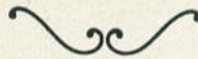


*Lovely*  
**MYSTIC DAWN**  
**CHINAWARE**

One piece is given FREE on

**CHINA-NITE**

To Each Lady Present



*Attend Regularly and Secure  
a Complete Set*

**SEE LOBBY DISPLAY**

Get all the particulars. Let our representative show you the complete set, quote prices whose values will surprise you, tell you all the materials we supply to start "Queen Mary" at work for you. It won't cost anything to look. So, fill in and mail the return card, or better still, reach for your phone and tell our representative you are willing to talk it over.

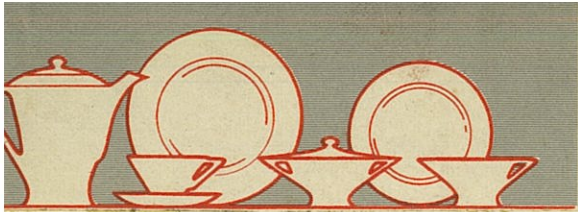


**IT'S "CHINA NITE"—  
WE'RE ALL GOING**

Very truly yours,

THE SALEM CHINA CO.

Theatre Department



**THE SALEM CHINA CO.**

MANUFACTURING POTTERS

*Salem, Ohio*

## LOVELY DINNERWARE - ISN'T IT?

It Will Make Big Money For You.

Just take one moment please to examine this handsome plate of our "Queen Mary" dinner set. Look at the charming proportions. See how the rich deep colored rim harmonizes with the delicate colors of the flowers. And that gold filigree work--actually genuine 23-karat gold. The cost? Not as much as you would guess.

## WOMEN LOVE IT - WILL "COME AND GET IT"

All women love fine dinnerware. And they fall for Queen Mary--hard. Give them a chance to build up a dinner set by offering it as an attendance prize and you will see the crowds coming your way, and they will keep on coming week after week, steadily, surely, with big profit to you.

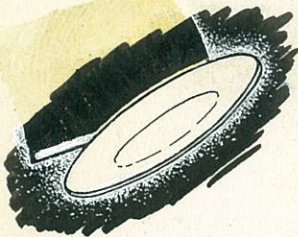
## QUALITY ALL THROUGH

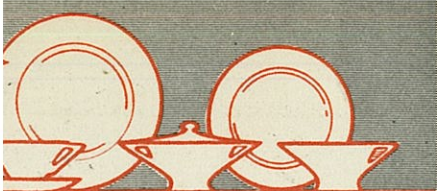
You will be proud to give out Queen Mary pieces to your patrons. It will reflect credit on you and your house. You will not find a lovelier pattern anywhere, nor anything of quality that you can buy at the price. This is top quality ware, unconditionally guaranteed not to craze nor discolor.

## YOU TAKE NO RISK

Year in and year out, Salem China Nites have proved to be the most reliable attendance builders theatre men have ever found. And now in "Queen Mary" we have a pattern that is the richest, most attractive thing we have ever put out. It has all it takes to get the crowds coming your way and keep them coming.

## SO WHAT?





# THE SALEM CHINA CO

MANUFACTURING POTTERS

*Salem, Ohio*

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Very truly yours,

THE SALEM CHINA CO.

