he didn't return your lead. This will remind him to lead it next time.

When you are out of a suit re-arrange your cards, this tells the world you are out of it.

If two cards are turned up in a dealing, and you have a rotten hand, it's a mis-deal.

After the third round, lay your hand on the table and claim the rest of the tricks. You may not have them; but it's much easier to play with all the cards showing.
COLUMBIA BROADCASTS TO PARAMOUNT
By WILLIAM S. PALEY
(President—Columbia Broadcasting System)

It gives me great pleasure to express the greetings of the personnel of the Columbia Broadcasting System to our associates of the Paramount-Famous-Lasky Corporation.

The importance of the friendly spirit of cooperation between employer and employe as fostered by the Paramount Pep Club cannot be overestimated. We of the Columbia Broadcasting System extend our congratulations on the splendid work you are doing.

We are facing an era of unprecedented growth of importance in the entertainment field and a close and happy alliance between the personnels of Paramount and Columbia will be of invaluable assistance in placing this combine in its deserved position at the head of the entire industry.

MAINTENANCE MOOS

Wedding bells in the Maintenance Department. Charles Tierney has taken unto himself a wife. We notice that he has become very serious since that event.

Miss Jean Katz was transferred from the Stenographic Department, taking Miss Helen Fine's place.

Wonder what the big gang does around Mr. Gluck's desk every night. Heard someone say "Sound" is causing all the noise.

Watch C. C. Mac Pike wrestling—we mean with maintenance budgets.

Mr. J. O'Keefe believes he can become a connoisseur of men's furnishings by examining the window displays at the National Shirt Shops.

The department has gone from Brunettes to blondes. We don't want to mention any names but we mean Miss Margaret Holm. What next?

F. S. Willert and H. D. Behr have been discussing methods of making cooling plants run without cost.

Jim Norris is taking a night off to join the boys on October 17th.

Pun My Word!

Margaret ("Where the hell is it?") Russell, premier danseuse of the Holman-Tiller Girls unit, hid this one in the files the other day. Lillian ("Frank, where are the papers?") Ferulo fished it out and submitted it for Pep-lication—

Why do they call that new Hebrew college "Yashiva?"

I'll be a so-and-so, why do they?

Because, in the winter time, if the school's janitor doesn't do his duty by the furnaces, ya shivva.

PURELY PERSONAL

Earl Long spent most of his vacation visiting the theatres in the New England district. Nothing like combining business with pleasure.

Jack Chalman hadn't been in New York more than two or three days before we had steam heat in the office. Jack is the newest addition to Lem Stewart's advertising department, having recently arrived from Dallas, Tex. Whether the offices were made purposely warmer for this Southern arrival isn't exactly known but most every one appreciated the 'steam' on these bleak September days.

Ask Harriet Leiman who said "Au revoir" to her the other day, and see her blush.

Selig Liese is the proud papa of a baby boy.

Wonder why Phil Boutelje is curtailling his moustache. Was he told to budget same? Rubey Cowan is writing some lyrics about it.

Jean Schwenger gets weighed each day and says she is determined to keep her girlish figure. Reggie Hallow can very well laugh at Jean's efforts, as she and Anne Soloman can indulge in oodles of sweets and never fear the dread of avoirdupois.

The efforts of Irving Rapper, the Movietone Director for Publix, have not been in vain as future releases will disclose.

"Paramount Pep" stimulates
The Eyes and Ears of the World.

EMANUEL COHEN
## OFFICIAL GREETINGS
from the
PARAMOUNT STUDIO CLUB

The Paramount Studio Club extends sincere congratulations to the Paramount Pep Club on its accomplishments during the past year. The organization in the west keeps an alert eye on the organization in the east, and it does so with constant admiration.

The Paramount Pep Club has earned all the laurels now being heaped upon it.

FRANK E. GARBUtT
President, Paramount Studio Club

<table>
<thead>
<tr>
<th>To the Paramount Pep Club, the Studio Club on the west coast extends a hand of congratulation for its consistent and energetic work in building up the tradition of absolute cooperation with the organization that makes &quot;the best shows in town.&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>HARRY STRITE</td>
</tr>
<tr>
<td>Vice-President</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Paramount Pep Club has fostered loyalty, good fellowship and optimism with the Paramount and Publix organization, and deserves hearty applause for its excellent progress.</th>
</tr>
</thead>
<tbody>
<tr>
<td>LILLIAN FRANK</td>
</tr>
<tr>
<td>Secretary</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The west coast sends its best wishes to the Paramount Pep Club for another year of success equal to that of 1928-29. The spirit of cooperation and friendliness of this organization in the east, has been a source of encouragement to the Paramount Studio Club in the west.</th>
</tr>
</thead>
<tbody>
<tr>
<td>W. P. WHITE</td>
</tr>
<tr>
<td>Treasurer</td>
</tr>
</tbody>
</table>

## TAGGING IT RIGHT

Jerry Novat, in bed with appendicitis (heh! heh!) in Texarkana, Texas, sends this one—

"A Kibitzer is a guy who hires a doctor to take his appendix out, and lo, and behold, the medico finds two of them!"

Peg Fewer's definition of a Kibitzer is—

"A bimbo who eats all the sugar lumps while waiting for the waiter to arrive."

Fate Cannot Harm Him

Reporter: "How did you prepare yourself for the hardships of an Arctic expedition?"

Explorer: "I rode all over New England in a rumble seat."—Life.

* * *

What has become of the old-fashioned barber who said he was "a professor of the tonsorial art?"—Atchinson Globe. He is now practising as a beautician.—Arkansas Gazette.

Just a brief word to congratulate the new officers of the Paramount Pep Club.

I am sure the coming year under the guidance of Mr. Brown will weld the association closer than ever and bring forth many pleasant surprises.

George J. Schaefer

---

## ON THE TWELFTH FLOOR

Adelaide Miller, Mr. Charles E. McCarthy's pretty blonde secretary, has taken to plants. She brought a little plant to keep in the office. However, with much tender care, it is growing so rapidly, it may outgrow the office.

Did you know four out of six in Miss De Grau's Department are excellent dressmakers, namely, Pearl De Grau, Anna Hor-enstein, Helen Gilesmen and Augusta Peterson.

Listen in, folks, to John Gentile of the Sales Statistical Department. He's leader of a jazz orchestra and they play over the radio quite often. Hats off to Johnny. Incidentally, he plays the cornet in the orchestra.

Sylvia Blaustein, Mr. S. R. Kent's secretary, is vacationing now. Lillian Hirsch, also of Mr. Kent's office, is taking Sylvia's place.

Peggy Eichler, Mr. Hammell's secretary is getting quite thin these days. The cause for this, we believe, is that she is in love. Pardon us, however, if we are wrong.

Protect your dependents—Join the Club Group Life Insurance Plan.

—Emanuel Stern, M. D.
THE PARAMOUNT PEP CLUB

AS SEEN BY ART DIRECTOR VINCENT TROT TA AND HIS ASSISTANTS: MESSRS. STROBEL, DUBLIN AND SMALL
Ten words are too few to express my feelings for the Paramount-Pep Club.
—Charles E. McCarthy

A PUBLIX LUNCHEON

Someone said that Friday the 13th was unlucky—but it wasn't Irene Lipman Jacobs who said it. For on that day Irene was given a farewell luncheon at the Nanking Royal Restaurant, by her many friends and co-workers and was presented with an appropriate gift for her new home.

Maxine Kessler was the "Master of Ceremonies," and presented the gift to Irene, and wished her continued good health, wealth and happiness in behalf of all.

Among those present were: Marie Turner, Ruth Johnson, Ella Sunshine, Maxine Kessler, Sadye Innerfield, Cecelia Diver, Jeannette Finnegan, Hannah Kasten, Lillian Soskel, Mildred Tormey, Zelda Pyne, Delle Iskowitz, Irene Montagne, Martha Miller, Dora Lipschitz, Henri Betchuk, Mae Corkery and Jeanne Lateiner.

extend our congratulations and good wishes for his continued success.

Did you ever notice Irene Sweeney waiting outside the building? We have our doubts as to whether it is a he or a she.

We have noticed that Eileen Eady and Rose Boyle take a trip to Jersey City, quite frequently. They might be visiting a girl friend, as they stoutly maintain.

We no longer hear the melodious croonings of Agathe Channing's glee club at lunch hour—Agathe says it is not exactly too cold to sing but she would rather have a more appreciative audience.

Emily Ullman and Dorothy Silveri simply cannot agree on an eating place, therefore we have decided to let the Pepsters vote on it. Emily insists that Chinland is better than the Automat.

Eleanor Yagel certainly is the reporter's nemesis—if every one were so quiet—alas, poor Pep-O-Grams.

Fred certainly is a fine name, just ask Anna Stumpf.

Since a certain dark and handsome boy resigned from his position we have noticed that Victoria Stolfi, Ruth Tellier and Mary Smith always have a forlorn look about them.

Eloise Bristol insists that she is a man hater—but we believe that the wiles of a handsome elevator operator proved to be too much for her.

Males! Beware if you find occasion to pass the contract department. Garnett Hall has her weather eye peeled.

We all know that Scotch people usually have sandy hair. There can be no mistaken identity in the case of Helen Swayne. She spent her vacation at Massapequa, and didn't send anyone a postal card—maybe she didn't want us to know where she was.
A pleasant spoken young man answering to the name of Noonan asked me several months ago to write something for this issue of Pep-O-Grams. I laughingly said, "All right," I thought to myself, "Of course he will forget all about it, young men of today being what they are."

But Noonan, as it turned out, was different. Noonan followed up. Noonan had the same stuff in him that drove the early pioneers to plunge ahead against drought and mountains and hostile Indians and punctures—the spirit that made this great country what it is today! (Cheers) Noonan wore a path to my desk. Morning, noonan, night.

"Where is that copy for Pep-O-Grams, you four flusher," Noonan would demand politely every morning. Every mail brought a thinly veiled threat from Noonan. Between mails there would be mysterious phone calls, "Begorra and where in hivin's name is that story for Pip-O-Grams?" a voice would thunder. Five minutes later another voice would scream over the wire, "No storee—no tickee for suppee." And another, "What's the mat' with that beega book you write for theeas Pep-O-Grams?"

But the astute ears of Mrs. Margaret Russell, my secretary, penetrated the clever disguise. "It's Noonan—all of them are Noonan. He knows all dialects," she whispered hoarsely. And a pall of impending doom settled over Room 1255B.

"Noonan!" I gasped, and, I am told, my voice quivered. "Can nothing be done about Noonan?" I was at my rope's end; so I threw the cigar away.

"There is," said Miss Russell firmly. "one thing that can be done."

"Name it," I cried, "and I'd like to do the same to that new type-writer Joe McLaughlin promised you last December—are yours,"

"Write the story for him," she answered in calm, clear, bell-like tones.

"Saved!" I shouted with joy, like Sarah Lyons discovering the missing reel in Release No. 34768 shipped to Sioux Falls on June 13, 1922. "But what shall I write about?"

"The thing that most movie people write about is how to get into the movies," reported Miss E., after calling a two-hour conference of the inmates of the eleventh floor well. "It's old but standard, like Childs' beans."

"Eureka! Excelsior!" And similar expressions of relief, I stated, in my excitement imitating William Austin, a Paramount featured player. So you can see I was very much excited indeed.

That was two months ago.

For two months I devoted myself exclusively to thinking about my subject. How does one get into the movies? I asked all of the officers of the company. I questioned Charles E. McCarthy, A. M. Botsford, Jimmie Cowan, W. B. Frank, Film Daily Year Book, back files of Pep-O-Grams and Women's Year. In vain.

Finally I asked the very tall usher in the West Point uniform who does the ballyhoo out in front of the Paramount Theatre, "How does one get into the movies?"

"Right up there to the box office, sir," he replied promptly with a sweeping bow and nine rahs. "Thirty-five cents up until one o'clock. The stage show starts in five minutes. Pay your money, grab your ticket and quick as a wink you WILL BE IN THE MOVIES!"

"Thank you," said I swooning.

"Thank YOU," said he. "Public service—and how!"

With that he tore off his false whiskers and waxed Eddie Brown-like moustache with a Clive Brook-like Balsam.

It was Noonan!

