

Showmanship

— FOR THE EXHIBITOR —

HOW TO PUT OVER THE COMING RELEASES

Bonnie Prince Charlie.

Gaumont. "U." Released March 17.

Bonnie Prince Charlie is a much beloved figure of history, and the title should be boomed to the full. Advertise a film which is not dull history, but stirring romance. The two stars will prove great draws. Gladys Cooper, as Flora Macdonald, should be given wide publicity and, in no less degree, the part she plays. Ivor Novello can safely be boomed. He is a great favourite with the ladies, who will be anxious to see him as the dashing Scottish hero. Mention the fact that he specially composed for the film the themes "Prince Charlie" and "Flora Macdonald."

The romance should be insisted upon, and avoid too much historical talk. Make much of the delightful Scottish backgrounds, which include fine scenes of the rugged Highlands and of the thrilling scenes of the Battle of Culloden, which was entirely re-enacted on the actual battlefield. Some excellent acting in the minor parts, which are worth mention, is shown by Hugh Miller, I. B. Imeson, A. Bromley Davenport, Lewis Gilbert and Adeline Hayden-Coffin. This film lends itself admirably for a simple but effective lobby display. Decorate your lobby and front of your house with tartan, and obtain a collection of old Scottish weapons, which can be hung on your walls to advantage.

Food for Scandal.

Gaumont. "U." Released March 17.

The title is an excellent angle for publicity and lends itself to teaser advertising on the following lines: "What is 'Food for Scandal?'" "Is Divorce 'Food for Scandal?'" "Are Kisses 'Food for Scandal?'" Talk as the amusing story of a light-hearted girl who provided material for divorcees simply to obtain business for her poor lawyer sweetheart. Wanda Hawley will prove a big draw. Mention her past successes, including "Fires of Fate" and "Lights of London." You may mention the producer, James Cruze, in view of the great success of his production, "The Covered Wagon."

Where the North Begins.

F.B.O. "U." Released March 17.

The wonderful dog who "stars" in this film is the angle to emphasise. Rin-Tin-Tin has been given a lot of publicity in the London Press, and you should boom his name widely. Your local Press will no doubt be pleased to print a story on Rin-Tin-Tin if worked up on interesting lines. Mention how this Alsatian wolf hound did wonderful service in the war, including Red Cross and despatch work. Talk of the exploits of Rin-Tin-Tin in this picture. How he acts as nurse to baby, how he fights for his master and how he brings the villain to book, and also how, throughout the film, he keeps a wonderful air of naturalness.

There are many fine outdoor snowed settings of North-West Canada, and the cold brightness of atmosphere and the charm of the wild landscapes are vividly shown. Do not make too much of the story, but simply promise a tale of love and adventure in the frozen North. Obtain plenty of cut-outs of the dog for your lobby display. Suggest a snowy waste, and, if possible, obtain some cut-out of wolves. Make your whole display as simple as possible, and it will attract plenty of attention.

The English Rose.

Astoria. "U." Released March 17.

Stress the really good melodrama, of the popular Lyceum type, which characterises this production. The name of the late George R. Sims provides a good angle. Say that the film is adapted from the play of the same name by George R. Sims and Robert Buchanan: a rousing romance of love, mystery and villainy in Ireland.

The title is appealing in itself, and should be widely boomed. You could run some good teaser advertising in your program on these lines: "What Can Surpass 'The English Rose?'" "Who Won 'The English Rose?'" "Who is 'The English Rose?'" etc. Talk of the story of a beautiful English girl whose love for a young Irishman almost brings death to her lover.

Then you can enlarge upon the mysterious murder and how suspicion fell on the wrong man. The delightful native scenery should be exploited, and there are several names in the cast which could be mentioned with advantage—Amy Brandon-Thomas appears as "The English Rose," and other artistes who do well are Humbestone Wright, Sidney Folker and Clifford Desborough.

The Acquittal.

European. "A." Released March 17.

This "mystery" story can be boomed to uncritical audiences, but most people will find it full of weaknesses. Do not emphasise the story value of the film too much, but simply state that it is a tale of a sensational trial which brings an astounding surprise. Your best draw will be found in the names of the stars, Claire Windsor and Norman Kerry, especially the latter. Norman Kerry has gathered a large following for himself lately through his performances in "Merry-Go-Round" and "The Hunchback of Notre Dame." Stress the hero of these two successes in an entirely new type of role.

Don't Marry for Money.

B.E.F. "A." Released March 17.

Your patrons when they see this title may think that here is just another version of the old and threadbare theme. Get this idea out of their heads by talking of the unusual nature of the story. Mention how a mannequin pursues and marries a wealthy New

Yorker for his money, but soon falls a prey to another man. Mention the scene where the husband, on finding his wife in another man's arms, asks them to drink his health in wine he pretends to have poisoned—and the result.

To many audiences the biggest appeal will lie in the lavishness of the production. Talk of a story of the rich smart set, the gorgeous gowns of the women and a mannequin parade in coloured photography. Boon the star, House Peters, and talk of his past "strong-man" successes, especially in "The Storm." Other artistes to mention are Rubye de Remer and Aileen Pringle.

The Town Scandal.

European. "U." Released March 17.

Gladys Walton, the star, should be boomed to the full. Promise this delightful little lady in an excellent comedy drama which tells the love story of a Broadway dancing girl.

Tell how the members of a Purity League are shown up and how the chorus girl's sweetheart (editor of a newspaper) creates a sensation by attacking the League in a series of articles. Make as much as you can of the acting, and say that it is a clever story cleverly played.

The Rest Cure.

Stoll. "U." Released March 17.

The name of the star, George Robey, will undoubtedly prove your biggest draw. Let your patrons know you have the biggest comedy star of the variety stage in his own story on the screen. Capital can be made out of the line "George Robey as George Robey." Run this line in your program in advance of your showing, and just before your showing date say that in Robey's own story, "The Rest Cure," George, as himself, proves that he is as funny off the stage as he is on.

The story is one of a father of seven children, who found that he needed a rest cure, but how, when he arrived at Stumm, he found all the inhabitants delightfully awaiting him and their too pressing attention made his life a burden. Sydney Fairbrother's work as the wife should be exploited. The producer's name, A. E. Coleby, may prove a draw in many districts, where he is known as the director of "The Call of the Road" and "The Right to Live."

Unseeing Eyes

Goldwyn. "U." Released March 17.

This picture possesses several outstanding angles for exploitation. The star, Lionel Barrymore, should be boomed to the full. Talk of the star of "Enemies of Women" and many other successes in another strong dramatic part enacted in the Canadian North-West. Many of the scenes were photographed at over 10,000 feet above sea-level in the Rocky Mountains.

Stress the stunts that abound, especially