

"THE ERA" FILM SECTION

TOPICS OF THE TRADE.

TRADE SHOWS OF THE WEEK.

TALKING PICTURES.

FORTHCOMING TRADE SHOWS.

PERFECTION NOT YET REACHED.

The latest demonstration of talking pictures leaves us unimpressed as the previous two dozen varieties. There may be more, for ever since the cinematograph became firmly established a number of inventors have been endeavouring to find a means whereby the characters in films may appear to talk, and every year sees a fresh crop of experiments.

But despite all efforts, no one has yet succeeded in producing a successful synchronization between the spoken words and the characters on the screen. Even when an almost perfect simultaneity has been secured, the vocal part of it has invariably been provided by a gramophone which sound which has neither sufficiently discriminated between the various voices, nor registered sufficient depth of tones. We do not care to prophesy a perfectly synchronous form of speaking pictures we do not care to prophesy. But that they will ever become as popular as either the stage or the screen we are willing to wager a bottle of pre-war whisky against any "Pussycot" beverage you like to mention. Our friends who think otherwise have not, in our opinion, sufficiently considered the psychology of the cinematograph's appeal.

THE FASCINATION OF SILENCE.

There is an old proverb which says that "speech is silver, but silence is golden." In a comparison between the present type of screen entertainment and the best form of synchronization with mechanically reproduced speech is even more widely disproportionate. The strongest fascination of the cinematograph is, surely, its silence; destroy this by introducing mechanical and lifeless dialogue, and the programme becomes "neither fish, flesh, fowl, nor good red herring." In other words, the respective appeals of the stage and screen, although in sympathy with one another, are widely different. Singly, their excellences may so obliterate their weaknesses that an almost perfect entertainment may be achieved. But the functions of each combined can only result in the defects of the "half-breed." Frankly, we do not believe that speaking pictures can ever obtain more than a fleeting popularity, and for this reason neither the stage nor the screen need ever apprehend any defalcation in patronage worth talking about.

ROUND ABOUT FILMLAND.

"Romance" on the Screen—Elaborate Mobile Studio—Broadwest's Latest—British Films in Toronto.

"Romance." The screen version of Edward Shelton's successful play, "Romance," with Miss Doris Keane in her original role, will be shown at the private theatre of Film Booking Office, 22, Soho square, to-day at 7 o'clock. Basil Sydney, Norman Trevor, and Miss Jane Ellen Terry will be seen in important parts.

"Moth and Rust." Miss Malvina Longellow has been engaged by Bramlins to play the part of Janet in "Moth and Rust," the film which Sidney M. Jones is producing for the Progress Films. It is, we hear, an exceptionally strong part. This film will be a notable one, inasmuch as it marks the debut of Miss Ethyl Thorndike, who is playing the part of Cuckoo, a character requiring great dramatic force. In addition to these two stars, Mr. Morgan has also in his cast Langorne Burton, George Bellamy, Cyril Raymond, and Phyllis Le Grande.

Studio on Wheels. The first complete mobile studio to be used in this country has just been completed for the Glendon d'Yvoncourt Production Co. Specially constructed motor lorries are used, and in addition to the lighting set, which cost £10,000, the studio includes dressing-rooms, dark rooms for stills, &c. The company are now producing pictures at the rate of one per month, work having been started on the third, a two-reeler, entitled "Pep."

"Pep." Westbech Brandt and Francis Inyts, who made such a success in "Pineapples and Needles" and "Senorita," have just been re-engaged by Mr. John Glendon for his picture "Pep." The story is a love story, with all outdoor scenes of the story being written round the adventures of two young people on a farm.

"Over the Tongs." Amongst the unusual scenes in Kenelm Fos production of "Cherry Ripe," is that depicting a huge stony mountain, which included over 75 people, 30 caravans and sleeping wagons, and a number of animals. The usual "call" cards being used, this was conducted by the normal method. It was surprising to see the punctuality with which a number of small bodies of gipsies arrived one day last week at Salsford Common, having been told the time and place of meeting by a species of signalling. In the story, there is a marriage ceremony amongst the tribe, and this was conducted by the normal "king," in strict accordance with the custom, "over the tongs." In this, there are used a pair of tongs, a huge kettle suspended by a handle of twigs, and a clothes peg. The two latter can, of course, be split, but the tongs and the sticks, upon which the kettle is suspended, being joined together, are too strong, and this is symbolic of the strength of the marriage ties.

Wedding Bells. Many people in the film industry will be interested in the news of the marriage of Miss Ivy Moores, youngest daughter of Mr. and Mrs. W. H. Moores, of The Cedars, Boxmoor, which took place at Marlow Baptist Church, Hemel Hempstead, on Saturday (May 28). The bridegroom was Mr. Fredk. Alfred Rackley, of Chesham.

