

THE WALTURDAW Co., Ltd., OUR POLICY

THE Programme of The Walturdaw Co., Ltd., for 1923 will comprise 16 Feature Productions (12 of which will be "Preferred Pictures," the finest films now on the American market), 12 Quality Plays (British), and 12 "Gems of Literature" (British).

THE WALTURDAW CO., LTD., have explored every possible avenue which may lead the Exhibitor to success, and they have come to the definite conclusion that the Exhibitor must have the opportunity to screen BRAND NEW pictures.

ONE of the determining factors in the success of a picture may be described as the "psychology of the moment."

THIS means that the Exhibitor must screen BRAND NEW productions. To enable him to do this The Walturdaw Co., Ltd., have decided to offer all their Features for immediate release. No bookings will be accepted prior to the Trade Shows.

TO enable the Company to carry out this policy they have deliberately sacrificed a considerable number of pictures that had been contracted and paid for, as these pictures, by the time they had reached the public, would have been from one to two years old.

THE WALTURDAW CO., LTD., believe that in offering fewer but better pictures, and giving the Exhibitor the opportunity of presenting BRAND NEW productions—each film a Super—they are serving in the best interests of the Cinematograph Industry.

THE WALTURDAW Co., Ltd.,
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