

# TRADE NOTES



Gibb McLaughlin in "Constant Hot Water" (Quality)

## THE MARGATE CARNIVAL.

The keenest interest is being taken by the Trade in the Cinema Fancy Dress Carnival, which is to be held at the Margate Pavilion and Winter Gardens on Friday, June 15, as a conclusion to the annual summer conference of the C.E.A.. Many of the leading renting houses have come forward with offers of valuable prizes. Gaumont will give a prize for the best representation of the Gaumont Graphic; Goldwyn one for the best lady's or gentleman's fancy dress; and Jury and others are also contributing. Several well-known film favourites have promised to be present, including Ivy Duke and Guy Newall, who are to present the prizes.

NOTE.—The date of this carnival is Friday, June 15.

## A SCREEN PLAY FROM A "SCREEN" PLAY.

Bertram Phillips is now well advanced with what points to a most artistically conceived version of Sheridan's classic comedy, "The School for Scandal." E. P. Kinsella is

supervising the dresses, scenes and mounting, and Frank Miller's scenario adheres closely to the original. Queenie Thomas as Lady Teazle is supported by a strong cast, including John Stuart (as Charles Surface), Elsie French, Sydney Paxton, Frank Stanmore, Basil Rathbone and Mary Brough. P. B. Anthony is the cameraman at the Thornton House Studio, Clapham Park.

## IVOR NOVELLO'S RETURN.

Ivor Novello, the young English composer and screen star, who has scored a great triumph in his first film for D. W. Griffith, "The White Rose," now showing in New York, sails from that city by the *Majestic* on Saturday next (June 2), and will be in London the following week. It will be remembered that Mr. Novello signed a three-year contract as leading man to Mr. Griffith just before Christmas; an arrangement that permits him three months a year in England, when he is at liberty, if he chooses, to make a film for a British company, or to carry on with his musical compositions. His first Griffith picture has achieved an enormous success, and the leading newspapers in New York are unanimous in their praise.

## BOSTOCK JOINS THE "HUNT."

That "Hunting Big Game in Africa with Gun and Camera" is a unique film which fully proves its claim to be better than a circus is justified by the fact that E. H. Bostock, the famous Anima King, has booked the Snow Exhibition picture from European Motion Picture Co. for a run at a record figure. Mr. Bostock has secured it as the opening super to be presented at his new theatre at Ipswich, where he intends to show "Hunting Big Game" for an indefinite period. We may look for something sensational in presentation from a showman of the calibre of E. H. Bostock.

## "LOVE, LIFE AND LAUGHTER."

The excellence of George Pearson's latest work, "Love, Life and Laughter," has been recognised by critics and exhibitors alike, but part of the success of the Alhambra show was undoubtedly the apt and remarkably well synchronised musical presentation. This perfection was the result of rehearsals on Tuesday and Wednesday and on the actual morning of the show from 5 a.m. right up to a few minutes before the times fixed for the

show at 11.15. The picture will be presented in the provinces on the same lines, and W. J. Gell, assistant general manager of Gaumont's, will be in personal charge of all the Trade shows in the country. Last week's presentation demonstrated the opportunity the picture affords for exploiting the film and music as a big show, and we must congratulate the Gaumont Company, Ltd., on booking the whole show, including the music. Provision is being made in the Gaumont contracts to this effect, and the whole score of the musical accompaniment ready to play will be provided with the film to all theatres. The film will open to the public with a special presentation at the Marble Arch Pavilion, where it has been booked for a special run at the biggest figure the Gaumont Co., Ltd., had ever obtained from a West End cinema. It may be mentioned also that Gaumont, with the approval and encouragement of the producers, Welsh-Pearson and Co., Ltd., will embark on a publicity campaign to boom Betty Balfour with a reasonable chance of more than doubling her box-office value and putting her in her rightful position in the front rank with the tip-top American stars.

## THE NEXT INVASION.

Sir William Jury, of Jury's Imperial Pictures, Ltd., has just been advised of the approaching visit to London of two executive members of Louis B. Mayer Productions, Inc., primarily in connection with the pre-release of "Hearts Aflame," a Mayer-Metro picture, which is scheduled for August 27. The Louis B. Mayer Productions, Inc., is one of First National's pioneer producers, and First National has just signed a contract for two more years' product. J. Robert Rubin, secretary-treasurer and general counsel of the Mayer company and general counsel of the Metro company, will sail from the States early in June. Some weeks later, Louis B. Mayer, president of the company, will make the trip from America, for the purpose of being present in London when "Hearts Aflame" is pre-released.

## QUALITY PLAYS FOR AMERICA.

Quality Film Plays, Ltd., announces that it has just sold the first thirteen of its productions to one of the biggest distributors. Reports from America are all eulogistic about the excellence of the technique of these pictures, and assert that the standard of photography, setting and lighting is the best that this country has produced. On this page we give a photograph of Gibb McLaughlin in this company's latest two-reel comedy, "Constant 'Hot Water,'" an amusing tale of a "super" house agent.

## HEPWORTH'S NEW EDITION.

There is considerable activity at the Hepworth studios these days. Cecil M. Hepworth has just finished "Strangling Threads" (which is the title that has been given to an entirely new edition of "The Cobweb"—a play by Leon M. Lion and Naunton Davies). The success of "The Cobweb" when it made its first appearance on the screen in 1917 was phenomenal. The new picture is in every way superior to the original, even after due allowance has been made for the big developments in the film studios during the last six years. Not only has Mr. Hepworth succeeded in getting some remarkably fine exterior scenes, but he has been even more painstaking than usual in the selection of his interior scenes. They are most impressive and really magnificent. Alma Taylor plays the part of "Irma Brian," in which she was conspicuously successful in the 1917 version. John M. Andrews appears again in the role of "Inspector Beall." Other well-known players



"School for Scandal" (Bertram Phillips)