

THE NUGGET NEWS-HERALD

A PUBLICATION OF THE HANOVER IMPROVEMENT SOCIETY

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HANOVER, N. H. FRIDAY, FEBRUARY 28, 1992

COMPLIMENTARY



The Nugget 75th Anniversary Season

This is the second in a series of special 75th anniversary issues of The Nugget News-Herald, which will serve as programs for the 75th Anniversary Season of The Nugget. The first issue covered events leading up to the opening of The Nugget in 1916, and followed its history through the decade of the twenties. This second issue chronicles events during the decades of the thirties and forties. We hope you enjoy this retrospective.

Thomas E. Byrne

OUR SINCERE THANKS
TO THE LONG-TIME
HANOVER AND AREA
BUSINESSES, AND NEW
FRIENDS AND
NEIGHBORS, WHO HAVE
MADE THIS ISSUE
POSSIBLE THROUGH
THEIR ADVERTISING
SUPPORT.

MANY OF THE ADS
REPRODUCED HERE
ORIGINALLY APPEARED
IN THE 1930S AND
1940S. (ANY PRICES
SHOWN DO NOT APPLY
TO TODAY'S
MERCHANDISE!)

"See Ya At The Movies..."

With the advent of the talkies and the installation of sound equipment in The Nugget in 1929, the theater entered its heyday. Until it was remodeled in 1938, films at The Nugget continued to play before a large and faithful crowd of rowdy Dartmouth students who filled the air with peanuts, apple cores, innuendo, double entendre, and just plain boorish comments. As many came to witness the wit and antics of the students as came to enjoy the films—which were of uneven quality at best. Even the staid, old Hanover Improvement Society went along with the behavior in the early thirties, and ads for the theater encouraged audience participation and flying peanuts.

The most intriguing aspect of The Nugget's history in the thirties and forties was its integration into the life of the typical Dartmouth student of the times. One could not pick up a student publication without finding an article, cartoon, letter-to-the-editor, or feature story on the theater. The *Aegis*, *The Dartmouth*, *The Dartmouth Pictorial*, and *Jack-O-Lantern* were filled with references to The Nugget and its traditions, with critical reviews of films played, critiques on the stars of the day, and commentary on the movie industry in



Credit: The Dartmouth Pictorial

general. With Hitler and Mussolini on the march, the Depression in full swing, and hundreds of domestic and foreign issues of great magnitude vying for newsprint, The Nugget still managed to garner a disproportionate share of front-page headlines and editorial comment. Whether it was complaining about price increases, the quality of the projection or sound equipment, the competence of the operators, and the crude behavior of their fellow students, or urging undergraduates to return to the "old days" of peanut fights and general rowdiness, The Nugget was a subject for discussion. Students rioted in the streets and defaced and boycotted The Nugget over a 10-cent price increase to 35 cents!

As late as 1946, after the war and Dartmouth's V12 days were fading into history, a Dartmouth editor, who had been in Hanover before the

war and had returned to complete his studies, asked for the College to revive the old Dartmouth traditions of "Palaeopitus, the Senior Fence, the Senior cane, and The Nugget." The theater found itself in rare company in the hearts of the undergraduates, a remarkable circumstance—and responsibility—for the theater management.

In addition to its unique status with the undergraduates, there was no competition for the theater. In Hanover, it had a virtual monopoly on the entertainment business. There was no television or VCRs. The college concert series and Dartmouth Players'

Continued on Page Two



Credit: Jack-O-Lantern

(And, if you can believe folklore, many more undergraduates attended without the benefit of tickets or with free passes. "My fraternity brothers were ushers, and we never paid to get in" was one comment. "They used a rainbow assortment of 'Admit One' tickets," a member of the

Class of 1944 remembered, "and, once we found out from the usher what color was being used that night, we'd find the right one in the local cache of bogus tickets, and get in for free.") From the time the Improvement Society took over in 1922 until 1944 when the theater burned, the average annual ticket sales were in excess of two-hundred thousand. Today, with competition from VCRs, television movies, and nearby theaters, which are easily accessible by car, a third as many attend.

The demise of the rugged and rowdy Nugget of the past was not as sudden as the fire and explosion that erased the physical traces of its rich and controversial history. When the V-12 unit came on campus, the end was in sight. Rules and regulations on campus were

tightened severely. Fraternities were eliminated, beer drinking severely curtailed, the privilege of having women in dormitories revoked, and a great many things were done "by the numbers." The Improvement Society's new management policies, and the heightened level of discipline on campus, plus the seriousness of purpose and new constituency of the student body had a moderating effect upon the behavior of movie-goers.

When The Nugget was destroyed by fire on the night of January 28, 1944, what remained of the tradition was destroyed with it.

Whatever traditions were destroyed by the fire live on, to this day, in the memories of those Dartmouth graduates of the thirties and forties, who remember the camaraderie of

a night at The Nugget as an integral part of the "Dartmouth Spirit" of the times.

From 1944 until 1951, Webster Hall at Dartmouth was the local movie house. Although it was called "The Nugget at Webster Hall," and students referred to it as "The Nugget," it was not the same. The movie experience at Webster Hall was relatively se-date. And, when the new movie palace on South Main Street opened in 1951 as the new Nugget, the undergraduate memory of "The Mint," Nugget rushes, and flying peanut missiles was gone. The seven-year change of venue seemed just right to destroy what had become a tradition.

This issue of *The Nugget News-Herald* reviews those rowdy and often humorous days of the thirties and forties.

—Tom Byrne

THE NUGGET

A Dartmouth Show Place

A stay in Hanover is incomplete without a visit to The Nugget.

Give your guest a taste of the true Dartmouth spirit, unchecked.

We offer her

Good PICTURES

Active PEANUTS

and Plenty of Puns

Under the Management of the
HANOVER IMPROVEMENT
SOCIETY

Serry's — 1930s advertisement.

