

# MONSTER MOVIE MARATHON

OCTOBER 30 | 12:00PM-3:00AM | TAMPA THEATER



CREATOR  
FROM THE  
BLACK LAGOON

H.G. WELLS  
FANTASTIC SENSATION

THE  
INVISIBLE  
MAN



FRANKENSTEIN  
THE MAN WHO MADE A MONSTER

CARL LAEMMLE  
DIRECTOR

DRACULA

KARLOFF

THE UNCANNY

MUMMY

REATHU  
AMON

FRANKENSTEIN

# Universal Classic Monsters

Universal Classic Monsters (also known as Universal Monsters and Universal Studios Monsters) is a media franchise based on a series of horror films primarily produced by Universal Pictures from the 1930s to the 1950s. Although not initially conceived as a franchise, the enduring popularity and legacy of the films and the characters

featured in them has led the studio to market them under the collective brand name of Universal Studios Monsters. Today, the most famous monsters are considered “pop culture icons”, specifically Dracula, Frankenstein, the Creature from the Black Lagoon, the Mummy, and the Wolf Man.



ENJOY THE SHOW!



## The Wolf Man (1:00 p.m. – 2:10 p.m.)

When his brother dies, Larry Talbot returns to Wales and reconciles with his father. While there, he visits an antique shop and, hoping to impress Gwen, the attractive shopkeeper, buys a silver walking cane. That same night he kills a wolf with it, only to later learn that he actually killed a man. A gypsy explains that it was her son, a werewolf, that he killed, and that Larry is now one himself.



## Frankenstein

(2:20 p.m. – 3:31 p.m.)

This iconic horror film follows the obsessed scientist Dr. Henry Frankenstein as he attempts to create life by assembling a creature from body parts of the deceased. Aided by his loyal misshapen assistant, Fritz, Frankenstein succeeds in animating his monster, but it escapes into the countryside and begins to wreak havoc. Frankenstein searches for the elusive being and eventually must confront his tormented creation.



## The Hunchback of Notre Dame

(3:40 p.m. – 5:37 p.m.)

In 15th-century Paris, Jehan, the evil brother of the archdeacon, lusts after a Gypsy named Esmeralda and commands the hunchback Quasimodo to capture her. Military captain Phoebus also loves Esmeralda and rescues her, but the Gypsy is not unsympathetic to Quasimodo's condition, and an unlikely bond forms between them. After vengeful Jehan frames Esmeralda for the attempted murder of Phoebus, Quasimodo's feelings are put to the test.



## The Mummy

(5:50 p.m. – 7:03 p.m.)

An Ancient Egyptian priest called Imhotep is revived when an archaeological expedition led by Sir Joseph Whemple finds Imhotep's mummy. Despite the warning of his friend Dr. Muller, Sir Joseph's assistant Ralph Norton, recklessly reads aloud an ancient life-giving spell. Imhotep escapes from the archaeologists, taking the Scroll of Thoth, and prowls Cairo seeking the reincarnation of the soul of his ancient lover, Princess Ankh-es-en-amon.



## Creature from the Black Lagoon

(7:10 p.m. – 8:29 p.m.)

Remnants of a mysterious animal have come to light in a remote jungle, and a group of scientists intends to determine if the find is an anomaly or evidence of an undiscovered beast. To accomplish their goal, the scientists must brave the most perilous pieces of land South America has to offer. But the terrain is nothing compared to the danger posed by an otherworldly being that endangers their work and their lives.





## The Invisible Man

(8:40 p.m. – 9:51 p.m.)

While researching a new drug, Dr. Jack Griffin stumbles on a potion that can make him invisible. When he reveals his new ability to his old mentor and his fiancée, it's clear that a side effect of the potion is insanity. Jack goes on a violent rampage, and the police struggle to hunt him down, unable to see their target, while his mentor and his former partner desperately try to devise a plan to capture him.

## The Bride of Frankenstein

(10 p.m. – 11:15 p.m.)

After recovering from injuries sustained in the mob attack upon himself and his creation, Dr. Frankenstein falls under the control of his former mentor, Dr. Pretorius, who insists the now-chastened doctor resume his experiments in creating new life. Meanwhile, the Monster remains on the run from those who wish to destroy him without understanding that his intentions are generally good despite his lack of socialization and self-control.



## The Phantom of the Opera

(11:20 p.m. – 12:39 a.m.)

