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The Cinematograph Exhibitors' Association of Great Britain and Ireland

(Registered No. 1622T)

Telegrams : Ceabilrex (Phone) London

Telephone : Whitehall 0191, 0192, 0193, 0194

ANNUAL SUMMER CONFERENCE, 1931

(under the joint auspices of the General Council, and the London and Home Counties Branch)

BRIGHTON

PLEASE FILL UP THIS FORM AND RETURN AS EARLY AS POSSIBLE

Name

Address

.....

£ s. d.

..... Tickets for Tuesday's Banquet at 15/-

..... Tickets for Wednesday's Luncheon at 5/-

..... Tickets for Wednesday's Reception by the Mayor (Free)

..... Tickets for Friday's trip to beauty spots of Sussex at 12/6

(Including Charabanc, Luncheon and Tea)

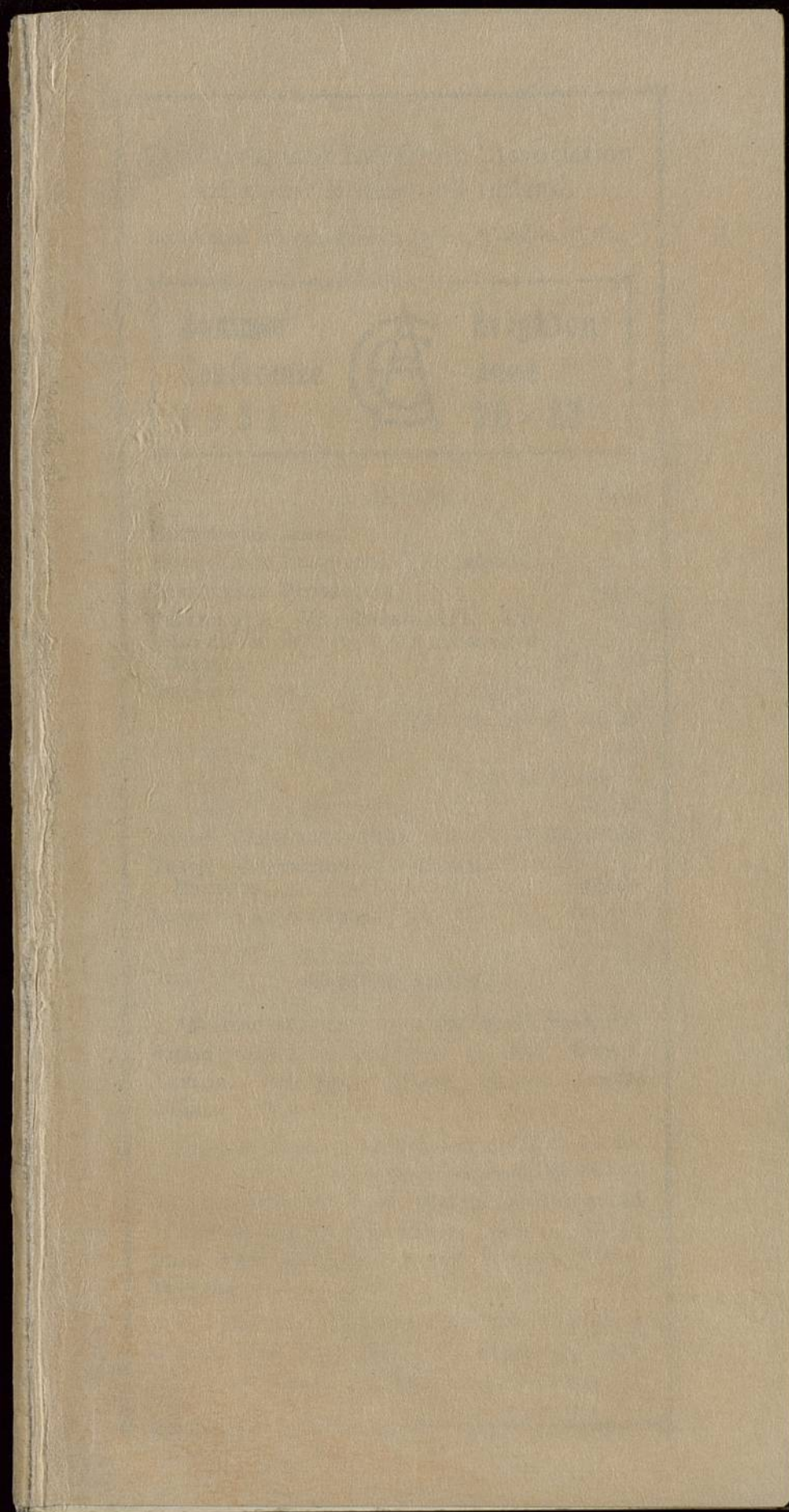
..... Tickets for Friday's Grand Carnival Ball. Admission 5/-

