

window show of African curios—by arrangement with the Essex County Tailoring Company, High Street, supplemented by another window display of oil paintings of subjects from the picture.

#### Derby Pictures

The "Topical Budget," which was released on Thursday last, showed one of the finest films of the Derby ever seen in this country. This film was seen in London and suburbs early on the same evening as the race, and Londoners who were unable to attend the meeting were able to see Papyrus win the famous race at their favourite picture theatre.

#### Attractive Leaflets

Granger's publicity department has issued many original and successful aids to exploitation recently. Following the success of the "Dr. Mabuse" cigarette cards (exhibitors have already distributed over 600,000), there are now issued specially attractive leaflets for those two big productions, "The Scandal" and "Trapped in the Mine." They are in the form of eight-page booklets, 7½ ins. by 4½ ins., profusely illustrated with scenes from the film, with attractive paragraphs accompanying each picture. They have excellent covers, and the leaflets are artistically printed on tinted paper.

#### "Saved by Wireless"

To-morrow (Friday), at 11 a.m., at the New Gallery Kinema, Regent Street, the Phillips Film Company will present "Saved by Wireless," starring George Larkin and Jacqueline Logan.

The Phillips Film Company announces that one week prior to the autumn release of "Saved by Wireless," it will inaugurate a big publicity campaign in connection with the picture. Advertisements will appear in the leading London and provincial daily, evening and Sunday newspapers, and the names and addresses of the theatres showing the film will be widely advertised.

#### Quality's Success

Quality Film Plays, Limited, inform us that they have now completed a further series of six two-reelers, which will be Trade Shown at an early date. These are said to be of even better quality in every respect than the previous productions by this firm, thirteen of which, it is interesting to note, have been purchased for cash by one of the largest American distributing houses for release in that country. It is but eighteen months since Quality Film Plays embarked upon the making of short subjects under the direction of Mr. George A. Cooper, but the early success they have achieved fully justifies the firm's anticipations that there is a ready market for short subjects of the right standard and technique.

#### Bertini's Farewell Film

The forthcoming presentation of "La Tosca" by the Gaumont Company, Limited, is interesting, if only for the fact that, according to report, Francesca Bertini, Italy's beautiful queen of tragedy, will not play in any more films. Bertini, who is to the Italian screen what Eleanora Duse is to the stage, has been immensely popular with Continental film audiences, and the demand for her services from Italian film producers has been such that she is enabled to retire to her palatial home in Rome, a wealthy woman although still comparatively young.

#### Goldwyn Trade Show

A book which made a very big impression when it was first published, gaining for its authoress the description of "A Second Zangwill," is the foundation of the Goldwyn feature, "Hungry Hearts," an E. Mason Hopper production of Anzia Yezierska's story, which was Trade Shown at the New Gallery on Friday, June 8th. A vivid picture of the fortunes of a band of Russian Jews, driven across the Atlantic by political persecution, it is neither

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comedy nor tragedy, but as befits a faithful transcript of life, a blend of both. Its chief strength lies, it is claimed, in its characterisation, and the big success in

this direction is said to rest with Rose Rosanova, in the rôle of the Jewish mother. Helen Ferguson and Bryant Washburn are other members of an unusually big cast, and the lighter side of the picture gains considerably from the fact that many of the sub-titles have been specially written by Montagu Glass, of "Potash and Perlmutter" fame. "Hungry Hearts" is an early autumn booking under the new Goldwyn three months' release plan.

#### Kinematograph Cricket Cup

In the first round of the above competition, Fox met Pathé on the latter's ground at Streatham last Sunday, and a fine game resulted in a win for the visitors by the decisive margin of seventy-eight runs. Winning the toss, Fox elected to bat first, and amassed the respectable total of 156, of which A. L. (Bertie) Gray contributed a fine knock of fifty-two. His hits included a six and six fours, and he gave no chance until the catch that dismissed him. Gray received splendid support from Long thirty-four (including a six and four fours), Tovey twenty, West sixteen, and Rothwell thirteen. For Pathés, F. Bassill played a patient and valuable innings of twenty-five, but, with the exception of Cousins (twelve), the remainder were unable to master the bowling, and the innings closed for seventy-eight.

#### Kodak v. Jury

Another big crowd saw a wonderful display of cricket in the game at Harrow between Kodak and Jury. Kodak batting first reached the magnificent score of 214 for two wickets and then declared. Jury responded with a total score of 67. For the winners Wells contributed a faultless innings of 105 not out, and he was ably supported by Kirby, who scored 64 not out.

The semi-final draw of the cricket cup competition, to be played on the ground of the first-named, is as follows:—Kodak v. Gaumont, First National v. Fox.

#### Solving a Problem

Much has been written about the methods of renters in connection with their Trade Shows owing to the fact that so many members of the general public in no way connected with the Trade are present at these shows, presumably held exclusively for the benefit of exhibitors. In this respect it is interesting to note that Pathés have succeeded in devising a scheme whereby exhibitors are assured of a seat. As in the case of previous Trade Shows, Pathés are booking all seats for that of the Pathé-Selznick super, "One Week of Love," to be held on June 28th at 2.30 p.m. at the London Pavilion, Piccadilly Circus, W. 1.

#### For Crystal Palace

During the Handel Festival Week at the Crystal Palace—beginning next Monday, the famous Biblical film, "From Manger to Cross," will be shown in the Crystal Palace Theatre. Mr. Stephen Graham, the writer, will speak at the presentation of the film.

#### Revival of "With Allenby in Palestine" at the Philharmonic

The 100th representation of Lowell Thomas' "Through Romantic India" took place last Saturday, when a souvenir was presented to all those present. Owing to a very general request, Lowell Thomas has been persuaded to revive his phenomenally successful "With Allenby in Palestine and Lawrence in Arabia," at the Philharmonic Hall, this week, with two performances daily, but will revert to "Through Romantic India" next week. Lowell Thomas has appeared in "With Allenby in Palestine" over thirteen hundred times.