It's

AN OLD STORY

To Most

of you who have found for yourselves the greater satisfaction in trading at Serry's. We urge those of you who haven't formed the Serry Habit to come in today and try for yourself the superior service and friendly help that has won for us a reputation we're proud of.

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- SPEEDY AND EFFICIENT GLASSES REPAIRS

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HANOVER

Ronald C. Hill Opticians — 1940s advertisement.
(Now located in the Nugget Theatre Building.)

The Dartmouth

THE OLDEST COLLEGE NEWSPAPER IN AMERICA

TO THE EDITOR OF THE DARTMOUTH:

Sir,

Smoking in The Nugget is something that all undergraduates hold dear to themselves and we would be very selfish, and mean indeed, if we were to crusade against it. The mere fact that smoking is a fire hazard does not alarm us much for doubtless the building is covered by insurance, and who is there in Hanover who cannot point to the nearest exit with his eyes shut? However, when we play a game we must have very definite rules by which to govern play or else it will be hard to decide the winner. Now in the game of Smokers *vs.* Sonny Foley and crew, we propose the following rules by way of clarifying and simplifying the game:

1. Each man must strike his own match in order to give the ushers a fair chance in spotting the flame; with the exception, however, that a man may hold his match for a lady.
2. Smoke, when exhaled, may be blown either through the nose or mouth but must be directed toward the ceiling in fairness to the persons around you.
3. No person is allowed to give away another by pointing at him or otherwise indicating to the usher that he is in possession of a lighted cigarette.
4. When the usher comes to the row and asks you to put out the butt, it is strictly prohibited that the person detected say, "Who, me?"
5. Two outs in one movie disqualifies you, and you are thereafter not allowed to participate in the game for the remainder of the performance.

By a rigid adherence to these rules it will be easy to enjoy this popular pastime without losing that spirit of fair play which marks the line of division between a good sport and a wisecrack. Are ya lightin', huhhh?

—Dada '36

(The Dartmouth, January 12, 1932)

Rowdy Crowds-Silence In The Theater, Please!

BOOOOOOO—

Sometimes when the little Gods of Learning seem drab and much too well worshipped, we throw our books into a dusty corner and plod off to cheer the work-worn cerebellum in the lands of pictorial passion, of burning kisses and melodrama. In short, we tell Joe to save us a seat and we drown our sorrows in Nugget darkness.

The era of talkies has come and we crave silence. The man behind us apparently does not. And since we respect a difference in taste we look straight ahead and say nothing. Not so our rear seat friend. He breaks out into a mighty "Boooo." We grit our teeth and carry on, hoping for better luck. But no, another scene and someone bellows weak wit into our other ear, replacing dialogue necessary to the picture's point. The competition is unfair. No mere machine can out-talk a determined Nugget shouter.

We admire the old tradition of noise in The Nugget, but with a new order of things, can't it be alternated with at least a few golden chunks of silence?

(The Dartmouth, November 11, 1929)

Nugget—Shut Up!

We have another idea. Somebody ought to get a big red neon sign which says very plainly, "Shut Up!" Every seat would be provided with a switch-button easily accessible. Then somebody ought to mount it above the screen in The Nugget. Then everybody in the theatre ought to keep his mouth shut and his finger on the switch-button, and enjoy the show for a change.

This would spare everybody the necessity of telling everybody else to shut up, while everybody else in turn is shouting for everybody else to shut up. It's that old vicious circle again—you yell at me and I'll yell at you.

We saw the four Marx Brothers the other night. But we didn't hear them. The crowd was too busy clamoring for silence. You can always tell a freshman by his would-be wisecracks; and you can always tell an upperclassman by the way he yells, "Dry up!" You can tell what's going on in the show—if you're a good lip-reader.

Silence is golden. And somebody ironically named that madhouse "The Nugget."

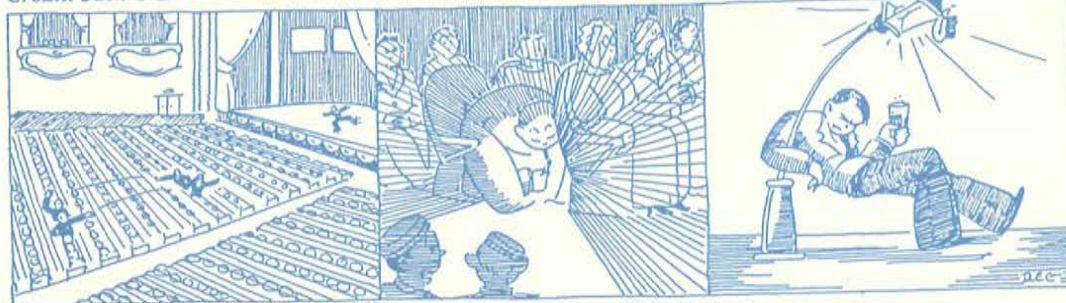
(The Dartmouth, 1931)

Nuggetoster

We like our M-G-M lions and the raucous roars (7/8 man and 1/8 beast) which accompany every turn of head and movement of bewhiskered jowl.

We like those unconscious bits of wisecrack dribbling out ever so rarely leaving high merriment in their wake; and

Credit: Jack-O-Lantern



The Remodeled Nugget of 1938 (see story page 11)



we like those jocund phrases which so affably upset the quiet calm frequently hovering over a Nugget audience.

We like our peanut fights and the solicitous "air" of those zealous individuals particularly concerned with our comfort and the cries of "hat" issuing forth from stalwart protectors of tradition and cinema etiquette.

We are as eager as anyone to shout down scenes too lushly fraught with sentiment or cinematic harkening back to the 18th century where a man was wont to weep over dead donkeys and my dear lady faint when proposed to.

But we have come to dislike that species of Nugget-oster frequenting the local movie emporium who during dramatic and powerful parts of the presentation keeps up a running fire of feeble and irritating remarks.

Very rarely such behavior betokens that the individual, more overcome emotionally than the rest of the audience, needs must talk or jest in order to conceal his deeply stirred feelings. By and large such obnoxious ado indicates a woeful and willful lack of sympathetic adjustment to the show at hand.