..... Tickets for Friday's Grand Carnival Ball. Running Supper at 3/6

..... Railway Vouchers

Remittance enclosed £

Remittances should be made payable to C.E.A., and sent to Mr. W. R. Fuller, at Broadmead House, Panton Street, Haymarket, London, S.W.1, up to the 19th June, after which date to Hotel Metropole, Brighton.



Cinematograph Exhibitors' Association of Great Britain and Ireland.

Broadmead House, Panton Street, London, S.W.1.

**Summer
Conference
1931**



**Brighton
June
22 - 27**

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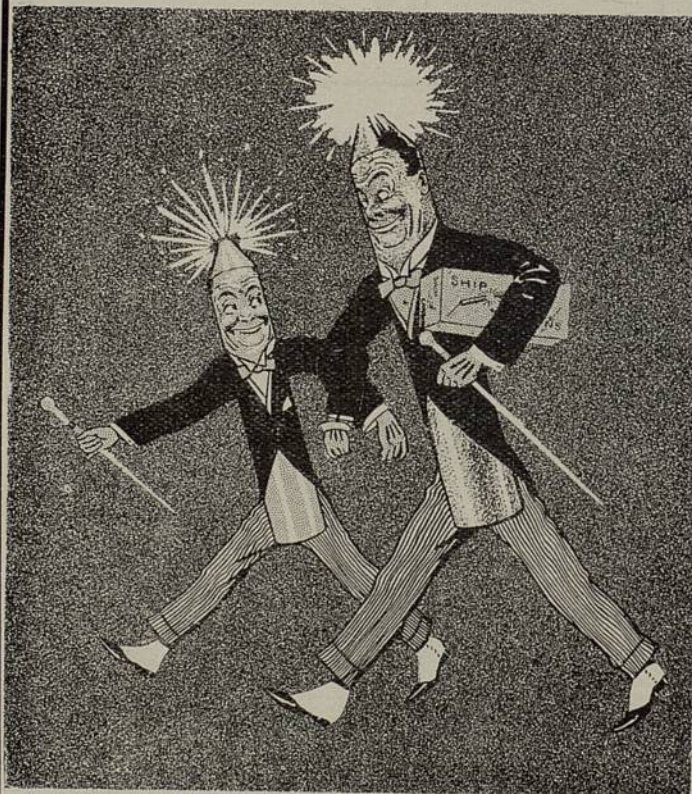
All communications regarding Hotel Accommodation should be addressed to MR. ARTHUR TAYLOR, Broadmead House, Panton Street, London, S.W.1.

Communications regarding and applications for Tickets for the various functions should be sent to the General Secretary, W. R. FULLER, Broadmead House, Panton Street, London, S.W.1., up to **June 19th**, and after to the Metropole Hotel, Brighton.

The Conference Office in the Trade Exhibition will be open each day of the Conference, from 11 a.m. to 1 p.m., and from 2 p.m. to 5 p.m.

