

JANUARY 18, 1923

KINEMATOGRAPH WEEKLY

# MIDLAND & S.W. SUPPLEMENT

Circulating in Midland Counties  
S. Wales and South-Western Area

Vol. 71.

January 18, 1923

No. 821

**L**AST Sunday, January 14, Birmingham exhibitors and renters made a combined effort on behalf of the Lord Mayor's Unemployment Distress Fund. Ald. David Davis, who is in his second year of office as Chief Magistrate, has raised about £27,000, and his lordship hopes to get £50,000 before the winter closes. Forty-five houses—a good percentage—gave special shows. The Committee expects that from the proceeds and donations or collections promised by owners of halls which did not open, it will be possible on January 26, at the White Horse Hotel luncheon preceding the annual meeting of the local C.E.A., to hand the Lord Mayor a handsome cheque towards the relief of unemployment distress. At the time of writing it is hoped to raise about £1,500.

**T**HAT there has been an all-round improvement in business in the last month or two in the South Staffs part of the Midland area, is the opinion of the general body of managers. These gentlemen, who have to study the edge of business from the pay-box, declare that there is an altogether different atmosphere now, compared with the autumn. Though slow, the betterment is steady, and it would appear that there is an occasional tendency to brisk business whenever there are good programs, though the discerning public no longer tolerates poor films. Another unmistakable sign of the times is that the cream of the business goes to the man who exploits his programs by keen publicity work.

**T**HE undoubted success of the second Kinema Ball and Carnival, held in February, 1922, has led naturally to preliminary steps for a similar event this year. March 6 has been selected as the date, and the annual meeting which took place on January 12 was followed on January 15 with a further meeting to appoint various sub-committees. The Town Hall,

hired for the purpose last year, proved a less suitable venue than the Edgbaston Assembly Rooms, and there will be general endorsement of the decision to return to the scene of the first carnival.

**T**HE rooms at Edgbaston are admirably adapted for the function, which, it is hoped, will be attended by a number of screen favourites. It has been decided to charge 15s. for single and 25s. for double tickets (including the cost of refreshments). The profits will, as in previous years, be handed over to the treasurer of the Birmingham and Midland Kinema Trade Benevolent Fund. There will be a reception at 7.30, and the Carnival will be continued until 2 a.m.

**T**HE report which will be presented at the annual meeting of the South Wales and Monmouthshire branch of the C.E.A. to-morrow will contain a résumé of the past year's work. Quite a deal has been accomplished by the branch in connection with the campaign for the abolition of the Entertainment Tax. Exhibitors have experienced the worst period ever known in the twelve months which end to-morrow, but the work of the branch has been carried on even at personal inconvenience to several members.

**JAMES TILNEY**, the new president-elect, has done commendable work in connection with the C.E.A. throughout the country. He controls several kinemas, and his vast experience should prove a decided asset. David Hughes, who vacates the chair, has given complete satisfaction, and much of the credit for the success which the branch has achieved is deservedly his.

**I**N the course of a chat with a Cheltenham Spa manager, a correspondent was informed that the town is in a most peculiar position from the point of view of the film business, being included by various renters in no fewer than five different territories! Some firms deal with local showmen from their branch offices in Bristol, Cardiff or Birmingham, some send direct from London, and at least one works the place from Stoke-on-Trent! The result is that a London renter's representative has actually to pass through Gloucester (which comes under South Wales, apparently) in order to collect orders. Cheltenham exhibitors must be kept pretty busy trying to remember whether the feature comes from north, south, east or west, and the matter of carriage (as at present dealt with by contract) is a distinctly thorny one.

## GENERAL MIDLAND AND S.W. NEWS

### WALTURDAW AT BIRMINGHAM.

The successor to Charlie Hutchin, at the Birmingham branch of Walturdaw's, is James Bertram Wilson, who is not unknown in the city. He is a son of the late James Wilson, bookseller, and senior partner in a well-known bookselling business in Corporation Street. He has been a director of Walturdaw's for twelve or thirteen years, and has spent most of his time at the head office in London. A circular issued to Midland exhibitors states that Walturdaw's 1923 program will comprise sixteen big feature productions, twelve British "Quality" plays, and twelve "Gems of Literature." In order that exhibitors may have the opportunity of screening new subjects it has been decided to offer all features for immediate release. There is, however, a reservation that no booking will be accepted prior to Trade shows, which will be commenced shortly.

### BIRMINGHAM'S BENEVOLENT FUND.

Coun. G. F. McDonald presided at the annual meeting of the Birmingham and Midland Kinema Trade Benevolent Fund, and expressed regret that owing to the absence of the hon. treasurer, Lewin P. Samuel, who has not yet fully recovered

from his recent motoring accident, it was not possible to submit a balance sheet. As far as could be ascertained a sum of approximately £500 stood to the credit of the Fund.

The main object in the future, Coun. McDonald said, must be to build up a fund so substantial that every call for assistance could be met out of the interest on investments. He acknowledged with pleasure considerable sums from renting houses and exhibitors, and mentioned in particular the Futurist and Scala Trade show collections.

Officers elected for the ensuing year are: Chairman, Coun. G. F. McDonald; vice-chairman, T. W. Wilson (Pathé's); hon. treasurer, Lewin P. Samuel; hon. secretary, A. W. Smith. Members of the new committee are W. G. Thompson, E. Hewitson, B. Cresswell, M. Myers, J. Corper, Chas. Williams, W. H. Bull, F. Leedam, "Wally" Roberts, A. Cowan (who we regret to learn is indisposed), M. Deht, E. Ellerslie, H. Devey, and W. Butler.

It was stated that the following artistes had been invited to the Kinema Ball and Carnival to be held at Edgbaston Assembly Rooms on March 6:—Betty Balfour, Peggy Hyland, Howard Gaye, Victor McLaglen, Stewart Rome, Flora le Breton, and Charles Hutchison, the serial "stuntist."

**THE SUTTON COLDFIELD EMPRESS.**  
The new Empress Kinema at Sutton Coldfield, near Birmingham, is constructed of reinforced concrete and brick, with Houghton stone facings. It is in the Grecian style. It was built by W. H. Grecian and Son from the plans of Satchwell and Roberts, Newhall Street, Birmingham, and Coun. James is chairman of the directors. The entrance to the auditorium is in carved oak and the provision of an ornamental screen at the rear of the hall obviates the danger of draughts. Despite the fact that the front row seats are 24 ft. from the screen, provision has been found for 1,100 patrons.

**SPRINGFIELD'S NEW MANAGER.**  
The successor to Reg. Reynolds as manager of the Springfield Picture House, Sparkhill, Birmingham, is B. Waldron, a son-in-law of Gerald Bradley, who formerly managed the Prince of Wales's Theatre, Birmingham. Waldron was at one time assistant manager of the Theatre Royal, Plymouth.

**WOLVERHAMPTON EXPLOITATION.**  
Publicity methods as applied to the Queen's Picture House, Wolverhampton, by manager Shirley Simpson have been particularly successful, and one of the neatest efforts was that employed for "The Fast

**HAROLD LLOYD**

IN

**"DOCTOR'S ORDERS"**

Victory House,  
7, Holloway Head,  
BIRMINGHAM