

Exploitation for "Flames of Passion"

To be Boomed for the Exhibitor

Herbert Wilcox's Bold Plan

Mr. Herbert Wilcox, managing director of the Graham Wilcox Productions, Limited, informs a BIOSCOPE representative that he has been fortunate in securing the New Oxford Street Theatre, for a season of three weeks commencing November 10th next, when an exploitation release of "Flames of Passion," the firm's latest production, featuring Mae Marsh, will be given. Mr. Wilcox hopes to be able to make arrangements whereby Miss Marsh, who is due to leave for America on November 8th, will be able to delay her return until after the 10th, in order that this charming leading lady may be present on the opening night. "Flames of Passion" will be preceded by a short prologue, produced by Mr. Graham Cutts, the producer of the picture, than whom no one, by reason of his long and varied experience as an exhibitor, is better fitted for the task.

This exploitation release is not a pre-release in the generally accepted sense of the word, but purely and simply what it is claimed to be—an exploitation release, during which the picture will be advertised as no other British picture ever has been advertised before. This is being done in order to pave the way for the bigger success of the picture when it is released to the exhibitor in due course, which will be very soon after the conclusion of the run at the Oxford, and while the advertising is still fresh in the minds of the public. By this means the regular picture houses will reap the full benefit of the vast sum of money the proprietors are spending on this exploitation release. Exhibitors who wish to view the film during its run, should get in touch with Graham-Wilcox Productions at once, when every arrangement will be made to accommodate them.

Next Year's Trade Exhibition

Olympia as the Venue

Olympia is to be the scene of an International Cinema Trade Exhibition from July 17th to August 4th next, which it is confidently anticipated by the promoters, Cinema Exhibitions, Limited, associated with Trades, Markets and Exhibitions, Limited, F. W. Bridges and Sons, Limited, and Provincial Exhibitions, Limited, will be thoroughly representative, not only of the British cinema trade, but also the foreign producer and manufacturer.

A comprehensive scheme has already been promulgated by the organisers, who are to call to their aid an Advisory Committee constituted from the various sections of the cinematograph industry, and already there are indications that the exhibiting end of the business are prepared to co-operate, the London and Home Counties Branch of the C.E.A. having given the project their practical sympathy.

The exhibition will embrace, amongst others, Advertising and Printing, Film Producers, Renters' and Exhibitors' sections, Photographic displays, Building, Furnishing and Decorating, Sanitation, Catering, Music, Sundries and Accessories, Electrical Appliances, and Operating and Machinery section.

Considerable space will be devoted to Educational Cinematography, with a view to focussing attention upon this important phase of motion picture photography, and a Conference Hall will be available for the reading of papers upon Trade subjects and the discussion of problems connected with the industry.

Those in charge of the venture have obtained a five weeks' lease of Olympia in order to allow of a clear week for fitting

up stalls, and a similar period for their removal. They are evidently somewhat sanguine of the financial success of the undertaking, for it is stated in the prospectus that commitments to the tune of £40,000 have been entered into in connection with the project.

It is now some years since London was the venue of an exhibition devoted to the cinema industry, and the enormous strides made in every branch of the industry suggest that next year will be an opportune time for demonstrating to the world at large the directions in which progress has been made. Anything that is likely to make for greater interest in the Trade is deserving of the fullest consideration, and it might possibly be that such an exhibition as is contemplated might have a beneficial effect in stimulating cinema theatre patronage, an end greatly to be desired when one takes into account the lean period through which showmen have lately been passing.

Making Quality Plays

Visit to Clapham Park

Elaborate Sets for Two-reel Features

Encouraged by the success of their initial productions, which received an unusually warm welcome at a recent Trade Show, the young British producing concern known as Quality Plays is actively working, under the direction of George A. Cooper, on an extensive programme of two-reel dramas and comedies.

At the company's well-equipped studios at Clapham Park, a BIOSCOPE representative had an opportunity last week of watching scenes made for a forthcoming version of "The Letters," a tense little love drama from the French of Maurice Level.

The story deals with a wife's fear that her love affair with an eminent author will be exposed to her husband during a witty dinner conversation. Hugh Miller is playing the part of the author, with Madge Stuart as the distressed wife.

Although they are tabloid reproductions in point of length, neither care nor money is being spared to make Quality films worthy in all respects to rank as feature pictures.

Special attention is paid to the staging, which, under the art direction of S. N. Folker, is marked by exceptional good taste. Several hundred pounds worth of valuable furniture, including Chinese lacquer work, screens and hangings, were used in the set in which the company were working last week.

Luncheon was served in another fine setting, an oak-panelled baronial hall, which, in view of the size of the studio, was quite a triumph of scenecraft.

In a chat with a BIOSCOPE representative, Mr. Caley, a director of Quality Plays, emphasised the fact that, if sincerity and artistic appreciation intelligently applied are the qualities necessary for success, then under Mr. G. A. Cooper's efficient direction the work undertaken by the company is sure of a wide appeal.

Arrangements for the visit to Clapham Park were admirably carried out by Mr. Bertram Wilson, of the Walturdaw Company, who are handling Quality productions.

Change of Title

The title of the film Trade Shown as "The Ladder Jinx" has been altered to a more comprehensible title, "The Ladder Imp." This film is undoubtedly a super comedy production full of thrilling and amusing incidents, which will give pleasure to any audience where it is shown, and will be asked for by picturegoers again and again.