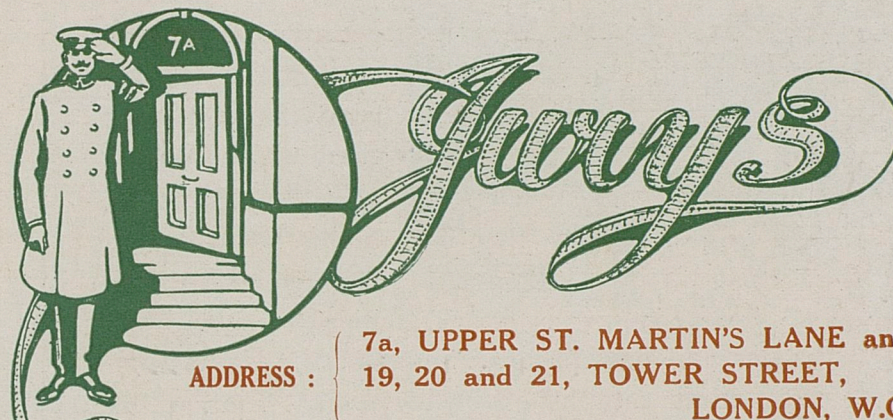




Jury's

THE UNIVERSAL PROVIDERS OF ::
EVERYTHING PERTAINING TO THE
PRODUCTION OF MOTION PICTURES

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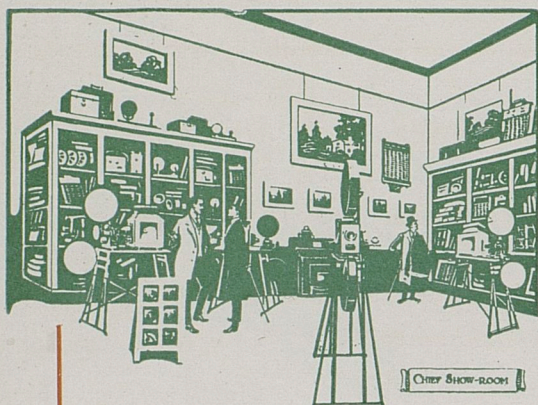


ADDRESS : { 7a, UPPER ST. MARTIN'S LANE and
19, 20 and 21, TOWER STREET,
LONDON, W.C.

. . . The . . .
House of Jury

TO describe whose manifold activities as carried on in their sumptuous new home at St. Martin's Lane, London, this booklet is intended, dates its birth from the very first beginnings of the living picture trade of this

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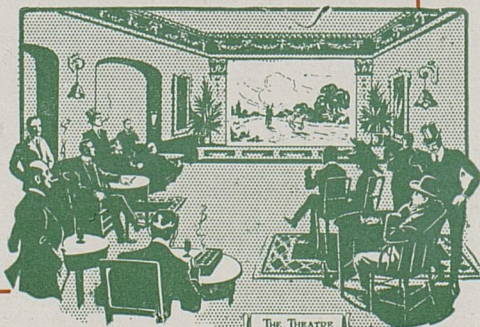
CHIEF SHOW-ROOM

country. It is quite a common occurrence for organisations which occupy a leading place in a new industry to fall behind as competition becomes

keener and new ideas are introduced. Frequently the oldest established businesses are the first to fall, when the fight for business becomes severe. That it has not been so with Jury's, but that the firm finds itself to-day with a business so considerably in excess of that which they have ever previously enjoyed, is due to the fact that each new idea introduced in the film trade has received immediate consideration and been adopted as soon as its worth was proved, so that the original methods of business have been in a continual state of alteration and revision to meet new needs as they arise. With the acquirement of the splendid building in which the business of

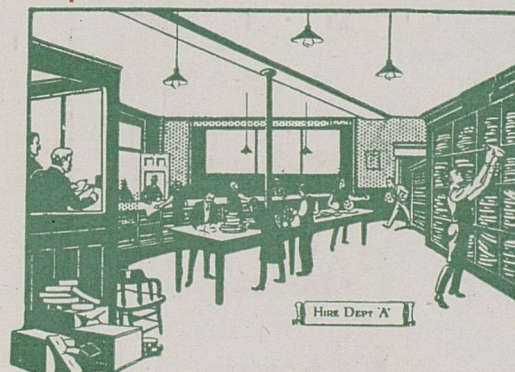
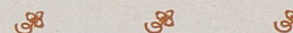
Jury's Imperial Pictures

is now conducted, there was a reorganisation of methods more drastic than anything that had gone before, and the result is that the



THE THEATRE

company can make the unusual claim of being at once one of the oldest and one of the most up-to-date cinematograph trade houses, and to combine an organisation, framed on the lines suggested by the very latest trade developments, with an experience which dates from the inception of the industry.

