

TRADE NOTES AND NEWS



Clive Brook

QUALITY'S LEADING MAN.

Clive Brook has just finished playing the lead in George Cooper's latest short for Quality Plays, entitled "The Reverse of the Medal." The story is by Colonel James, D.S.O., and depicts the trials of the high command during a battle. Clive Brook's part in that of a general who has to make a decision which involves his son's life. He is now playing in Denison Clift's production for Ideal, entitled "Out To Win."

A WARDOUR WINNER.

Wardour Films, Ltd., is receiving excellent reports from exhibitors all over the country in regard to "Queen of the Moulin Rouge." At La Scala, Glasgow, 18,432 people paid for admission during the first week. The seating capacity is 1,150, and the management of La Scala booked the film for an extended run. Exhibitors who are running carnivals in conjunction with the screening of this film are said to be meeting with exceptional success.

VITAGRAPH SPECIALS COMING.

The Vitagraph Co. has been advised that "One Stolen Night" is now on its way to England. This film is one of Vitagraph's special pictures, and features Alice Calhoun. The story is a romance of the desert, with the distinct Eastern flavour so much in demand at present. Reports from America speak very highly of the production. "No Wedding Bells," a new Larry Semon comedy, is also expected to arrive soon, together with "Masters of Men," a production which has had the personal supervision of Albert E. Smith, president of the company. Earle Williams, Wanda Hawley, Cullen Landis, and Alice Calhoun all have leading parts in this production.

JACK LONDON TWO-REELERS.

European, after having struck a rich new vein in two-reelers in the shape of the Universal series, "The New Leather Pushers," has just had information that Universal has completed a series of eight two-reelers giving screen versions of Jack London's famous sea stories, which is expected to prove quite as popular as the "Leather Pushers" series. Jack London's "Fish Patrol" stories typify the true London spirit. In this engaging collection of tales

he has made himself the central figure. Handsome Jack Mulhall will play the leading role in the various two-reelers. Each story has been translated into every known language of the world. Jack London himself chose the "Fish Patrol" series as the favourite of all his writings; and it is expected that every Jack London admirer will want to see the series in pictures. Edwin J. Smith, of European, hopes to arrange Trade shows within the next fortnight.

GOLDWYN AND HALL CAINE.

Sir Hall Caine's novel, "Master of Man," has been purchased by Goldwyn for film production. It is a record seller with half a million sales already. "The Christian" has been completed by the same firm and is shortly to be presented in the West End.

Another item of Goldwyn news is that the Hearst and Cosmopolitan Motion Picture Producing Companies have merged with Goldwyn Pictures Corporation for distribution of their films throughout the world. This is said to be the most important business deal of recent times in the industry, and to place Goldwyn as the world's leaders in the distribution of motion pictures.

"W. & F." PLANS.

Following the Trade show of "Secrets of Paris" in London last week, David Tebbitt, joint general manager of the W. and F. Film Service is journeying north to attend Trade shows of the subject in Liverpool and Glasgow. He will spend some days in these districts. "The Woman Always Pays," which this company will shortly show to the Trade, is a picturisation of Charles E. Blaney's stage play, "More to be Pitied." The plot is constructed along the lines of "Pagliacci" or "Carnival." Frank Glendon, Alice Lake, Rosemary Theby and Philo McCullough play the leading roles, with Baby Josephine Adair prominently in the picture.

COMING THEATRE AND EQUIPMENT AUCTION SALES.

A theatre in Northampton, another at Mile End, and another at Kidderminster comprise three of the properties which will be offered for sale by auction at Harris and Gillow's Auction Galleries in Wardour Street. They will also be selling the whole of the equipment, in lots, at the Empire Kinema, Clapham Junction, adjoining the L.B. and S.C.R. Exhibitors and speculators will therefore have an opportunity of selection in the purchase of a theatre at the right figure, and cinema proprietors will be enabled to purchase any equipment of which they are in want at bargain prices. Particulars of the properties and catalogues of the equipment can be obtained of Harris and Gillow at its offices in Wardour Street.

LASKY'S MANCHESTER BALL.

The third annual Paramount Ball in connection with the Manchester Branch of the Famous-Lasky Film Service took place at the Shorrocks Private Academy, 199, Brunswick Street, Manchester, last Friday evening. There was a good and select attendance, and, as on previous occasions, it was voted the success of the season. Dancing commenced at 7.30 p.m., and, but for the

intervals for an exhibition dance and refreshments, it continued until 1 a.m. An excellent program was gone through, and the whole affair reflected great credit upon the organisers. Philip Harrison, the firm's branch manager, was unable to be present, as he had to be in London.

CLEGG'S NEW POST.

Harry Clegg, who recently relinquished the management of the Whitehall Picture House, Openshaw, Manchester, has just been appointed manager of the Oxford Street Picture House, Dukinfield, which is a new suburban hall of great possibilities. Harry Clegg is a popular figure in Lancashire Trade circles, and besides having had a varied experience "on the road," has held several positions on the exhibiting side of the Trade. He was formerly at the Miners' Theatre, Ashington, where he was presented by the patrons and staff with a gold watch. He was also the recipient of a handsome present from the staff of the Whitehall.

A EUROPEAN PRESENTATION.

An interesting little ceremony took place at the Manchester branch offices of the European Motion Picture Co., Manchester, last Friday afternoon, when the staff of the branch presented Tom Preston, who is leaving them to take over the management of the Manchester branch of Kilner's Exclusives, with a solid silver cigarette case, suitably inscribed. The presentation was made by Mott Cowan, the manager of the branch, in the presence of the whole of his staff, and Mr. Preston suitably responded to the congratulations showered upon him.

TRADE SHOW PRESENTATION.

Judging from the increasing number of the Trade shows held at the Winter Gardens, Manchester, it appears that those responsible are endeavouring to provide a first-class rendezvous for Trade show presentations. From all accounts, they have so far proved themselves to be successful, and if the presentation of "The Prodigal Son" last week is to be taken as an example, they deserve every support. The picture was preceded by an appropriate and effective prologue, which we understand had been specially arranged by Earl St. John, manager of the Ardwick Picture Theatre. The prologue was beautifully staged and was the subject of special comment after the show.

AROUND THE TOWN.

Winter sports in the sun and snow of Switzerland are well depicted in the beginning of this number, followed by shots of a Hindoo Hercules in feats of strength, Signor Mochi's wonderful silhouettes, What is a Cockade? Things We All Know series, and a day in the life of a tram ticket.

THE BRITISH FILM WEEK.

This movement for a special week to be devoted to the exhibition of British films in all parts of the country, commencing on October 1 next, and initiated by the British National Film League, has for some time past attracted the close attention and support of the C.E.A. This latter society has now decided to go further with the matter, and, by arrangement with the British National Film League, to adopt the project