In any case, future good shows wherein the scenes are fringed with sincerity and good acting and in no way cluttered up with over-done sentiments, we would beg to enjoy with a largesse of silence.

(*The Dartmouth*,
November 1932)

IN THE NUGGET

OR

IF MY MOTHER COULD ONLY SEE ME NOW

OR

NIGHT AT THE HORSE OPERA

Thirty-five cents, and what do you get for it? You get hit on the head with peanuts, grapes, maybe even apples. Who knows when some wise guy will buy a watermelon? It's not that these Dartmouth men aren't gentlemen, but the minute they get into The Nugget, they're just turned into "hot-dogs" of various degrees. Some of these have the honor of having found a form of wit lower than the pun. The heroine says, "We have a right to life." "On sale at your nearest news-stand," gurgles one. The heroine asks, "Why, what do you want, John?" Wag No. 2: "The same thing I want, haw, haw." Wag

No. 3: "Do you want a brooo-oo-oo-ooze?"

There is a yet more extreme type of hot dog, the sophomore sex-hound. This lad is the kind that gets stewed on the Harvard weekend and goes around the night clubs singing the picturesque lyrics to "Dartmouth's in Town Again." He can scarcely contain himself when a shapely female swings across the screen, and when the clinch comes, as it inevitably must, he moans and yells with a sort of sadistic enjoyment. Emits, also, weird noises when a girl walks down the aisle before the show (apparently the Indian Love-Call). Funny part of it is, he's usually one of those males that learn about women from Biology 4 and lingerie ads.

Way off in back, but still within hearing distance is the hot dog who spent his childhood almost exclusively in the serials, and who hasn't gotten over their effect yet. It only takes one enthusiastic member of this species to ruin a good show, but there are usually four or five accomplices with him to help out when he gets hoarse. He stamps, whistles, boos, claps, yells, and hisses as best fits the scene, but really comes into his own in a "nick-of-time" rescue or when the heavy emerges from a hidden door. He always gets the support of the well-bred audience, and their hisses sound like the steam from ole Casey Jones's locomotive when the boiler busts.

Continued on Page Six

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Yammer In The Show

TO THE EDITOR OF THE DARTMOUTH:

This a country of free speech: I believe in this doctrine whole heartedly. But if yelling in The Nugget is an example of this liberty, then I'm for the repeal of the first amendment to the Constitution.

Why can't those wise guys shut up? It isn't so bad at a "western," but at a good show it is a disgrace. As an example, take the first evening showing of a splendid show, "You Can't Take It With You," which was spoiled for many because of a few rowdy wits. ("Wets" would be a better word.)

Where were these fellows brought up? In a lewd, vile atmosphere? If they were, they have no right being at Dartmouth. If they weren't, they must have been reared in the same stuff-shirt society that was portrayed in the picture. As soon as they get untied from their parents' apron strings they let loose without any consideration of other people.

It's a damn shame that you can't enjoy a good picture at The Nugget. If these boisterous, comical(?) humorists want to blow off, why don't they go to Holland and keep the windmills turning around?

Yours truly,
Disgusted

P.S. Maybe the abandonment of peanut throwing was a mistake. Now we can't hit these loud-mouthed nuisances.

(The Dartmouth, October 17, 1938)

COLLEGIANA

The hope of the world—freshly razor slashed. Dirty corduroys. More alarm clocks. Bells, ring one, ring seven, ring eight. Hair plastered. "Damn that cowlick." "Quiz this morning." Assignments scanned over a hasty cup of coffee. One more quick gulp. At calvery gallop cross campus. Many men, listless. Sleep-smearred eyes. Another 8 o'clock.

The biggest red-brick mansion. Men streaming endlessly in and out. The locker room. Dark, air thick with the acrid smell of sweat and dirty clothes. Somebody whistles, others join. A new tune in a farther corner. Showers and steam. Men hard breathing, drop on the benches. Fresh recruits go out. Last leavers close their lockers. Worthless gym shoes, wet towels, dust.

Nick's house. "Get me two." Rushees in the tender care of upperclassmen. Tickets, peanuts, apples, popcorn. Diversion. "Hit that guy." "Watch this one." "Yeah, this seat's saved." "Movie! Movie!" "I've seen this before." "No, it's awful." Always the crowd: boos, yells. Popcorn and peanuts underfoot now. "That's all." "Damn good picture." "Nother hour gone." "See ya, Hank."

Long blue shadows wander up from Ledyard Bridge. Library lights, dorm windows glow warmly. Dummy policemen gleam redly and are swallowed up. Blue shadows drift down from the purple hills. Identities by day now forms in the shadows, pass unrecognized. Lines, corners, angles, the awkward and ugly, merge to unity and beauty. Blue shadows write a harmony on blue-black sky.

(The Dartmouth, 1930)

Palaeopitus v. Freshmen

Freshman Attack On Nugget Beaten Back By Palaeopitus

Near Riot Occurs in Nugget
Lobby As Physical Force Is
Used to Keep Mob Out

Fist fights and rioting were in order last night when a group of freshmen a few hundred strong stormed the portals of The Nugget in an attempt to crash the gates.

.....

Horse Opera, From Page Five

Of course, don't get the idea that all Nuggeteers are as far gone as these. Some of the hot dogs are really only lukewarm. There's the rugged individualist who shouts for quiet so insistently that you can't hear the picture...or the guy who snores beside you, coming to the show only to keep up his "average" (19 shows in 19 days). Also harmless is the exhibitionist who stands staring at the audience before the show, looking aimlessly around for an acquaintance. There's only one type of hot dog that incites you to murder, real, actual, murder. He is the damp blanket, the wet sheet; he is the drip who says, as Greta Garbo sways towards Bob Taylor with lips outstretched, "Nice photography."

