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"The Cinema as a Social Force" was the subject of a lecture given by the Rev. A. J. G. Seaton, B.D., in the United Methodist Church, Crow Hall Lane, Felling, on Wednesday night of last week. One of the greatest evils of the cinema, said the lecturer, was that of extravagance. A lot of people, he declared, spent more money at the picture house pay box than they ought to do. Some of the films were extremely sensational with their everlasting blood and thunder plots, and there was also the evil that was sometimes wrought by plots founded on sex problems. If parents, teachers and the clergy fail to point the way regarding sex problems to the young people, why not the pictures?

Jolly Jack Foster, of Fox's local office, was smiling as usual when I saw him a few days ago. He told me that "A Yankee at the Court of King Arthur," which had a week's run at the Newcastle Pavilion, had greatly improved the business done in the subject. Several exhibitors who had previously refused to take the picture had fixed up bookings, and now that the film is actually on public exhibition at some of the biggest halls in the territory, more orders are naturally expected. "Over the Hill" has already been booked to the Pavilion for a fortnight's run. All inquiries about this film should be sent to the firm's London office.

The Newcastle house of Walturdaw is handling some exceptionally fine subjects. "The Penniless Millionaire," starring Stewart Rome, was the Trade Show attraction this week, whilst on Tuesday next "Vi, of Smith's Alley," visualising Violet Hopson, should attract a representative gathering of North Country showmen. These are two well-known Broad-west features of exceptional quality, and already both subjects are well booked out.

Mr. Percy Lloyd, who has charge of the local branch of Pathé Frères, has been inundated with inquiries for "Peck's Bad Boy," featuring Jackie Coogan. It is to be released on November 21st next, and bookings have already been arranged for Newcastle. "The Avenging Arrow," Pathé's latest serial, with Ruth Roland in a leading rôle, was on show at the Empire Cinema last Wednesday. A thrilling story is associated with the picture, which has been booked to several halls.

Everything considered, Mr. E. Thompson, Vitagraph's territorial manager, has nothing to complain about. The serials and comedies he is handling for his principals are meeting with a ready demand, the high standard of Vitagraph subjects being recognised all over the district. Mr. Thompson is now getting ready for "Breaking Through," "Where Men are Men," and "Moral Fibre," which are to be screened to the Trade shortly.

Very good business has been done with "The Old Nest" and "Submarine Gold," a couple of Goldwyn winners. Mr. T. A. Finucane, the firm's local manager, was busy last Wednesday with "A Tale of Two Worlds," a San Francisco Chinatown story, whilst in the near future he will submit a Pauline Frederick subject to the judgment of north country showmen.

The reissue of "Shoulder Arms" has brought shoals of bookings to the Newcastle office of Triangle, and Mr. Ernest C. Jenkins, the local manager, has a difficult task to fix up all the dates—in fact he cannot find room for them all. "The Kid" is to be released on October 10th, when no fewer than nine halls in Newcastle will screen the picture simultaneously. "Trust Your Wife" will be shown on October 11th.

Mr. Godfrey, of Western Import, is in this district handling the Carpentier-Dempsey and Beckett and McCormick fight pictures, and has met with much success amongst local showmen.