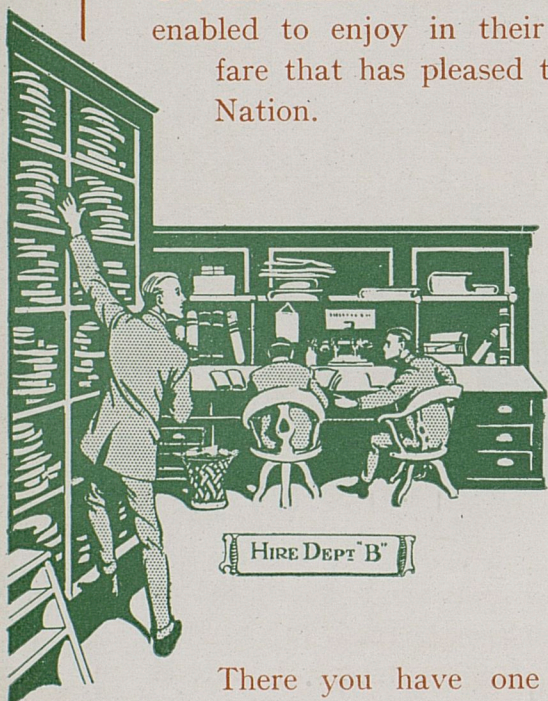


HIRE DEPT. A

Jury's Unique Distinction

Before we turn to a detailed description of departments, an allusion may be made to a unique claim to the respect of the exhibitor possessed by Jury's Pictures; that claim is that they have at one time or another, been shown in every town, and one may add, every village of importance, in the United Kingdom. Moreover, their patrons have not by any means been drawn from one class; the castle and the cottage have alike been entertained; the late King Edward heads a long list of distinguished patrons,

which includes such names as those of Princess Christian, the Dukes of Marlborough and Northumberland, Lord Brassey, Lord Northbrook, and the Dowager Duchess of Harrowby, to mention only a few, all of whom have requested exhibitions at some of England's finest seats. Yet the humble artisan and labourer have been enabled to enjoy in their local halls, the same fare that has pleased the great ones of the Nation.

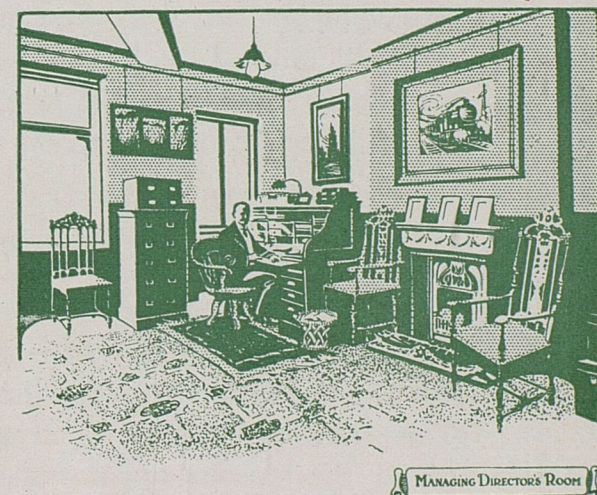


What the Public Wants

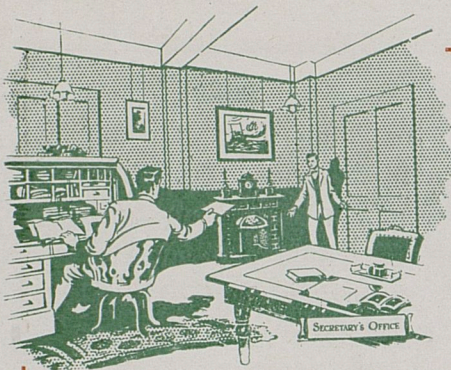
There you have one of the outstanding qualities of Jury's Pictures—the faculty of catering for every class of audience. Whether it be a Society gathering, or a collection of North country operatives or mill hands; the principal of Jury's has had the experience which enables him to at once supply just the programme which will best suit the audience. Of the peculiar difficulties of the living picture showman,

no one can have quite the same appreciation as one who has himself experienced them. In reference to showmen, than whom no one better realises the extent to which the success of a show is in the hands of the renter; is it not desirable that the latter shall have more than a theoretical knowledge of the public's needs?

