CONGRATULATIONS ON JOB WELL DONE

CARL LAEMMLE, JR.,
APPRECIATION DRIVE!

New York Winning Branch; Kelly of Boston Wins $500; Baker of Detroit, $300; Engle, Philadelphia, $200

Here's the good news at last. Good for the winners...not so good for the losers...but it was a grand fight and even the losers may feel gratified in that they turned in a great job even if they didn't win a material prize.

Yes...the WEST WON...For the first time in...well, anyway a good, long time. E.T. Gomersall and his Western Wonders just basted things wide open and walked away with the honors.

However...not all honors went to the West. Leo Abrams put over Big U for the leading exchange prize of a week's extra salary to every employee and "Bill" Kelly of Boston romped home with first money for having the highest standing among the salesmen. Leo Abrams also gets $500 cash.

The Carl Laemmle, Jr., Appreciation Drive was full of sensational features. It was a fight to the finish all the way to the tape. The REAL FIGHT was between NEW YORK and NEW HAVEN for first place...and what a battle that was! If New Haven had...but it's too late for the IFS...anyway, what's the use?...But the fact of the matter is that scarcely two whole points separated these two offices as they raced up the home stretch to the finish line. Neck-and-Neck in the stretch...then nose-to-nose at the finish...and N.Y. won by a sneeze, so to speak.

William Kelly, Bost., outstanding salesman, won $500. Wm. Baker of Detroit, 2nd, $300. Joe Engel, Phila., 3rd, $200. Other leading salesmen who won $100 each were: Harry Furst, N.Y.; Lou Patz, Des Moines; Joe Krenitz, Cleve.; Joseph Huff, San Francisco; William Shartin, Minn.

Beautiful watches were won by the 5 leading men in each division. They were G. C. Craddock, Seattle; Ben Eisenberg, Chi.; J. F. Camp, Milwaukee; H. H. Wineberg, Los Ang.; W. S. Quade, Okla. City; Wm. Winnick, N. Y.; H. Young, Cleve.; Ben Price, N. Y.; J. Davis, Boston; Jules Liggett, N. Y.

E. T. Gomersall, Western Sales Manager, won the surprise prize, a jewel-studded watch. William Heineman also won a watch as leading District Manager.
TO MAKE MARCH 4th, 1933,
LAEMMLE RED LETTER DAY

Universal Salesmen Plan Giving 'U' Chief On That Day
The Best News He Has Ever Received

The Universal Sales department has decided to make March 4th, 1933, a RED LETTER DAY in the life of Carl Laemmle, because on that day a volume of played-and-paid business for the two-months' period ending on that date will prove to him conclusively that the salesmen and entire field organization has also declared a "new deal"... a deal whereby UNIVERSAL is to get its just and deserved share of national office returns.

Each branch that shows creditable achievement in the Anniversary Celebration will receive a few days before March 4th, a Huge, Red envelope, addressed to Mr. Laemmle. This will contain one in the Salesmen's Business Charts which have been forwarded to each exchange.

Branches that do not show a creditable total of business for the drive will also send their totals to Mr. Laemmle... but not in a nice red envelope. These figures are going in a dreary, blue envelope.

There should be NO BLUE ENVELOPES. There must not be. Branches that try hard enough will be able to make a showing which will entitle them to contribute to the happiness of Mr. Laemmle's big Red Letter day.

ABOUT THOSE CHARTS!
A word about those business charts! They were provided for the salesmen to use in obtaining more dates. The charts were originally intended for the salesmen's use only that part of the drive between January 15 and 28, which was essential to the sale and development of the drive. In our case the entire drive will be forwarded together with additional daily-work fillers. The daily fillers are to be kept in the secret cover, until the end of the drive in March when they will be forwarded to Mr. Laemmle in a RED or BLUE envelope... and IT MUST BE A RED ONE.

Coming 'U' Releases Best Of Season's Product

Universal's big guns are loaded with a powerful charge. With a salvo of four big pictures at one time there will be a report that will be heard throughout the industry... that will shake old man Depression's front teeth out.

There is real cause for excitement. Reliable, man-to-man information has just come in on NAGANA, DESTINATION UNKNOWN, THE BIG CAGE and PRIVATE JONES. Read every word about these new releases elsewhere on this page... read it and let it sink in. For what is said there, I assure you, is man-to-man facts. You do not have to discount one word of it.

I know how hard you are working to get in dates... but you must not neglect to concentrate on your unsold product. Unless you do this all of the splendid and praiseworthy work you did on the Carl Laemmle Jr. Appreciation drive will be negated. THIS MUST NOT HAPPEN.