*J. Armstrong*  
Theatre Department

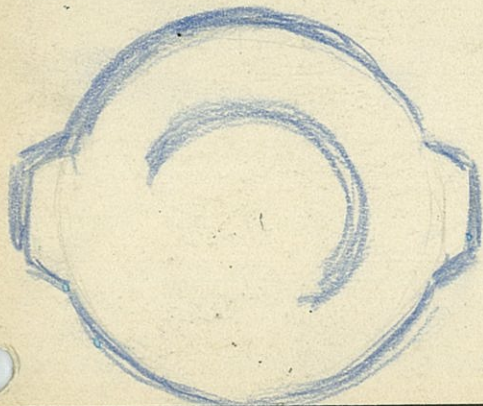


# HERE'S HOW SALEM CHINA NITE

## LINES THEM UP

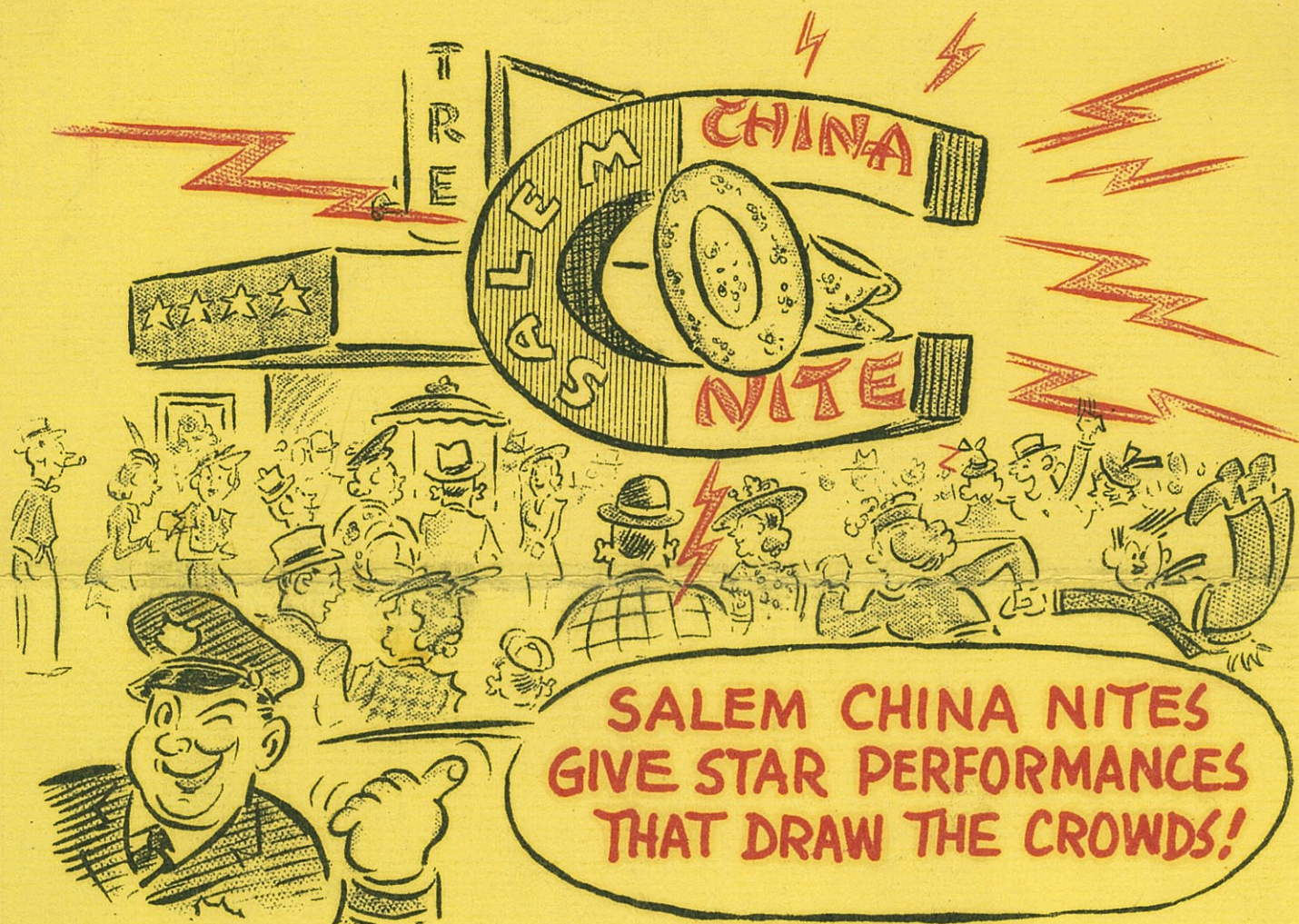


This theatre is a successful user of Salem Dinnerware for attendance builder. Have increased their orders so they are using several thousand pieces a week. The Olympia is only one of the hundreds of theatres in every section that have found Salem Dinnerware the answer to the question "How can we fill those empty seats." What Salem Dinnerware has done for others it will do for you. Get aboard the Salem China Nite Band Wagon and see your attendance zoom.



TYPE

THE SALEM CHINA CO., SALEM, OHIO



Only occasionally can you feature a star that jams the aisles.

But when you add Salem China Nites to your bill, you have a string of features week after week that draw the crowds in all seasons, all weathers.

Promotions come and promotions go, but Salem China Nites beat them all as the good old consistent box office producer.

And there's a reason, for Salem Dinnerware has the color, the sparkle, the year 'round usefulness that makes women glad to come and get it, and bring their men and children with them. Remember, they are always wanting new dishes in every home.

## SALEM DINNERWARE HAS QUALITY!

You will be proud to present it to your patrons. You give them more than they expect, more beauty, finer finish, better quality than they ever received in a theatre premium — quality rivaling that found in exclusive retail stores.

MY WHAT  
LOVELY  
DISHES!

