



Press Release

New Book Explores the Rise of “Bank Night” in 1930s American Movie Theaters

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Luna Community College is proud to announce that Dr. Christopher Smith, faculty member in the Humanities Department, will release a new book, *Bank Night at the Movies: The 1930s Cash Giveaway Craze*, published by University of Exeter Press.

The book explores the rise and nationwide popularity of “Bank Night,” a cash-giveaway promotion used by movie theaters across the United States during the Great Depression. Through historical research and cultural analysis, Dr. Smith examines how the promotion shaped moviegoing culture and reflected the broader social and economic conditions of the era.

Dr. Smith is an interdisciplinary scholar, writer, and educator whose teaching and scholarship reflect Luna Community College’s commitment to academic excellence and student engagement. His publication contributes to the college’s growing presence in humanities research and national academic publishing.

University of Exeter Press is an internationally recognized publisher specializing in history, heritage, and the social sciences, including the Exeter Studies in Film History series.

For more information:

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