Mr. Laemmle is checking carefully on the sales efforts at this time and I sincerely hope that every man in the sales organization will show an immediate improvement in daily and weekly business. YOU MUST CLOSE THOSE DEALS NOW!
FINAL STANDINGS LAEMMLE, JR. APPRECIATION DRIVE

«THE LEADERS»

E. T. (Peck) Gomersall and Leo Abrams ... two men whose work stood out in bold results in the Carl Laemmle, Jr., Appreciation Drive ... Mr. Gomersall led his western division to a victory, the first time West has beaten East for many years ... and Leo Abrams made it possible for his employees to get a week's extra salary.

E. T. GOMERSALL

LEO ABRAMS

STANDINGS—BY DIV. MANAGERS

1. W. J. HEINEMAN
2. H. GRAHAM
3. D. MILLER
4. W. RICHARDSON
5. C. HAGUE

STANDINGS—BY EXCHANGES

1. NEW YORK
2. Boston
3. Chicago
4. Milwaukee
5. Buffalo
6. Providence
7. Cleveland
8. San Francisco
9. Los Angeles
10. Detroit
11. Seattle
12. Indianapolis
13. Chicago
14. St. Louis
15. Oklahoma City
16. Philadelphia
17. Pittsburgh
18. Sioux Falls
19. Buffalo
20. Vancouver
21. Minneapolis
22. Denver
23. Des Moines
24. Kansas City
25. New Orleans
26. Albany
27. Cincinnati
28. Washington
29. Charlotte
30. Omaha
31. Memphis
32. Salt Lake City
33. Atlanta
34. Toronto
35. Winnipeg
36. Calgary
37. St. John
38. Montreal

STANDINGS BY SALESMAEN

1. W. KELLY, BOSTON ............................ $500.
2. W. BAKER, DETROIT ...................... 300.
3. JOE ENGEL, PHILADELPHIA ............. 200.
4. H. FURST, NEW YORK ..................... 100.
5. L. PATZ, DES MOINES ..................... 100.
6. L. KRENITZ, CLEVELAND ................. 100.
7. J. HUFF, SAN FRANCISCO ............... 100.
8. W. SHARTIN, MINNEAPOLIS .............. 100.

9. C. Cradock .............. Seattle
10. B. Eisenberg .......... Chicago
12. B. Price ............. New York
13. H. Wineberg ....... Los Angeles
15. J. Camp .......... Milwaukee
16. H. Young .......... Cleveland
17. W. Quade .......... Oklahoma City
18. J. Davis .......... Boston
20. A. Frey .......... Los Angeles
21. A. Adamson .......... Portland
22. H. Fields .......... Los Angeles
23. M. Morgan .......... Milwaukee
24. J. Leisy .......... Cleveland
25. L. D. Latzer .......... Dallas
26. H. Hynes .......... St. Louis
27. J. H. Latzer .......... Dallas
28. H. Hull .......... Indianapolis
29. T. Meyers .......... Chicago
30. J. Withers .......... Buffalo
31. L. Hoss .......... Denver
32. D. Barnholtz .......... Pittsburgh
33. J. Erickson .......... San Francisco
34. O. Siegel .......... Buffalo
35. B. Gibson .......... Dallas
36. E. Block .......... Kansas City
37. W. Feldstein .......... Detroit
38. A. Bloom .......... Seattle
39. T. Wildman .......... Kansas City

68. W. Withers .......... Seattle
69. F. Duffy .......... Albany
70. J. Levine .......... Philadelphia
71. H. Konnis .......... Boston
72. C. Weil .......... Alhany
73. A. Sipe .......... Memphis
74. C. Wade .......... Salt Lake
75. C. Alexander ............. Charlotte
76. G. Bradford .......... St. Louis
77. P. Bryan .......... Oklahoma
78. F. Vaughan .......... Calgary
79. F. Baker .......... Denver
80. P. Spindler .......... New Orleans
81. K. Laemmle .......... Los Angeles
82. J. Fieldman .......... Atlanta
83. A. Wilson .......... Winnipeg
84. B. Frank .......... Wasccon
85. M. Schwartz .......... Chicago
86. W. Brandenburg .......... Atlanta
87. J. Emenheiser .......... Memphis
88. S. Nesbitt .......... Cincinnati
89. W. Saul .......... St. John
90. T. Vatz .......... Omaha
91. M. Davis .......... Montreal
92. L. Rosenfield .......... Toronto
93. J. Fater .......... Washington
94. E. Eckert .......... Omaha
95. M. Frankel .......... Des Moines
With one eye on that trip to Europe with Carl Laemmle, Sr., and the other on Mr. Cash Bonns, Universal salesman to the man at the desk. They raised the dust in many a quiet corner... and incidentally raised some new deals before the fracas was over.

Enthusiasm was running high at every point visited by your reporter. Every man felt that the bonus plan was just so much gold in his pocket. And as to the trip to Europe... well, a salesman was glad to be beaten out of that if he can help it. So it looks like a man-against-man fight all down the line.