Mr. W. H. Moores (father of the bride) is one of the best known and most respected exhibitors in the trade. For many years he has been the controlling genius in the affairs of the Coliseum, Watford, and the Cinema, St. Albans.

The bride, until recently, occupied an important position in the accounts department of the Hepworth Picture Plays, Ltd., where she was one of the most notable members of the staff. Her wedding

LONDON.

The Narrow Valley (Hepworth), New Gallery, June 8. Fighting Fate (Serial) (Vitagraph), West End, June 8. Novelty Show (Pathe), London Pavilion, 2,30 June 8. Buster Keaton Comedies (Jury), 10 and 12, June 8. Good Women (Jury), Own Theatre, 10 and 12, June 8. Chickens (F. Lasky), Super Cinema, 11, June 8. Sentimental Burglar (Ideal), New Gallery, 11,30, June 10.

BIRMINGHAM.

The Other Woman (Wardour), Scala, 11,15, June 8. The Narrow Valley (Hepworth), Futurist, 11,15, June 8. The Inside of the Cup and What's Worth White (F. Lasky), Scala, 11, June 9.

BRISTOL.

The Hidden Hand (Pathe), Queen's Cinema, 11, June 8.

CARDIFF.

The Narrow Valley (Hepworth), Exchange, 12, June 8. The Village Sleuth and The Price of Possession (F. Lasky), 15, Priory-street, 11, June 10.

DUBLIN.

Why Trust You a Husband? (Fox), Carlton, 11,30, June 8. Kentucky Colonel (Wardour), London Pavilion, 11,30, June 8. King of the Circus (F.B.O.), Own Theatre, 11 and 3, June 9.

GLASGOW.

The Narrow Valley (Hepworth), Cranston's, 11, June 8. The Magistrate (General), New Pavilion, 11, June 8. The Village Sleuth and The Price of Possession (F. Lasky), Cinema House, 11, June 8.

LEEDS.

The Narrow Valley (Hepworth), Picture House, 11, June 8. His Greatest Sacrifice (Fox), Cinema 8, 11, June 8.

LIVERPOOL.

The Narrow Valley (Hepworth), Prince of Wales P.H., 11, June 8. The Right to Live (Grangers), Scala, 11, June 8. The Inside of the Cup and What's Worth White (F. Lasky), Scala, 11, June 10.

MANCHESTER.

The Narrow Valley (Hepworth), Futurist, 11, June 8. The Road Demon (Fox), Deansgate P.H., 11, June 8. Another's Burden (L.I.F.T.), Exchange, 11, June 15.

NEWCASTLE.

The Magistrate (General), New Pavilion, 11, June 8. The Narrow Valley (Hepworth), Queen's Hall, 11,15, June 8. The Village Sleuth and The Price of Possession (F. Lasky), Stoll Picture House, 11,15, June 10.

NOTTINGHAM.

The Right to Live (Granger), Tivoli, 11, June 9.

SHEFFIELD.

Yankee at the Court of King Arthur (Fox), Electra, 11, June 8. The Village Sleuth and The Price of Possession (F. Lasky), C.E.A. on Hepworth, Union Street P.H., 11, June 8. Risky Business (F.B.O.), Own Theatre, 3, June 8. Right to Live (Granger), Tivoli, 11, June 9.

CINEMA PHOTOGRAPHY EXHIBITORS' ASSOCIATION.

NORTH STAFFORDSHIRE BRANCH.

Several complaints as to the damaged condition of film copies on arrival were brought before the North Staffordshire Branch of the C.E.A. on Tuesday, May 31. The following specific cases were quoted as having occurred at local cinemas: 1. An operator had to work four hours overhauling a Bellows who repairs films should be allowed a fair amount by the renters for the cost of labour involved. A resolution was passed in favour of each film copy being marked with a number by the renter, so that a copy in respect of which complaint was made could be readily identified.

It was decided to communicate with the Chairman of the K.R.B. suggesting that where, on a cinema changing hands, the new proprietor did not wish to take over all the bookings made by his predecessor, a mutual arrangement should be made with the renters concerned whereby the new proprietor should take from them films of equivalent value.

Ronald Power.

Mr. Ronald Power has returned from Paris, where he has been playing recently, and he has been taking a prominent character part in the Stoll production of the "River of Stars," a screen version of Edgar Wallace's thrilling novel.

"MIRACLES OF THE JUNGLE."