NOTE:—Mr. Holman, ace advertising manager, director of thunderous newspaper campaigns, intrepid leader of the embattled forces of super-heterodyne ink-slingers, has committed a very serious tactical blunder in attacking an adversary in his own bailiwick. Maybe we did pester the life out of him, maybe we did pester the office one night just to be sure we caught him in the morning—maybe we did all these things including the Scandinavians; nevertheless we still have the last word, be he.

If we so desired, we could hint that Mr. Holman was at his wits end for material; we might even suggest that he was driven to write about us by sheer desperation. But such an aspersion is beneath us. In fact, we would not even mention it.

Anyway, it's all the fault of our worthy predecessor, Albert Deane, who taught us his own version of the pre-war Oof Oof accent which he found so effective in stalling the elusive contribution.

JOHN D. CLARK SENDS GREETINGS

I regret very much that I am not in very close touch with the Pep Club, but I know it by reputation and I have seen it grow from a small organization on Fifth Avenue into the tremendous organization of employees that it is today, and I believe that not only do the individual members benefit by belonging to the Club but at the same time it has fostered the spirit of cooperation, loyalty and enthusiasm, which in itself is of tremendous benefit not only to each individual member but also to the company.

I wish the organization long life and continued success. JOHN D. CLARK
PARAMOUNT STARS SEND
THEIR PERSONAL GREETINGS
TO THE CLAN OF GOOD FELLOWS!

AUDIT NOTES

Cards have been received from Johnnie Mahan who is visiting Colorado Springs. He reports that all is not water in the "Springs."

"Go West, young man" must have been the call that prompted A. R. Toussaint to pack his household effects in the covered moving van and migrate to Arlington, New Jersey.

Harry Wright seems to have a peculiar fancy for furniture displays these days—Possibly an aftermath of what the young man's fancy turned to last Spring.

Wanted: one of those high standing desks to go with C. D. Valentine's eye shade.

A. C. Taylor seems to be very quiet about that trip to Canada.

Anyone who wishes to have a parking ticket fixed, see J. Vornbaum.

We hear that Jim Speer is hitting 'em far and wide. The question is how wide?

What is this about J. McDermott taking J. McGovern over in an eighteen hole golf match to the tune of fourteen strokes. Just missed being McGovern's unlucky number.

The following saying emanated from Bill Goldstein "I am a natural golfer and have been told so by one of our oldest golfers." We wonder by natural if Bill means a flock of clevens.

We understand Fred Morhardt's putter performed miracles against his long hitting opponent L. McKechenneny in their usual close match on Sunday, October 6th.

Sometimes we wish our "typing trio," Mrs. Honig, Miss Waxelbaum, and Miss Finnegan would play a more pleasing tune on their three machines.

A LETTER OF THANKS
September 26th, 1929

Dear Co-Workers:

It was indeed a pleasant surprise, when having been invited by the girls of the Payroll Department to dinner and the theatre, I found the beautiful mirror and lamp from my fellow-workers of Publix and Famous.

Please accept my thanks and sincere appreciation.

Mrs. Edmund Abele.
**GREETINGS AND BEST WISHES ON YOUR EIGHTH ANNIVERSARY OF GOOD FELLOWSHIP.**

—Frank Meyer

**FOREIGN FUN**

The Foreign Traffic Department now boasts their own 100% Talkie, entitled "Yarp" (Yes), starring Lillian Beck, their latest importation from Minneapolis.

Congratulations to Bill Fass, who has become the happy Daddy of "Triplets," which arrived on the anniversary of his Wedding Day. Good for you, Bill!!

It's a long trek from old "Virginny" to New York, but we are glad that Everet Gengel made the trip and is now one of us.

We wonder who or what there is in the mere mention of the Title Department, which causes Al Stefanie to blush radiantly? Incidentally Miss Gruet is a welcome addition to that Department.

Harold Sugarman has been heard singing "Ochi Chornya"—meaning "Dark Eyes" in Russian, quite often.

We wonder who's the little lady with the "Ochi Chornya."

Attention! Gertrude Wiethake, Kay McKeon, Mildred Meltzer, and Mildred Chereskin.—Do you know anything about the 3 pairs of gloves hanging out to dry—?

We would like to know what happens when a certain young man takes off his glasses when he is out with our dark-eyed Linda?

What the well dressed Colonial Apartment should wear by Mildred Chereskin.

We hear that Owen McClave went to Freehold for that late vacation, and came back all merry and bright as behoves a happy bridegroom.

We welcome our latest Apprentice Traffic Manager, Aaron Pines.

We hear that Paula Greenwald, our budding short story writer, is now studying photography, mostly negatives.

"Blue eyes why are you bright."
The above is the latest song dedicated to Belle Jones.

**A DEFINITION**

Paramount: superior to all others, supreme, highest in rank, chief.

—H. M. Goetz

---

**IMPRESSIONS OF LOS ANGELES**

By Jay Jay

The inevitable question: Have you seen our new City Hall?

The Angelenos who insist that all picture people are parasites.

The picture people who insist that only the films changed Seventh Street from a cow-path to a Great White Way.

The Iowa emigres who refer to themselves as natives.

The real natives—a very small number—who have all the charm of the legendary Californian, and never refer to themselves as anything.

Sunshine: the hot violet-white sunshine of summer; the warm golden sunshine of spring and autumn; the bright cold sunlight of winter.

The vast city at night, lying under the Hollywood hills like a new firmament of golden stars.

Hollywood: a country town in which the County Fair never closes.

Beverly: a suburb of serene elegance where every show place is allegedly a picture person's estate—and most of them are really the homes of retired bankers and manufacturers.

First nights: amazing exhibitions of mob credulity and mob psychology which have no parallel elsewhere since Armistice Day.

Hollywood's wild parties—a Freuden myth of the corn-belt.

Santa Monica on a summer Sunday: ten miles of public bath, ten thousand motor cars, ten times ten thousand people, ten million dollars' worth of Aladdin's palaces.

The small-town, fifty-year-old railway station, where more celebrities entrain and detrain than at any other depot this side of Grand Central.

The huge cafeteria for the multitude—and the delicatessen in the same building which sells gallons of imported caviar at twenty dollars a pound.

The general ten o'clock bedtime—and the all-night restaurants on Hollywood Boulevard.

The red-headed manicurist who goes to work in a Rolls-Royce.

Lily Damita going to work in her Ford.

The marvellous roads, engineered like highways of Imperial Rome, ranging mountain and desert and far lonely valleys.

The curfew and the Fundamentalist citizenry—and the roaring Monte Carlo just across the border.

"Paramount's Pep Club Supplies Constructive Inspiration That Public Also Feels."

—Sam Dembow, Jr.
Mr. Adolph Zukor, addressing the January meeting, had just returned from what was virtually the most vitally important visit he ever had paid to Hollywood, and his words, reflected not only the impressiveness of this visit, but also the significance of the Paramount Pep Club's influence throughout the organization. The Greatest Paramounteer of Them All used a few powerfully chosen words to emphasize the array of tasks which lay ahead of our organization; and it was then his proud pleasure to state that the Paramount organization could not face these tasks with equanimity were it not for the fact of having the Paramount Pep Club membership contribute its vital quota of tireless energy to the stern work to be done. Not only does he have such unbounded faith in the Pepsters, but he knows this to be the case with every one of the Company's executives; and he certainly found it to be the case during his visit to the West Coast.

A dramatic insight into the marvelous new phase of activity which has brought sound into the motion picture industry in place of silence was given by Mr. Jesse L. Lasky at the December meeting. "The motion picture industry," said Mr. Lasky, "is passing into its greatest development since the day the photoplay was invented, and all of you members of this organization are not only witnessing the making of new film history, but are actually participating in it. This great phase of which I speak is the adding of sound and dialogue to all of our film product in a fashion which has committed us to a program of almost one hundred percent sound and dialogue pictures." Recognizing the imperfection of the first all-talking pictures, Mr. Lasky said, "It is true that this sentiment is abroad—it is true that we in the Production Department know it—and it is true that this feeling has been brought about by a wave of inferior product, as well as by the presence in sound pictures of scratching, background noises and imperfect reproductions. But, just as science and mechanics eliminated the flickering which in the early days of the film threatened to wreck the film industry before it had even got started, so these same forces are rapidly turning the talking picture into an instrument of sound and vocal reproduction as near perfect as is humanly possible."
Mr. S. R. Kent, speaking at the September meeting remarked about something that has been very dear to him for many, many years. And that was the building up of Paramount spirit and morale, of loyalty, of a sense of obligation, that would go down through the years as a trade mark of service by employees to their company. Mr. Kent said, “In the type of business we are in, it is very hard to make the best pictures every year, but if we have the best spirit and manpower, and the best spirit of loyalty, we can get the best results. While doing that and getting fine results for the company, we have also been able to be of a great deal of service to ourselves in our work.” Mr. Kent also emphasized that the Paramount spirit was one of the biggest assets of the company and could not help but being felt by individuals as employees of Paramount, and it would be impossible to bring any new employee into this company without having them feel that there was something a little different in Paramount than any company they had ever worked for.

Mr. Sam Katz at the March meeting spoke on “What Publix represents in the make-up of the Paramount Company.” He stated that it was essentially a service organization, serving 600 odd theatres throughout 28 states, in which the company has a financial or an operating interest. “Publix,” stated Mr. Katz, “serves the needs of large theatre chains throughout the country while endeavoring to retain the experience and the mature judgment of the founders of these chains.” “The first aim of Publix,” he said, “is to establish theatre operation on a basis of quality comparable to the standing that Paramount has acquired in production and distribution, to take theatre operation out of the slovenly, careless manner previously noticeable in many spots and to bring to the remotest parts of the country ideal operations of which the townspeople and Paramount-Publix might be proud.”

Mr. Ralph Kohn, the speaker at the July meeting explained the inter-workings of the Treasurer’s Department and stated that there were two main functions: the coordination between the financial and other departments, and the service the financial department rendered to the public in the way of financial statements. He further stated that the records of the company must reflect every transaction and for example explained how the record of a picture is kept from its inception when the moving picture rights are secured, through the work in the studio and until the finished picture has played its last theatre engagement.
Mr. Elek John Ludvigh brought a lively, diverting and informative address to the members at the April meeting. "When you bring your legal problems to us," said Mr. Ludvigh, "you should remember that your Legal Department does not render decisions, but merely gives opinions. It is for judges, juries and courts of law to hand down final decisions." Another highlight of the informative side of his address was his insistence that when a problem is brought before the Legal Department, it be set forth with the full facts, and that these facts be uncolored by personal beliefs. Abbreviated or distorted facts are more hindrance than help in the settling of the problem; and it was his hope that the Legal staff would be given fullest consideration along these lines.

Mr. E. E. Shauer was 'billed' as 'the Generalissimo of the Foreign Legion', but it seemed to him that the G-initialed word was too high a distinction for one who preferred modesty and the undeviating fidelity of his Legionnaires to a word which implied as much as that one did. He spoke at the June meeting and told, for instance, of the inspiring manner in which the aims and ideals of the Paramount Pep Club have been perpetuated in other lands. Mr. Shauer delved partially into the subject of the operation of film theatres abroad and gave his listeners some idea of the terrific handicaps under which the Foreign Legion labors in this respect. The colossal problem of what the talking picture means to the Foreign Department was also made a chapter in Mr. Shauer's address, and the listeners were amazed at the equanimity with which the Legionnaires are meeting the seeming physical impossibility of supplying the world with talking pictures.

Mr. Eugene Zukor, addressing the members at the August meeting took for his topic, "Specialization" and declared it was necessary to specialize in the position you now have if you hoped to obtain success. Mr. Zukor cited a few examples in which the aggressive and thorough worker had stepped over others who were satisfied to go along in their regular routine manner without preparing themselves for something better.

The 'mechanical' employee cannot hope for much success, but the ones who can visualize their work, understand what they are doing and why, are a credit to the department and will surely meet with success. To make this statement more emphatic, the speaker said, "For a qualified employee of this company, there is no end of possibilities." Mr. Zukor also impressed upon his listeners that they should try to do their work satisfactorily, no matter what their tasks, and further asserted that an isolated desk doesn't count; it's the kind of work you do and not where you do it.
TORCH SONG
I miss your caresses,
Your moonlit tresses,
Your arms entwined in mine.
I miss your kisses—
And more I miss
Your love talk so divine.
I miss your parties
At dear old Sardi’s—
I miss all the beer and the wine.
I miss your bleck looks
I misslaid my check-books
But you’re still that dear old
yes-girl of muh-i-i-ine!

