

### A Trade Show Centre for Sheffield

Sheffield is essentially an exhibitors' town, and for the most part the renters who work the city come from Leeds. Managers and travellers in Leeds who work Sheffield will be interested in the new scheme, whereby the Grand Picture House, as from last Monday, becomes a Trade Show centre for the trade. The idea will do away with much of the unfortunate clashing of Trade Shows in the city, and renters are assured of a presentation of their films under the very best and up-to-date conditions, under the personal supervision of Mr. Nathan Blaskey, to whom all inquiries should be addressed, to Grand Picture Houses (Sheffield), Limited, 1, Coulston Street, Sheffield.

### Exhibitors Must Note

Leeds cinema proprietors have in the past obtained very valuable advertising by the sticking of bills, with the consent of, and by arrangement with, the owners or tenants, but they will probably enjoy less of this in future, for the rating officials have got their eye on shopkeepers who thus exhibit theatre bills. Free passes for theatres are to be regarded as equivalent to money payment, and are to be taxed accordingly—probably only a few shillings a year, but still sufficient to either stop the practice or limit it to displaying the bills on their windows or inside their shops. These alternatives are not liable to the extra rating.

### Peggy Hyland to Visit Leeds

Mr. G. Stone, of F.B.O., tells me that for his Trade Show of "Shifting Sands," at the Majestic Picture House, at 11 a.m. to-morrow, Miss Peggy Hyland, who heads a galaxy of "stars" in this great all-British production, will be present, along with the producer, Mr. Fred Le Roy Granville. Mr. Stone, by the way, is also handling the

## S. Wales & Monmouth

(Representative: Fred H. Pullin, 44, Station Street, Barry Dock, or "Western Mail," Cardiff. 'Phone: Cardiff 5240.)

The anniversary dinner of the South Wales and Monmouth Exchange, last Friday, brought to a close a week that was full of activity. Indeed, there were times when we thought trade in the Principality had re-established itself. Anyhow, business is certainly improving, and those exhibitors who came into town were looking more cheerful than we have seen them for a long day. The exhibitors held their monthly meeting on Friday afternoon, and in the evening there was the dinner. It was a function quite in keeping with the traditional enthusiasm of the Welsh cinema men, and the whole company thoroughly enjoyed themselves. The proceedings are dealt with at length in another column.

### West Wales Licence

The Magistrates of the Roose Division, Haverfordwest, have granted to Mr. Albert Edward McLean a licence in respect of the new cinema in St. Clement's Road, Heyland.

### Clydach Cinema Closes

The cinema which has been run in connection with the Clydach Public Hall and Institute has closed.

### "Safety First"

An interesting film depicting "Safety First" was exhibited last week at the big works of Messrs. Gilbertson and Co., at Pontardawe, before a large body of workmen, by Mr. E. J. P. Eugoter, safety insurance engineer. The film, which has been specially produced at the Swindon works of the Great Western Railway Company, by the insurance association as part of a campaign for the prevention of accidents in works, is the first of its kind produced in the country. Mr. Charles Gilbertson presided, and at the close it was agreed that the film conveyed a very striking lesson to those engaged in the industry.

### Two Big Fires

Two serious fires have occurred in South Wales cinemas during the week, and in one case—at Mardy—the outbreak had fatal consequences. The Mardy Workmen's Institute ran a highly successful cinema, and the hall and the whole of

stupendous film, "Orphans of the Storm," which features Dorothy and Lillian Gish.

### Coming Film "Stars" ?

The two little daughters of Booth Grainge, the well-known Yorkshire renter, who always give a charming little dancing act at cinema trade concerts in Leeds, have been filmed, and recently appeared on the "Film News," at the Majestic.

### Short Reels

(Mr. Cyril Last, of Granger's Exclusives, tells me his Trade Show of "Weavers of Fortune," on the 10th, will be at the Majestic, and not, as previously announced, at the Cinema Exchange. It is said to be another "Call of the Road.")

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Mr. B. Dade, of the European Motion Picture Company, is being "snowed under" with bookings and inquiries for "Foolish Wives," and "A Kentucky Derby" is also claiming big attention.

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Walturdaw's "Sporting Dramas" and "Quality Plays" are in big demand "The Letters," shown last Friday, is indeed, great quality.

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Mr. A. J. Saunders, of Capitol Productions, Limited, Manchester, is over in Leeds with an attractive showman's proposition, "Morality."

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The matinée jointly arranged by the Yorkshire Cinema Trade Benevolent Fund and the Variety Artists Benevolent Fund, will take place at the Leeds Empire, on December 16th, and not 9th, as previously announced. Tickets are being quickly snapped up.

the cinema appliances were completely destroyed. The treasurer, Mr. William Jones, essayed into the burning building, and he was struck on the head by falling timber, and killed instantaneously. The damage is estimated at many thousands of pounds, the building being one of the biggest structures in the Rhondda Valley. Then, again, the Pontycymmer cinema was burnt to the ground. It was a large corrugated iron building known as the Hippodrome, and owing to the extensive amount of woodwork in the interior, the spread of the fire was very rapid. The blaze was a very big one, and lit up the country for miles around. The damage is estimated at about £3,000, and is understood to be covered by insurance.

### European Motion Picture Company, Limited

Mr. Possener, who has been representing the above company on the West of England territory, has now taken over European's interest for South Wales and the West of England, and will transact all his business from the Cardiff office.

### Trade Show Question

The Trade Show question has again cropped up at Cardiff, and at last week's meeting of the C.E.A. a serious complaint was made by two exhibitors that last Friday morning, when the Trade Show theatres at the Exchange were idle, one renting firm went outside and held their private view in a local cinema. It was a just grievance from those who have the welfare of the Club at heart, and it is to be hoped that exhibitors and renters will get together with a view to coming to an amicable settlement of a question that has given a lot of trouble, and is likely to cause still greater controversy if it is not promptly nipped in the bud.

### With the Renters

Mr. Booth, general manager of the Film Clearing Houses, was in Cardiff last week fixing up with the local renters, to deal with the distribution of the firm's films in the Welsh territory.

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Mr. F. J. Smith, South Wales manager of Pathé Frères, was in London this week, viewing some of the new productions of his firm.