Taken as a whole, the audience appears rather respectable before the show, excepting for the aforementioned peanuts, which block out the sight of the sun... BUT! As one famous philosopher has said, "They're all the same in the dark."

(Hank Rosen,
Jack-O-Lantern, 1936-1937)



Credit: Jack-O-Lantern

A mass meeting of all 1936 men was called in the Commons, and ring leaders urged those assembled to seek entertainment at The Nugget by the "One-Eye-Connolly" method. The mob descended on the theatre just as the first evening show was getting under way. The lobby was jammed shortly by first-year men, adventurous, straining at the doors.

Soon the wooden panels began to creak on their hinges. Just then a group of Nugget officials and Palaeopitus men dashed to quell the disturbance. Little could be done by peaceful means, and physical force had to be resorted to, with a number of black eyes, bruises, and other injuries resulting. The Nugget doors were torn from their supports and a few gate-crashers gained the inner sanctum. The remaining freshmen found the going too strenuous after that, and soon withdrew. The successful gate-crashers were forcibly expelled from the theater.

In past years, raids on The Nugget have taken place occasionally, but this is the first occasion that two successive storms have occurred.

(The Dartmouth,
October 29, 1932)

Class of 1936

In preventing freshman from breaking into The

Nugget and causing damage, Palaeopitus is not attempting to show any unwarranted authority. The damage done Thursday and Friday nights will fall on Palaeopitus or will be charged to the Class of 1936. It is obvious that the cooperation of the freshman class is needed to end the selfish attitude taken by a few of its members.

—Palaeopitus
(*The Dartmouth*,
October 29, 1932)

Palaeopitus Defeats '41 In Annual Nugget Rush

There are about 650 freshmen—see? And they have just won the football rush—see? And they figure that maybe

they can lick Palaeopitus, too—see? Well they can't.

They go down to The Nugget in true freshman style, and they try to secure an Annie Oakley for the whole gang. However, it seems that the Palaeops don't think this is a very good idea, in spite of any opinions that the fresh might hold to the contrary.

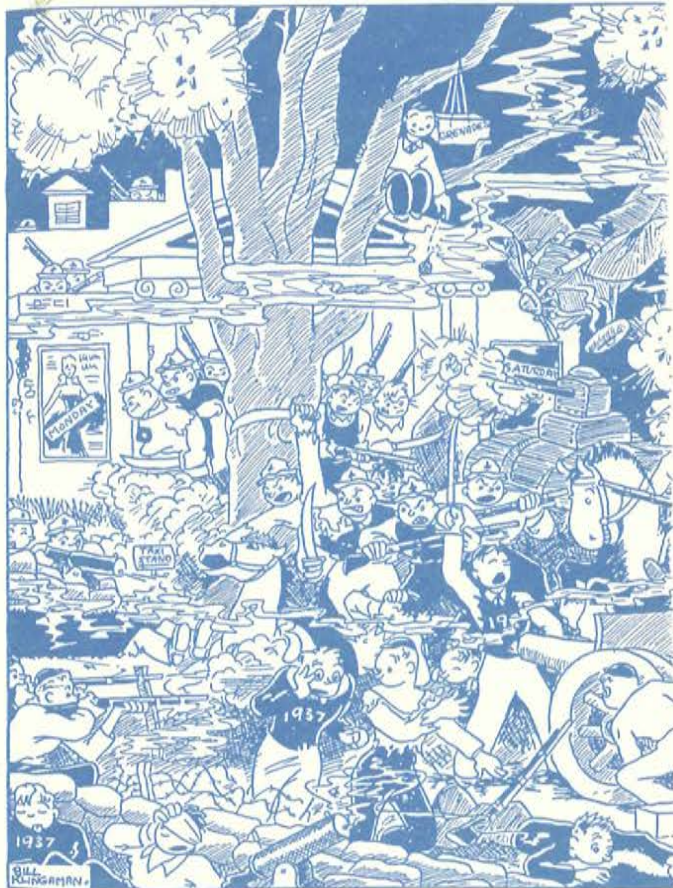
And since the Palaeops are seniors, they are a little smarter than the freshmen, and it takes them but three minutes, during which time they utter four words to send the 650 insubordinates back to their dorms.

Said Palaeop, "The show is over."

(*The Dartmouth*,
September 24, 1937)

Credit: Jack-O-Lantern

HOUSE PARTY, 1933



"NUGGET! NUGGET! ... LET'S TAKE THE NUGGET!"

Boycott Over 35¢ Increase

Nugget Defends 35-Cent Rate; Exterior Of Building Defaced

Improvement Society Says
Reduced Fees Would End
Profits, Admit Mistakes;
W.A.P. Deplores Vandals

POLICE SEEK ARTISTS

NEIDLINGER DECLARES THOSE
WHO DID PAINTINGS WILL BE
DISCIPLINED BY COLLEGE

Stating that even a 30-cent admission fee would eliminate all profit from the running of The Nugget, the Hanover Improvement Society, operators of the town theatre, issued a long statement yesterday to *The Dartmouth* in defense of the 35-cent admission tariff.

In their letter to *The Dartmouth*, the directors of the Improvement Society, Messrs. A. D. Storrs, M. A. Norton, H. C. Edgerton, E. H. Hunter, and R. A. Lewin, admitted, however, that "the maximum of efficiency has not yet been reached in the operation of The Nugget" and declared they intend to improve the conditions by introducing more shorts and by eliminat-



"Let's boycott the Nugget. You paint signs on the doors and I'll write Vox Pops."

Credit: Jack-O-Lantern

ing "fadeouts" in the showing of the pictures.

In the meantime, unknown rash students, desiring direct and immediate action, had inscribed their demands for a lower admission charge and an appeal for a student boycott on the portals of The Nugget, at some time between three and six yesterday morning.

Dean Neidlinger declared that the acts were "considered by the college authorities to merit serious disciplinary action." He further stated that "the person or persons who had done the painting had committed an act unbecoming an undergraduate."

Continued on Page Eight

GREAT DEPRESSION SPECIAL!