NEKIT TROOT
Room 1255, that bee-hive of human industry, affords a laugh occasionally. Tess Klausner, the keeper of the stills, is the little gel who affords the guffaws in this incident. The bee-hive was behaving itself, and each worker was sitting quietly at his desk when the air was pierced suddenly by the telephonic crescendo voice of La Klausner—
“Lissen, Miss Watson, have you got the shorts on Dennis King, yet?”
As the first round of laughter subsided a wise-cracking voice was heard to say—
“Hey, Tessie, ask her about the dirty old union suit on General Grant.”

Only a few days later an anonymous visitor left a note on Miss Klausner’s desk which read—
Hold still for “Saturday Night, Kid.”

TALKOMEDY
Ethel (“Thar’s gold in ’em ar stills”) Simpson offers this one, which she says she overheard on the radio—
A couple of old cup custard designers were sitting in a creep-joint one night in September, weeping into their October beer.
“I went over to the Globe to see Great Gabbo, last night,” piped Exhibit A.
“Zatso,” zatsed Exhibit B, “well, I wouldn’t play a jit to see that dizzy Swedish girl.”

A LA VARIETY
Annual Pep Club Banquet (Astor; one-night stand). This is no turk. In the money with eight big turns. Lige Frawley clicking regular laughs as m. c. Tops “Virginia Judge” for gags.
Class act in two-spot, Jimmie Brown heading unit show. Bows natural, no legging.
Trey is favorite in this house, old time minstrel-men, Bots and Dillie in sap cracks and nifties. Wow finish, Bots doing head-stand spin, Dillie accompanying with unique merry-berry.
Four-spot, unbilled fem pianist, doing Yankee Doodle on key-board with feet, turning pages of music with teeth, eating schnitzel with both hands. Intro new song “My Sweetie’s Feet Go Tweety-Tweet” believed plug for Par flicker.
Pews slow to fill after intermission, due to heavy biz in pop and fizz racket upstairs. Hennie Gray away to slow start in single. Sells song, “I’m A Long Island Way From Home,” with help of percussion. No Caruso.
Jimmie Clark and his Wild African Animals got over big. Had to—elephants and hippos.
Russ Holman in pancy impersonations clicked heavy and nearly stopped show with novelty recitation “That Piccolo Player is A Saxophone Artist Now.” Rated better than next to closing.
Strong for second day. Biz above Par.

RIMED REVUE REVIEW
This one is in, like Original Sin!
The tag on it’s “Sweetie”
And daggone! It’s meaty!
It tops every riot
Of Filmdom. Go buy it,
You’ll wiggle your toes off,
You’ll laugh all your clothes off.

With Miss Nancy Carroll
As “Sweetie” you’ll wear all
Your paws out, sending applause out.

Those wild college “Whoops”!
Those “Boop-boopa-doops”
That Helen Kane croons neath the moon—
They throw you right into a swoon!

You can sock me and slam me
If the song “Alma Mammy”
Ain’t packed with more roars
Than Woolworth’s got stores!

Yep, “Sweetie” is in, like Original Sin,
It bids you “Hey! hey!
“What the hell, let’s be gay!”

—Len Daly
A dapper, man, a hurry man, a thoughtful man and merry; 
An action man, a square and "girls had best beware" man; 
A strong man, a silent man, from dear old County Derry—
That's Henry Gray himself, man — the Reportorial Chairman.

He's here and there, he's everywhere—
He's under your chair, he's in the air!
His time is golden, there's none to spare—
He's all for the news, is Henry Behr.

Here is a lad who speaks and writes
With never a crass "I seen yez."
Would that we all had appetites
For English like Al Brenia's.

They sought a good reporter
They hunted all over this town.
They found one—a rip-snorter—
His name is Jimmie Brown!

An editor's job would be a cinch
His every day'd be rosy,
If all the "scoops" would do their work
Like Clara ("Speed") Capozzi.

The Carrolls are a splendid tribe—
There's Nancy and there's Earl; 
And there's that pertinacious scribe.
Our Martin, he's a pearl!

Her charming voice brings more of joy
Than that of wren or mavis.
She sings her song and thralls each boy,
Does winsome Norma Davis.

Most other men will say "I can't,"
When faced with work. They strike an injured pose and quit the job
But little Charles says "Eich can."

A scribe who writes on any angle
Of the news is Richard Engle.
He's solved each journalistic tangle,
And his favorite cigar's a Royal Bengal.

He said, "Some sing, some sell, some weave
But here, by Gad's the bent I'll
Follow"—pulled a pencil from his sleeve
And straightway wrote "John Gentile."
She knows her book from A to Z
She knows her lemon sherbet
She knows her old apostrophe
Does scribbling Marion Herbert.

Have you ever seen Pep news
With that comical twist?
Then you know, sure enough
It's by young Herbert Lizt.

"I'm very fond of skits and plays,
"I simply feast on tableaux,
"I also like to sit and gaze,
At me," said Esther Jablow.

They're in debt to McToolish
And he's reason to rave.
But there's no one so foolish
That he's Owen McClave.

His work is known from pole to pole
From Bronxville to equator
His writings have that thing called "soul"
He's Keator m'am, Claude Keator.

A worker to be sure,
A Pepster, you can bet.
She craves no sinecure
Does Mendelson, Jeannette.

She goes to the mat with each little problem.
She tussles with woe — and boy, what a wrestler!
She never lets difficult posers defeat her—
She gets news or makes it, does Miss Maxine Kessler.

The city ends its day of toil
And New York dozes.
But she prefers the midnight oil,
Does Edith Moses.

Albert J. Sicignano!
How that boy can play the piano!
He was born in Anno Domine Nineteen-hundred and — how do I know?

Charles Reilly hits the mark.
Knows more tricks than Barnum
Always ready for a lark,
And looks like William Farnum.
(Continued on page 47)
ATHLETIC
Theodore C. Young, Chairman
Members: J. J. Doughney, Maxine Kessler, Edward L. Lee, Norman Colyer, C. A. Beute, Martin Hodge, Jr., Jack Davis.

The Annual Report of the activities of the Athletic Committee:
BOWLING — Mr. J. J. Doughney was appointed Vice-Chairman of the Committee in charge of this activity. Forty members answered the questionnaire indicating interest in bowling. Subsequently, two alleys were maintained, and appropriate prizes of bowling balls were donated for the Tournament by Messrs. Eugene J. Zukor, Sam Katz and S. R. Kent, and were won by the following:
The team of Carl Clausen and Clarence W. Alexander of the Cashier's Department won first place. Eugene J. Zukor's prize of two bowling balls.
Charles Gartner won the individual high average prize donated by Mr. Sam Katz. Mr. S. R. Kent, Jr. was awarded for having bowled the highest individual game.
ICE SKATING — Miss Maxine Kessler was appointed Vice-Chairman of the Committee in charge. Seventy-five members answered the questionnaire indicating an interest in ice skating. Arrangements were therefore made with the Pep Club for a 25% discount to all Paramount Pep Club members.
SWIMMING — On the resignation of Miss Tess Klausner as Vice-Chairman of the Committee in charge of this activity, Edward L. Lee accepted the appointment. Ninety-five members answered the questionnaire indicating an interest in swimming. Arrangements were therefore made with the Park Central Swimming Pool for having ticket to the Park Central Swimming Pool. In addition to this, cut-rate tickets were secured for the two outdoor Cascade Pools — one in Munich and one in the Bronx.
TENNIS — Mr. Norman Colyer was appointed Vice-Chairman of the Committee in charge of this activity. A great number of members responded, showing an interest in the game of tennis. All arrangements were made through the Pep Club for tennis games at the Peeples. The Committee endeavored to arrange with metropolitan golf clubs so that Pep Club members could play over week-ends. However, it was impossible to do this, although arrangements were made so that members could play during the week. Because of the pressure of business this was found to be impossible. A number of times during the year, arrangements were made for several of the Pep Club members to play at the Winged Foot Golf Club.

BASEBALL — Mr. Ray Pratt was appointed Vice-Chairman of the Committee in charge of this activity. The interest in this sport, however, was so small that it was dropped.

CO-OPERATIVE BUYING
Harry A. Nadel, Chairman
Members: Essie Goldsmith, John Guliuyo, Helle Elksie, Katherine Hagen.

Your CO-OPERATIVE BUYING COMMITTEE has endeavored during the year now drawing to a close to continue the good work of its predecessors, in enabling our members to purchase their requirements at the lowest prices obtainable.
The special Thanksgiving and Christmas sales were held in the Paramount Building, and orders amounting to over twenty-five hundred dollars were taken from our members for such items as turkeys, candies, fruits, nuts, etc., as well as a line of boy's and girl's goods and Christmas novelties and gifts.

In addition to these special sales, throughout the year your Committee obtained special prices for our members on furniture, radios, Victrolas, clothing, cameras, automobile tires and accessories, sporting goods and other items too numerous to mention. Since most of these were on a cash payment basis, it is impossible to estimate the volume of business done, but we are quite sure that it ran into a considerable sum of money.

We are very grateful to you for the opportunity of serving our fellow members, and trust that we may have contributed our "bit" towards your splendid administration of accomplishments.

EDUCATIONAL
Helen W. Swaine, Chairman

We, of the Educational Committee, are happy to report to you the activities during the fiscal year ending October 1st, 1928.

COMPTOMETRY SCHOOL
Arrangements were made with Felt and Tarrant, manufacturers of the Comptometer, and the Pepsters were given an eight weeks' course in Comptometry (without cost to either the Club Company), here at the Paramount Building, 11th Floor West. During that time, beginners in the subject were taught the rudiments of the Comptometer and how to perform all operations — addition, multiplication, subtraction and division.
The sessions started Tuesday, January 5th, 1929 and continued to February 25th, 1929. Due to the great number of Pepsters desirous of taking this course, it was necessary to have classes two nights a week, namely, Tuesday and Thursday.

Felt and Tarrant offered four prizes, two to each class, to those receiving the highest ratings in proficiency and attendance, as
ENTERTAINMENT
William S. McIlvain, Chairman

Members: Joseph R. Wood, Vice-Chairman; Chris A. Heute, Jeannette Mendelson, Lilian Stevens, Cliff Lewis, Sam J., Hirt Kelley, Ann Le Vinness, Sam Rheiner.

Report of the Entertainment Committee covering the period from October 12, 1929, to October 17, 1929, is as follows:

Last year's Inaugural Dance was held at the Hotel Astor on October 18. A dinner for approximately eight hundred people was provided, followed by a dance with entertainment by stage stars.

On December 28, an afternoon dance was given on the twenty-sixth floor of the Paramount Building. Music was furnished by Jimmy Carol and his Orchestra, and entertainment by professional talent.

A Spring Dance was given at the Pennsylvania Hotel on the evening of April 23, 1929. We secured the services of the same orchestra which we had previously employed, and as well, were able to secure several high class entertainers.

The Annual Outing was held on Saturday, June 15, 1929, at Roton Point, Connecticut. The Steamer, City of Keansburg was charted for the day. Approximately eight hundred people attended the outing.

The plans for the Inaugural and Dance to be held at the Astor Hotel on Thursday, October 17, 1929, are well under way and it looks at the present time as if it would be very well attended.

In closing I wish to express my great appreciation of the assistance rendered me by the entire Committee, and the wonderful cooperation of yourself and Mr. Brown.

FINANCE
John E. McDermott, Chairman


The Finance Committee has closely supervised all Receivables and Disbursements. The books kept by our Treasurer were audited at various periods during the fiscal year and were found to be in very good shape. Our Committee were glad to help in handwriting and recording the sale of tickets for our successful Movie Ball which was held on February 9th, 1929.

Because of the enthusiasm and conscientious care given to all details by our popular Treasurer, Marion Cotes, our work was made a great pleasure and we feel honored in having had the opportunity to serve the past administration which accomplished so much for the Pep Club members.