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come to Bright'n
up the Pictures!*

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Summer Conference 1931 :: Brighton

THE PROGRAMME

TUESDAY JUNE 23rd

- 11. 0 a.m. TRADE EXHIBITION — CORN EXCHANGE, CHURCH STREET. OPENING CEREMONY BY HIS WORSHIP THE MAYOR OF BRIGHTON (ALDERMAN SIDNEY C. THOMPSON, J.P.).
- 11.30 a.m. GENERAL COUNCIL MEETING, HOTEL METROPOLE (Library).
- 3. 0 p.m. BRANCH SECRETARIES' CONFERENCE, HOTEL METROPOLE (Library).
- 6.30 CONFERENCE BANQUET AND DANCE (for 7 p.m.) (REGENT BALLROOM).
- PRESENTATION to W. STEPHENSON, Esq., immediate Past President.
- PRESENTATION to THOMAS ORMISTON, Esq., C.B.E., on the celebration of his Silver Wedding.

WEDNESDAY JUNE 24th

- 10. 0 a.m. CONFERENCE assembles in the Dome REGINALD V. CROW, Esq., President, in the Chair. CAPT. PAUL KIMBERLEY, O.B.E., will make an announcement concerning the Exhibition.
- 10.15 a.m. HIS WORSHIP THE MAYOR OF BRIGHTON (ALDERMAN SIDNEY C. THOMPSON, J.P.) will extend an official welcome to the members.
- 10.30 a.m. Paper by Major A. J. GALE, O.B.E., J.P., on "Systems of Film Booking."
- 12.45 p.m. OFFICIAL PHOTOGRAPH (Royal Pavilion Lawn).
- 1.15 p.m. LUNCHEON organised by the London and Home Counties' Branch. Regent Ballroom.
- 2.45 p.m. Paper by S. ROWSON, Esq., M.Sc., on "The Exhibitor and Anglo-American Relations." Paper by F. W. MORRISON, Esq., on "The Difficulties of the Small Exhibitor, Present and Future."
- 8. 0 p.m. RECEPTION by HIS WORSHIP THE MAYOR OF BRIGHTON (ALDERMAN SIDNEY C. THOMPSON, J.P.) in the Pavilion.

THURSDAY JUNE 25th

- 10.30 a.m. Paper by SAM. ECKMAN, Junr., Esq., President, Kinematograph Renters' Society, on "Changes and Programme Changes." Paper by W. GAVAZZI KING, Esq., on "Has the Trade the Journalism it Deserves?"

Repetition

Study the methods employed by any successful business and you will find that *constant repetition* of the firm's Advertising Slogan or message, plays a most important part in its policy.

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Visit the National Screen Service Stand at the Exhibition, and let Paul Kimberley and A. H. Nye explain how our Special Service department is helping so many successful Exhibitors along prosperity road—and how it can help you, in particular!

Thursday, June 25th (continued)

2.45 p.m. Paper by T. M. C. LANCE, Esq., of General Electric Co. Research Laboratories, on "Sound-Head Secrets."—Some remarks on Photo-electric Cells.

Paper by CHARLES H. CHAMPION, Esq., of Ship Carbon Co., Ltd., on "Influence of the Arc Upon Good Projection."—Interesting facts upon High Intensity Arcs and Carbons, Spotlights and Floodlights.

Paper by Capt. A. G. D. WEST, M.A., B.Sc., late of the B.B.C., and now of H.M.V. Research Department, Hayes, on "Getting Good Sound Reproduction."—Acoustics in the Theatre.

EVENING. Free for visit to Trade Exhibition.

FRIDAY JUNE 26th

10.30 a.m. MOTOR TOUR to the beauty spots and places of interest in Sussex. Lunch will be served at Horsham and Tea at Bognor Regis. (See page 61 for description of the places to be visited.)

9. 0 p.m. GRAND CARNIVAL BALL (at the Regent).

HOTEL ACCOMMODATION

Mr. ARTHUR TAYLOR, Broadmead House, Panton Street, London, S.W.1, will be pleased to deal with any applications for Hotel accommodation. Will members and others please indicate to him the reservations required, and dates of arrival and departure?

