

Showmanship

— FOR THE EXHIBITOR —

HOW TO PUT OVER THE COMING RELEASES

"Becket."

Stoll.

Released February 4.

A great British historical drama. The story tells first of the friendship of Becket and Henry II. and the former's appointment as Archbishop of Canterbury. The King is conducting a liaison with Rosamond, a lady of the Court, who incurs the anger of Queen Eleanor. The Queen is also full of hatred for Becket, who thwarts many of her plans. She attempts the life of Rosamond, but Becket, no longer the servant of the King, but the servant of God, protects her and takes her to a convent. This delights the Queen, who sees a way to get rid of her enemies at last. She informs the King, who, in a fit of rage, asks why no one will rid him of this priest. At a signal from the Queen four knights set out for Canterbury, where they murder Becket on the transept steps of the Cathedral.

Boom as one of the best historical pictures ever made in any country and stress the fact that while fact has been adhered to, the film tells a story of great dramatic and human interest. The famous historical characters—Becket, Henry II., Eleanor, the Queen, and many more—are presented not as cold reproductions, but people of flesh and blood. Mention the wonderful and realistic settings, making a special point that parts of the story were actually enacted within the precincts of Canterbury Cathedral itself.

Make much of the excellent acting. Boom the name of Sir Frank Benson, the famous Shakespearean actor, who in the title rôle makes his screen debut. Many of the strong supporting cast should be given publicity, including A. V. Bramble as Henry II., Mary Clare as the Queen, Gladys Jennings as Rosamond, Percy Standing, Bertram Burleigh, Sydney Paxton, Bert Darley and Sydney Folker.

"Woman to Woman."

W. and F.

Released February 4.

From the stage play by Michael Morton. In Paris, during the war, David Compton is on leave and meets Louise, a dancer, at the Moulin Rouge. She gives him her love, but on the eve of their marriage David returns to the front, is badly wounded, and invalided out of the Army, having lost his memory through shell-shock. He marries a society woman, who, in spite of his oft-repeated desire, refuses to give him a son. Louise has now become famous, and is dancing in London under the name of Deloryse. David meets her accidentally and regains his memory and learns that he has a son. He explains everything to Deloryse, and when David's wife refuses to adopt the boy, they decide to leave for Paris together. As they are packing the wife arrives, admits she has been in the wrong and says she will take the child. Deloryse's doctor tells her it may prove fatal if she dances at a ball David's wife is giving. Deloryse sees the great way out, dances at the ball and dies.

This is a great British picture, which should be exploited to the full. Make much of the fact that no finer picture of its class has been made anywhere. Stress the beauty

of the theme—a mother's sacrifice to give her child a name. Talk of a man torn between love for a woman and duty towards his wife. Mention the tense drama of many of the scenes, especially the ending, where the dancer is carried out dying, and while taking farewell of the man she loves, the music and dancing continues.

Stress the gorgeous settings and the realistic reconstruction of the Moulin Rouge. Give great publicity to Betty Compson and boom the fact that in this British film the talented actress gives her finest performance. Clive Brook, who has become a great favourite, should be given mention, and other artistes who do well are Josephine Earle and Marie Ault.

"M'Lord o' the White Road."

Granger's.

Released February 4.

A romance of the open road in Regency days. John Shale, a penniless knight of the open road, finds himself, through strange happenings, forced to assume the identity of the high-born and dissolute Lord Anderley, to whom, in features, he bears a striking resemblance. Shale falls in love with the beautiful Lady Gloria, and she with him, although she is horrified by the tales of Anderley's past life. Lady Gloria's uncle, Sir Humphrey, is against the marriage, as should his niece wed Anderley he loses control of her fortune. The deception is discovered, Shale disappears, and the real Lord Anderley's body is brought home. Shale is accused of the murder, but it is proved that Clayville was the murderer. Shale returns, and he and Lady Gloria find happiness together.

One of your best angles of exploitation (especially if you are showing it during British Film Weeks) is the delightful and typically English atmosphere which pervades the film. The wonderful, stately mansions and beautiful old-world gardens shown in this production will delight your patrons. Advertise the romantic story of love and adventure in Regency days, when a man's greatest joy was life on the great white road.

The many thrilling incidents are worth mentioning, especially a fine scene where Victor McLaglen in a dual rôle fights a duel with himself. The names of many well-known British artistes should be given publicity. McLaglen, the young giant of the British screen, is probably the best known. Mention his former successes, which include "The Call of the Road," "The Romany," "A Sailor Tramp" and "The Glorious Adventure." Marjorie Hume, one of the most beautiful of British actresses, deserves mention. She will be remembered for her work in "A Prince of Lovers" and "Silent Evidence." Other artistes worth mentioning are James Lindsay, Mary Rorke and Fred Wright.

"The School for Scandal."

Butcher's.

Released February 4.

Sheridan's famous comedy of manners, Sir Peter Teazle takes unto himself a young and charming wife, fresh from the country, whose one idea on entering society is to

follow all the latest crazes. Lady Teazle falls into the hands of the scandal-mongers, who convince her that every fashionable married lady must have a lover. Rather than be thought unsophisticated, she accepts the attentions of Joseph Surface, one of the two nephews of wealthy Oliver Surface, who arrives from the West Indies to discover which of his nephews, Charles or Joseph, has the better character. Joseph, the hypocrite, is exposed, and Lady Teazle, her eyes opened, returns to the arms of Sir Peter.

You should make the most of the title and the name of the author. Both are so well known that they provide an advertisement in themselves. Stress the fact that the clever humour of the play has intrigued many generations and that it has been revived seventy times since its first production in 1777. Mention the numerous famous actresses who have played the part of Lady Teazle since Mrs. Abingdon first created it—Mrs. Bancroft, Ellen Terry, Kate Bishop, Mrs. Langtry, Winifred Emery, Mrs. Patrick Campbell, Marie Lohr, Phyllis Neilson-Terry and Gladys Cooper.

Tell your patrons of the new Lady Teazle played by Queenie Thomas, who has only recently returned to the screen. Boom the strong cast, which includes Sydney Paxton, Basil Rathbone, John Stuart, Frank Stanmore, Elsie French, Mary Brough and A. G. Poulton.

"What Price Loving Cup?"

Butcher's.

Released February 4.

A good racing melodrama. Sir John Lorimer convinces the heroine that her lover, Philip Denham, is dead, and marries her. Denham returns and sets out to ruin Lorimer on the Turf. In a big race, on which Lorimer's financial security depends, Denham defeats his rival's horse with the assistance of a girl jockey. Lorimer lodges an objection, but it is disallowed. Lorimer in despair commits suicide, and the lovers are reunited.

Your biggest advertising point is the fact of the wonderful race won by the girl jockey, Marjorie Benson. Recently there has been much talk in the lay Press concerning lady jockeys, and you should make the most of it. Stress the excellent race scenes, and also mention that the story is by the author of "Kissing Cup's Race," a film which proved very popular some time ago.

The cast is worthy of publicity. Violet Hopson, who has a large following, James Knight, as the manly hero, and James Lindsay, as the polished villain, give excellent performances.

"Armageddon."

New Era.

Released February 4.

Lord Allenby's Palestine campaign. The film tells how the campaign was gradually developed and how it led to the final defeat of the enemy.

You should go all out on this picture. If you are showing it during the great British Film Weeks you have the opportunity of doing bigger business than you