MEMBERSHIP
Elmer R. Short, Chairman


(Continued on page 34)
COMMITTEE REPORTS

The Membership Committee begs to report its activities during the past year.
At the time of the new administration there were enrolled about 780 members, and during the year 120 of those were dropped from the rolls either through resignation or discontinuance of membership. However, your committee reports that up to date they have enrolled about 212 new members and have applications for 50 or 75 members who will be eligible to be voted on during the next month or two. This puts the roster of the club up to about 950 members.

Your Committee lent co-operation to the Entertainment Committee and the Athletic Committee. It also rendered assistance in connection with the recent group insurance.
It has indeed been a pleasure to serve under your leadership, and we wish to thank you for your advice and cooperation which at times enabled us to perform our duties.

THrift
Fred L. Metzler, Chairman
Members: Russell Holman, L. J. Ludwig

The activities of the Thrift Committee for the past year were limited because of the proposed plan announced some time ago to sell Paramount stock to employees. It appears that the completion of this plan will be realized under the administration of incoming officers of the Paramount Pep Club.
Recommendations were made to Pep Club Members to take advantage of this plan as and when it became a certainty.
Throuout the year the Thrift Committee also made recommendations to the Welfare Committee for the assistance of various employees in meeting certain financial obligations. Other recommendations were made to employees for short-term investments with a view of later participating in the Paramount stock plan.

F. L. Metzler

PUBLICITY
Charles E. McCarthy, Chairman
Members: Leon J. Bamberger, A. M. Botsford, Russell Holman

You have requested a report from me as Chairman of the Publicity Committee of the Paramount Pep Club for the year now drawing to a close.
The Committee had several meetings, and by a variety of means kept the name and activities of the Paramount Pep Club before the members and the public throughout the year.

PEP-O-GRAMS

RULES
John J. Wildberg, Chairman
Members: Leon Savell, Arthur Israel, Jr., Shirley W. Oldak.

I take pleasure in submitting a summary report of the work of the Rules Committee for the past club year.
One amendment to the by-laws was proposed, seconded, and adopted whereby the time of meetings was changed from 5 p.m. to the noon hour. This change has worked out wonderfully well as the splendid attendance at our noon meetings plus the eager co-operation of our executives in addressing the club at them has proven.
A proposed amendment to the constitution is, at present, under advisement, the proposed change being in the manner of elections. This will be reported on at the next meeting.
The Committee also handled the recent club elections. I wish to thank Mr. Savell, Mr. Israel and Miss Oldak on the Rules Committee and Mr. Richard Bennett and Mr. Jack Pindat, all of whom gave generously of their time in order to further the best interests of the club.
In closing this report, I want to take the opportunity as a club member to express my personal thanks to you for the manner in which you handled the club in all of its various phases. It has been a source of extreme pleasure to help out in such an able administration.

WELFARE
Dr. Emanuel Stern, Chairman
Members: Irene Sullivan, Fred L. Metzler.

The Welfare Committee of the Paramount Pep Club has functioned in its usual manner.
Of necessity, its work must be more or less confidential, but we feel quite justified in saying that we have been able to accomplish a good deal for individual members of the Club.

EMIL E. SHAUER COMES BACK FROM EUROPE
Emil E. Shauer, general manager of the foreign department, and Mrs. Shauer arrived in New York today after an extended vacation in Europe. With them was Robert Rosenthal of Basel, Switzerland, Paramount distributor for that territory, who will spend a few weeks in the United States studying the latest developments in sound pictures.

We are all sculptors. Honesty, thoroughness, loyalty are good tools.
—A. J. Michel

PAGE THIRTY-FOUR
PEP CLUB FORMED IN CHATTANOOGA

About two months ago, the employees of the Publix Tivoli Theatre, Chattanooga, Tenn., under the guidance of District Manager J. A. Koerpel and managers F. F. Smith, Tivoli; Paul Short, Rialto; J. L. Cartwright, State and Ed Shauf, Bonita, formed a social club and named it Publix Pep Club.

At meetings of the club, various operations of Publix theatres throughout the country are discussed by departmental heads. Projectionists lecture on sound and the use of the various signals that control volume. This is especially beneficial to the service department as it enables its members to come in closer contact with the actual problems that confront the projectionist. Inasmuch as all ushers are potential managers, this contact aids them immeasurably in acquiring the fundamentals of theatre management. The various managers give inspirational talks concerning the many phases of theatre operation.

Push hard and defeat difficulties or difficulties will over-ride you.
—Theodore C. Young

PERSONAL ITEMS

A party was given by Irene Scott's crew. Reason—Mary Levine's departure to get married. Mary's friends will probably be surprised to know that she will reside in Boston in the winter and Paris in the summer. Here's a chance, folks, those of you who plan to visit Europe next summer, to add another address to your list of "Americans in Paris." We, who know her, certainly shall miss her, as to know her was to love her.

Syd Newman is back in our midst again from the Long Island Studio, and it's certainly "Swell" to see her back. She is now in Mr. Bill Powers' office.

J. Albert Hirsch, associate editor of PUBLIX OPINION is going to Europe and will be replaced by Ned E. Williams, well known newspaperman.

Mr. W. R. Hecht was so engrossed in supervising the ballot casting, that he fell asleep and had to be awakened by Dan O'Neill, who also supervised.

Let Me Wish Pep-O-Grams Many Happy Returns on Their Anniversary.
—Stanley B. Waite
STRAIGHT FROM THE SHOULDER—
THE PAST PRESIDENTS SAY:

By EUGENE J. ZUKOR

One of my most poignant regrets as I boarded the “Olympic” late last month for this business visit to Europe was the fact that I would miss the October Inaugural Dinner and the installation of the new officers.

But as neither time, tide nor the expansion of our Paramount organization stand still for no man, I will, on the evening of October 17th, be present in person one side of the Atlantic Ocean while my heart and my thoughts will be on the other side. This fact is at once symbolic of not only the growth of Paramount and Publix, but also of the growth of the Paramount-Pep Club, which is itself the human interest symbol of the sentimental side of both those organizations. There was a time at the beginning of the Club’s history, where the movements of an individual could influence the Club’s policies and routine events, just as there was a time in the early days of Paramount, when the absence or the presence of one individual could make all the difference in the world.

But times have changed; both the Organization of the Company and the Organization of the Club have moved forward with giant strides. Neither has lost those priceless attributes of humanness and sentiment which have been their very foundation stones; neither has faltered in a steady progression to greater and finer things and both have grown to national and international proportions.

It is with this allusion that I pay my humble tribute to the Paramount Pep Club as it stands today, and to those men and women in its ranks who have participated in its upbuilding since that first memorable year of its inception. You have a great Club—the finest of its kind in the world—and my regret at not being present at the 1929 Inaugural Dinner is something which can never adequately be put into words.

By MELVILLE A. SHAUER

In this big world we usually look to the future for progress. But all progress to be secure must be tinted and tempered with the foundations of the past.

The outer structure must change to keep pace. Often the very walls of the past must be uprooted and changed to the finer and better texture of the new order of things.

The Pep Club organization of five years ago would not be adequate today. But the spirit that went into that organization is what made its growth possible, and sent it surging ahead to new and increasing triumphs.

And so, as one of your past presidents I would like to renew the tribute I paid during my term to the courage and sincerity of the Pepsters who carried the banner way back in the old days.

That hosts of them are still marching forward with us into THE NEW SHOW WORLD is evidence deluxe of the solidarity of Paramount; and proof conclusive that Pep Club’s ideals are the right ideals; and gilt edged security that all Pepsters are headed for new joys and new glories and new expressions of the old devotion.

By HARRY A. NADEL

My congratulations to President Frawley on an outstanding Pep Club year. Greetings to the President-elect, Eddie Brown.

And how different he is from all his predecessors. A president with a mustache! The first three presidents boasted of having become fathers of sons, while in office. Stilson’s partiality to suspenders was recognized with the presentation to him of a deluxe pair, on his retirement from office. McLoughlin brought to the high office of President his genius for moving—from 5th Avenue to the Paramount Building. Trottas is the happy father of four—or is it five young Trottas. Judge Frawley and conventions are synonymous. But, Eddie with his beautiful little waxed mustache. What a glorious future lies before him. My very best wishes to you, Ed.
READ THE WORDS OF OUR FORMER LEADERS—AND PRESENT GUIDES

By PALMER H. STILSON

The PARAMOUNT PEP CLUB should be defined as one of the most important departments in the Company's service. Undoubtedly Corporation officials consider it as such. Its departmental functions inculcate loyalty, love of work, assistance and cooperation, education of our associates, social intercourse and welfare. Who can say that these accomplishments are not of the most far reaching aid to our Corporation and treasured as such?

A competent stranger in need of employment approaches our gate and the club personnel at once places the new associate at ease and assists him or her to more readily assimilate our methods and thereby render creditable service in daily tasks. The period of probation passed, the new employee is honored with full membership with its many advantages, insurance protection, varied activities, fraternal feeling and friendship.

Pause and reflect on the manner in which all past club officials and chairmen have welded corporation and club policies to the undisputed good of all. Scan the company personnel and note how the club reflects its spirit in the rank and file of our manpower and womankind.

Yes, verily the club is a department of great worth. The corporation's work and future has not been betrayed, whereas, to the glory of us all, the landmarks and ideals of PARAMOUNT are in definite process of perpetuation.

By JOSEPH P. McLoughlin

On the eve of the inauguration of a new administration my hat is off to Mr. Frawley and his officers for instituting the most constructive measure yet made effective by the Club. The Group Insurance was truly a step in the right direction and much credit is due Dr. Stern and Mr. Frawley for the accomplishment.

Our new President is bringing into office the experience gained through eight years of active interest in club affairs. We have every reason to feel confident that his administration will carry the Club to even greater achievement.

Financially, there is much encouragement in the expectation that Eddie will do as well with the cash of the Club as he does with the cash of the Company.

By VINCENT TROTTA

When an editor enters an office at least a dozen times (being part of the tribulation of editorship) each time pleading for a Past President of the Club, it is pretty nearly certain that he is not kidding about the message.

So, since the last pleading I have raked my files for a message to the members of the Club, and all I am prompted to say is to have them read over my Inaugural Address which is on file at any morgue; also note the second paragraph of Washington's farewell to his troops; the third line of the sixth paragraph of the Constitution of the United States; the last paragraph of Abraham Lincoln's speech at Gettysberg; the fourth stanza of Dante's "Paradise Lost"; Bryan's appeal to reason at Dayton, Tennessee; and Mussolini's famous eulogy on Rome's Seventh Hill.

Add to the above one part Pep, two parts Vim, three parts Zip and Vigor and you will have everything that there is to say to the members for the Inaugural issue.

Furthermore, I would advise the Toastmaster at the banquet, whoever he may be, that should he be in need of an address he could begin where ex-Toastmaster Botsford left off at the last Inaugural Banquet, and for his text refer to Film Daily's article of September 25th, 1929; "Mr. and Mrs. Vincent Trotta of Flushing, L. I., are happy these days over birth of another son." For further information be it known that the babe was born on September 21st (the date of his mother's birthday) his name being Raymond Trotta.

Mother and father, in particular, are doing well.
THE PARAMOUNT TOWER

SOME VIEWS FROM THE LOFTY PEAK WHICH DOMINATES THE CROSS ROADS OF THE WORLD

Of course, most members of the Pep Club have visited the luxuriously furnished Observation Tower on top of this beautiful building which dominates the Cross-roads of the World.

However, just to recall the beautiful panorama to your minds we publish herewith two views made by Lew Nathan, Paramount Photographer.

Unfortunately, space forbids that we should reproduce all of Mr. Nathan’s scenes, which include the entire horizon. They are all as good as these two, and it was a difficult task to decide which ones to reproduce. It is our belief that these photos have never been printed before, which is quite a surprise, in view of the fact that their surpassing clarity gives one such an excellent picture of the vicinity. At any rate, Pep-O-Grams claims the honor of being the first to
make use of his work.

Looking North, one can see the lofty towers of the new Hudson River Bridge—the longest suspension bridge in the world—being erected. Over towards New Jersey, the meadows, protected by the lofty Palisades and the buildings of the Hudson waterfront towns, seem to stretch for miles. Even the skyscrapers of Newark and the Orange Mountains beyond, are visible on clear days. To the South, the observer can see distinctly the Statue of Liberty guarding the New York Harbor, as well as the northern part of Staten Island. To the East, one sees the busy waters of the East River, backed by the buildings of Brooklyn and Queens. Hell Gate Bridge is easily discovered, and part of the Long Island Sound beyond it.