"The remarkable photo-copy!"

Better than carbon paper!

Costs less than a postage stamp!

GNOMON COPY

36 S. Main St., Hanover

Discipline, From Page Seven

Chief Hallisey, who is co-operating with the Dean in discovering the guilty parties, declared that they were liable to arrest for "malicious mischief" and "damaging private property" and, if convicted, could be severely fined and sentenced to jail.

W. A. P., a student whose letters to *The Dartmouth* instigated the movement for reduced rate, wrote that "the acts of vandalism committed Sunday morning were indicative of the hot-headedness of some Dartmouth students. Although they may have reduced popular support for the reduced rates campaign, they do not provide The Nugget with any justification for their rates or service."

Arthur Barwood, manager of The Nugget, declared that the theatre had the best procurable screen projector "and that the students who damaged the theatre should repay the \$150 repair bill."

(*The Dartmouth*,
March 4, 1935)

Comments On Boycott

By Halsey C. Edgerton,
Treasurer of the Hanover
Improvement Society

The Hanover Improvement Society was organized in 1922, and since that time has operated The Nugget Theater. While the Improvement Society is organized as a private corporation, it has a public purpose and devotes all of its profits for the benefit of the people of Hanover. The Corporation consists of 20 persons, some of whom are connected with the College and some with no such connection. The members of the Corporation each year elect a board of five directors to manage its affairs. The directorate at

present is A. D. Storrs, President; H. C. Edgerton, Treasurer; R. A. Lewin; M. A. Norton; and E. H. Hunter.

The Society leased the old theater building in 1922 from its owner, F. F. Davison, for a five-year period. At that time, entrance to the theater was from the alley between the Dartmouth Book Store and the C&G House. At the expiration of this lease in 1927, a new lease was made for a period of 10 years, at which time the Society also leased for a similar period the adjoining land between the old building and West Wheelock Street and constructed the present entrance and lobby. The cost of this improvement is being amortized over the period of the lease.

Any profits from the operation of the theater are applied, by vote of the Directors, to such uses as the Directors believe will be of benefit to the community, considering both permanent residents and the undergraduate body. None of the Directors receive any compensation whatsoever for any services rendered. No private profits are derived from the operation of the theater.

It has been the purpose of the management to exhibit pictures as soon after their release dates as they could be secured and to run practically all the better pictures produced each year. This policy involves considerably greater expense for film rentals than would be the case if later runs were satisfactory. The management has felt, however, that the Hanover public and particularly the student patrons desired these pictures as early as possible.

Must Barter For Each Film

In the distribution of films, fixed prices are unknown; it

is a matter of barter on each contract. Frequent negotiations with the distributors are necessary. All rentals have to be paid before films are exhibited. There is no such thing as credit in film distribution, and, even in the present emergency, payment has to be made in cash. The rental of films represents a large item in the cost of operating this the same as any other moving picture theater and is payable whether the pictures are a success or not. In some cases, rentals are based on a percentage and this practice usually applies to the more successful productions.

The profits from the operation of the theater throughout the 10 years of its existence have been applied to provide fire apparatus for the Precinct of Hanover, to pay a portion of the cost of building concrete sidewalks, to care for trees along the streets, to aid in keeping open the Occom Pond for skating, and in limited amounts for streets, school facilities, and the relief of unemployment, etc. For various reasons inherent in the nature of the business, the Directors have felt that it was not desirable to publish financial statements. The figures are reported at the annual meetings of the Corporation each year.

Nugget Yields Some Profit

The operation of the theater has yielded some profit each year. This has not been great in any year but in the cumulative total over the entire period of operation has produced some real improvements in Hanover conditions, probably better appreciated by older residents than by the present College generation. Any such figures as quoted by your correspondent, however, are quite

fantastic. At no time since the theater has been in existence has its *total receipts* in any one year anywhere near approached the figures quoted in yesterday by "1934" as a *profit*. Last year both admissions and profits were less than in preceding years.

Film rentals for last year and this year are practically at the same rates as in recent years. If these could be reduced, the Hanover Improvement Society would be glad to reduce its admission price. Such reductions cannot be expected immediately but every effort will be made to secure such on future film contracts.

Reduction Would Be Handicap

The Directors believe that there is some misunderstanding with reference to the reduction of moving picture prices elsewhere. The reductions with which we are familiar have been either in the theater with prices higher than those charged here or those with later runs of pictures. Some reductions have been featured for certain hours where the theaters expected thereby to secure some patronage not otherwise available. In all probability if any reductions were made at this time in Hanover it would result in an inability on the part of the management to get pictures as soon after the release as is now the case. This would hold true regardless of the rental price.

It appears also that some misunderstanding prevails with regard to the present rate of 35 cents. This rate was established at the time the change was made from silent pictures to sound.

I feel sure that, if it is desired, the Directors of the Society would be glad to meet

Continued on Page Ten

Unsurpassed

in its atmosphere of quiet refinement — in its distinct setting amid the rolling hills of New Hampshire — or as the perennial host of Dartmouth College.



The Hanover Inn



Modern in every appointment, yet possessing those inimitable qualities of yesterday



MR. ARTHUR P. FAIRFIELD
Manager

A History of The Hanover Inn

Like an intricately woven tapestry, the history of The Hanover Inn reflects the growth and changes of the town. Eleven years after Dartmouth College was founded in 1769, General Ebenezer Brewster arrived in Hanover to accept a position as College steward. His home occupied the site of the Inn.

Brewster, an enterprising Connecticut Yankee, converted his home into a tavern shortly after arriving in Hanover. Business flourished, and in 1813, while General Brewster was away on an extended trip, his son Amos had the Brewster Tavern moved to another site and began construction of a larger building to house both permanent residents and transients, which became known as the Dartmouth Hotel.

In 1887, the Dartmouth Hotel burned to the ground. Two years later the Wheelock Hotel was erected and in 1901 the College began an extensive two-year reconstruction and remodeling of the facility. Upon its completion, the new building was named The Hanover Inn.

