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Nothing could have occurred to bring out more forcibly the appeal Sid Grauman gives to his picture showings on the Coast at Hollywood than the four-week run of Chaplin's "Gold Rush" in New York.

Chaplin's "Gold Rush" is at Grauman's Egyptian theatre, Hollywood, now in its 14th week, doing over \$23,000 weekly, and will probably play 25 weeks on this consecutive engagement there. "The Gold Rush" made this, its fourth and final week at the Strand, New York, with difficulty.

Hollywood has a population at the utmost of 100,000. Los Angeles at the utmost has 1,000,000. It draws from 1,250,000. Greater New York has a population of over 6,000,000. Manhattan has as many transients daily as Hollywood's entire permanent population.

The Egyptian seats around 1,900 people and charges a top of \$2.20 for the Chaplin picture. The Strand seats 2,900 and charges 85 cents for the same picture.

Grauman is noted for his presentations given to any picture he plays, but there must be something more than a presentation that will bring about a condition such as this in Hollywood and against the record as set down for New York City. Sid Grauman stands unique and alone among picture showmen.

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