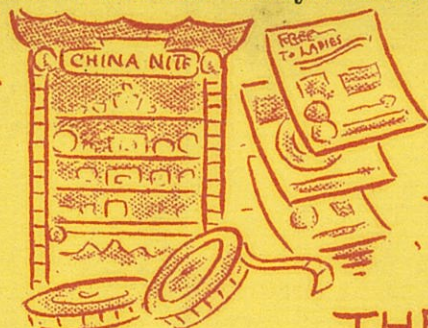


AT LOW COST, TOO

You can't buy dinnerware of quality for less than you pay at Salem, for you buy direct from the factory. You get a guarantee of quality that protects you and your patrons. Don't forget that Salem is the originator of Salem China Nite, has been serving theatres continuously since 1927.

## YOU GET REAL SERVICE AT SALEM!

Quality ware, safe packing, prompt shipments, on hand when you need them — Salem's service always works for your convenience and satisfaction.



## WE HAVE EVERYTHING ALL READY FOR YOU

to start — lobby displays, hand bills, newspaper mats, sound on film trailer, everything complete and convenient, convincing.

## THE SEASON IS ON

It's time for action. Send for samples of the snappy colorful patterns that we have created especially for the 1940-41 theatre season. We want you to see them. Write today. Use postcard; or better still, phone our local representative.

**THE SALEM CHINA CO.**  
Theatre Dept., Salem, Ohio

Salem China Nites  
Give Star Performances  
That Draw the Crowds

---

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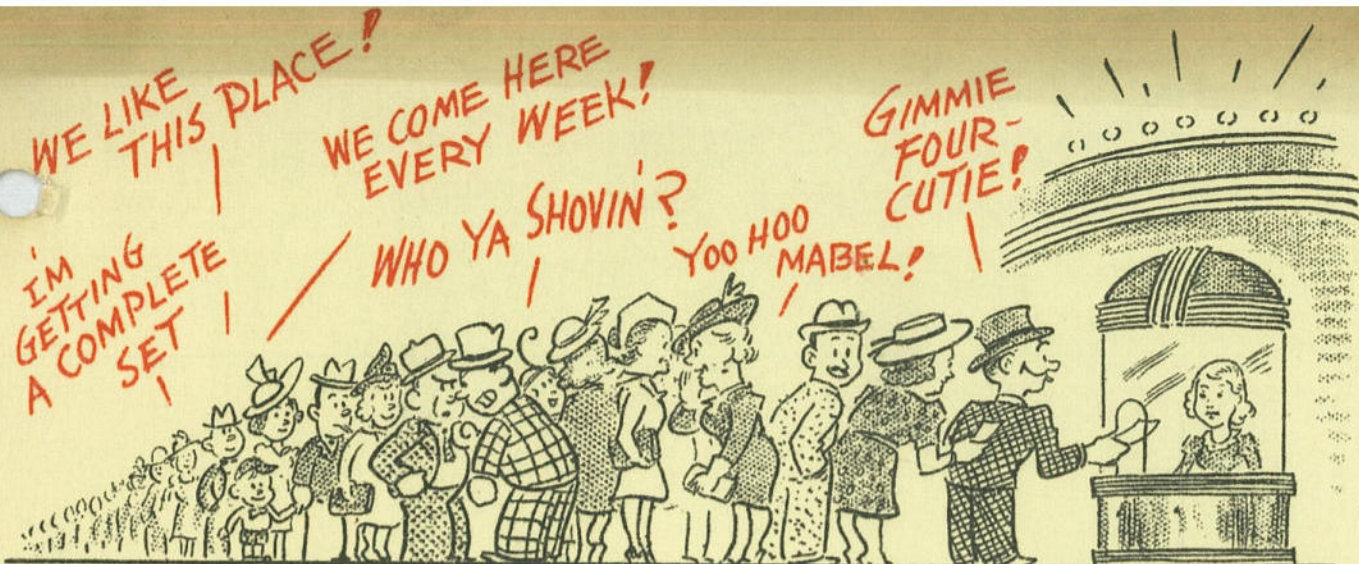
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WE HAVE EVERYTHING ALL READY FOR YOU to start--lobby displays, hand bills, newspaper mats, sound film trailer, window cards, complete, convenient, convincing.

THE SEASON IS ON. It's time for action. Send for samples of the snappy colorful patterns that we have created especially for the 1940-41 theatre season. We want you to see them. Write today. Use the postcard, no postage required.

THE SALEM CHINA CO.

Theatre Dept., Salem, Ohio



## SALEM "CHINA NITE" PLEASES THE LADIES — PACKS YOUR HOUSE

Attendance boosters and promotions come and go, but nothing has brought out the crowds and held them as Salem "China Nite" has done and continues to do.