Since that time, the history of the Inn has been one of continued growth and expansion. In 1924 an East Wing was added, providing an additional 48 rooms for a total of 100. Exterior expansion, including an outdoor dining terrace and landscaping, was initiated in 1939.

The West Wing was totally rebuilt in 1968, followed by the East Wing in 1989. The Hanover Inn's 92 rooms can now accommodate more than 200 persons quite comfortably. Two distinctive restaurants and attractive public and private rooms are available for social and business functions.

Just as the history of the Inn is interwoven with that of the College and town, its location, too, is at the hub of Hanover, offering guests a wide selection of nearby events and activities — recreational, cultural and social.

Boycott Responses, From Page Eight

a committee of Palaeopitus or any other representative group to go over in greater detail the matters here mentioned and to consider any presentation of the case for reduction of admission.

By An Undergraduate

The injustice of the present 35-cent admission charge to The Nugget is made apparent by comparing the quality and price of motion picture entertainment offered elsewhere. At Lebanon and White River, the managements present better and longer shows in the picture houses that are superior in ventilation and seating accommodations. Metropolitan moving picture theaters have met the general drop in the price level either by reducing the admission price or presenting a longer bill. With the exception of the improved sound

equipment recently established only to keep pace with the competitive theaters, The Nugget has refused to change its policy. The student body now realizes that the typical Nugget show is no longer worth the boom-time admission of 35-cents. A lowering of the admission price would attract more people, the same amount of receipts, improve the relations between the town and gown, and increase the total satisfaction in the community considerably.

The student body holds no grief against the Hanover Improvement Society as such, since the improvements made by the Society are a credit to the town. The students do not want the Hanover Improvement Society abolished, but they do feel that too great a share will be imputed to it at the end of this year. The Hanover Improvement Society has a philanthropic tinge. People in general give only to philanthropic societies after

their own needs are satisfied and such contributions are largely voluntary. The student body is at present in no financial position to contribute to the Hanover Improvement Society. The Nugget does perform a definite service in a smug college town, and the student body is willing to pay a fair price for that service. But with the incomes of every man in the country slashed, there is no reason why the share of profits given to the Hanover Improvement Society, a semi-philanthropic society, should be maintained.

The Nugget does make a profit above operating expenses in times when most picture houses in the country are struggling to exist. The Nugget, by trading on its monopoly advantages, will have this year a residue which is given to the Hanover Improvement Society at a time when many corporations cannot achieve operating

expenses. The Nugget charges a pre-Depression admission price of 35 cents.

The student body deems it a not unreasonable request for The Nugget to reduce its price for an hour and a half show to 25 cents.

By Arthur C. Barwood

In connection with the admission prices in effect at The Nugget, the following clause of standard motion picture contract might be of interest:

"If the Exhibitor shall, during the exhibition of any photoplay licensed hereunder, charge less than the aforementioned minimum admission prices, then the Distributor may, at its option, either (1) terminate the license with respect to all the remaining photoplays not therefore exhibited hereunder, or (2) if the license fee of any such photoplay is to be computed either in whole or in part upon a percentage of the gross admission receipts of said theatre, then the Exhibitor shall account to the Distributor for all admissions to said theatre during the exhibition of any such photoplay upon the basis of such minimum admission prices."

If reductions were put into effect immediately, it would not only add to the burden of the theatre, but would also tend to create dissatisfaction among our patrons because of our inability to get pictures while still new.

There are no theatres playing pictures as close to the national release date as The Nugget, and charging a lower admission.

(The Dartmouth, 1935)

THE DARTMOUTH BOOKSTORE

One of Hanover's "survivors" along with the Nugget... serving the people of Hanover and the Upper Valley for more than a century. Independently owned classic bookstores like the Dartmouth Bookstore are an "endangered species" in these days of franchises and chainstores. Along with more than 130,000 different book titles, we also sell...

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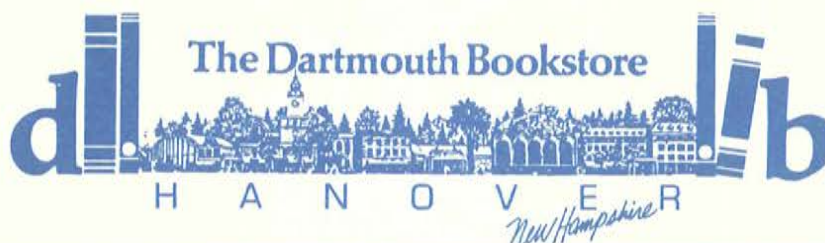
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Remodeled Nugget & A New Name To Match

**Frank Davison,
Prospector, Named
Nugget Back In 1916**

By Tom Braden

It was Frank Davison Jr. who named The Nugget. Frank was out in Montana prospecting for gold, but Frank Davison Sr., who owned the Davison block, wanted his boy home. Davison Sr. had been talking to a freshman football player named Bill Cunningham, who owned a projection machine and played the piano. The movies looked like a coming thing, and when Frank came home from the West, he was told he could name the new theatre. And so it was The Nugget. That was in 1916. The chances are better than fair that it won't be The Nugget anymore.

If you turn into the alley alongside Storrs' bookstore and keep your eyes ahead, you will see on the brick wall of the theatre a single slab of granite. That was the sole decoration, and all that is left of the entrance to Davison's new theatre. The building was erected by the Hanover Improvement Society in 1922. In 1927 the present front of the theatre with the lobby and pillars was added.

The Hanover Improvement Society was founded to take over The Nugget mainly because the Precinct of Hanover is not allowed to run a business that has an infinitesimal chance of losing money. From time to time, the Improvement Society has done a little work on the Hanover trees. But mostly it just

takes care of The Nugget. The profits go to Hanover.

