

RENTERS

COMING ATTRACTIONS

first of the new series—"Reverse of the Medal," "Man Who Liked Lemons," "Three to One Against," "Constant Hot Water," "Finished," and "Darkness." Some are dramas, with the intensity of Grand Guignol plays, and the others are comedies, chiefly farcical. Variety is a big feature. Each is in two reels, and aptly introduced as "A little play with a big story." Release and Trade shows dates have not yet been fixed, but an announcement will be made as early as possible. Meanwhile, we congratulate "Quality Plays" and the Gaumont Company, Ltd., on a combination which should be of material benefit not only to the companies concerned, but which will also make for the advance of the British Industry.

Matheson Lang in "Guy Fawkes."—"Guy Fawkes" is to be Trade shown by Stoll at the Scala on Tuesday, September 4, and the new film reveals Matheson Lang in quite a new light. "Dick Turpin's Ride to York" has been a sensational success, but in "Guy Fawkes" Maurice Elvey has gone one better. He has, in the opinion of those who have had the pleasure of seeing the new film, produced a photoplay that is considerably better than "Dick Turpin's Ride to York." "Guy Fawkes" is one big entertainment. From the opening scene of the "guy" being burned to the close, when the tired child to whom the story has been told turns over and goes to sleep, it holds the spectator in its grip of expectation and interest. The rapid development of the story, the changing scenes, the cleverness with which the plot is built up, and its culmination in the death of Guy Fawkes, provides an entertainment of rare thrill. Matheson Lang, in the title role, gives the best screen performance of his career, we are told.

The Hutchison Serial.—Pathe serials are well known throughout the entire Trade for their consistent high standard of quality, and the firm has arranged a special show at the Piccadilly Circus Cinema, at 11 a.m. on August 31, at which further episodes of "Go-Get-'Em Hutch" will be screened. The object of this show is to establish the fact that the whole of the production is consistent with the high standard of the first four or five episodes, and thereby to dispel any shadow of doubt that may remain in the minds of the sceptical. Exhibitors will have an opportunity of stating which episodes they wish to see, and those that receive the greatest number of votes will be screened.

Coming Pre-Releases.—In September A.F.N. will pre-release three of the most important pictures of its early autumn schedule, "The Circus Days," with Jackie Coogan, "The Hottentot," with Douglas MacLean and Madge Bellamy, and "Within the Law," starring Norma Talmadge. "Circus Days" is reported to be Jackie Coogan's greatest accomplishment since "The Kid." Renamed from the book, "Toby Tyler," it tells the story of a modern Dick Whittington. "The Hottentot" has already made film history in that it is the first motion picture ever to break into racing columns of a big daily newspaper, which it did on its pre-release in New York. "The Hottentot" is well reputed to be the funniest and most remarkable picture that Thomas H. Ince has given to the screen. "Within the Law," is believed to be the only motion picture which has ever received official commendation from the head of a department of justice. Writing

from the Department of Justice, Washington, D.C., of Norma Talmadge's picturisation of this striking stage success, William J. Burns, Director of the Department's Bureau of Investigation, pays a tribute to "Within the Law," in a letter to Joseph M. Schenck, its producer, in which the great police official terms this picture, "the greatest crime drama ever filmed." "Within the Law," was directed by Frank Lloyd, who gave "Oliver Twist," and "The Eternal Flame," to the screen.

Max Linder Again.—"Max Goes to America," one of the very successful Essanay comedies, featuring Max Linder, is to be Trade shown at the West End Cinema on Tuesday, August 14, at 11 a.m., by F.B.O. Exhibitors who experience difficulty in obtaining really laughable comedies should not miss this event, as it is most likely to be helpful to them in their difficulties.

"Fires of Fate" Show.—The show itself was an unqualified success; the house was comfortably full, everybody found seats without having to fight for them; there were no irrelevant effects; and Louis Levy conducted an excellent orchestra in his own well-fitted accompaniment to the picture. Mr. Levy's arrangement of the music will be played at all the provincial Trade shows which will be held under the direction of W. J. Gell, of the Gaumont Head Office. Mr. Gell commences his provincial Trade show tour with the film at Glasgow on August 8.

Knud Rasmussen.—Knud Rasmussen, the Danish explorer, a film record of whose travels Kilner's Exclusive Films, Ltd., will shortly present to the Trade, was born in Greenland, and has spent the last twenty years in the exploration of his native country. Prior to giving rein to this desire he was a schoolmaster. The magnitude of Rasmussen's task will be realised when it is recalled that Greenland is 1,600 miles from north to south and 700 miles at its greatest breadth, covering an area of 680,000 square miles, nearly eight times that of Great Britain. Rasmussen has made an



"The Leopardess" (Gaumont)

exhaustive study of Eskimo life and dialects, having collected over 200 of the legends of this fascinating people. At present Rasmussen is on a journey across arctic Canada to Alaska, Bering Strait and Siberia, a journey of over 3,000 miles. The film abounds in studies of the pleasures and pursuits of the Greenland Eskimo.

"Love—Intrigue—Passion."—A Trade show, which should arouse a good deal of interest, has been arranged by Shadow Plays Film Service for Friday at the New Gallery at 11.15. According to advance reports, "Love—Intrigue—Passion" is to offer us a modern society drama amid scenes of splendour and magnificence, laid in the capitals of Europe—in Paris, in Naples and in Turkey, and with a Japanese episode possessing the charm and beauty of "Madame Butterfly." There are, we are told, some very fine scenic and spectacular effects, and Lucy Dorraine, who heads the cast, is supported by 10,000 artistes.



"Love—Intrigue—Passion" (Shadow-Plays)