We have pointed out that Jury's is no mushroom firm; its principal caters so successfully for the exhibitor because he was an exhibitor himself 14 years ago, when nine-tenths of the present day members of the cinematograph trade were unaware that such an industry



existed. As long ago as 1898, Mr. Jury showed pictures in the open air at the Alexandra Park, Hastings. Open air pictures shows are to-day hailed as a novelty. There are many other "novelties" which have been part and parcel of Jury's business for years. The man who deals with Jury's gets the benefit of these innovations before other people have waked up to their advantages.

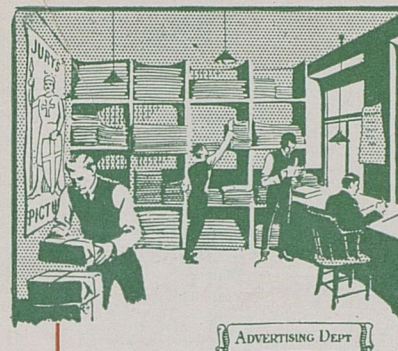
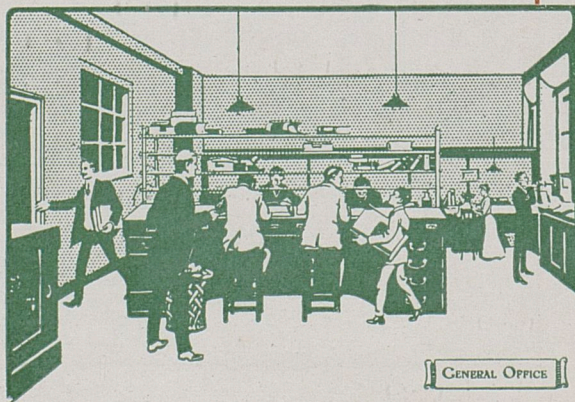


Jury's New Home

We extend an invitation to every showman to visit our Headquarters at St. Martin's Lane; whether he is thinking of making a change in his service or not, we think we can show him much that will interest him. Our building occupies a prominent corner position, facing up St. Martin's Lane. The apex of the building is occupied by the

General Showroom

than which no better place could be selected in which to begin the journey through the building. This spacious room carries an unrivalled selection of all the various apparatus called for by the cinematograph business. We do not confine ourself to a single model of projector; the best of all makes are there for the customer's own comparison and selection. Our showroom indeed offers him



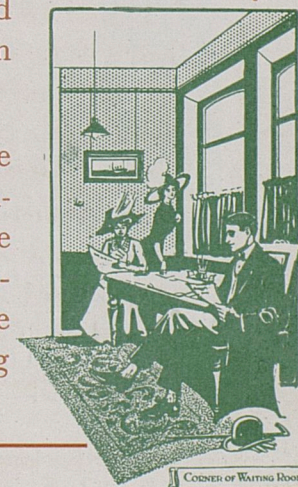
a unique opportunity of deciding which is the best machine, for having no particular model of our own to push, and therefore no inclination to depreciate others, our assistance and advice is always at

his disposal in the search for the article to suit his special needs. We claim to be able to supply not only the pictures the showman requires (and

Every Class

of picture he requires) but everything necessary for its perfect projection, so that one may rely on always obtaining the numerous accessories of the projecting room at Jury's. Indeed, we hope to show that the exhibitor who deals with Jury's, need have only the one account, for his regular programme, his topicals and locals, his special features films, and his apparatus. Can any other firm offer the same convenience?