A nugget, according to the dictionary, is either a lump of metal, or a thick-set young beast. Some of the men who have been around Hanover long enough to remember when the janitor from the C & G house ran a peanut stand on the corner of South Main and Wheelock and furnished the students with Nugget ammunition are inclined towards the second definition. At least the Improvement Society is. They don't like to have people throwing peanuts in their theatre.

Bill Cunningham was responsible for that. Bill is a firm believer that the ad-libbing that goes on today is practically as nothing to the antics of the boys in the dirty shirt hidiers of his era. Cunningham will slap his huge hands on his desk and tell you how he planted a few of his friends in the audience to throw peanuts at him as he pounded out a piano background to the old silent film. When the first peanut landed, Cunningham arose and made a short speech deploring student attitudes. The peanut sales increased and came faster. Cunningham swept them up and sold them again the next night.

If Cunningham was the first of the thick-set young animals, he only started something. Deans Strong and Neidlinger ended it last year.

And now the old order is due for another fast change. "We feel," says Mr. H. C. Edgerton [College Treasurer and member of the Hanover Improvement Society], "that the change in The Nugget is



Credit: Jack-O-Lantern

wanted by the majority of the students, and townspeople. Talking during the show is a different thing now that we have sound pictures." But neither Mr. Storrs nor Mr. Edgerton would commit on the name, Nugget.

"Perhaps," said Mr. Edgerton, "we may award the prize to the best written letter telling why we should keep the name. The Hanover Improvement Society would probably respect the wishes of the students in whatever action is taken on The Nugget."

And Mr. Storrs, who has seen boycotts and raids, has

been thrown at and shouted at throughout Nugget history, thinks of young Davison who came home from the West, and says, "It's funny how the theatre was named. Nugget isn't really such a bad name."

(The Dartmouth, April 21, 1938)

NUGGET CHANGE STIRS CAMPUS

**Petitions Expressing Wish To
Retain Present Name Posted
In Dining Halls**

The furor aroused by the announcement of a contest to select a new name for The Nugget continues unabated as two petitions were posted late Thursday, one in Freshmen Commons and one in Thayer Hall, expressing student opposition to the proposed plan.

Continued on Page Twelve

We Need Only To Say . .

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and LAUNDERERS

College Cleaners — 1950s advertisement.

Campus Stirred, From Page Eleven

Both petitions were worded similarly and were obviously written by the same person(s). The one outside the Commons elicited over 300 signatures before it was removed yesterday and brought before Mr. Storrs, president of the Hanover Improvement Society, which announced the proposed name change Wednesday. The second petition posted in Thayer Hall bears 100 names already.

According to Charles E. Widmayer, director of the College News Service, when the Hanover Improvement Society conceived the idea of a remodeled theatre and a new name for it, it had uppermost in its mind the psychological effect that these two changes would have upon the student body in general. It felt that once the name "Nugget" became a thing of the past, the rowdyism associated with the old name in the students' mind might become a thing of the past. For the practice of cutting-up generally in The Nugget has been a sore spot in the eyes of the Improvement Society and the townspeople for many years.

Mr. Storrs, when questioned about this further display of student reaction to this proposed innovation, said that "If the crowd wants it to stay The Nugget, it will probably be The Nugget."

(The Dartmouth, 1938)

Contest Instituted By Theatre Owners

\$35 or Year's Movie Pass Set
As Winner's Reward

The Hanover Improvement Society yesterday announced that a new name will be chosen for the remodeled and enlarged theatre that will replace The Nugget next fall,

and that a contest will be started at once to determine the new name. A prize of a year's pass to the movies or \$35 in cash has been established for the contest, and a committee of judges, chaired by Prof. Leon Burr Richardson, has been named to consider the suggested titles, which must be related either to the history of the College or the Town of Hanover.

In addition to Professor Richardson, the members of the committee of judges are Mrs. Ford K. Sayre, Prof. Adelbert Ames Jr., Theodore E. Bacon, and Robert E. Archibald '38. The directors of the contest for the Hanover Improvement Society are Max A. Norton and Charles E. Widmayer, through whom the following rules were announced yesterday:

1. The Name Contest for the Improvement Society's new theatre shall be open to all members of the College and all residents of Hanover. Members of the Society, members of the judging committee, and employees of the Nugget Theatre shall not be allowed to take part in the contest.

2. The names suggested for the new theatre must be related either to the history of Dartmouth College or of the Town of Hanover.

3. Each suggested name must be accompanied by an explanation of not more than 100 words as to the appropriateness of the title. If the winning name has been suggested by more than one person, the prize shall be awarded on the basis of the accompanying explanation.

4. All names must be submitted on or before May 16, 1938. They may be mailed to or left with Charles E. Widmayer at 305 Parkhurst Hall.

5. The prize for the winning name shall be a pass to the new theatre for the year 1938-1939 or \$35.00 in cash, the winner to make his choice of these awards.

6. The selection of the judges and the Hanover Improvement Society shall be final.

7. Inquiries about the Name Contest should be directed to Mr. Widmayer at 305 Parkhurst Hall.

Plans for the remodeled theatre are being drawn by J.

Fredrick Larson, College architect, and it is expected that construction will begin early in June so that the new movie house will be ready for the opening of the College next fall. The main feature of the remodeling will be the addition of a balcony providing approximately 300 more seats. The entrance lobby will be enlarged and two staircases will be constructed leading to the balcony. With 600 floor seats and 300 balcony seats, the new theatre will have a total capacity of approximately 900, as contrasted to the present capacity of 600.

WILL BE AIR-CONDITIONED

Modern air-conditioning will be another important feature of the remodeling. Comfortable seats will be installed, and attractive appointments will be added throughout the theatre to give it an atmosphere more in keeping with recent social-life changes in the College and the town.

(The Dartmouth, April 1938)



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DARTMOUTH LOG

Official weekly newspaper of Dartmouth College and of the Navy V-12 Unit at Dartmouth College. Published every Friday during the three academic terms of the calendar year. Office: 31 Robinson Hall, open 1330 to 1630, Monday through Friday. Other times: Dartmouth College News Service, 305 Parkhurst.