There is no guess or gambling about the Salem "China Nite" Plan. It is a sure-fire patronage producer that has been a winner for over twelve years. It pleases the ladies because it gives them something they need and prize. Because every woman wins, it creates good will and steadily growing business.

Salem China leads in originality of design and beauty of patterns. It is the kind of china that keeps a woman coming back for more once she starts her set. You can start the Salem "China Nite" Plan right now and it will keep right on working for you. You get big values because you buy at manufacturers' prices.

Everything you need to put across this high-grade promotion is ready for you — handbills, lobby displays, newspaper mats, sound on film trailer, window cards, program cuts — the whole ball of wax.

Write today for a complete showing of promotional material and details of the plan.

SALEM CHINA  
IS BACKED BY  
OUR GUARANTEE  
BOND!

GET THE WHOLE STORY — RETURN THE CARD

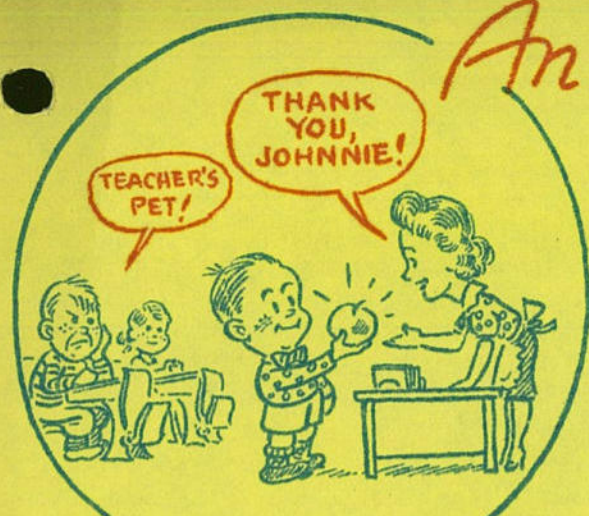


THE SALEM CHINA CO.  
SALEM, OHIO

You Get Direct Factory Service and Factory Prices!

# An Apple for the Teacher-

## A PREMIUM FOR YOUR PATRONS!



Nothing like a gift to build good will, and good will builds good attendance for you. It is this age-old principle that makes Salem China Nite so universally and continuously successful wherever used. For over twelve years movie theaters have found it a sure-fire method of packing the house on what would otherwise be dull unprofitable nights.



The ladies go for it because they do not need to guess or gamble to win. Every woman who attends goes home happy with a piece of high-grade dinnerware that she is proud to own and use. Once she starts her Salem set, she keeps coming back regularly for more. Best of all, she enthusiastically talks up the plan to her friends and they, too, come flocking in to swell the receipts.

Because of its original designs, beautiful patterns and genuine quality throughout, Salem Dinnerware represents premiums that your patrons are eager to get, yet your promotion cost is small because you buy direct from the factory at manufacturers' prices.

You can start to cash in without delay -- we supply everything needed to put the plan across -- hand-bills, lobby displays, newspaper mats, trailers, window cards, program cuts -- all good stuff with the right appeal. This opportunity is too good to miss.

**FOR SAMPLES AND DETAILS  
RETURN THE CARD-**

### SALEM CHINA NITE



**BRINGS 'EM OUT-  
RAIN OR SHINE**

THE SALEM CHINA CO., SALEM, OHIO

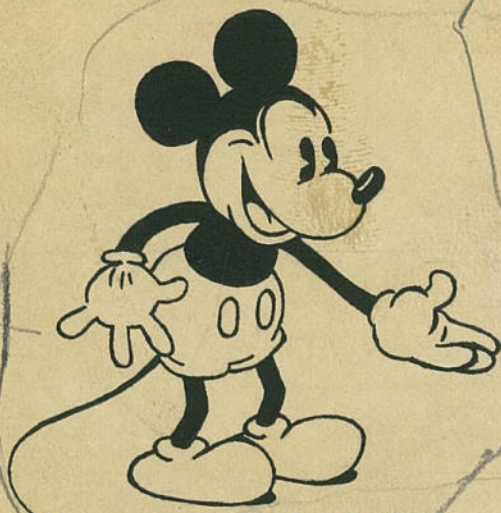
**GUARANTEED DINNERWARE AT FACTORY PRICES!**

RED BANDS

this may

5

7-17-34  
Don't only send the  
plan



13/4

• SURE MICKEY •  
SEND ME THE DOPE ON  
THE SALEM "CHINA NITE"  
PLAN FOR MY THEATRE

THEATRE •

BY • YOUR TITLE •

CITY •

STATE •

SEATING CAP •

ADM •

DON SCHERCKENGST.

RED BANDS

SET LETTERING IN CABLE TYPE

reduced 1/3 -