Both wings of the Observation Tower are equipped with large telescopes which greatly increase the range of vision. Comfortable chairs are provided, as well as writing desks where visitors may send post cards to their friends.

Members of the Pep Club are entitled to free admission to the Tower. If you have not yet visited it, you should do so immediately, and to those who have already been there, we suggest another trip, because the skyline of New York seems to change every day.
YE OLDE PEP-O-GRAM ALMANACK

Warning—this Almanack is published a year late, but it is a great compliment to the genius of the compiler of this clear-visioned document that practically every item included in it has come true. The original treatise was written over a year ago but was only found a week before publication of this issue of Pep-O-Grams. Henry Gray found it one Thursday last week while bending over to adjust his Brighton supporter while handing a Brighton and Sea Beach commuter.

Oct. 1—Jim Speer will find a Bismarck cigar band next week while standing on the curb waiting for his wife to get through for the day in Macy's.

Oct. 16—Time to plant banana trees for scenery in them Jim Clark 24-sheets on the "Four Feathers" in the spring.

Oct. 18—G. B. J. (Judge for yourself or "who cares 'bout dat?") Frawley will be inducted as president of the Paramount Pep Club at a dinner this evening. Venus three points West.

Oct. 19—Armand Toussaint will receive the Order of the Chicken à la King if he is patient and gives the waiter a break.

Oct. 21—All committees of the Paramount Pep Club will be duly apportioned—with sound.

Oct. 22—The price of artichokes will be raised one cent per choke.

Oct. 25—Amos Botsford will be elected chairman of the Entertainment Committee, will express regrets; Russ Holman will be elected, will express comparative regrets; J. E. McDermott will be elected, will express superlatives. William McIlvain will be elected chairman of entertainment committee. Will take aholt.

Oct. 25—Mr. and Mrs. Len Cushing will announce a blessed event.

Oct. 26—Mariners take heed. It is fixin' for a blow. Rosoff's will dust off and revarnish all window trout and goldfish.

Oct. 27—Bernie Brooks will call Eddie Hollander "Mr. Shea."

Oct. 28—Bernie Brooks will walk to the New York Exchange under forced draft, having damaged gear in the mid-riff.

Oct. 31—A. J. Michel and Mrs. Michel will sail for Yurp.

Nov. 13—First Pep Club meeting will be held under President Frawley. This is the time to set late fall hens.

Nov. 16—Red Cross drive begins. Edward A. Brown, ex-president in charge, will break all records.

Nov. 24—Brooklyn, N. Y., bereft since the demise of Henry Ward Beecher, will at last see the light. Brooklyn Paramount will open this day.

Nov. 25—Rita Robinson, comely little gel from Tuxedo Park, will be that way about a certain gown in a certain window. Window will be on West 59th St. Rita will be on tenterhooks until Santa "b'ings me 'at cute ickie down from de cute ickie winnow."

Nov. 26—This is the day to plant green corn. In charred oak barrels.

Dec. 11—Jesse L. Lasky will tell Pep Club meeting plenty this day.

Dec. 14—Joe McLaughlin will be elected Chairman of the Board of Governors cum laude. Vincent Trotta will be elected vice chairman, cum over to my house to dinner, try an' get in.

Dec. 24—Helen Swayne will receive pneumatic knockwurst, by air mail.

Dec. 25—Christmas Day. Rita Robinson will get the "down" from "Tandy Claus."

Dec. 29—Pep Club party on 26th floor. Marie Dunn will be present. Party will be a jazz-mad panic-riot.

Dec. 31—Marie Dunn will adopt Hollywood diet.

Jan. 1—Resolutions in United States. Same thing, spelled with a "v" in Mexico and Central America.

Jan. 3—Whalen will wax powerful—mustaches.

Jan. 8—President Adolph Zukor will deliver momentous talk to Pep Club at its meeting this day.

Jan. 24—Larry Flynn will have appendix removed. Passenger agents of all railroads will send up prayers for recovery.

Jan. 25—B. & O. Railroad will make one bottled appendix part of permanent exhibit in Mt. Royal station, Baltimore.

Jan. 28—Helen Kane will dust off old elephant-huntin' hat in preparation to going to Paramount Puhl with Eddie Hollander.

Feb. 3—Len Daly will join Russ Holman battalion of Press Book sector.

Feb. 9—Park Avenue will be shaken by temblors of jealousy this day. Paramount Pep Club will stage annual Paramount Ball at Astor Ball Room. Helen Kane will get Len Daly that way about her.

March 5—Sam Katz will deliver famous speech to Pep Club, earning nick-name "The Publix Servant."

March 7—Budget Bowling Team, comprising Joe Doughney and Teddy Lenna will be victors in company tournament.
March 10—Katherine Kent will work on figures this day. One of them will be her own.

April 5—Jerry Novat will order vegetab’e dinner with jerked moss sandwich on whole wheat bread at Childs this noon, to prove he is appendicitis-conscious.

April 9—Elek J. Ludvigh secretary of Paramount Company will vociferate rousing address before Pep Club.

April 23—Pep Club will stage shenanigan at Hotel Pennsylvania, Bill MacIvain willing.

May 1—Signed photograph of Rudy Vallee will be offered by prominent member of Pep-O-Grams staff to girl who writes best original reason in 50 words, why she should get the prize.

May 2—Shortly after nine a. m. of this day Sara Sultner will receive signed Photo of Le Grand Trouper, M. Vallee.

May 2—Few minutes later 50,000 girls will apply to Dr. Stern for cure for the blues.

May 16—Cliff Lewis will hear the one about the Indian and his tent. Will repeat it to 12 other fellows, moving most of them to laughter.

May 27—Melvin Shauer will return this day from South America. All-talking, all-laughing, all-thrills.

June 6—Henry Gray, big strong, silent All-American tackle will have successfully tackled Salvation Army drive and will have shattered all existing records for donations before this day is done.

June 11—Foreign Legionnaires E. C. Shauer, Mel Shauer and G. C. Graham will spill a lot of inside dope about interesting things overseas at this day’s meeting of the Pep Club.

June 15—Roton Point, Conn., will lay down its rakes and hoes this day; being host to the Pep Club, a gang of folks from the city.

June 17—Al Deane, dean of 43d and Broadway house organ editors, will announce retirement from active editorship of Pep-O-Grams this bitter cold day.

June 21—Convention at which matters of great celluloid import will be discussed, will open in Atlantic City, N. J.

June 23—Vincent Trotta, artist of parts (human) will suffer localized astigmatism condition in the tibia this day.

July 4—Holiday. This day will be favorable under Scorpion to declare independence—if wife is away.

July 9—Ralph Kohn, purser than whom there is none purser, will say words of golden wisdom at Pep meeting today.

July 16—Knox Haddow will escort delegation of girls from Cincinnati Exchange through offices of the Paramount Building. Will survive ordeal and cat-calls.

July 17—Walt McIntosh will purchase ten cent cigar, beating former record by four cents.

July 29—Only two more days left in which to set out them cokey-nut trees for scenery in them there Jim Clark 24-sheets on “Byrd in the Antarctic, or, How Wide Can a Penguin Grin?”

Aug. 1—“The House That Shadows Built,” will be presented to Pep Club members.

Aug. 13—Edna Grady will break down and weep. Cold spell will interfere with suntan treatment.

Aug. 10—Sammy Cohen will fail to make effective wisecrack. Will be sent home by Dr. Stern.

Aug. 10—Judge Frawley will adopt meagre diet. Surplus of steaks will be reported by New York butchers.

Aug. 16—Hotel Astor will be invaded by joyous gang from some nearby building—maybe one of them there motion picture outfits.
PEEKS AT THE PEPPI
PURCHASERS

Let us see what the Purchasing Department is doing these days. We'll try to
crowd them all in the best we can. We'll
start off with

Mr. Nadel, who received a half-way decent
break by getting two weeks vacation, which
he surely did need.

Let us put a bug in your ear about Miss
Mengel. Don't ever try to kid her about
buying paper or any kind of stationery be-
cause it will be just too bad.

Mr. Cicero (pardon the mister)—he is
not a bad looking chap and he has a per-
fected figure. Why doesn't he give some of
the girls a break?

We suppose you have heard of Larry
Flynn. If not then they haven't done any
traveling. Well, here's the job he has—
Comes in the morning, opens his mail
(pardon me, the boy opens it), he looks it
over, then goes out to play golf and they
call him the Transportation Manager. Not
bad.

Bessie Goldsmith sure has personality, but
she can't eat that, so she has to work.

Alice Blunt lives home now after being at
Long Beach all summer, but Eddie
doesn't mind traveling.

Anna Riley doesn't like to be told she
looks nice in blue. It's getting so she can't
take a joke.

Mr. Lockwood, the new member of the
Purchasing Department is a very nice fel-
low, but Oh! That pipe!

We don't know much about Miss Blum,
only that she comes from Pittsburgh and
that is nothing to brag about.

Harold, Larry Flynn's assistant, is think-
ing of getting himself a ticket for the mad
house. Remember, Harold, don't get a
round trip.

Johnny Guilfoyle spent his vacation in
Troy looking for a good old-fashioned girl,
but no old-fashioned girl would trust him.

WOULD NOT A CAMP SITE BE
A GOOD CLUB INVESTMENT?
—W. J. PINEAU

"PEP" IS WHAT MAKES YOUR
CLUB AND PUBLIX. PARA-
MOUNT. CONGRATULATIONS!
—BORIS MORROS

DISCOVERED!

For years we have been trying to find
out why Zelda Pyne of the Publix Account-
ing Department had left the sunny shores of her
native home in St. Thom-
as, Virgin Islands, which
we have always pictured
as the land of romances,
to spend all her time in
the cold environments of
New York. Our spy-
ing reporters, who know
no discomfitures, have discovered the secret
of her happiness in living up North. We
have learned that "Trappers" are located
in the cold regions amid the ice and snow.
It may be cold up here but Zelda's smile
can always be relied upon to melt the cold-
est icebergs.

One Two Three Four Five Six Seven
Eight Nine Ten
—J. A. Clark

PUBLIX BOOKING DEPARTMENT

Joel Golden is now in Des Moines assisting
Ed. Berger. This is Joel's first trip
out of New York, which all goes to prove
that one doesn't have to "join the Navy
and see the world,"—join Publix instead.
This also applies to Joe Weinstein, "Joe
the well dressed man" who is now on big
business in Charlotte.

Much planning is going on about the
great event of the year—THE DINNER.
What table are you sitting at? Want to sit
at mine? Can I be at that table? These
exclamations can be heard at the least
excuse.

Vincent Doherty, formerly of Mr. Fraw-
ley's department, has joined the Publix ranks
as assistant to Mr. Victor Campbell. Victor
is now in charge of Jack Pindat's depart-
ment as well as his own.

Barbara Cohen, Mr. Hinchy's secretary,
has deserted us to go to California, which
is not such a bad place. However, every-
one was sorry to see Barbara leave as she
was very well liked.

Jeanne Friedman, the vampire of the de-
partment, has been up to her old tricks
again. That young lady has been to a
show every night for the past two weeks.

Not Nearly

A small boy came home and told his father
he was now second in his class, the top being
occupied by a girl.

"But, surely, John," said the father, "you're
not going to be beaten by a mere girl."

"Well, you see, father," replied John, "girls
are not nearly so mere as they used to be."
A RECORD MESSAGE
By
MELVILLE A. SHAUER

(Note: This message was spoken in Paris at four o'clock in the afternoon of September 3rd by Melville A. Shauer, a past president of the Paramount Pep Club. At one minute past four o'clock he heard a message played back to him on a special record and one minute later the record itself was speeding to Cherbourg to come across the Atlantic on one of the record breaking trips of the Bremen. In Mr. Shauer's own words this is one of the fastest messages of its kind ever to cross the Atlantic.)

Being too busy to write I am sending this message to you on the small record measuring three inches in diameter. As a past president of the Paramount Pep Club, you know my feelings and sentiments on such an occasion as this. I am for the Paramount Pep Club and its members now and always.

(Another note: The message was heard in the Paramount Building at the Crossroads of the World at 5:10 P.M. on Tuesday, September 10th.)