SERIAL OF BREATHLESS INTEREST. THE WILLY AMIN IN THE DANGERS OF THE JUNGLE.

Production.....Self Serial Type.....Star Cast Length.....15 2-Reel Episodes Distributors.....Kilmers Ltd. "Miracles of the Jungle" is a serial which can be used up to bring people back to the theatre showing it until the last episode is screened. With the jungle background for the first six reels, it has an atmosphere of thrilling suspense. There is terrific realism in the light between three and four inches, and the men against the tiger of All's hat are convincingly carried out. In the jungle itself various beautiful but wild animals roam about, apparently unafraid of the camera's proximity. The little touches of humour, so necessary to success have not been forgotten, and the sight of an industrious monkey busy with his razor provided hearty laughter. Mention must also be made of the clever hand of actors employed, and of the flawless nature of the photography.

"THE HAND OF HATE."

PATHE'S LATEST SERIAL.

Type.....Serial Type.....Lathi Stars.....Mansion Hamilton and Doris Kenyon Length.....15 Reels "The Hand of Hate" is an exciting at times humorous, film serial. The cast work admirably together. Miss Doris Kenyon an artistic beauty. The plot centres round an unpleasant-looking individual whose identity is a mystery. In addition to being able to see some very hard treatment. The plot centres round an unpleasant-looking individual whose identity is a mystery. In addition to being able to see some very hard treatment. The plot centres round an unpleasant-looking individual whose identity is a mystery. In addition to being able to see some very hard treatment.

"OUT OF THE DARK."

MAN MAKES GOOD FOR GIRL'S SAKE.

Type.....Drama Length.....Five Reels Distributors.....Renters "Out of the Dark" is a very likable subject, which could be considerably improved by some fresh subtleties. Priscilla Dean contributes a very likable subject, which could be considerably improved by some fresh subtleties. Priscilla Dean contributes a very likable subject, which could be considerably improved by some fresh subtleties.

"WHAT'S WORTH WHILE."

DIAMOND IN THE ROUGH—AND ITS POLISHED METAMORPHOSIS.

Production.....Louis Webber Stars.....Claire Luce and Arthur Stuart Bull Type.....Drama Length.....Five Parts "What's Worth While" is a charming story of the divided interest with which Phoebe Morrison, a rich and romantic young woman, regards Jim Elton, the manager of her father's ranch "out West." Phoebe had heard so much in praise of Jim's nature from her father and of curiosity, she had persuaded him to take her with him on one of his visits to the ranch, and when the two young people meet, and it is a case of love at first sight, the romance is good throughout, and right honestly of the handsome young fellow making an immediate appeal to the girl.

"THE UGLY DUCKLING."

TALE OF THE WOOLING OF AN ELDERLY AND YOUNG COUPLE.

Production.....Florence Turner, Maudie Dunham, Albert Ray and William Merrick Type.....Comedy Length.....Five Reels Release.....Aug. 15, 1922 Distributors.....General Film Renting Co. The story tells how John Whishire, the manager of a bank, falls in love with the voice of the supervisor of the telephone exchange. His son has fallen in love with one of the operators, a pretty girl, who is a clever little actress, and who makes the very most of her role, and she is fully supported. The photography is perfect and the action ceasesless. The story centres round a forbidden marriage, and the kidnapping of the bridegroom by his angry father. The girl, believing the worst of the man she loves, agrees to let him, when her baby is born, is forced through her poverty to hand him over to his grandfather, who has been playing recently, and she is a clever little actress, and who makes the very most of her role, and she is fully supported.

"THE GREATER CLAIM."

STRONG TALE OF MOTHER LOVE.

Distributors.....Alice Lake Length.....Five Reels "The Greater Claim" is a story which is a very strong tale of mother love. The story tells how John Whishire, the manager of a bank, falls in love with the voice of the supervisor of the telephone exchange. His son has fallen in love with one of the operators, a pretty girl, who is a clever little actress, and who makes the very most of her role, and she is fully supported. The photography is perfect and the action ceasesless. The story centres round a forbidden marriage, and the kidnapping of the bridegroom by his angry father. The girl, believing the worst of the man she loves, agrees to let him, when her baby is born, is forced through her poverty to hand him over to his grandfather, who has been playing recently, and she is a clever little actress, and who makes the very most of her role, and she is fully supported.

to witness the unmasking of a pair of impostors who are endeavouring to claim the baby as their own, and finally the father gives his long-delayed blessing to the now happy couple. (See our Film Markings.)

"MONTY WORKS THE WIRES."

FAMOUS CANINE ACTOR IN NOVEL PHOTO-PLAY.

