

# BIRMINGHAM

## NOTES AND NEWS OF THE TRADE.

By "THE RAMBLER."

(Representative: Mr. E. W. BETTS, 33, Cannon Hill Road.)

### TRADE SHOW VARIETY.

One of the most interesting Trade shows held here for many a day was promoted by Mr. A. T. Stainsby, of the J. D. Walker's World's Films, Limited, at the Scala last week. There were four items on the programme—"The Thousand Dollar Husband," a Paramount travel picture, a Bray cartoon, and the first of the Mutual-Chaplin releases, "The Floorwalker." I hear that Charlie surpasses even his success in this film in the subsequent issues of this series, so exhibitors who have booked these excruciatingly humorous pictures have every reason to be satisfied with themselves. Charlie funnier than Charlie the Floorwalker means Charlie funny indeed!

### ENTHUSIASTIC EXHIBITORS.

There was "some" enthusiasm at the Trade show at the Scala of the new Pathé serial, "The Laughing Mask." Over three hundred of the Trade in the Midlands accepted the invitation of Mr. H. Sutherland, Messrs. Pathé Frères' Birmingham manager, to attend the private screening of Miss Pearl White's latest exploits, and the interest which they aroused resulted in record business at the Broad Street office during the following week. Mr. G. S. Aulsebrook, of Liverpool, was present at the Scala, and, with Mr. Sutherland, explained the great publicity campaign promoted by the firm in connection with the serial.

Extensive bookings are being made with the Pathé new comedies and interest films which were shown to the Trade in the Pathé private theatre.

### A REMOVAL.

The Royal Film Agency, who control the Samuelson productions in the Midlands, have moved to 252, Corporation Street, where exhibitors will find everything arranged for their convenience. The present premises have been in the possession of the Royal Company for some time, but the whole of the ground floor is now devoted to exhibitors' requirements in the way of synopses, posters, booking offices, and so on, with decided advantage to busy men.

The appearance of Vesta Tilley at the Grand Theatre, where hundreds have been turned away nightly, will create additional interest in the Samuelson film, "The Girl who Loves a Soldier," in which Vesta Tilley makes her screen debut and takes the leading part. The film will be shown to the Trade here, together with a new Hepworth photoplay, "Baby on the Barge," next Thursday, the 19th, at the Scala, beginning at 11 o'clock. Mr. H. Lorie tells me that the picture has been booked for first run by the Scala management. It will be at the Smallbrook Street house for a week, opening on New Year's Day. Other Samuelson films coming along are "Milestones," with Denis Eadie and Gladys Cooper, "Dr. Wake's Patient," with Phyllis Dare, and "The Fair Impostor," another Charles Garvice romance.

### ACCEPTABLE COMEDIES.

The G.F.H.S. two-reel exclusive comedies, which will be liberated, one a week, beginning on October 30th, are so varied in production, players and subject that the immediate success they have achieved among wide-awake exhibitors is natural. In these times good healthy fun is a national necessity, and the Gaumont Company have done well in meeting that need so admirably. In a week or so, Mr. T. W. Stevens tells me, he hopes to announce Trade shows of the third "Ultus" film, the second of which was released last week with gratifying box-office results at the theatres where it was shown. Another new purchase by the Gaumont Company is the Windsor production of Charles Garvice's "Diana and Destiny," a film of which I hear enthusiastic opinions.

A special topical recently filmed by the Birmingham staff was the old English fair at Leicester.

### MORE SOLAR ENTERPRISES.

The head office of the Sun Exclusives at Holloway Head is still busy in connection with the Dorsey Expedition Pictures, which Mr. S. Lévy is controlling this side of the Atlantic. The release date of these educational, and yet inherently interesting, films is November 6th, and the first run here has been secured by the Scala Theatre, whose manager is already arousing public curiosity in the pictures by his cleverly-written preliminary matter in the house organ, the *Scala Tattler*.

Mr. Lévy's latest enterprise is the Sun Animated Portraits, which enable anyone to obtain a living picture of oneself. Premises for the sale of these new-style photographs is being opened in Martineau Street.

### POPULAR FOXES.

Fox films are much to the fore at the Midland theatres. "The Plunderer" was on the Scala programme last week, and this "A Gilded Fool" is being shown. Last week Mr. G. A. Hopton, the Birmingham representative of the Fox firm, screened "Ambition," featuring Bertha Kalich, at his usual Trade show, a powerful film, which will make a stir when released.

### EX-ZEPPELIONAL INTEREST!

The excellent special typical film of the two Zeppelins brought down in Essex, taken by Gaumont, by authority, was a big attraction at the Picture House and the Scala Theatre last week. The bringing down of yet another aerial raider early in the week heightened interest in the film, with the result that crowds flocked to see it.

### KINETO FILMS.


Mr. H. Morris, who acts for Kineto, Limited, over the whole of the United Kingdom, tells me that, owing to travelling difficulties, he has had to cut down his "at home" days. He is now only to be seen at 217, Heeley Road, Selly Oak, on Sunday mornings, but letters and messages sent on other days are promptly forwarded. A new classified list of Kineto films is now ready, and can be obtained on application.

### SPEAKING PICTURES.

Mr. J. H. Graham Cutts announces a splendid list of forthcoming Scala attractions. One of the most interesting is the engagement of Constance and Breckner in the Speaking Pictures for six days. They are appearing in "Bluff" and "The Taming of the Shrew." Other notable bookings ahead are "The Valley of Fear," "The Golden Claw," "Hulda from Holland," and "Little Mary Sunshine."

### BIG TRIANGLE.

Mr. Jack Foster, the Midland manager of the Western Import Company, is expecting big things with the new Triangle drama, "The Stepping Stone," which he will show at the Triangle private theatre, Suffolk Street, tomorrow (Friday) morning, and next Sunday, at 3.30 and 6.30. Also on the programme is a Keystone comedy, "His Bitter Pill." Triangle picture plays are in increasing demand in the Midlands, and in every way business is exceedingly healthy at Triangle House. Mr. Foster is arranging for exhibitors who book the "Macbeth" film to



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