

appointed manager of the Coliseum, Clifton, in succession to F. D. Sumpter, is well-known in local Trade circles. He was associated with F. J. Price, in the management of the old Picturedrome, Bedminster, and later of the Town Hall. Then he came to the Dolphin Street Picture House, where he remained until the hall was closed down and converted into business premises. Mr. Byrne has also had some experience of the renting side of the business, having for some time been connected with a Bristol firm of renters—Eureka Exclusives.

**TAUNTON LYCEUM TRADING LOSS**

The report of the Lyceum Theatre, Taunton, presented to the shareholders of the company at the annual meeting showed a loss on the year's trading of £272 7s. 9d. During the year the company paid to the Government over £2,000 in Entertainment Tax. The loss is accounted for by the unemployment which has been prevalent, reduced admissions, the high cost of films booked during a period of exceptional prosperity, and increased charges for posting and advertising. H. Van Trump, the chairman, pointed out that many of the original shareholders had had the whole of their capital returned during the last six years' working, and 2½ per cent. in addition. Speaking on the present position, he said he saw no reason why in the future they should not return to their old prosperity.

**A "FOOLISH WIVES" WEEK.**

The London release of the big Stroheim feature comes hot upon the termination of the ninety performances run at the New Oxford. Commencing on Monday next, November 27, no fewer than twenty London picture theatres will be screening "Foolish Wives," including the Pavilion, Shaftesbury Avenue; Dalston Theatre; the Majestic, Clapham; the Pavilion, Lavender Hill; the Tower, Peckham; the Angel, Islington; the Scala, Maida Vale; the Academy and the Broadway, Hammer-smith; the Court, Tottenham Court Road; the Empire and the Coliseum, Mile End; and the Rink, Clapton. Many excellent exploitation ideas are open to exhibitors who wish to take ad-

vantage of the public interest created in the Stroheim production.

One curious feature about "Foolish Wives" is the number of letters which have been received by the various film correspondents of provincial weeklies, asking when the film is likely to be screened in their district. The editor of one Yorkshire paper has had no fewer than seven inquiries in one week.

**A COSTUME OPPORTUNITY.**

There is an opportunity for any film or theatrical producer staging scenes in which the Greek national costume is required, to get his whole company outfitted at small cost. At the property and wardrobe rooms at the Gaumont studio at Lime Grove there is a whole room full of Greek costumes, for men and women, with ornaments and accoutrements complete, which were used for the Gaumont film, "A Prince of Lovers." All the men's jackets and women's costumes are hand-embroidered and really valuable. Bernard Bromhead, the studio manager, will consider any reasonable offer for the whole or part of the stock.

**MORE QUALITY "SHORTS."**

On November 20, at the Shaftesbury Pavilion, Quality Films (through Walturdaw) will show its second instalment of "short stuff." Four of the six will be presented; they include "The Letters," a story from the French, featuring Madge Stuart and Hugh Miller, which is novel in that the most dramatic situation takes place round a dining-table.

"The Cunninghames Economise," "Keeping Men Interested" and "Her Dancing Partner," all of which feature Joan Maclean and Sydney Folker, are further tales of the "Geraldine" series, which depict comedies incidental to the life of a newly-married couple, and which proved so popular in the first series.

On December 11, at the Shaftesbury Pavilion, this firm will show its first four-reeler, entitled "His Wife's Husband," which is said to be a very excellent little drama on melo-

dramatic lines. It features Madge Stuart, who has an exceptionally strong part to play, and Olaf Hytten. The story has a quite unexpected denouement, which is carefully concealed to the last.

The object of the company to give "little pictures with big stories," and to supply one and two-reelers which will be worthy of a prominent place on any program are said to be fully maintained. The success of the first series undoubtedly shows that there is a real demand for this type of picture.

**"EAST IS WEST" PUBLICITY.**

As usual First National is exploiting "East is West" on the big scale. The title of the attraction and the name of its famous star, Constance Talmadge, meet the eye at every turn, electric signs and hoardings, both being utilised to familiarise the public with the picture. Arrangements have been made for a window display at Selfridges, and over 7,000 bright double crown posters bearing on the election were posted in polling centres throughout the country. Another novel device for catching the eye of the public has been conceived by First National, namely, a Chinese rickshaw drawn through the main streets of London with a little Chinese girl representing Ming Toy inside drawn by a Chinese coolie advertising "East is West."

**A WORDLESS FILM.**

The name of Henry Edwards' wordless film has now been given out. It is called "Lily in Our Alley." The picture is now completed except for the cutting and assembling, which has yet to be finished. Throughout the film not a single written or printed word appears, and in this respect it is regarded as unique. The film starts off with the usual title and a sub-title, stating that lapses of time are expressed by dark periods in the film, and during the remaining six reels no other word appears.

**FOX FILM FOR THE BLUE CROSS.**

The Fox Film Company announces that "Just Tony" (reviewed in this issue) has been heartily endorsed by Our Dumb Friends' League (British Society for the Prevention of Cruelty to Animals), and that arrangements are now being made for a special Blue Cross Flag Day to be held on the release date of this production. As "Just Tony" will play a prominent part on this day, all interested exhibitors are invited to apply to the Fox Publicity Department for further particulars.

**A COINCIDENCE.**

It is interesting to note that a strange coincidence marks the engagement of Charles Giblyn, the American director, to produce the film version of "The Hypocrites," Wyndham Standing, who is starring in this production, was directed by Giblyn in the film in which he first made his appearance before the film camera. The film was entitled "Extravagance," and was a big success in America. Since then director and star had not met again until Giblyn first set foot in Holland, and to his surprise, the first person to greet him on arrival was Standing, who had been in Holland for some time playing the leading part in "The Lion's Mouse."

**"TESS" WORK FINISHED**

Frank Urson, the Goldwyn director, who has been busy in Dorsetshire filming the exteriors for "Tess of the D'Urbervilles," has completed his task. He is well pleased with the results, although Mr. Kesson, his cameraman, has at moments agreed with the worst opinions recorded about our climate. Beside the actual work done upon "Tess," various shots of interest have been made, including some views of London and the river. One of these was taken from the top of the Hotel Cecil.



SOME QUALITY SHORTS: (1) "Her Dancing Partner" (Joan Maclean); (2) "Her Dancing Partner" (Joan Maclean and Sydney Folker); (3) "Keeping Man Interested"; (4) "Her Dancing Partner"; (5) "Keeping Man Interested"; (6) Madge Stuart in "His Wife's Husband" (4 reels); (7) Madge Stuart and Olaf Hytten in "His Wife's Husband."