

TRADE NOTES

European Trade Show of Jess Willard Fight Film

European Motion Picture Company will give a Trade Show at the Shaftesbury Pavilion, on Friday, July 13th, at 11 a.m., of the sensational eleven round contest fought at New York Stadium, on May 12th, between Jess Willard, ex-world heavy-weight champion, and Floyd Johnson, the young Californian Hercules. It is one of the axioms of the boxing world, that youth will beat age, but this tradition of the ring was shattered when the forty-three year old champion entered a contest with a twenty-three year old heavyweight with fifteen victories to his credit. For the first four rounds, it is said, it looked as though Willard was a beaten man, but after the seventh round, the young Californian Hercules, Johnson, began to suffer under Willard's "mule" like punches, and was knocked out in the eleventh round.

The film also pictures what is claimed to be the fastest three round contest on record, between Luis Firpo, challenger of Jack Dempsey, and Jack McAuliffe, the Detroit champion.

London Supervisor for European.

Mr. H. Thurston Harris, who joined European Motion Picture Company about ten months ago, as Eastern Counties traveller, has now been appointed by European's managing director to London supervisor, with control of the whole of the staff, sales and dispatch. He has had a long and varied career in the film trade, which he entered twenty-five years ago as the first comedian to be employed by Cecil Hepworth, at Walton-on-Thames. Afterwards Mr. Harris was with Western Import, Broadwest Film Company and the Walturdaw Company.

"For Big Stakes"

The majority of picturegoers have become so accustomed to the intrepid acting of Tom Mix that his feats of daring are now expected as a matter of course. But even the most redundant cannot fail to be thrilled by his performance in the William Fox production, "For Big Stakes," which is being released during the third week in July. "For Big Stakes" was directed by Lynn F. Reynolds, who has been responsible for a large number of Mix successes. The charming actress, Patsy Ruth Miller, enacts the principal feminine rôle, while Sid Jordon gives a clever display as the villainous foreman.

Another Warner Bros. Super

"The Little Church Around the Corner" will be Trade Shown by F.B.O. at the West End Cinema on Tuesday, July 17th, at 11 a.m.

European Trade Show of "The Prisoner"

"The Prisoner," starring Herbert Rawlinson and Eileen Percy, which will be Trade Shown by European Motion Picture Company, Limited, in their private theatre on Tuesday and Wednesday, July 17th and 18th, at 11 a.m. and 2.30 p.m. each day, is the first of the Universal "Capitol Series" of nine special attractions specially selected for their high standard and box office value.

Quality Plays in the U.S.A.

Robert H. Kinsman, who is handling all territories outside of the United Kingdom for Quality Plays, advises us of a sale he has just completed on many of these productions for Argentina, Chili, Peru, Bolivia, Paraguay, Uruguay and Ecuador. Quality Plays have certainly given no little thought to foreign markets when producing, and Mr. Kinsman has already disposed of the rights for United States of America, Canada and Mexico, of these excellent pictures, all of which were produced by George A. Cooper. Mr. Kinsman is confining the bulk of his energies to the interests of British films in the world's markets. Mr. Kinsman has left 115a, Ebury Street, and his offices are now at 12, Little Denmark Street, W.C. 2.

"April Showers"

"April Showers," which has made such a hit in the States is declared by Walturdaw to be one of the finest pictures they have ever handled, with a "Preferred" cast of Colleen Moore, Kenneth Harlan, Ruth Clifford and Kid McCoy it should be. The Trade Show is in the nature of an experiment, Messrs. Walturdaw having booked 300 seats at the New Gallery Kinema on the afternoon mentioned for exhibitors, and special writers who will thus be able to see the picture presented to a public audience, for the general public will be admitted, paying for their seats as usual, so that you might say that this is a West End presentation as well as a Trade Show. Walturdaw's are offering £25 to the exhibitor who can successfully retitile "April Showers," which they are showing to the Trade on July 17th at the New Gallery Kinema, at 2.30 p.m.

Western Import's Tempting Offer

"Temptation" is a tempting offer and no exhibitor should miss seeing it when it is Trade Shown at the London Pavilion on July 13th. Not without truth has it been called an unusual and interesting picture. It is full of perfectly logical strong situations, and grips the imagination. "Temptation" stands out by reason of its fine acting, simplicity, and convincing qualities.



"Skin Deep," a First National attraction due for release.