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FADE IN

BUYERS DIRECTORY: .BK!

Our September 2004 Buyers Directory, perhaps due to its new, super-expanded index, really grabbed reader attention—including several sends already from companies whose listings need updating. We will be running those updates here next issue; in the meantime, we urge all supplier and service firms listed in the directory to check not only their company listing but also their category listings in that grand index, and if there are any changes please let us know! Just email the new info to kimw@boxoffice.com.—*Kim Williamson*

MAILROOM

COLLEGE DAYS

Dear BOXOFFICE:

I am working on a college project and am looking for assistance regarding customer demographics for the movie industry. The course of study is Geographic Information Systems, which deals with digital spatial analysis and mapping. The project I am working on is performing an analysis of a local area to see if it could potentially support a movie theatre.

I am looking for statistical information as to the age, gender and financial status of the average movie audience as well as any information regarding the community profile that would be desirable to site a theatre, i.e., population, economic status, proximity to existing theaters, etc.

Any assistance that you can provide or a referral to someone that may be able to help with this would be greatly appreciated. I will be more than happy to share the results of the study. Thank you for your consideration.

Kirk Laughead, Mesa College, San Diego

From the Editor: Along with providing the student with info and leads, we thought we'd pass this request straight to our knowledgeable readership; anyone wishing to provide information to Mr. Laughead can reach him via E-mail at forlaughter@hotmail.com.

LAND OF THE GIANTS

Dear BOXOFFICE:

I am referring to Mr. [R.E.] Allen's letter to BOXOFFICE (Sept. 2004) in which he upholds the former addition to your publication "The Modern Theatre." I agree with him 100 percent—having read BOXOFFICE since 1950—yet you are still a giant in the publishing business and will continue so indefinitely with your always excellent rap-
port on the motion picture industry.

For your information, your BOXOFFICE [with a Modern Theatre piece on the cinema] of years past, weathered and brown, will repose forever in the Stanley Theatre in Jersey City, restored to its original Italian renaissance, in its museum along with other artifacts.

Raymond Peque, Carlstadt, N.J.

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