

member of the American film industry, has declared that there are no short subjects that can compare with them made by this clever British producer. It is a source of satisfaction to know that at least one British firm has found favour on the other side, where British pictures are not as a rule over-appreciated.

British Productions in Spain

Amongst other British films which the Gaumont Company, Limited, have recently sold to Spain are the "British Screen-craft" productions—"A Prince of Lovers—The Romance of Lord Byron" and "Roses in the Dust," and the "Westminster" film, "Rob Roy." "A Prince of Lovers" is playing to capacity in the most popular cinema in Barcelona.

Trailers Popular

The Gaumont Company, Limited, are issuing 200 ft. "trailers" for both "Rob Roy" and "The Little Minister," and the first is available now. Both will be well up to the standard of production of the trailer for "The Gipsy Cavalier," which many exhibitors have declared to be the best "trailer" ever issued.

"Whom the Gods Would Destroy"

Within the next few weeks W. Kingo Armstrong, the manager of Incorporated British Renters, will show a feature which is described as unique in many details. Although not essentially a war story it is of war, the worst and the best sides of it, the hate, the brutality, the love, and self-sacrifice. "Whom the Gods Would Destroy" is said to have taken over eighteen months to make, and its action is cast in New York, London, Paris, Berlin, and a little Belgian village. There are also genuine scenes of the British Navy in action. The picture is a spectacular photoplay record of the forces which have sought power since the very early days of the known world up till 1914, when the great cataclysm began. It shows, framed in an enthralling story, the tremendous ambitions and dire failures of the several autocrats who have sought to subjugate the world to their will:—Attila, the Hun, Mohammed, Suliman, Napoleon, and so right up to the second Attila, the Kaiser Wilhelm, who certainly got off much lighter than his predecessors. The leading parts are played by Jack Mulhall, Pauline Starke, and Kathryn Adams.

East Africa

An inquiry for cinema films and apparatus has been received in the Department of Overseas Trade, 35, Old Queen Street, London, S.W., from an hotel proprietor in Kenya Colony, who proposes to start a small cinema. United Kingdom firms, handling British films and apparatus, and interested in obtaining further particulars of this inquiry, are invited to apply to the Department of Overseas Trade at the above address, quoting reference 10,778/E.D./M.P.

Smith's Film Sales New Offices

Exhibitors should make a note of the fact that Mr. Harry Smith, of Smith's Film Sales, has removed from 16, Great Chapel Street, to 161, Wardour Street. His telephone number and telegraphic address still remain as before.

A New Bernhardt Film

The death of the celebrated tragedienne gives added interest to a film which Messrs. Kilner are offering this week for immediate release. This is entitled "It Happened in Paris," and the story was expressly written by

Madame Bernhardt for her understudy, Mme. Yorska, while the famous actress herself plays in the prologue. The picture was practically directed by the gifted authoress, for it was produced according to her explicit instructions. This, it should be noted, is not a reissue of an old film, but a new production never before shown, and is indeed a real legacy to the screen.

Penrhyn Stanlaws' Paramount Production of Cynthia Stockley Novel

Based on Cynthia Stockley's popular novel, "Pink Gods and Blue Demons," Penrhyn Stanlaws' latest Paramount production, "Pink Gods," has for its principal players such celebrities as Bebe Daniels, James Kirkwood, Anna Q. Nilsson and Raymond Hatton, and contains all those elements of success which have gained for the author of the story so wide a fame.

Aurora Mardiganian coming to London

The heroine of "Auction of Souls," the Armenian refugee, Aurora Mardiganian, is coming to London for a visit to friends. As her proposed stay coincides happily with the provision of new copies of the film by the General Kinema Films, Limited, arrangements are being made for the personal appearance of Miss Mardiganian at a number of important bookings of the picture.

WANTED Sole Agents in London and other districts for the sale of High Grade Bioscope Carbons manufactured by the Spanish Carbon Co. Apply giving full particulars of connection with Cinema Houses, territory desired and if possible references, to:—
BEACON CARBONS, LTD.,
Russell Street, Bingley.



Scenes from "Polly of the Follies"