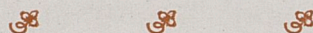
Below the showroom, we have fitted up a very spacious and comfortable projection theatre, where we are very pleased to show films to customers at any time. Also here is one of the hiring departments occupying





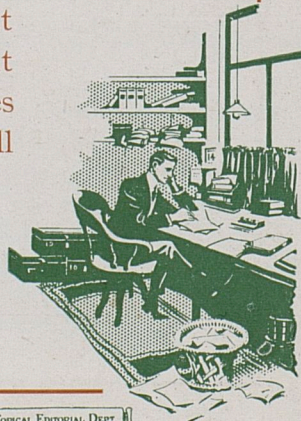
an amount of floor space, which is alone eloquent testimony to the amount of business transacted,

while the other hire department occupies the rest of the ground floor.



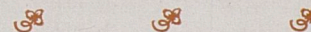
Hire Departments “A” and “B”

merit a special word of description; they deal with two distinct classes of service. Department “A” contains no films over eight weeks old. “First-run” and other “early” programmes are exclusively attended to here. When a film is eight weeks old, it goes into department “B.” Department B, also handles our Colonial trade. We send all our topical films into the Colonies and have arrangements whereby, films of all events in the Colonies are immediately sent to



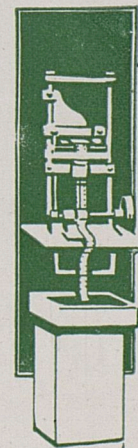
us. The two departments differ only in the prices of the service they handle; the same care is taken with the “B” programme, as with the “A,” the showman who has the latter enjoys the advantage of first use of the films, but just as much care is taken to see that the “B” films go out to time and in perfect condition.

Moreover, whether your circumstances are such that, to get business, you must have the films immediately after release, or whether you are in the happy position of having no opposition and therefore indifferent to release dates, you are assured at Jury’s of a programme made up of the pick of the world’s subjects, bought purely on their merits; Jury’s have no interest in any film manufacturer’s business and no film manufacturer has an interest in Jury’s. Bear that fact in mind if you have been flooded with subject of one maker, by your renting house.



The General Offices

occupy a large proportion of the first floor, and with the Managing Director’s and Secretary’s Offices



form a handsome convenient suite. As with every other department, the keynote here is system; old methods and ideas have been discarded and everything is designed to accelerate business to the utmost extent. It is the same in the

Advertising Department

also on this floor, on the other side of the cosy little waiting room set apart for visitors. We



MANAGER'S OFFICE

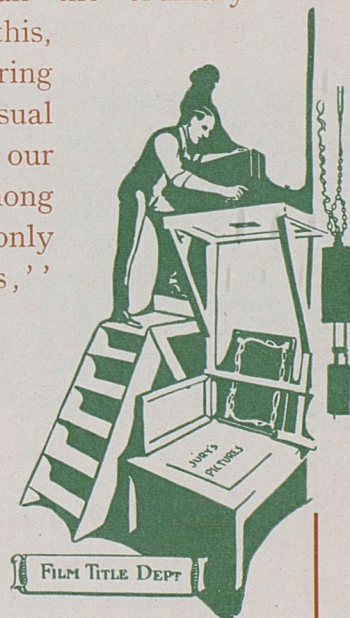
regard the Advertising department as one of the most important in our business. Nothing is more essential than that the showman should have good publicity matter and that he should have it in good time. We

claim with some reason to be experts in show publicity and are content that the poster designs, handbooks and other literature which we can show you in this department, should be taken as examples of the class of matter we supply to our clients.



Exclusive Subjects

Experience goes to show that nothing equals a special subject as a business stimulant; this is particularly so in the case of a showman faced with strong competition, to combat which something more attractive than the ordinary fare is necessary. Realising this, we have made a point of acquiring the sole rights in films of unusual merit; the full list of our "exclusives" would be too long to print here; we need only mention "The Crusaders," "Captain Midnight" (the first Australian film production), "A Trip to the North Pole," "The Eruption of Mount Etna" (the most daring film ever taken) and our latest capture "The Adventures of Ulysses." For each of these subjects, we prepare artistic posters of various sizes and special pamphlets of which we shall be very glad to send examples to any enquirers.