Talented Christine is unaware that her singing lessons are being funded by a secret admirer, Enrique, a mysterious violinist with a disfigured face. Christine's colleagues become suspicious when mysterious accidents start occurring at the Paris Opera House, as the deaths coincide with her meteoric rise to stardom. Christine's suitors, Raoul and Anatole, brave the dark recesses of the opera house to find the true culprit.



## Dracula

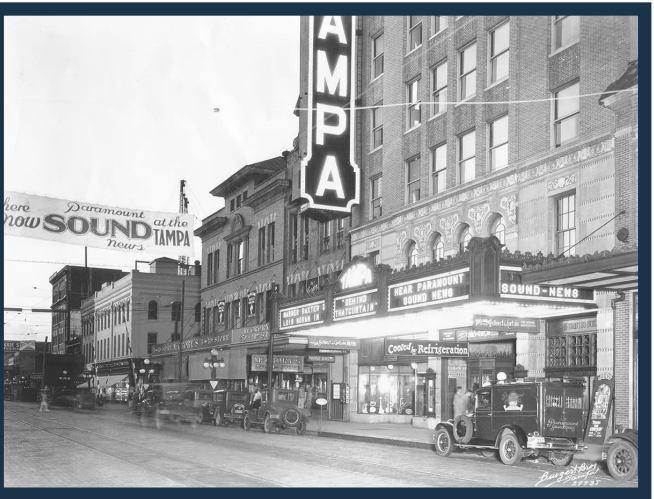
(12:50 a.m. – 2:05 a.m.)

The dashing, mysterious Count Dracula, after hypnotizing a British soldier, Renfield, into his mindless slave, travels to London and takes up residence in an old castle. Soon Dracula begins to wreak havoc, sucking the blood of young women and turning them into vampires. When he sets his sights on Mina, the daughter of a prominent doctor, vampire-hunter Van Helsing is enlisted to put a stop to the count's never-ending bloodlust.