Damage Of Nugget Fire Estimated To \$75,000

The near-complete destruction of the Nugget Theatre last Friday morning by flames that were fought by 30 men working with nine lines of hose and thousands of gallons of water resulted in damages estimated at around \$75,000 by Fire Chief Carl Nott. The most devastating conflagration in Hanover since 1937, when almost an entire block of Main Street was razed, the fire gutted practically the entire interior of the theatre and caused an explosion that blew out the roof and right wall.

Although the cause of the fire has not yet been definitely ascertained, the prevailing theory lays it to a burning cigarette butt, left to smolder among the peanut shells after the last show Thursday night.

The fire was reported at 0440 by Patrolman Archie Thornburn. As he was walking his beat along Allen Street early Friday morning, Thornburn noticed smoke escaping from The Nugget roof. Upon investigation, he discovered a fire raging inside the theatre, and he immediately turned in an alarm.

Ten minutes later, the first fire-fighters arrived, but during that interval the internal combustion precipitated an explosion that blew out the roof and the right wall. Because there was no one in the vicinity when the explosion occurred, many possible casualties were averted.

The components of six fire trucks, five from Hanover and one from Lebanon, labored

fiercely until 1000 before the blaze was completely under control.

According to Chief Nott, the aid lent by several V-12 Trainees was instrumental in curbing the fire. "They all worked hard and efficiently," Nott stated, "and without their help the damage might have been much more widespread. The Hanover Fire Department certainly appreciates their cooperation."

At a meeting last Monday night of the Hanover Improvement Society, operators of The Nugget, the use of Webster Hall for showing films



The Nugget Fire — January 28, 1944.

under The Nugget organization and with the cooperation of the College was planned. It is expected that a projection booth and machines will be available for use at the start of next semester.

No plans have yet been made for rebuilding The Nugget, but the directors of the H.I.S. are now considering the problem.

(Dartmouth Log, February 4, 1944)

FIRE!

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TRUMBULL-NELSON WISHES THE NUGGET A HAPPY 75th ANNIVERSARY

From its modest beginning in 1917 as a residential construction firm, the company has grown to become the oldest and largest Design/Build residential, commercial and institutional construction company in the Upper Valley.

In 1914, at age 25, W.H. Trumbull went into business for himself, after having worked for Dartmouth College for the 3 previous years. In 1917, he founded the W.H. Trumbull Company, and in 1921, the Company moved its headquarters to the site now occupied by the New Dartmouth Bank's drive-up facility and parking lot. In 1925, Dale H. Nelson came to work, first starting as a water carrier for the workmen in the field. After a great deal of hard work and study, in 1936 Mr. Nelson was invited to work in the office as an assistant to the Company estimator. Eight years later he became a partner in the business, and in 1947 the firm's name was changed to Trumbull-Nelson Company.

During those years, Trumbull-Nelson not only expanded its markets, but also developed a retail building material division and a custom millwork shop. Because of Mr. Nelson's commitment to growth, the Company increased its fleet of vehicles to provide additional service and productivity.

Mr. Nelson retired in 1963 selling the business to Donald B. Smith and Clinton B. Fuller, both whom had served in various management capacities for many years. In 1966 Leonard M. Ufford also joined the firm as a partner.

Under their aegis, the firm continued its growth and in 1970 moved to its present location on Route 120. The evolution of the Company and its management continued, and in 1987 Clinton B. Fuller sold the firm to its present owners, George M. Bonvallat and Laurence J. Ufford.

Trumbull-Nelson is proud of its long history and proud of its role as participant in the growth of the Upper Valley. Not only has the Company been privileged to have been selected to build many of the most notable buildings in the community, but the Company has provided continuous employment for countless Upper Valley residents over the years. The Company's strong commitment to the community is demonstrated by management's extensive participation in community affairs. The owners of the Company have, and continue to assume leadership positions in the community, serving in various capacities in such organizations as the Rotary and Lions Clubs, School Boards, Zoning and Planning Boards, Youth Activity Boards, Dartmouth-Hitchcock Medical Center and the Hanover Improvement Society.

Among the many structures built by Trumbull-Nelson Construction Co., Inc. over the years are such buildings as the Nugget Theater, Hanover Improvement Society Arcade, Hanover Post Office, New Dartmouth Bank, Fleet Bank, Lang Building, Ledyard National Bank, Hanover Consumer Co-Op Store, Kiewit Computer Center, Nelson A. Rockefeller Center, Dartmouth Printing, Dana Medical Library, Kellogg Auditorium, Courtyard Condominiums, Berrill Farms Condominiums, Hanover High School, Bernice Ray Elementary School, Howard Johnson's Motel, Sheraton Motor Inn & Conference Center, the Woodstock Inn, Carter Witherall Center and the Powerhouse Mall Arcade...to name just a few.

For 75 years, Trumbull-Nelson Construction Co., Inc. has served the local community, and for 75 years the Company has remained steadfast in its commitment to quality, integrity and service.

We are also pleased to announce that Trumbull-Nelson Construction Co., Inc. will be celebrating its 75th anniversary in 1992, and we would like to thank the customers the company has served over its 75 year history.

(Right: The "New" Nugget being built by The Trumbull-Nelson Company, 1951)



Credits...

Again, *The Nugget* and the Hanover Improvement Society wish to recognize the efforts of Kimberly Pierce '91, John Scotford '38, and Tom Byrne '55 for their research, which has provided the material for this newsletter.

We are also grateful to Nancy Hossfeld for her editorial and publication production services; to Whitman Press for their logistical support and professional excellence; and to our Hanover friends, neighbors, and fellow businesses for the advertising

support that made this issue of *The Nugget News-Herald* possible.

Our thanks, too, to the generations of dedicated members of the Improvement Society, who have donated their services in support of *The Nugget* and public works projects that have added much of value to Hanover and the Upper Valley. And our sincere thanks to Improvement Society employees who have managed the projects so well in service to the public.

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