

Trade Notes of the Week

International Exclusives, Ltd., write: Having regard to the opinion so often expressed by exhibitors that long comedies are not required, and that patrons do not care for them, it may be of interest to your readers to learn that at the Blue Halls, Hammersmith, "The Bad Lad of the Family", a four part Selig Red Seal comedy, was so well appreciated by patrons on Monday, Tuesday and Wednesday of last week, that Mr. Carreras extended the period to Thursday, Friday and Saturday.

The Selig Polyscope Co. announce the arrival of "Diamonds are Trumps," a three reel detective drama which claims to be of somewhat original conception. The detective is neither the hero, nor does he monopolise the screen. As a matter of fact his investigations do not bring him success, and the criminal is run down by the detective's sweetheart, who makes good the failure of her lover. So far as film dramas go this is rather unusual and at the same time refreshing, after the abundance of detective dramas constructed on rather hackneyed lines. "Diamonds are Trumps" is now on view at the well-appointed show rooms over which Mr. E. H. Montagu presides.

Messrs. W. Butcher & Sons, Ltd., send us a useful and interesting booklet entitled "Empire Cinematograph Necessities," which contains full particulars of their kinematographs and all accessories, and is profusely illustrated. There is an excellent reference table at the end, showing at a glance the focal length of lens required for any given size of screen and length of throw, which should prove particularly useful to operators. Altogether a most valuable little book.

The Samuelson Film Mfg. Co., Ltd., inform us that the first of their productions featuring Vesta Tilley will be a four reeler entitled "The Girl who Loves a Soldier," a trade show of which will take place about the middle of July. The company are re-opening their Isleworth studios and have purchased the copyright of several world-famous books, which will be produced during the coming summer. Among these may be mentioned Sir A. Conan Doyle's "The Valley of Fear," "Just a Girl," by Charles Garvice, and "The House on the Marsh," by Florence Warden.

Mr. J. W. Smith, of Barker Motion Photography, Ltd., sends us a letter he has received this week from Private C. N. Wisdom, who was on their staff prior to the war. Mr. Wisdom, in the course of his letter, refers to the fact that his section were particularly delighted at the distribution of the large number of cigarettes sent out for the use of the troops by the KINEMATOGRAPH WEEKLY CIGARETTE FUND. "This," says Mr. Smith, "proves how widely your Fund's cigarettes are being distributed." In the course of a letter to us conveying the thanks of his colleagues for the gift, Private Wisdom tells us that he has recently met an old friend in Mr. Fred Bovill, who did most of the camera work for Barker's magnificent historical production of "Jane Shore."

The Pathe Gold Rooster film, "The Dop Doctor," launched exceedingly well in the Liverpool territory, and the Pathe branch are looking forward to a glut of orders for this subject during the next two weeks. The directors of the Scala Theatre, Liverpool, did phenomenal business on April 3rd, being packed out from 2 o'clock in the afternoon until closing time. This being the first of the Gold Roosters, Pathe's assisted the Scala Theatre to a great extent in their advertising, and took great interest in the launching of this film.

Messrs. Bindard & Co. inform us that they have acquired the film copyright of Sir H. Rider Haggard's well known novel, "Jess," for Great Britain (and Ireland) and the Colonies and Dependencies. They issue a warning that proceedings will be instituted for any infringement of the copyright by exhibiting any other than this authorised version of the film.

The Sherwood Exclusive Film Agency are now installed in their new premises at Stanley House, 8-9 Sherwood Street, W., and exhibitors are asked to note their change of address. This firm specialise in exclusive films at low prices, and they are now successfully handling over 100 splendid subjects. A line to The Sherwood Agency will bring their latest list of attractions.

The Progress Film Co., Ltd., of Manchester, Liverpool, and Dublin, send us a smart little booklet which should be of special interest to showmen, giving as it does, full particulars and details of the many excellent films which this company are handling, such as, "Jeanne Dore," "Trelawny of the Wells," "A Welsh Singer," and many others of equal attraction. They also enclose an excellent reversible Treasury note case, which should prove particularly useful at the present time.

The David Horsley "Cub" comedies recently completed the first six months of their career, and a survey published by the company shows that in that short time the number of prints sold, as compared with the first release, shows an increase of over 200 per cent. A corresponding growth in the European sales of "Cub" comedies would probably be reported by Mr. D. W. Russell, who has been particularly pleased with the vogue which "Cubs" have obtained in France.

Kino Exclusives inform us that at their next trade show, on April 14th, they will screen "What's Bred *** Comes out in the Flesh," at the West End Cinema, Coventry Street. They particularly ask exhibitors to note that the hour of this show has been altered from 11.30 a. m. to 11 a. m.

The Monopol Film Co., have secured a quantity of copies of *The Tatter* and *The Sketch* containing splendid photographic enlargements of Miss Eve Balfour appearing in "Burnt Wings." Supplies of these for lobby display may be obtained for exhibitors who write in without delay.

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