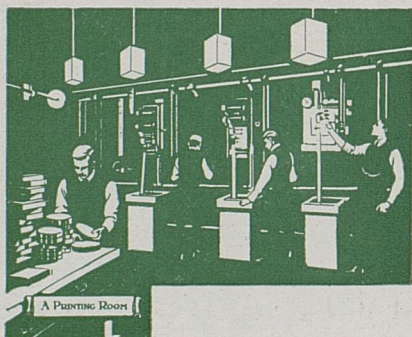


The Topical and Local Departments

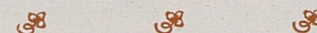
together with the film editing room, where all subjects are carefully revised previous to issue, monopolise the second floor. To those

unaccustomed to the sight there is something uncanny in the speed at which work is carried on in these departments, lighted only by the dim red lamps over the developing trays, or perforating or printing machines. The stranger

can hardly make out the shape of the room, but the workers move surely and quickly from tray to tray, keeping a watchful eye on the various films as the image shows up. The film is perforated in a separate room, passes thence to the printing machines, and then to the developing tank. Jury's watchwords in this work are "Speed" and Quality." The two are not incompatible when expert labour is employed using the most up-to-date plant;

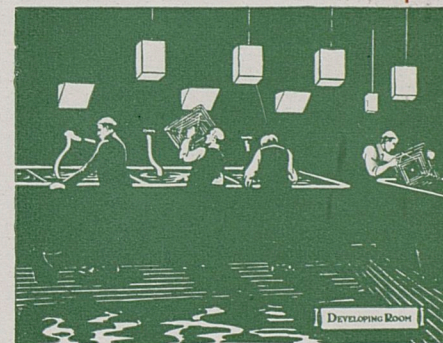


such films as ours of the Coronation Procession and the King in Ireland, with its remarkable close portrait, prove that one need not be sacrificed to obtain the other.



Special "Local" Films

The subject just mentioned it may be remembered, was produced by means of a portable developing plant (which is ready for transportation at any moment to any part of the country at a customer's need) and so quickly was the work done, that as the operators of other films were on their way to the boat at Dublin quay, they were met with the posters outside a Dublin picture theatre, announcing that Jury's Picture was already showing. What we have done once we can do again, and if **YOU** wish to get a local on

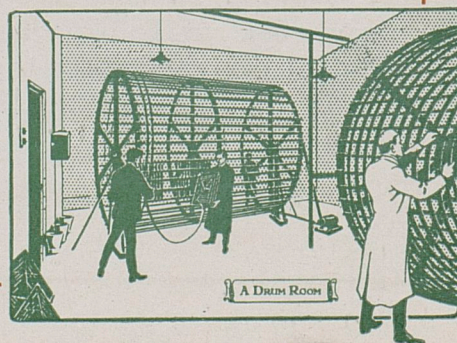




your screen before the opposition, you will do well to let us quote you.

Always Ready

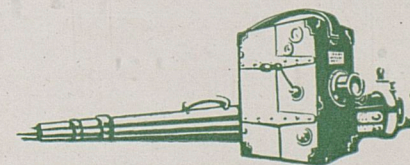
No work is outside our field ; one of our operators was employed to accompany an Indian Prince in his tours about London at Coronation time, and produced a series of subjects which were shown to the Prince's friends at a private performance, and which show the sable visitor at all the chief places of interest in the metropolis. Another accompanied one of the Colonial Premiers through Shakespeare's country. We have men and cameras ready at all times to take boat or train **ANYWHERE.** Try us if you have been "let down." Remember also, that we take all topical events of interest ; that we take them well is sufficiently evidenced from the fact that they are one of the regular and most popular features of the programme at



the Alhambra, London's Premier Variety Theatre. With the

Mechanical Workshops

on the third floor, where repairs to apparatus, etc., are carried on, we conclude a survey, superficial but we hope interesting enough to give birth to the desire for a personal inspection, of the new home of Jury's Pictures. In their new premises, Jury's aim is to maintain the reputation they gained in their old, as an exhibitor's house first and last. Their new facilities enable them to give a service which they are confident will enable them not only to retain but to materially increase their connections in every part of the British Isles. Their 14-years experience of the trade is at the disposal of every exhibitor ; an enquiry, either in person or by letter at St. Martin's Lane, will find them ready to quote quickly and exactly for any and every requirement of the living picture exhibitor. Will you try them if you are not satisfied that you are at present getting the best out of your show ?



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London, Harrow,
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