

MOVING PICTURE EDITION—ONE CENT

# THE DAY BOOK

*An Adless Newspaper, Daily Except Sunday*

VOL. 4, NO. 191

Chicago, Tuesday, May 11, 1915

398

## MOVIES GIVE SEASHORE A HARD JOLT

*Great White Way Folks Who Usually Hike to Briny  
Deep When Hot Weather Comes, Find Relief Right  
at Home in the Movie Theater.*

### KNOW WHO THIS IS?



He is Franklin Ritchie, One of the

The movies have scored a hit in a new way along the Great White Way in New York, according to the news that comes from good authority. And that new way is in the cooling air that greets the movie theatergoers when they have handed in their nickle or dime and gone inside.

Broadway movieites, who usually desert the theaters for the seaside with the first flash of hot weather, are still to be seen in the neighborhood of 42d st. and Broadway. The motion picture houses, with the interesting pictures and cooling breezes inside, are the magnet.

The air in a great many of the movie houses is often many degrees cooler than that out in the street.