Production.....Artistic Films, Ltd. Stars.....Manning Haynes and Mildred Evelyn Type.....Comedy-Drama Length.....1,000 Feet "Monty Works the Wires" is a delightful doggie, around whose canine personality this story revolves, is a typical bow-wow, friendly, sportive, impulsive, but entirely affectionate and faithful.

The story shows the everyday personality of a very lovable little pal, who had been rescued from a dust-bin by a young man. How the pioneers our hero into matrimony and the terrible times he has in consequence are graphically and comically expressed. Manning Haynes contributes a capital character sketch of the transmogrified bachelor, whom the little mongrel had all unconsciously rescued from a dust-bin by himself in pursuit of a little love affair with the lap-dog Bebe. Miss Mildred Evelyn is delightful, as the girl who marries Monty's master and Auntie is played with sound thoroughness by Miss Eva Westlake.

As a unique comedy-drama and an all English production, this story by Lydia Hayward and Manning Haynes, produced by the latter in conjunction with Chellis N. Sanderson, is a great success. It was preceded by two one-reel comedies, "Best Peace" and "Eat a Pie," both excellent. (See our Film Markings.)

"HONOUR BOUND."

SOUTH AMERICAN STORY.

Production.....Universal Type.....Drama Stars.....Frank Mayo Length.....Five Reels "Honour Bound" is a South American story, with an entertaining plot, "Honour Bound" stars Frank Mayo in a likeable role. He plays a young American who is sent in disgrace to a South American plantation, where he finds the manager, who is his sister's husband, a whisky-soaked brute, with a native girl. Billy himself develops into a hard worker, hoping to be worthy of Claire, the girl he loves. The latter arrives with his sister unexpectedly, and the native girl claims a share in the property. To save his sister from pain, the boy keeps silent, and Claire departs broken-hearted. Finally the truth comes to light, and Billy becomes the hero of the hour.

"LA LA LUCILLE."

A BRIGHT AND AMUSING COMEDY.

Production.....Eddie Lyons, Lee Moran, and Miss Edna Best Length.....Five Reels "La La Lucille" is a comedy which amused the Trade Show audience, and should do excellent business on its release. From first to last the laughter is almost continuous, and although some of the situations are decidedly modern, they have been handled humorously and deftly. Eddie Lyons and Lee Moran are the delightful selves, and they are supported by a competent cast. "La La Lucille" is full of gaiety and high spirits, and should prove very attractive. (See our Film Markings.)

GLADDON D'YVONCOURT PRODUCTIONS.

The first two productions of the combination were shown at the private theatre of the Film Booking Office, Ltd., recently. Featuring Francis Inyts and Westbech Brandt, the first of the present comedies is entitled "PINEAPPLES AND NEEDLES." This strikes an intimate note for Londoners, the action taking place at Marlow, and the story is taken for granted all the well-known characteristics and landmarks, such as Palm Bay, the Queen's Hotel, promenade, pier, and Dreamland. The plot is dealing with a week's holiday of a week, during which time he falls in love with, and rescues a young lady from the villainous persecution of his uncle. Francis Inyts and Elizabeth Brandt act admirably in it. In the second piece, entitled "SENORITA," Francis Inyts enacts the part of a young man who is treated by a stranger to go to the Pyrenees and bring back a young lady called "Senorita" (Elizabeth Brandt). He accomplishes his task, and is surprised to find that the opportunity is only the sister of the stranger. Some familiar London scenes, such as the Embankment and Victoria Station, are shown in the picture. The photography is good throughout, and a few more subtitles would be an improvement, rendering the action easier to follow. This applies especially to the first picture.

MUSICAL SUGGESTIONS.

For Film "Musical Suggestions" see page 6.

FILM MARKINGS.

For the benefit of Exhibitors in London and the Provinces who are booking their programmes solely on our markings, we are in future giving further details. We would point out that the markings allowed in this section are given on their relative drawing power to showmen:—

Suit high-class audience.....A | Suit general audience.....C
Suit average audience.....B | Suit any audience.....D

EXCLUSIVES.

Table with columns: Released, Name, Brand, Description, Feet, Marks, Price. Includes entries for New York Screen Magazine, Westminister Comedies, Monty Works The Wires, La Lucille, The Village Sleuth, The Greater Claim, The Road Demon, His Greatest Sacrifice, Risky Business, What's Worth While, Westminister P.P., London, Westminister P.P., Hampton, Another's Burden.

OPEN MARKET.

Table with columns: Name, Description, Feet, Marks, Price. Includes entries for Around The Town, Pathe Pictorial, Pathe Gazette, To Eat A Bite, Notknown Rest In Peace.