REAL ESTATE RAMBLERS
Fred V. Greene, Jr., has a great liking for corn on the cob and with corn now in season he is frequently heard requesting the waiter for the "oldest ear of corn you have." Whether or not this is bad for digestion remains for Doc Stern to enlighten us. However, for the present, the "oldest ear of corn" reigns supreme as the "dainty morsel" for Mr. Greene.

"Thar's gold in them thar hills," cried the aged prospector. "Yes, and how do you like my gold teeth," said Gertie Vollmer as she showed the inquiring reporter the newest addition.

Now that "Vally" Leppanen is one of the "married men," Real Estate has very few single male members left. At present we are wondering who will be next."

'Dick' Engel adores the wholesome type of girl. Is that why you lunch in the Times Restaurant, Dick?
The following poem is dedicated to a certain party in Real Estate:

The Golfer
When your stance is right and the ball you smite
Flies down the fairways far,
And you're out to win, and you won't give in
Until you've made it in Par.
The last hole done, and your game is won
To the club house in spirits reveling
It's a seventy-two and with your old clubs too.
Oh, boy! Ain't it a grand and glorious feeling.

THEY'RE GROWING LONGER
Anonymous
Where are the legs of yesteryear.
The stout legs and slim;
The brave display on a windy day,
That filled us with vigor and vim?

Where are the knees we used to cheer,
The bowed ones and the knocked;
The neat array and the slender spray,
The parade that thrilled and shocked?

Under the gauze and the net,
Waiting the judgment glim,
Fashion has hidden the stout;
Fashion has buried the slim.

And fashion kings laugh and gloat,
While Fannie Hurst weeps with woe.
The courting beau will no longer know
What makes his sweetheart float.

-------------------------------------------------------------------
I was not at last year's Inauguration
Dinner simply because—
—Albert Deane

My hat's off to a group of good fellows.
—Earl Wingart
THE PEPSTERS OF AUSTRALIA SEND A COO-EE

It is brought in person by JAMES A. SIX-SMITH, Secretary-Treasurer of the Australian Paramount Organization at present visiting Home Office.

Linked by the common bond of having had our Paramount-Pep Club founded the same year as your grand fellowship organization came into being, we literally do a kangaroo hop in springing to the invitation to greet you in this fashion on the occasion of the installation of your new officers.

We know, as past experience has so meritoriously proven, that the choices of your nominating committee have been wise and commendable, and that for the forthcoming year you will have an administration which will prove to be diligent, progressive and visionary. We know that this administration will be faced with all of the problems which come with a swiftly growing organization; and just as surely we know that the new officers you have elected will prove themselves equal to the task of having the Paramount-Pep Club keep pace by pace and step by step with that great unit of unified endeavor in which are incorporated the great names and reputations of Paramount and Pathé.

Across ten thousand miles of space we send this message to you in the keeping of one of our most beloved Paramounters. We know that he is going to have a marvelous time during his American visit in the Company's interests, and we know, more surely than words could possibly tell, that through his eyes and his voice we are going to know you all even better than we have done in the past.

—The Paramount-Pep Club of Sydney, Australia.

JOHN HAMMELL WRITES:

As the present administration draws to a close, the Club can look back with pride to the achievements which have been accomplished through the tireless efforts and capable abilities of its esteemed officers during the past year.

Paramount is ever climbing to newer and mightier successes. The spirit and loyalty manifested by the Paramount Club members is in a large way responsible. Keep up your efforts, boys and girls, and ever keep in mind that you are part of that vast organization on which the sun never sets—PARAMOUNT.

ENGLISH PARAMOUNTERS PRESENT IN SPIRIT

A Message from the Paramount Club Members in Great Britain to the Pepsters at the 1929 Inaugural Dinner.

Transmitted by O. V. TRAGGARDH

It is not so much the fact that the same ocean which beats right up to the foot of Forty-Fourth Street also beats up the Thames almost to our London office; it is not so much the fact that one may take hold of a telephone and for a not inconsiderable sum of money call you folks in New York; it is not so much these and many other things as it is the fact that we Paramounters of the London Head Office feel that we are bound to you by a sentiment as enduring as the ocean, as intangible as the air and as pleasant as the sunshine which we are reputed (erroneously, we might add) to see so little of over here.

The mere fact that we do not carry the word 'Pep' in our Club's name by no means implies that we are lacking in this priceless commodity. Perhaps it is because we have assumed that 'Paramount' and 'Pep' are synonymous that we have refrained from doing so. At all events we have it, and it sustains us in the multitudinous details of our tasks of presenting Paramount pictures to a vast and appreciative populace.

We have always gone on record in appreciation of the inspiration which we have received from you and your Club. But merely going on record in cold words of type is not the finest form of appreciation. We believe that the best appreciation of inspiration is in actual translation of inspiration into action. So henceforth, in our activities and our accomplishments you will see the actual guaranteed worth of all of the goodness which we see in the aims, deals and sentiments of the Paramount-Pep Club at the Crossroads of the World.

And this evening we are right across there with you all in spirit.

If It's a Paramount Picture It's the World's Best Show!

—J. H. Seidelman

REMEMBER THIS ALWAYS
He Who Misses the Best Is a Loser
Whether He Knows It or Not.

—David J. Chatkin

HEAR YE, HEAR YE—Have you heard the news! Laura Schauder of the Telephone Exchange is mighty proud to be called "Auntie" Laura, for a bouncing baby girl has arrived in the family and will be called Marguerite. We don't blame you, Laura, for being so happy.
SERVICE MANUAL
or
HOW TO PRODUCE PICTURES FOR THE FOREIGN MARKET
By O. R. Geyer
Manager Foreign Publicity and Advertising

Sometime ago, through the columns of this priceless medium for the storage and dispensation of PEP, this writer offered some gratuitous advice to those who would like service in the distribution end of the Foreign Department. It seems likely that there may be some Pipers who would prefer producing pictures for foreign distribution, hence the writer takes the liberty to offer a manual for the consideration of these would-be foreign producers. The line, of course, will form at the right, and it is requested that you avoid pushing and catch-as-catch-can tactics.

For your guidance we give herewith a few simple rules and regulations which will enable you to escape the pitfalls of those who fail to take into consideration not only the thirty-seven famous languages which Paramount now speaks but also the equally omnipresent thirty-seven varieties of censors;

Please remember that—

Pictures depicting royalty cannot be released in Japan.

That pictures which make light of the exalted position of royalty are persona non grata in England and other monarchial countries.

That Sweden is averse to torrid love scenes, crime and anything that might stain the youthful mind.

That, on the other hand, some of the Latin countries want the love-stuff only a flapper could love.

Down in Australia you mustn't show guns, knives, clubs and other criminally known instruments in action and that the love action must be soft and languorous and not too peppy.

That India and the Dutch East Indies frequently reject pictures in which there is shown conflict between races.

That comedy chases in which burlesque cops receive the worst of it are none too popular in many countries.

That the worst possible social form for an international producer is to show the nationals of other countries in a ridiculous and undignified light.

That Chile and a number of other countries want nothing that smacks of communism and revolution.

That Russia turns thumbs down on pictures depicting the gay and satisfactory life of the capitalistic class.

And South America wants pictures of big business and high society drama.

That errors in spelling and grammar in titles will often receive more than a frown from the censor of foreign language countries.

That aliens who speak a foreign language or who look as though they had emigrated recently are dangerous in the extreme.

Baseball and prohibition aren't understood and in some countries the latter type of story just about plumbs the depth of unavailability.

And elsewhere the flapper story is held highly dangerous to the morals of the young and innocent.

"We won the war" pictures will win the blue ticket from many censors.

The use of foreign titles and genuine names are often productive of damage suits, provided they get by the censor.

Revolutions, political upheavals and disrespect towards government and police officials do not build good will for the industry.

There, in brief, is about the whole story. You have your list of "Don'ts" and now it is possible to look around for the "can do" type of story. The woods, or filing cabinets, are full of this type. And they are so easy to produce! Simple, isn't it? Don't mention it! Glad to have been of assistance to you in breaking into the foreign field. Perhaps as a little gratuity for this freely offered advice from a "Kibitzer" you might include his name on the list for each and every "first night."

PRODUCTION HEADS GREET THE CLUB

By B. P. SCHULBERG
(General Manager of West-Coast Production)
Leadership in any field of commercial activity can be attained—and maintained—only through organization. The dominant position of Paramount and Publix in the field of motion picture production, distribution and exhibition has been achieved in a large measure by the wonderful spirit of our far-

(Continued on page 32)

By JAMES R. COWAN
(General Manager of Production, Long Island Studio)
In this New Show World era, new personalities are of vital importance.
The Long Island studio points with pride to the part it has played during the past year in supplying Paramount with new favorites.

(Continued on page 32)
"Neither Rain, Heat, nor Gloom of Night can stay—"  —Trotta

HERE AND THERE IN PUBLIX

The Publix Accounting Dep't was more than glad to see Walter Stokes at his desk after 2 weeks absence. He was greatly missed while away on account of illness.

We have a finished handball athlete in our midst, namely Scott Lett, head of the Statistical Dep't. Will you accept any challenges, Scott?

Rose Kirsch moved recently and is now residing in Tudor City. Living near the office must have its advantages, eh, Rose?

Mary Turner has a weakness for Italian weddings and we all wonder why.

A new hobby is in effect as Winnie Wynn of Mr. Glidden's Dep't, is acquiring toys from the 5 & 10c store and decorating her desk with them.

Ted DeBoer and Co-workers of the Ac- crual Dep't, now boast two new members namely Messrs. Rhino and Siegel.

Bernie Solomonick is becoming quite a personage lately. First he raises a mustache and now is smoking cigarettes in the office. He'll smoke cigars when he strikes oil he states.

Has anyone seen Isabelle (Toots) Foresman in her red hat and coat? Also the "Wolf" (Grey Fox) around her throat is past the biting stage.

We wonder how the old hermits Stanley and Zannit, manage to while away the dreary evenings.

Lady Luck smiled at Gulotti and he won the baseball pool. Cigar money—eh! Walter Rosenberg hugged a horseshoe and almost won low. Touch break, Walter.

Of course Mr. Keller has a brother in Philadelphia, but we wonder if it is brotherly love alone that draws him there so often.

Ed McGrane, a quiet young fellow, states that he had never been mentioned in the Pep-O-Grams. Eventually—Why not now?

George Sheppard at present is out on a business trip but hope that he will be back for the big affair.

In Afghanistan, Beluchistan, Honduras, and Sumatra they pronounce it Shah-vaht-yeah. —O. R. Geyer

that Football and Ethel are synonymous. Just ask her about Yale's schedule—!

We have it from authentic sources that Ida Diekmeyer has fallen in love and deeply. It is no passing fancy this time. You see, Ida has always been more or less on the verge of falling and now she has—and HOW! We can't tell you his name, but we can tell you that he is connected with the Rivoli Theatre. Leave it to Ida to keep it in the "family."

FIFTH FLOOR PHILOSOPHY

It seems that a certain young man of the Film Rental decided he might like to do some fishing one Sunday. Becoming more and more obsessed with the idea, this lad made extensive preparations for the event and on the Saturday night preceding the gala day, he was in readiness—BUT—sad to relate, an extremely unfortunate situation arose with the result that the would-be fisherman arrived too late Sunday A. M. to do any fishing. At least that's his story and he seems to be intent on sticking to it. Moral might be—"Early bird catches the fish!"

What with this one and that one contemplating marriage, the Film Rental Unit is an uncomfortable place for the remaining bachelors who are desperately trying to maintain their exclusive independence despite terrific odds. The latest one to take the fatal plunge is little Ida Levine, darling of the Film Rental. Ida seems happy, too—That's what weakens us—!

Helen Seesholtz, the Philadelphia Princess, threatens seriously to inflict severe bodily injury on one Larry Fischer if he does not desist in his attacks on her home town. “Always belittlin’” says Helen.

By the way, speaking of Larry, it might not be inopportune to mention that the youth has developed a mania for imitating screen celebrities. The other night, he regaled the crowd with a terrifying portrayal of Lon Chaney in his most gruesome characterizations. Larry has one of those plastic faces, if you get what we mean—!

Lillian Beecham, the lightning comptometrist, (is that the word?) hails from Brooklyn and makes no bones about shouting it from the housetops. That's NEWS!

