

# The Cinema Engineering Co., Ltd.,

(Managing Director—E. S. MACFIE)

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## Manchester & Liverpool

(Representative: Mr. Fred Gronback, 33, Tintern Street, Walton, Liverpool)

### Few Open Dates

There is no doubt business is improving despite the poor trade outlook, says Mr. W. B. Lawson, of Messrs. Wardours, Liverpool. The Hodgkinson output and the two-reel dramas featuring Irving Cummins are being encouragingly booked up. Mr. Lawson, or "Captain Kettle" as he is jocularly known to the Trade, showed me his "diary," in which it was noticed there were but few open dates.

### Encouraging

Since the Trade Show of the Walturdaw film "Arabian Nights," exhibitors in the Liverpool district have been quickly fixing dates. Good business is also being done in the "Monty Bank" reissues. The last three of the series of six two-reel Western dramas, featuring Irving Cummins, are to be released in September, October and November respectively. Walturdaw's Quality Plays, of which there are twenty-six, are being booked in blocks of six.

### Gaumont's Programme

The new Gaumont serial, "The Three Musketeers," is so well known as a literary production that it is not at all surprising that the pictorial presentation has been so well sought for by the Liverpool cinemas. The Gaumont super film, "Rob Roy," is now engaging attention, and the Liverpool trade view will be on Wednesday, October 4th. Gaumont projectors have been installed in the Victory Cinema, Walton Road, Liverpool, now nearing completion.

### Theatre Royal's Début

This famous Manchester house is now open as a cinema. The auditorium has been beautifully decorated, the lower portion of the walls being in dark and light grey marble, whilst the top is panelled in white and gold, the corners of the panels being of a floral interwoven design. The large balcony is supported on white columns. The floor is covered with red carpet, and the tip-up seats upholstered in grey plush. A white plaster screen has been erected.

### Trade Benevolent Fund

The "big push" is at last being made in connection with the Manchester Trade Benevolent Fund, so long on the tapes, but not yet an established fact. I understand that arrangements have been made with a solicitor to call immediately a meeting of the guarantors of this body, and to apply after conditions are complied with for a certificate under the Friendly Societies Act. When this has been done a publicity campaign in connection with the fund can be commenced. I gather from the Hon. Secretary (Mr. W. H. Huish) that the delay in putting the Benevolent Fund into working order has been occasioned by the neglect of some people to pay for the tickets with which they attended the last Cinema Carnival, the proceeds of which were to aid the fund.

### "Blindfolded"—Salford Approves

The Salford Watch Committee saw "Blindfolded," the film handled by Provincial Productions, which was seen and banned by the Manchester Watch Committee, but did not follow the example of their neighbours. The film is passed for exhibition at Salford Cinema, and, in view of the attitude of the Manchester authorities, is likely to prove a greater attraction there than it might otherwise have been.

### Manchester Cinema Carnival

Of the Committee appointed to organise the Cinema Trade Carnival to be held at the Ice Palace, Cheetham Hill, on October 18th in aid of the local hospitals and the Manchester Trade Benevolent Fund jointly, Mr. A. Wilkinson (President, C.P.M.A.) has been elected Chairman and Mr. P. Harrison (Famous-Lasky) Vice-Chairman. Mr. Walter Stott (National Film Company) is Treasurer and Mr. W. H. Huish Hon. Secretary. The nominee of the Corporation to the Committee is Mr. S. W. Swinglehurst, and twenty important members of the Trade from all parts of Lancashire are being induced to act as committeemen. A departure in connection with this carnival will be the "sit down supper" instead of the "running buffet," and the price for tickets will be as usual, £1 1s.

### A Good Line

"A full review of the greatest topical event for twenty years." That is the attractive line which is being used by the Majestic Picture Theatre, Liverpool, to advertise the special film of the Preston Guild, which is held once every twenty years, and took place last week.

### Cinema Spots

At the Collins' Palace, New Brighton, a novel competition designated "Pat Collins' Spots" is in vogue. The competition is worked by a limelight and small hand-mirror making a small bright spot among the audiences. Whoever is spotted wins a prize. The novelty is attracting big audiences.

### A Bird's-Eye View

Interviews with representatives of all sections of the Trade leave little doubt that the arrangement of the winter programmes is proceeding apace. Renters are busier. Exhibitors report a fairly good trade, but the weather is exerting an important influence on the volume of patronage. Of course, some of the suburban theatres are not so adversely affected, having a regular clientèle.

### Super Cinemas' Music

The "Scala" and "Futurist" Super Cinemas, Lime Street, Liverpool, winter season of musical interludes has been resumed. A repertoire of the music is presented on the screen and the audience select the musical items by sending a note to the director of the orchestra. At the Futurist the orchestra pit is being enlarged to permit of an augmented orchestra, and when it is completed will be decorated with coloured or "jazz" lights. Mr. Stafford W. Picton, the general manager of the Scala and the Futurist, expresses the opinion that when the period usually associated with summer has spent itself there will be no more complaints concerning poor attendances at cinemas.

### A Paramount Uplift

Mr. Denton, of the Liverpool office of Famous-Lasky, says that the clamour for better pictures will be gratified by the new Paramount productions. The next "Paramount" Trade Show will be September 29th.

### A Useful Reminder

A time-table of the trains to town, with the star pictures for that month on the back, is one of the advertising devices adopted by Mr. Leo Maddocks, of the Aintree Palace, Liverpool. Four thousand of these time-tables are circulated monthly amongst the residents of Aintree. The small folder, printed on card, is too useful to be thrown away, and is a constant reminder of the Palace pictures.