

SOCAL ENNDAR

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Hundreds of Guests Receive Red Carpet Treatment at Eastland's 30th Birthday Party

Hundreds of guests received the red carpet treatment as the Eastland Theatre began celebrating its 30th birthday. Former employees, contractors and city dignitaries, including West Covina Mayor Richard Jennings, were on hand Thursday, Nov. 21 to commemorate 30 years of the Eastland Theatre's role in the community.

The Lions Club presented a plaque to Art Sanborn, Jr. thanking the theatre circuit for helping to raise over \$100,000 for Lions Club charities.

Television celebrity Chuck Henry made an appearance and spoke of his first job as an usher at the Eastland Theatre.

Through the efforts of Warner Bros. Publicity Director Ron Chan and Assistant Chris Bess (former Assistant Manager at Eastland) along with many hours of work by Manager Harold Taylor and District Manager Dennis Gumaer, the special guests were welcomed with sky lights, music and a red carpet entrance to the Eastland Theatre.

Inside the lobby were blow-ups of photographs

from the 1961 construction of the theatre and its star-studded premiere opening including the appearance of the late Jayne Mansfield. Soft drinks, popcorn and candy were served to the guests prior to entering the auditorium where recorded music, played live during intermission years ago, entertained the guests.

The evening's program, hosted by Dennis and Harold, included door prizes and presentations to the Sanborn Family along with trailers and shorts from Eastland's 30 year history. Presentation of the Warner Bros. classic, *The Music Man*, topped off the evening's festivities.

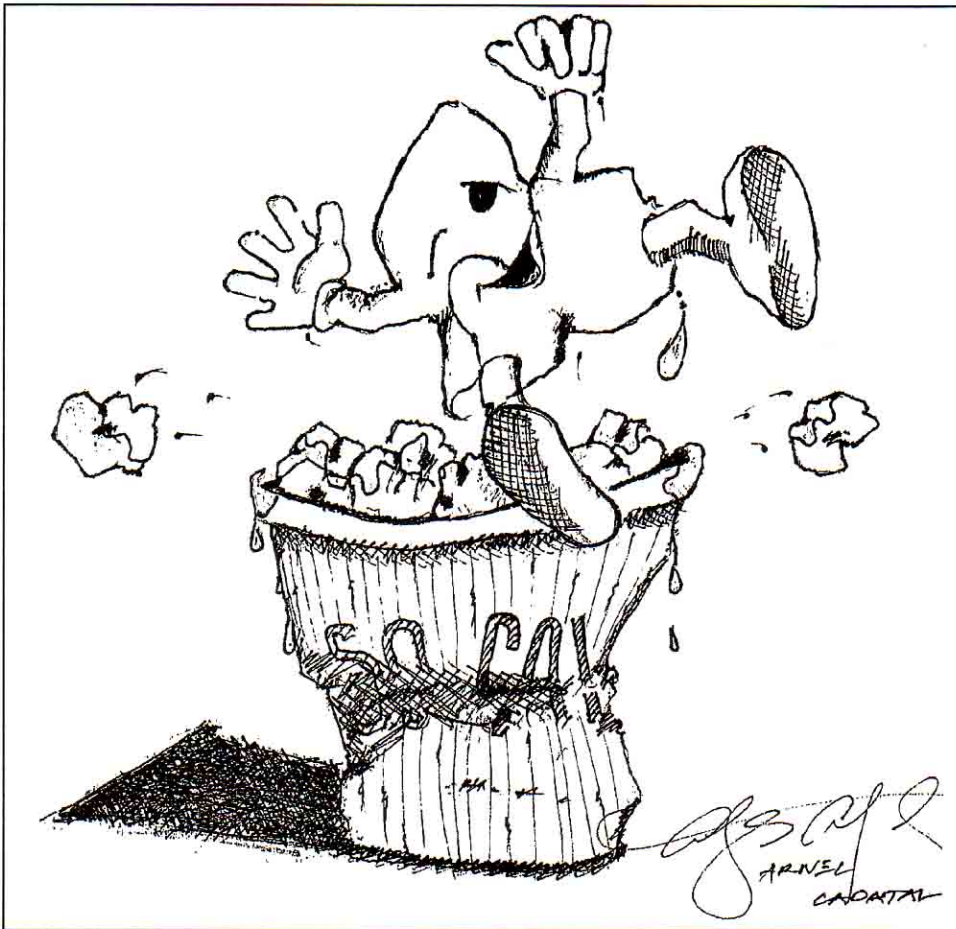
The gang at Eastland has a whole year of surprises planned for their customers in celebration of the 30th anniversary including the recent promotion where they gave a way free candy, soft drinks and popcorn to the 30th customer for each feature.

LET US KNOW YOUR MOVIE PROMOTION

FILM CLIPS

SILENT PICTURES	MARATTA
<p style="text-align: center; font-weight: bold;">MOVIE THEATER PROMOTIONS</p> <p>wear plaid </p> <p>bring potatoes </p> <p>show a Rubik's cube (solved) </p> <p>show a Rubik's dodecahedron (unsolved with teeth marks) </p>	<p style="text-align: center; border: 1px solid black; padding: 2px;">GET IN FREE TO</p> <p style="text-align: right;">"HIGHLANDER 2"</p> <p style="text-align: right;">"MY OWN PRIVATE IDAHO"</p> <p style="text-align: right;">"LITTLE MAN TATE"</p> <p style="text-align: right;">"ERNEST SCARED STUPID"</p>





Plaza Camino Real Cinema Pops into Winning Position

The first of many concession contests ended January 16th, with a dramatic come from behind victory for Tammy Cross and her PLAZA CINEMAS sales force, announced District Manager Dennis Gumaer.

Tammy and crew beat out first place Canyon Crest in the final week and received \$50 for the staff and \$50 for the Manager. The contest was based on large popcorn sales per person as is the new contest which runs 1/31-3/19.



“Star Trek VI: So, You Think You’re Here to Have Fun?”

by Daryl F. Mallett

Most everyone’s dream is to appear on television or in film and, if such is your dream, what better place to live in than Southern California? . . . Hollywood? . . . the heart of the film and TV industry!

The lights, the glitter, the fame and fortune . . . these are the things which most people see about the business. Names up in lights, top billing in the papers, pictures in major magazines, interviews, endorsements for commercials, the Oscar Awards, Emmy Awards and on and on and on.

But this is not all the entertainment industry is. Many lose sight of the *work* . . . yes, I said **WORK** . . . which goes on for months or years before the movie hits the silver screen.

Former SoCal Cinemapolis employees, Daryl F. Mallett and Clint Zehner worked and made their American big screen debuts as extras in *Star Trek VI: The Undiscovered Country*, on December 6, 1991. Both of them are slowly making their way into the TV and film world. Zehner

recently appeared on the television show, *The Torkelsons*; Mallett has been on *Star Trek: The Next Generation* several times; and both of them appeared in *Cannibal Women in the Avocado Jungle of Death*. Mallett will also be appearing in *Carmody’s People: The Case of the Reluctant Major*, a film which will be released on cable TV next spring.

Mallett was able to land the roles in *Star Trek VI* for himself and Zehner through his association with *The Next Generation*. He credits Richard Arnold, Senior Consultant of the TV series for getting them in. Mallett, also a science fiction writer and editor, met Arnold through mutual friends, and was able to come in on the ground level of the TV show, appearing in “Encounter at Farpoint,” “The Devil’s Due,” and “Hide and Q.”



Former CINEMAPOLIS employees dressed for the big time as extras in *Star Trek VI*.