Little Alfred Hertz startled the Film Rental Unit the other day when he made his appearance wearing a snappy pearl gray hat and a pair of gloves—Fashion Note. Of course, he wore a suit and—

Joe Hahn has been named the "White Flame of the Bronx." But then—Joe never did have any trouble in stamping his personality on any locality in which he happened to spend any time—!

Since Charlie Eich moved way out in the sticks, it is becoming increasingly difficult for him to get home nights—We might add, maliciously, maybe, but truthfully, that we do not think it is the distance that is responsible for this condition—!

Mae Burke, Film Rental's little personality girl, has announced her intention of joining a table at Inaugural Dinner, filled exclusively with girls. Maybe Mae will repent at the last minute and give the male of the species a break.

George Rogers, since his migration to the wilds of Long Island, has been kept quite busy on his new home. Oh yes, he is one of those 5:15 commuters about which you have read so much.

Ethel Langdon of the Payroll Unit is now in her glory. Why? Surely you must know
AN ACCOUNT OF THE EXCHANGE ACCOUNTING DEPARTMENT

After several hours of hard labor taking off an old set of cushioned typewriter keys which had glued themselves to the keys, ye gallant reporter, with the aid of that backwoodsman, Fred Schrader, will attempt to fill some space in this great annual issue.

We have found out from Aunt Mary Spitzer that her sister Sadie, well known throughout the Pep Club as a former member of the Board of Governors, was the proud mother of a bouncing baby girl last month.

Our new office boy, Kenneth Lawson, is a hustler, and a bright future is predicted for him.

Collegians Paul Broderick and Vincent Dougherty have left the department, with Paul made Chief Accountant of the Boston Exchange and Vincent transferred to the Public Booking Department. We must have our Collegians, so we wish to welcome into the department John Torpy from Fordham University and Ray Pippitt of the University of Kansas.

Our sheik, Richard Carroll, is wondering how he can invite a young lady to lunch with a dollar bill of the new small size variety.

It is great to see Arthur Dunne walking with his old time brisk stride. At one time we thought that he had what the baseball players term a "Charley Horse."

Margaret Banzer and Anne Berliner are two of the most enthusiastic rooters for the Daily News comic section.

We are wondering if our young golf addict, Meriam Isaacs is making any headway in bringing in a small score.

Since Fred Schrader has returned from his vacation the telephone keeps ringing for him every day. We hear that he made a number of conquests.

We guess we had better close shop before our sweet little stenographer, Nora Haran, comes in and throws us out of her seat as she is the busiest one in the department and hates to be prevented from working.

in Florida and insists it is not as hot down there as it has been in New York.

Mr. Jack Partington has been seen hobbling around with a cane these days. He sez a golf ball hit his leg.

Miss Ann Solomon has been wearing a lot of tan clothes recently and since she returned from her vacation, it is difficult to tell which is the clothes and which is Ann—they blend beautifully.

Miss Jean Schwenger vacationed at Club Arcady.

Always, let us give Adolph Zukor an even break!

—Benj. H. Serkowich
OVERHEARD

Bert Adler—“Gentlemen prefer blondes, but I prefer brunettes.” (Anyway Bert, we admire your taste.)

Jack Bokser—“Hello—who? That’s my cousin on the wire—Nice kid.” (Ever hear that before?)

K. Brigham—“I haven’t read a good book in fourteen years.”

Mae Corkery—“When I complete the course of Miller System of Correct English.” (Whom are you going to show up?)

Cecelia Diver—“It’s too bad the Film Rental Department moved to the fifth floor.” (We’re sorry too.)

Jeanette Finnegan—“As soon as I become a member of the Pep Club.” (What will you do, Jean?)

Nick Herrmann—“When I enter the room my boy (three months old) recognizes me immediately, and says ‘Daddy’.”

Belle Iskowitz—“If I can’t have my lunch with ‘Honey,’ I won’t eat.” (“Honey” is Hannah Kasten’s nick-name.)

Ruth Johnson—“It really isn’t stylish to be slim.” (That’s why we’re dieting to get plump—don’t tell anyone.)

Maxine Kessler—“Spare my Life.” “It’s Henry Gray’s fault that I wrote this column.”

Joe Lewandos—“The last golf tournament held at etc. etc.” (Golf is Joe’s middle name.)

Zelda Pyne—“I’ll never forget that trip to Atlantic City.” (Neither will we, Zelda.)

Lillian Soskel—“Guess I’ll have to go on that eighteen day diet.”

Mildred Stobie—“You’re color-blind.” My hair is not auburn.

Mildred Tormay—“That was some sale.” (Why do you tell us when they’re all sold out?)

Al Webb—“Now that Winter is approaching, I’ll sure miss the Lake.”

GUS GRIST SUCCUMBS IN FIRST ROUND

After watching several of the recent tournaments at Forest Hills and weary of waiting for a challenge from some Paramount, Gus Grist was encouraged to enter a round-robin tournament in his home town—Mount Vernon, N. Y.

Gus was just unlucky enough to be matched against one of the cleverest entries in the tournament and failed to survive the first round. However, Gus had the satisfaction of making his opponent play the third set in order to win honors; the scores being 4–6, 6–0, 0–6.

The elimination of Gus from this tournament made it an excellent talking topic for several of his friends who kidded and jibed him unmercifully. Knowing their remarks were all in good faith, Gus let them have their way and knew within the confines of his own self that he could give his tormentors a sound thrashing on anybody’s tennis court.

GUS GRIST SUCCUMBS IN FIRST ROUND

After watching several of the recent tournaments at Forest Hills and weary of waiting for a challenge from some Paramounteer, Gus Grist was encouraged to enter a round-robin tournament in his home town—Mount Vernon, N. Y.

Gus was just unlucky enough to be matched against one of the cleverest entries in the tournament and failed to survive the first round. However, Gus had the satisfaction of making his opponent play the third set in order to win honors; the scores being 4–6, 6–0, 0–6.

The elimination of Gus from this tournament made it an excellent talking topic for several of his friends who kidded and jibed him unmercifully. Knowing their remarks were all in good faith, Gus let them have their way and knew within the confines of his own self that he could give his tormentors a sound thrashing on anybody’s tennis court.

REFERRING TO OUR FILES

Publix Filing Department boasts of two new members, Genevieve Tromba and Anne Farrell. Welcome to our Pep Club, girls. Paying Marian Herbert, our charming red headed Pep girl!

She has a small picture of him in her purse.

She has a large picture of him on her vanity table.

He calls her in the morning—

He takes her to lunch

And—they see each other seven nights a week.

Oh, Herbie aint it a grand and glorious feeling.

Don’t you just love that school-marm look that Pearl Schnur can give in those new glasses.

Gee it sure is tough on poor Margie Stolfi. You see it’s this way—when a flapper like Marge has three boy friends she just can’t make up her mind whether it’s going to be Sal, Joe or Michael.

Katherine Murphy has just returned from Bermuda and oh boy, you should hear the stories she can tell about the moonlight nights down there.

Long Island has become very thickly populated since Helen Mayer became one of its most ardent commuters.

Alice Deegan, she of the swanky new hair comb, has suddenly developed a soft spot in her heart for someone. Come on Al—tell us who the sheik is that has made you forget all about the big red haired cowboy.

A lot of boys in the Pep Club have recently found out that they need medical attention. The reason is that Miriam Opferman has left her employ to become a trained nurse.

If there’s a steamer going there we’ll get it there. —Palmer Hall Stilson

PEPSTER FINGERLIN SAYS—

The Long Island studio and the Paramount Pep Club celebrate joint birthdays at this time. Both have every reason to be proud of the past year, and the studio extends its heartiest congratulations to the club. May 1929–30 be an even more successful season for both.

JOHN W. FINGERLIN
Executive Manager,
Long Island Studio
ROSTER

OF

MEMBERS
QUOTATIONS

Real friendship is the test of sincerity—Ida Alpert.

Every member of the Pep Club is a link of the wonderful Paramount-Publix Organization—M. C. Hughes.

Ambition—without it you are lost—Evelyn M. O'Connell.

Loyalty—A Paramount-Publix byword—I believe in it—T. C. Young.

Earnestness in tackling daily problems is half the battle—M. Cotter.

Serving one’s employer loyally means success—Elizabeth Dohn.

The watch word is efficiency and attention to details—Theo. Schreiner.

Always co-operate and success will follow—William Lawrence.

Take your time and do the job right—Edwin F. Jones.

Every person’s aim should be to do his work just a little better than anyone else could do it—Fred V. Greene, Jr.

ATTENTION, MR. DOUGHNEY!

Is there going to be an inter-departmental bowling league this year? When looking around for applicants, please have in mind the names of Earl Long, George Planek and Kenneth Long. Yes, these men will represent the Publix Advertising Department and true to tradition, they will see that their department is graded at or near the top.

PRODUCTION HEADS GREET CLUB
(Continued)

By B. P. Schulberg

flung organizations. For the furtherance of this spirit, the Paramount Pep Club deserves the commendation of every man and woman in the Paramount and Publix fold.

By James R. Cowan

Because of this studio’s proximity to the Broadway stage, the plant has served as a testing ground for new talent and the connecting door between the stage and screen through which have passed such new film personalities as Jeanne Eagels, Charles Ruggles, Helen Morgan, Dennis King, Lillian Roth, Walter Huston, Claudette Colbert, Helen Kane, the Four Marx Brothers, and many others.

PUBLIXITIES

We wonder if someone bequeathed a fortune to Ruth Mickels. She’s been displaying costly new dresses every day, and we’re getting curious. Give us the dope, Ruth.

Talk about your pretty blondes. Take a peep at Flo Liljequist, the Publix Analysis representative of the type men leave home for. We assure you complete satisfaction.

Here’s a break for Publix Booking Managers. Miss Gussie Simon, Song & Dance Girl of this department is free at this particular time to consider proposals on the Publix Circuit. Opportunity knocks but once.

Another future star is Miss Anne Burns of the same department who will prove to be another operatic development. We feel highly honored with her addition to our department.

Cecilia Haimen’s associates have another reason for their impatience concerning the annual dinner. They wish to determine whether Cecelia can substitute her claims about the boy friend. Her description of him is enough to arouse an unrestrainable emotion in any feminine heart.

Adelaide Coombs’ new hobby of walking to work for her newly acquired schoolgirl complexion.

Hannah Kaston absolutely insists on being called “Honey.” Very congenial of her, but we wonder what will happen when she meets a serious boy?

We wonder how Winnie Winston is enjoying her vacation.

Belle Issawitz a new member of Mr. Joe Plunkett’s “Elliott Fischers” has quickly found her way into our hearts. Sweet girl, Belle.

Mildred Stobbi being a modern American girl has taken unto herself a new hobby—that of collecting French perfume.

Rodney Bush, after a sojourn among the newly acquired Publix theatres in the middle West had only been back a few days when one of the theatre managers ‘out there’ telegraphs him in care of the Expedition Department. This young manager evidently has the opinion that Rodney’s job is one long trip after another.

Teddy Ferro, after his trip to Paris this summer, has never seemed to have gotten back his old pep and vitality. It’s a good thing Ted didn’t spend more than a week in the gay French city.

Whatever you think about Paris, it is not true.

—Eddie Ugast
TYPE SKETCH
(Being an Impression of Male Pep Club Members in the Composite)

He lives in New Jersey, but has never visited Hoboken. He's heard the town mentioned though—by vodvil comics.

He goes to movies produced by the opposition only after a losing battle with his sweetie. He makes nasty cracks about them while seated in the theatre.

He thinks his department is the backbone outfit of the entire Paramount organization.

He knows that Aldine may also be the name of a man who works in the foreign department.

He is jealous of Rudy Vallee. He has told a number of people he likes Rudy's brother, Lehigh.

He always says "Yes, that looks okay" when the barber holds up a mirror to exhibit the completed hair-cut. But inwardly he thinks it is terrible. However, he gives the barber the usual 20 cent tip, fearing that a lesser emolument might show him up as a piker.

He thinks there ought to be more pictures like "The Love Parade." The adjective "swell" is the most significant descriptive word in his vocabulary.

His stock retort is "Ch Yeah!" It may convey indignation, surprise, alarm, apprehension, approval, disgust, sarcasm or perplexity. It is followed, during an argument, with, "Well, get a load of this, then."