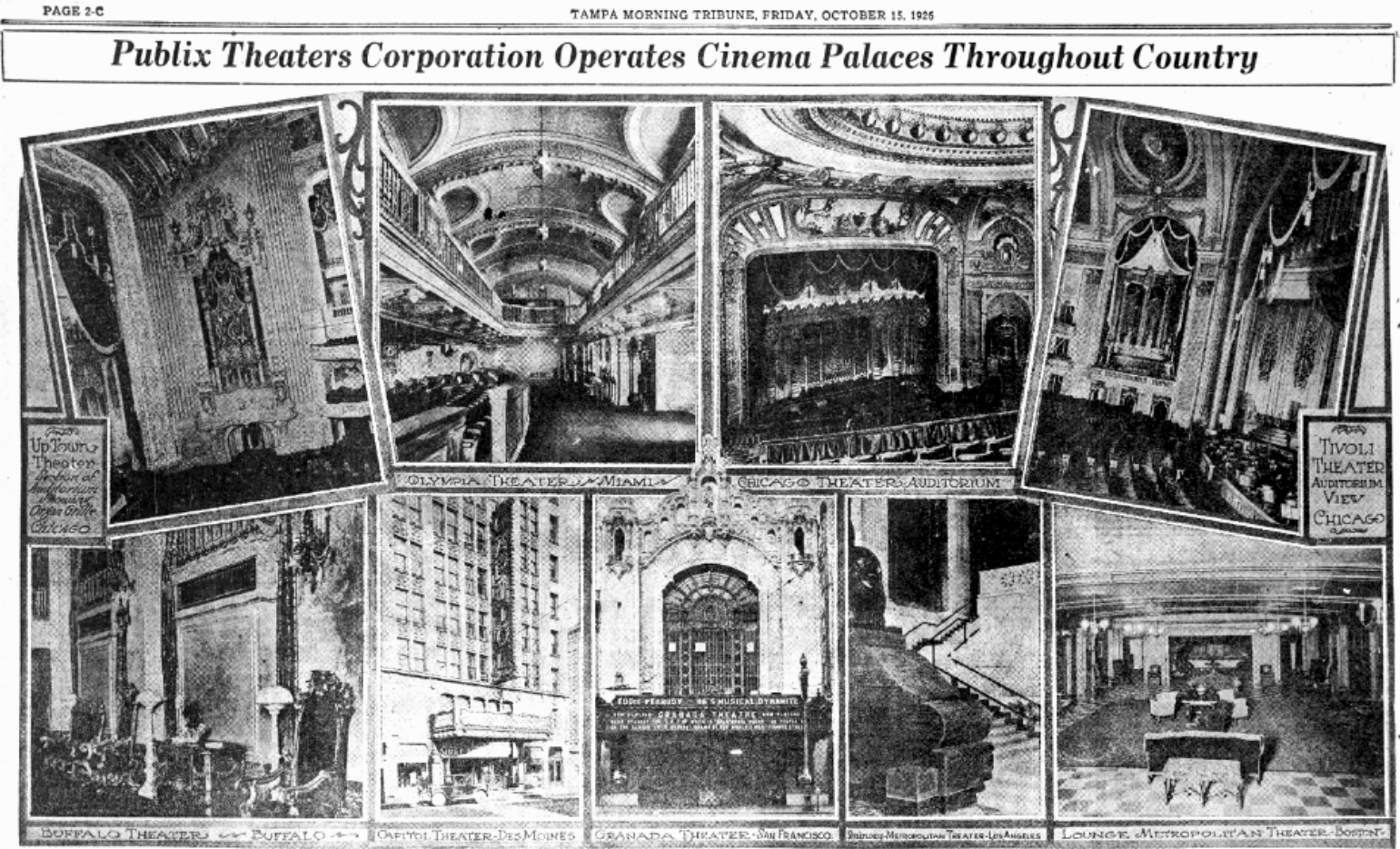
Tampa Theater

Built in 1926, the Tampa Theatre is one of America's most elaborate movie palaces and a beloved community landmark. Visitors to the Theatre enjoy world-class entertainment under a realistic night sky with twinkling stars, in a romantic Mediterranean courtyard replete with old-world statues, flowers, and gargoyles. Like other movie palaces around the country, Tampa Theatre was enormously popular when it opened. For the first time in history, the common



person had access to opulence — for 25 cents!

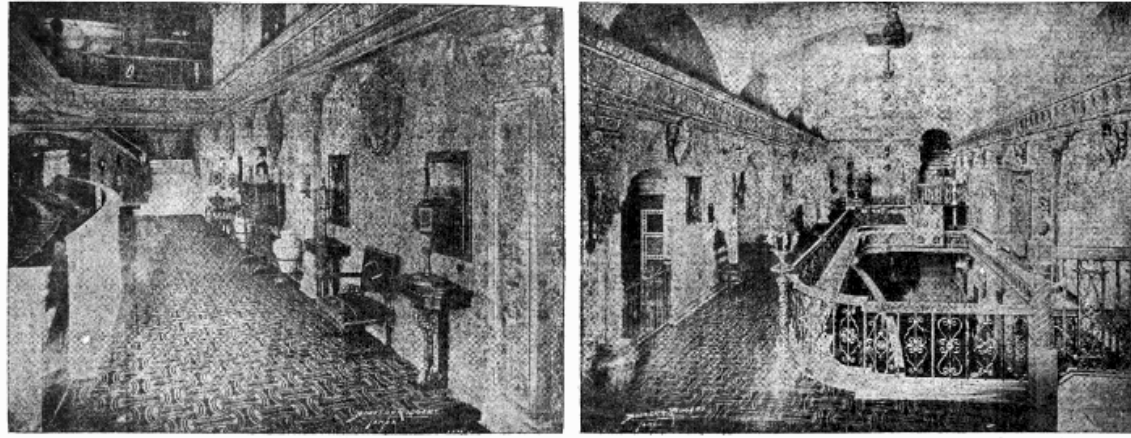
But by the 1960s, times had changed. The rise of television and migration to the suburbs had a profound impact on the movie palaces that lit up America's main streets. Audiences dwindled, costs rose, and many of our nation's finest movie palaces were demolished. In 1973, Tampa Theatre faced the same fate. But Tampa's citizens rallied. Committees and community leaders got involved, and soon reached a deal with the City to rescue the Theatre. Today, the Theatre is managed by the not-for-profit Tampa Theatre Foundation. As one of the most heavily utilized venues of its kind in the United States, Tampa Theatre's single auditorium hosts more than 700 events each year, including a full schedule of first-run and classic films, concerts, special events, corporate events, tours and educational programs.