Keep the BONUS PLAN in mind. A bonus equaling the first week's rental for new contracts is pretty soft. And 30 per cent on renewals is pretty sweet dough, too. Get yourself plenty of bonus and you'll be well on your way to Europe, too.

'Ginley Gets Goin'

L. J. McGinley opened the ANNIVERSARY Celebration with a bang in his territory. He sent out to every exhibitor a swell one-sheet which really served TWO purposes. It was a New Year's greeting as well as a snappy opening for the date drive. This one-sheet was printed in bright red and urgent Exhib. to "Make it a Happy & Prosperous New Year by booking UNIVERSAL PICTURES during Carl Laemmle 27th Anniversary Celebration, Jan. 1—March 4—Thanks and best wishes."

A car driving was a place for a signature at the bottom and the salesman for the territory to which each poster went, signed.

Out Where The West Begins... (if and when)

Out where it's no disgrace to fight
And men forget their sins;
Where the sun dips into the sea
each night—
Out where the west begins.

The East with its taunting laughter,
Looks West with sardonic grins—
But their "lead" they better look after,
Or 'twill be "OUT" When the West begins.

CARL LAEMMLE, Jr.'s team in first place; Washington tops all exchanges; Seattle — Memphis lead teams. Razz-Berries consigned to Claire Hague, Toronto; Cadman, Los Angeles; Rue, Salt Lake City; Gruenberg, Sioux Falls; E. T. Gomerall, and E. D. Leishman at end of second week celebrating the Carl Laemmle 27th Anniversary Celebration.

The first two weeks of the campaign to set a new record of played and paid business for January and February as a special tribute to Carl Laemmle, Sr., upon his 27th Anniversary Celebration, closed with the East leading the West and Carl Laemmle, Jr.'s result is in front in the three team set-up by a healthy margin.

The leading exchange in each team was as follows: first, Eddie EliBer's Stampeding Senators; second, L. J. McGinley's Seattle Manneversers, and E. D. Leishman, which gets exhibitors on the anxious seat for coming U. releases. He has private information about coming pictures typed on small memo slips and shot out to leading buyers and bookers. He has just used this method for sending out a HOT teaser on "NAGANA."

"Rome Express" Deal

J. Fater, selling out of the Washington, D. C., exchange, grabbed the first deal in the country on ROMExPRESS, and a real deal it was, too. Fater made this sale to the Radium Theatre Corporation, Cape Charles, Va. The best news concerning this deal, however, is the fact that FATER sold the picture RIGHT. He got TOP GROSS' PRODUCT price against percentage. Past work... and a swell deal.

PEP CLUB (Continued from Page 2)

ZATION that went out last fall and in the face of all obstacles put over the greatest sales drive in Universal history. Let's hope Mr. Laemmle what PEP means. Be the first man to be posted for membership in the new PEP CLUB.

ANNIVERSARY

DANCE NEWS

This edition of Looking Ahead really covers the Carl Laemmle 27th Anniversary Celebration as the first week's figures were not available when their column closed. So there are some interesting observations... straws, perhaps, showing which way the wind is blowing.

DALLAS MOVES UP

Dorto dropped out of the second place position in the Blue team that it held at the end of the first week which exchange was crowding Washington for first honors. The Michigan boys tobbogganized to the No. 4 spot in the Blue team while Dallas hopped up to the No. 2 perch. Boston finished the second week in third position with a notch from the previous week's finish.

Philadelphia showed up from seventh place to No. 3 and Chicago went from fifth to sixth place. The Cleveland Colts let out a couple of snorts when they saw the 1933 Universal RAZZ-Berry in their territory and after an ambitious week, kicked the dursed thing clear out to the coast where it landed in the Los Angeles exchange. This was the only Berry that took out a contract—where the others stayed where they landed the first week.

Things happened in the White team the second week. Seattle shoved Oklahoma out of the spotlight position... but not by much. Oklahoma went back to the No. 2 spot with margin to spare. St. Louis stepped up a point and stood to stowaway to St. Louis. There were no other changes in the relative standings of the White teams.

There was quiet on practically all fronts for the Red Team. There were no changes recorded at the end of the second week except a little factional disturbance up in the Province to the north. Vancouver and St. John tangled and came out of the "go" with reversed positions. St. John went down to thirteenth place and Vancouver took the vacated twelfth position.

Skorey Hits Ball

1. Matt Skorey, head skipper of the Omaha 'Ombres, didn't let any of the prairie sage-bush grow under his feet when he received his fortune of the Carl Laemmle Twenty-seventh Anniversary Celebration. He laid out a strong copy's campaign and then put it in the works.

Skorey's best stunt was to obtain a strong letter from Mayer Monksky, a well-known publicist, written as one exhibitor to another, which was sent under this exhibitor's signature to each man in Skorye's territory. This paved the way for reaping a great harvest of playing time... and is a pointer of a stunt in any man's language.