He eats breakfast in Walgreen's at 8:45 every week-day morning, dining on one doughnut, devoted with the aid of a fork, and one cup of coffee. The twenty or more nickels and dimes which the counter man has craftily placed in full view on the shelf fails to force him to cough up a tip. In fact the audacity of the gag hardens his pocket nerve.

For lunch he doesn't like boiled cod-fish with fried onions, soda and a sandwich, Schrafft's, Child's, or rolls with caraway seeds on them. But he does like Rosoff's, boiled salmon with Hollandaise sauce, The Japanese Tea room on the North side of 47th Street just east of Sixth Avenue, Eddie Hollander, cauliflower au gratin, mutton chops at the Bristol Hotel grill, tooth-pick privileges after leaving the table, Jerry Novat's puns and Al Adam's squawks to the waiters.

He has concocted a swell plot for a moving picture but doesn't know whether to write it first as a novel and then sell the picture rights, or whether to launch boldly into the dialog script for film production direct.

He knows a little bit of Greek—"Ti Kanis?" "Polis Kala"; of Italian—"Buon Giorno," "Gratia"; of Spanish—"No se permit fumar aqui." "Habla Vd. la lengua Espagnole?" Yiddish—"Lundsmann," "Schnozzle"; German—"Gotterdammerung"; Latin—"Nox humida caelo praecipitat; suadentque cadentia sidera somnos"; Irish—"Bhouchalon Bwee," "MacMorna Sleidh"; United States—"Ja go t' the opening? Swell fillum, oughta do big biz; slayed 'em; it's oke for the heavy dough."

He likes to go to Jimmie's on payday evening.

He wrote this piece.

MEET THE FOLKS
Pepsters: Here is Earl Wingart, recently appointed head of Paramount's Publicity Department. Earl is no stranger to many Paramounteers, inasmuch as he was formerly connected with the Long Island Studio. However, this is his first experience working in the Home Office.

It is the business of Mr. Wingart and his assistants to tell the world all about Paramount Stars and their pictures. Consequently when you see a publicity stunt getting attention from the theatre-going public, you can be sure that Earl and his bunch of assistants have been on the job.

Welcome to the Club, Mr. Wingart—we feel certain you will like your surroundings in the Home Office.

ROLL OF MEMBERS
(Continued)

Wetzler, Dorothy
Wiegandt, Isidore
Weiber, Fred
Weiderhorn, Ben
Weinbl, C. Rose N.
Weinberg, Sophie M.
Weinstein, Joseph
Weiss, Paul
Weiss, Rudolph
Weissman, Arthur
Weissman, Frieda
Weisb, E. Miriam
Weisler, George
Whalen, Elizabeth C.
White, Lucille
White, Rose B.
Whiting, Sanford P.
Wielhake, Gertrude
Wilder, J. F.
Wulff, Frederick S.
Winston, Helen
Winters, Evelyn
Wittmore, Chas. D.
Wood, Pauline E.
Wolfe, Ida
Wolf, Elise M.
Wool, Morris
Wood, Joseph R.
Wood, Kathleen
Wright, Harold
Wright, Harry J.
Wynn, Margaret K.
Yagel, Eleanor
Young, Theodore C.
Zammit, Joseph
Zernter, E. C.
Zukor, Adolph
Zukor, Eugene J.
A WEST COAST MESSAGE
By M. C. LEVEE
Executive Manager, Paramount's West Coast Studios

I am a newcomer in the Paramount organization, but I have heard about Paramount pep and Paramount spirit constantly in the past.

May I take this opportunity to extend to you my greetings and hopes that I will be with Paramount for many years to come and that someday I may be personally acquainted with each and every member of the Clan of Good Fellows.

Don't lose that pep, you of the Pep Club!

Publix Inquiring Reporter Finds:

That Estelle Jacobs is reputed for her most peculiar sneeze.

That Innis Atwell has a reputation for infallibility.

That Charlie Iacona never spoke of his numerous love affairs until he met Nina, and that he has never been the same ever since.

That Jeanne Briggs has the sweetest disposition.

That Larry O'Neil is contemplating marriage but is in no hurry about it.

That Martha Miller has a force of magnetic attraction.

That Philip Shenker is rapidly becoming a finished dancer.

That Elsie Steinihilber's Wednesday night dates appear to have a tinge of cupidity.

That Al Brenia is credited with the most telephone calls from the feminine sex.

Pioneers Possessing PEP Plus Performance Positively Put PARAMOUNT Preeminent Permanently.

—L. J. Cushing

In Guatemala's jungles my Pep Club card conciliated murderous Indians.

—John B. Nathan

NOT TOGETHER!

But, usher these seats aren't together.
No ma'am they're not together.
But my husband got them together... Fancy not having seats together.
They're not together.
Charlie... now, where is he? Charlie, these seats aren't together.
Aren't together? Why aren't they together?

Because you didn't get them together.
Imagine that box office man giving us seats that aren't together.
Why aren't these seats together, usher?
They're not together, sir, that's all.
Charlie, you march right out and tell that box-office man we want seats together.

Maybe he hasn't seats together.
Of course he has seats together. It's ridiculous. Imagine not having seats together.

I don't think there are anymore seats together, dear?

Well, we'll get them together. You get those seats together or get your money back. Fancy you letting them give you seats that weren't together.
What's that? You didn't pay for them. You had a pass. Don't you ever speak to me again......

HEALTH INDICATOR

It seems to our way of thinking that the Stenographic Department, under the able managemship of Lenora Korenstein, is one of the handiest indicators of the healthiness of the Home Office organization. When this staff is at full strength, it means that there are practically no absentees among the ranks of the stenographers throughout the building's many offices. But when it is depleted (and it has been reduced to one member), then it means that from all quarters have come calls for stenographers to replace, temporarily, those away ill.

EXPOSED!

Just as an excuse in insert Bob Moriarity's picture, we hasten to remove the cloak of anonymity from the "Type Sketch" which is printed on page fifty-one.

As a member of Russ Holman's staff of pugnacious press sheet pushers, Bob is a perpetual portrayal of Paramount Pep.
SCRAPS FROM THE FOREIGN LEGION

By Pro Bono Paramount

The Tenth floor of the Paramount Building is truly assuming a foreign atmosphere these days due to the grand influx of foreign artists either seeking work from, or being engaged by, the Foreign Production Department. Between lectures on the jungles of Guatemala and dissertations on the Panama Canal, John B. Nathan is having a grand time interviewing the blondes from Czechoslovakia and the brunettes from Nicaragua ... R. M. Dick Blumenthal's return from Paris is pretty nearly the biggest event since Lindbergh came back from the same city.

But as yet Dick has not met the United States Ambassador to Mexico. While we are on the subject of the City on the Seine we ought to mention the fact that Eddie Ugast has secured one of the snuggest little apartments in Paris as his home while on the Continent. Its location is not being broadcast ... George Wettner returned some weeks ago from a fishing trip to Canada. Golf was interspersed on an attractive ninehole course. Ananias would have been twice as renowned but for the fact that golf was not played in his day. Never in all history has sunburn been more popular than during Nineteen Twenty-nine. The two foreign Jerrys—Goldsmith and Sussman—are dark disciples of the new cult of sun-worship ... O. R. Geyer has been receiving a stack of congratulations for his forceful delineations of the size and scope of the foreign department in his articles in the Paramount-Publix issue of "Variety" ... J. H. Seidelman, true to the foreign department's aims of penetrating into little-known countries, betook himself off into the woods of New Hampshire for a vacation when September seemed all set to be the Foreign Legion's greatest month to date ... And of course there was a grand roll-up to greet the Foreign Legion's Leader when the stout ship Aquitania brought Mr. and Mrs. Shauer back from Europe several weeks ago.

9th FLOOR REAR

Jack Partington has just returned from a vacation in Bermuda and from the way he has "raved" over the land of the Onions, it must be SOME PLACE! Samuel Shayon of Mr. Dembow's office, has a birthday falling on October 17th, the night of our Installation Dinner. This will also be celebrated by birthday anniversaries by Al Stobbi of the Music Department, and Ray Whelan of Mr. Shannon's staff.

Mr. I. M. Halperin was seen with a cane—why???

Mr. K. K. Hansen shaved himself the other day and as a result is sporting a deep gash.

Marion Roth is certainly losing weight. Do tell the rest of us, Marion, as you seem to be able to get results without the 18 day diet. How do you do it?

TYPE SKETCH

(Being an Impression of Female Members in the Composite)

She's an awfully nice girl—but she commutes.

She loves to come to work—to swap stories with her girl friends on the events of the night before.

She eats lunch at Schrafft's because the portions are so small it gives her plenty of time to "shop around," bringing back the "swellest" step-ins and the "cutest" gloves.

She dotes on candy in the middle of the afternoon because it makes her so popular with the boys when she passes it around. "Oh, I always give it away." "Who said I was stingy?" "He's a swell fella. You never gave me anything."

She's a hard worker, rushes through her work so she can spend the balance of the afternoon visiting her friends in other offices. In this instance she's known as "a pain in the neck."

She learns everybody's job because it's very intellectual to have something else to talk about.

She reads everything and is never at a loss for comment when someone mentions Ben Hecht, James Oliver Curwood or James Branch Cabel. She likes her novels realistic like her moving pictures—John Gilbert and "The Bridge of San Luis Rey." "It's so sweet, I thought I was going to die when he kissed her."

She is a voracious theatre patron—one show a night and supper at Childs. But she has to leave early to catch the last train. Too bad she commutes.

She isn't married but—well you never can tell. The telephone rings three or four times daily and keeps everybody in an uproar. "That must be for me." "Well it's about time you called." "Give me a ring tonight and I'll let you know."

She eats onions—just before she goes to bed.

She objects to elevator operators who can't remember at what floor she gets off.

She takes frequent vacations and wonders if everybody has missed her while she was away.

She knows everything that's happening in the entire organization so probably knows who wrote this.

She really is a nice girl, even if she does commute.
ACKNOWLEDGMENT

As a parting editorial gesture, we wish to extend our thanks and deepest appreciation to certain members of the Pep Club, who have been largely instrumental in preparing this Anniversary Issue of Pep-O-Grams.

We realize, of course, that this tribute should really be placed at the very front of the magazine, but we think it a sort of poetic justice that it should be placed here, inasmuch as we would have been unable to reach this last page of the book without their assistance.

We present herewith, Henry Gray, dean of our peppy bunch of reporters. Henry has taken quite a bit of good-natured kidding in this volume, but we want everybody to understand that when it comes to gathering news, there is no one in the organization who can hold a candle to him. Thanks, Henry—the enemy was seen and conquered.

Russell Holman's gift to the girls of the Pep Club—that's what we call Len Daly, but aside from being so pleasant and congenial to have around, Len is the gentleman who supplied the comic relief for Pep-O-Grams during the last six months. Of course everybody knows that Len is guilty of that last blast of super-dynamic humor entitled "Film Up Again," but many other little comical squibs have come from Len's rapid-fire type-writer. Thank you too, Len.

Of course, our Reportorial Staff deserves more than a word of mention. We hope they won't take those little ditties on Page 30 too seriously, because we really appreciate the efforts they made.

And where would Pep-O-Grams be without the Art Department? We know that Vincent Trotta often felt like throwing us out of his window, and he would have been entirely justified in doing so. However, Vinc managed to retain his self-control, and at the same time, came through for us in a noble fashion. His assistants, Miss Lillian Stevens, George Dublin, Charles A. Ross, Saul Schiavone, and Charles Strobel, spent a good deal of precious time working on designs and lay-outs for the magazine. We think they did an excellent job, and we want them to know that the Club, as well as the staff, appreciates their work.

And here we have Lew Nathan, wizard of the lens and one of the best photographers in the business. Most of the pictures used in Pep-O-Grams are Lew's work. We have all been urged at various times to "co-operate," but Lew needed no such advice—it's his middle name. Thank you, Mr. Nathan; we will not bother you any more now—that's up to the next editor.

John Cicero—one of Frank Meyer's assistants—for help in ordering myriads of cuts really ought to have his picture in here. But he's so bashful he would not give us one. John is another one of those who could have thrown us out of the window without raising even a lifted eyebrow from Mr. Grover Whalen. Verdict: justifiable homicide. But he didn't, and we appreciate that almost as much as the trouble he took to see that the Club got really good cuts.