

TRADE NOTES

Musical Director's Success

Senator Marconi has accepted the dedication of the march, "The Broadcaster," composed expressly for the All-British Wireless Exhibition by Percival H. Osborne, the well-known cinema musical director and composer. Mr. Osborne was recently successful in winning Ascherberg, Hopwood and Crew's first prize in their open competition with his waltz, "Muskoka," which has become a popular number with cinema and restaurant orchestras.

Three Series of Comedies

On Friday, the 27th, at the London Pavilion, at 3 p.m., the W. and F. Film Service are Trade Showing three subjects from their latest acquisition of comedies. The three selected are:—The first super Snub Pollard, in two reels, entitled "365 Days"; an "Our Gang" comedy, produced by Hal Roach, "One Terrible Day"; and another entirely new brand of comedies, the Johnny Jones, entitled "Making Movies."

A Gift Out of Season

Although this is not the season for the giving of gifts, Messrs. Butchers have just sent out a very neat and acceptable calendar as part of their publicity for "The White Hope." The calendar is mounted in glass, and bears a photo of the principals in the photoplay. Many thanks.

London Low Life in China

It is wonderful how wide of the mark wisecracks often are. I heard a man remarking the other day that although the film adaptation of the popular music-hall sketch, "A Sister to Assist 'er," will be extremely popular in Great Britain, its appeal to American audiences is very doubtful. This sage prophet will probably be amazed to hear that, in addition to its eleven years of unbroken popularity in the British Isles, "A Sister to Assist 'er" has been played on tour with success not only in every English-speaking country in the world (including America), but also in such unlikely countries as India and China. The Gaumont Company, Limited, are giving a Trade Show of the film at the New Gallery Kinema, Regent Street, next Thursday, October 26th, and the picture is scheduled for release on the British National Programme.

Carbons for America

Mr. Chas. H. Champion, of London, managing director of Ship Carbons, is at present on a visit to America making final arrangements for the marketing of this necessary commodity to the picture houses on the American Continent.

Several Vitagraph Productions Nearing Completion

The Vitagraph studio at Hollywood, California, is actively engaged in the making of winter productions, which include a special, several interesting features and a number of comedies. Work has been started on a David Smith production, "The Ninety and Nine," adapted from Ramsey Morris' famous play of the same name. This massive spectacle will be Trade Shown shortly. It is filled with thrills and intense dramatic situations. The gripping scenes occur during the raging of a forest fire when the hero drives an engine through the conflagration and rescues the inhabitants of a village in the heart of the burning area.

Earle Williams has just completed final shots of "You Never Know," a picture which will equal anything the star has produced.

William Duncan is taking a brief respite after finishing a picture of the West in which feats of horsemanship played important rôles. This picture is entitled "When Danger Smiles," and the sequences live up to the title.

Reorganised for Advance

After battling with enormous difficulties the International Artists Films, Limited, has now passed out of the storms into calm waters. Its latest production is "The Call of the East," for the production of which Bert Wynne is responsible. This is based on a tragio-romance of the Nile, and in order to secure absolute realism the producer took his

artists to Egypt to obtain real desert scenes. This production places a seal on the future success of the company, and has strengthened Mr. Alan Butler's confidence in British films to such an extent that a syndicate of well-known and substantial people in the Trade has been formed in order to run the business on sound lines and compete with the output of foreign film companies. The Trade Show of "The Call of the East," which takes place at the Shaftesbury Pavilion next Tuesday morning, will corroborate the favourable impression that Mr. Butler has. In the meantime the favourable impression that Mr. Butler has. Illustrations from this play will be found in our Art Supplement.

Short Product Manager

Edwin J. Smith, managing director of European Motion Picture Company, Limited, announces that Mr. J. Hagen has been appointed to the position of short product manager for the British Isles. Mr. Hagen was formerly European's circuit representative, and will work directly under the supervision of Mr. S. F. Ditcham, European's general sales manager. Mr. Hagen has a lengthy and thorough knowledge of the film business, and there is no doubt that Universal's short product will be popularised with exhibitors.



Mr. J. Hagen

Walturdaw Activities

"Quality Plays," which are being controlled by the Walturdaw Company, Limited, having proved so great a success, it has been decided to increase the number of them to twenty-four. Mr. Geo. A. Cooper is now busy on production work at the Bertram Phillips studios, Clapham, and excellent results are being obtained. The artists featured in "Quality Plays" are Rae Raymond, S. N. Folker, Ivor Dawson, Shale Gardner, Wilfred Fletcher, and Winifred McCarthy. The second six will be Trade Shown shortly by the Walturdaw Company, Limited.

Albert Hall Fights on the Film

The Pathé film record of the three heavyweight boxing contests, which took place at the Royal Albert Hall on Thursday, gives an excellent idea of these events. The pictures of the fight between Beckett and Moran in particular, of which every round is shown, with some of the more violent passages repeated in slow motion photography, are scarcely less exciting than was the actual affair. How Bombardier Wells out-boxed his younger and determined opponent in every round until quite unexpectedly he was knocked out is clearly seen.

"Fortune's Mask"

The tale of a red-headed Irishman, who one day arrived in a little Central American Republic and proceeded to stir things up. Adapted from one of the most fascinating of the O. Henry stories, this is full of intrigue and adventure. Earle Williams as the hero is, said to give one of his most pleasing performances, and Patsy Ruth Miller makes an alluring senorita.

Five reels (Vitagraph, October 20th).