JOHN EBERSON REGARDS TAMPA THEATER FINEST EMBRACING NEW STYLE NOTED ARCHITECT GRATIFIED IN MANNER OF EXECUTING WORK Idea of "Atmospheric Theater" Was Born in Designer While in Florida

John Eberson, recognized as America's foremost designer of motion picture palaces, considers the Tampa the most beautiful and perfect of the many "atmospheric theaters" he has created depicting Spanish life and architecture. There is more life, more art, more detail in the Tampa than any house that has been constructed following the same motif. Last night the architect, who has designed more than 150 theaters throughout the country during the last 25 years, expressed gratification that the excellent manner in which interior work on the project had been executed. "The thought in creating the new type of theater, which some have planned to call "atmospheric" was to allow the patron to feel that he is participating in the performance, and to provide rest and refreshment—something that the standard house that has been popular heretofore does not allow. "Theatrical magnates formerly have been satisfied with expensive surroundings to provide a show place that literally overwhelmed the patron with its exhibit of luxury and display of lavish splendor. The thought, however, in different ways, has been devoted from the conventional style and now make the effort to accept the patron as one who is to take part in the entertainment. Idea Came in Florida "My idea for the atmospheric theater was born in Florida. I saw the value of getting nature to work and to have borrowed the style from the designs that are found in the towers and trees. The inhabitants of Spain and southern Italy live under the sun and enjoy the beguiling nature of the climate. So I decided that architecture probably would provide the best foundation for a theater. "Correct use of lights, artificial foliage, beautiful fountains, statuary, mirrors, pottery pieces and painted birds produced the effect. The audience is made to feel that they are in a mood to enter the romantic spirit of the atmosphere. "Soon after the idea for the atmospheric theater was started in various parts of the country. Now there are 25, I think, under construction. I am not able to have account of the last number, they are beginning to appear. "One reason for the success of the Tampa theater is that we have been allowed to expand as much matter as was necessary to produce a show house of high standard. The Circuit-South Amusement Corporation designed a structure of beauty on the exterior as well as the interior. Tampa has a landmark of which it can be justly proud."

Genius Of Modern Architects Shown In Tampa Theater



Luxurious furnishings are shown in the main foyer, at left, and mezzanine foyer, at right, of the new Tampa theater, which opens tonight. Adaption of the Spanish type of architecture has been especially successful.

Menjou Scores Real Success In "The Ace of Cads" Film Opening Tampa Theater

Screen Villain Portrays Two Characters in Michael Arlen's Popular Story; Strong Supporting Cast Adolphe Menjou has been a villain in many pictures. He has been the hero in others. But not until recently did he attempt playing both roles in the same vehicle. "The Ace of Cads," coming to the Tampa theatre as its opening performance, presents Menjou as the hero who purposely became a villain in the eyes of a girl who loved him. Paramount's popular star declares it is the most remarkable character he has ever portrayed in that he plays the same episode twice, first as the hero and then as the villain. The participation of Michael Arlen's popular short story, directed by Louis Fred, greatly helped Menjou in his role with Allen Joyce. A contract, Philip Strange, "Famous" film and Mike Jones finds her fame in a conventional situation. She breaks the engagement and marries Strange. Twenty years pass. Mike Jones becomes the daughter of his former sweetheart, Amanda Fleming, daughter of Mike. When the mother asks that he leave her child alone he makes himself a cad—his one of cads—by telling the girl a story. "Without using names, he depicts her father as the betrayed and the girl as the betrayer. The story develops and the audience is kept in suspense. The action of the earlier scenes will be repeated in the later scenes. There is a twist in the story, the new twist, which makes the story an something distinctly different and unique. Lighthouse Memorial For Wife, Daughter OAKLAND, Calif., Oct. 16.—(A.P.)—A little lost stone monument was found by a fisherman in the bay near a lighthouse. It was a memorial to Moore's wife and daughter. An electric plant was built to supply current for the light.

