



'The Man Who Liked Lemons'

QUALITY FILMING WILL SCOTT.

George A. Cooper has just completed a short and original comedy for Quality Plays. The story is by Will Scott, and appeared in "Pan" under the title of "Untold Gold." This has been changed to "The Man Who Liked Lemons." The man who liked lemons is played by Forrester Harvey, and the illustration shows him indulging in his predilection. With a suspicious policeman, looking on is Harry Worth.

"THE PRODIGAL SON" IN THE WEST END.

The Stoll screen version of Sir Hall Caine's "The Prodigal Son" is to be presented at the West End Cinema on Monday next, March 26. When the production was privately shown at Covent Garden on a recent Sunday evening, the whole film was put on the screen at one sitting, and kept the audience of 2,000 in their seats for four hours and a half, but at the West End it is to be shown in two separate weeks.

LONDON RUNS FOR "TOL'ABLE DAVID."

First National announces that special arrangements have been made for two special runs for this film in London. These will take place at the Globe Cinema, Acton, at the end of this month, and at the West End Cinema, commencing April 9. First National claims that it is already experiencing a great deal of difficulty in fitting in dates for this subject.

PUTTING OVER "THE FLIRT."

European has issued an ambitious Exploitation Service Book in connection with its Hobart Henley Jewel production, "The Flirt." A special supplement is devoted to the newspaper campaign, in which every angle of the subject is dealt with by special feature stories, personal letters, exclusive news stories, and paragraphs galore, in addition to which hints are given as to approaching editors and local notabilities in regard to special viewings. The service book itself provides a mine of information as to prologues and presentations, "stunts," tie-ups with booksellers, etc., and gives a widely illustrated range of editorial illustration blocks, type-set advertisements, and so forth. Details are

TRADE NOTES AND NEWS

supplied of the novel throwaways (four kinds), devised for "The Book of Flirts' Proverbs."

European has, during the past six months, been using film trailers for their "Jewels," and for "The Flirt" a 200-foot trailer is available. An excellent assortment of 48-sheet posters, amongst which are included two novelty teaser type, two kinds of 12 sheets, five varieties of 6-sheet posters, a seven double-crown poster, and a novelty window card are available.

For lobby displays a set of handsome oil paintings is available for hire, as well as coloured sets of 22 by 28, fine photographs 11 by 14, and the usual set of stills for show-case work. Lantern slides, linen banners, and a host of other accessories are also offered.

FINANCE AND FILMS.

We have noticed an interesting connection between a very large financial operation just completed in the City and the Kinema Trade, a connection which perhaps would not appear to every reader, few of whom realise that I. Ostrer, senior partner in Ostrer Bros., and vice-chairman of the Illingworth Morris Co., is also the vice-chairman of the Gaumont Co., Ltd. Ostrer Bros. are joint proprietors, with the Brothers Bromhead, whom we know so well, of the Gaumont Co., Ltd., and the combination looks like a very strong one, both financially and commercially.

Trade experience or ability is of little use without finance, and finance, without a knowledge of the Trade, has proved over and over again to be worse than useless. The total issue of £1,000,000 sterling 6 per cent. first debentures undertaken by Messrs. Ostrer Bros. was, as everybody in the City knows, much sought after; the advertisements only appeared in the Sunday papers, and the lists closed by 10 o'clock Monday morning, the whole amount having been absorbed within a few hours.

EUROPEAN'S "REVIEWING COMMITTEE."

Edwin J. Smith, managing director of European Motion Picture Co., Ltd., has instituted a Reviewing Committee, whose business it will be to determine which of the Universal productions are most suitable for British screening. The personnel of the Committee, it is stated, has been purposely chosen from among those varied elements in the organisation which represent every phase of the picture-going public. Members have been elected from amongst the sales force, the accounting department, the publicity and exploitation side, while the feminine side—which accounts for, roughly, 70 per cent. of "movie" audiences, is represented by a goodly 50 per cent. of the committee. Temperamentally, too, the committee is said to represent the varied class and types which make up the crowd-psychology of the average picture theatre. The committee will be vested with power to reject productions which do not come up to standard.



"Rose of the Sea"

ROSE'S NEXT FEATURE.

The Rose Film Co., Ltd., has acquired U.K. rights from David P. Howell, Ltd., in the Anita Stewart feature "Rose of the Sea," in which Rudolph Cameron, Thomas Holding, Kate Lester and Margaret Landis are other players. The film is being Trade shown at the Shaftesbury Pavilion on Tuesday, March 27, at 2.45 p.m. A spectacular storm scene is one of its big effects, and the story interest of the film largely turns on its demonstration that chorus girls are not usually what fancy paints them.

EXPLOITING "THE GOLEM."

The presentation of "The Golem" at the New Scala was made the occasion of another excellent lobby display, built up on the same principles as that of "The Loves of Pharaoh." The main idea was to get away from mere enlargements of stills in various forms, and to endeavour to create an atmosphere suitable for the picture. In the case of "The Golem," as in that of "Loves of Pharaoh," this is done by well-executed decorative panels and columns—a form of treatment to which the Scala lends itself admirably. All the pieces are, however, easily adjustable to the requirements of the ordinary lobby. In addition, there is in the lobby a huge model of the Golem in plasticine. A prize is being offered to children attending the shows for replicas of this model.

OWEN NARES IN STOLL SERIES.

The leading rôle in the Stoll film production of the "Indian Love Lyrics" will be filled by Owen Nares. Sinclair Hill, who is to produce the picture, has written the story, and he has given its hero the name of Prince Zahirudin—a name that occurs more than once in Laurence Hope's "Garden of Kama," from which these four sets of verses are taken. Although the songs suggest tragedy, he has so contrived the story that the tragic note does not prevent a happy ending. The last song of the cycle is "Till I Wake," but for the purposes of the picture, Sinclair Hill is repeating the first song, "The Temple Bells," and associating with it the forthcoming marriage of the hero and heroine.