Long, long ago, when knights were bold and barons sang under windows, when barons held sway and fair maidens dropped crimson tassels from latticed windows, in the days before the good Queen Elizabeth, the play house followed the actors. Out on the green, where the English lads and ladies strolled and the Marpole dancers played, at the little country fairs, in the lanes of courtyards, were the theaters, the little play the roof, the green hills, the scenery, the figures about three sides of the building, the ballants on the stage, which was concealed between acts by a certain running upon an iron rod. Out of those little play houses, out of the hopes and dreams of the ages has come progress. Upon their foundations are reared the splendid structures we know today as theaters. With their backgrounds have come the beauty and charm of our play houses. The old order has long since given way. In 1574 James Burbage built the first permanent playhouse in London. Twenty-two years later, the hard of Avon had his plays produced at the old Globe—a hexagonal wooden structure, partly open at the top, the people standing in the pit, the lords and ladies in the galleries about three sides of the building, the ballants on the stage, which was concealed between acts by a certain running upon an iron rod. Gorgeous hangings in this new temple of the cinema meant progress in the Elizabethan day, so does The Tampa, open to us tomorrow night, epitomize the height of progress we have learned. Worthily mark the city in which it has been erected. The chandeliers and ballants, glowing with a hundred lights, shining mellows upon the blocked walls of the theater seem to wink and blink with the secrets of the days that only came to playhouses and were confined there about the comfortable seats hover the memories of other men and women who braved the damp and the burning sun to gaze at the sonorously speaking actors. But over the memories of other days is the cloak of modernity in this Tampa, named for the growing city in which it has been built, a symbol of progress in cinema theaters. In the industry it represents, and the men whose belief has brought it into being.

John Ingram, Noted Director Symphony Orchestra, Has Special Opening Program

Twenty-Piece Musical Organization Recognized as Best Theater Orchestra in City; Director Has Splendid Record One of the many interesting features of the new Tampa theater will be the 25-piece orchestra conducted by John Ingram, noted director. Mr. Ingram has had a wide field of experience in conducting many of the best orchestras of the country and his advent into musical circles of Tampa is being watched with close attention and great interest by the leaders of the dramatic movement. His work in conducting the Symphony Society of New Jersey was highly commendable. His experience in picture theaters and in open work throughout the country makes him the ideal man for conducting the new Tampa theater orchestra. A THRIVING VINE A vine that has planted thirty-three years ago at Sierra Madre, Calif., is now 350 feet long. People from all parts of the west visit it each year when it is covered with buds and blossoms. The original plant was a small seedling of the Chinese variety.

REFRIGERATING PLANT OF NEW MOVIE PALACE MOST MODERN IN U.S. CONSTANT TEMPERATURE OF 72 DEGREES WILL BE MAINTAINED Cool, Fresh, Crisp Air Driven Through Entire House With New System

Patrons of the Tampa Theater will be assured comfort through the installation of the most modern and complete refrigerating plant of its kind in the country. Temperature of the show house will be maintained constantly at 72 degrees and the relative humidity will be 55, according to a contract between the Consolidated Amusement Corporation and the Carrier Engineering Corporation, of New York, builders of the system. Through the agreement the temperature is not to vary more than a degree. Whether there are 1,500 patrons or only one person in the theater for a performance, the temperature will remain the same, according to W. H. Goss, who supervised installation of the plant. Cool or warm weather will have no effect on the conditions inside the show house. "The ELCO plant installed in the Tampa is capable of cooling, heating, humidifying and de-humidifying the theater. All of this is done at will in order to meet predetermined requirements. Before the plant is put in operation, a man for temperature and relative humidity is set, and then the machinery is made to produce the required condition. "Temperature of the theater will be kept at 72 degrees and the relative humidity will remain at 55, the men equipped as the "comfort men" for the American Society of Heat and Ventilation Engineers. "Regardless of the number of persons in the house, the plant automatically will produce the required conditions. Sixty thousand cubic feet of clean, cool, crisp, dry air will be forced into the theater every minute. This will drive down from the ceiling through the chandeliers, pass through the balcony and pass out of the house through suction pipes under the seats. "The cooling system is a mechanical system. It is done automatically by the plant. Fresh air is sucked through a large pipe in the roof, forced through sprays of water that are of less than 50 degrees in temperature, cleaned of all impurities including dust and germs, and forced into the theater through the chandeliers which distribute it through the theater. "The cool fresh air flows down to the audience like a fine stream of water. No drafts are produced and there is no possibility of one. In coming in from the air as it is much more pure than that breathed on the street. "With this recently perfected plant, there is no danger of exposure. Instead of producing a low temperature, the plant produces a warm, pleasant atmosphere. It is the most modern system in use, and Tampa is the only city in the country with such a plant. (Continued on Page 2-C)



Designed by  
Lexi Gardner



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