GOLF TOURNAMENT

The Competition for the Golf Cup presented by the South Wales Branch will be held during the Conference week. This Cup has previously been held by Mr. ALEX B. KING, of the Scottish Branch; Mr. E. M. RUSH, of Leeds; and Mr. GEORGE HALL, of Salford, Manchester, who was the winner last year.

Will intending entrants please communicate with Mr. ARTHUR TAYLOR, who will be pleased to make the necessary arrangements?

GARAGE ACCOMMODATION

The accommodation for Cars at the Hotel Metropole is limited, arrangements have accordingly been made with Mr. W. A. SCHOOLEY, of the Grand Garage, 13, Cannon Place (opposite the Metropole), day and night service, whereby at least fifty cars can be accommodated at a special reduced charge of 1s. 6d. per night.

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Each issue contains an unbiased summary of the week's trade affairs; details of inestimable value to the film trade technician; uncoloured criticisms of the week's films.

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CINEMAS.—Grand Theatre, Regent, Savoy, Academy, Palladium, Court, Prince's, De Luxe, Duke of York, Scala, New Coronation, Arcadia, King's Cliff.

DANCE HALLS.—Regent, Sherry's, and leading Hotels and Restaurants.

SEA EXCURSIONS.—To France from Palace Pier, Trips along South Coast from both Piers, Speed Boats, Rowing and Sailing Boats.

TENNIS COURTS.—Nearly 100 Municipal Courts, situated at Preston Park and the Rookery, Hollingbury Park, Queen's Park, East Brighton Park, Blaker Recreation Ground and Moulsecomb.

GOLF COURSES.—Hollingbury Park, Brighton and Hove, Dyke, East Brighton, Pyecombe, Waterhall, West Hove.

BOWLING GREENS.—Preston Park, Queen's Park, East Brighton Park, Dyke Road Park, Hollingbury Park, Madeira Drive Lawns.

BATHING.—Various positions on the Beach and from West Pier. Well-equipped Public Bathing Stations.

FLYING.—At Shoreham and Roedean.

ANGLING.—Excellent Fishing from both Piers. Mackerel and Sea Bream caught from May to July. Good fresh water fishing in local rivers and streams.

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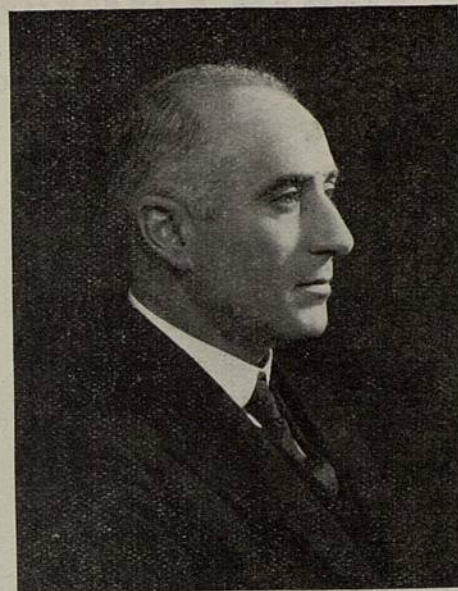
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NOTTINGHAM — Traffic Street. .. Tel.: 8213 (3 lines).

MANCHESTER — 18, Corporation Street. .. Tel.: Cent. 6943/4.

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The President's Welcome



R. V. CROW, President.

Ladies and Gentlemen,

IN bidding you Welcome to the 1931 Summer Conference I would invite your attention to the important part which these Conferences play in the life of our industry.

At Blackpool a year ago a campaign was initiated which has proved to be one of the most momentous in the history of the C.E.A. The movement which was then set going has not yet spent itself, but I believe that this Conference should be its climax. For twelve months now exhibitors have been struggling to find a solution to their most pressing problem—how to achieve and maintain an economic basis for their business. We are now within sight of such a solution, and I would ask my fellow-exhibitors to make their contributions at this Conference to that end.

As is customary, the Conference will not be entirely devoted to business problems. It will have its social side which I trust you will thoroughly enjoy.

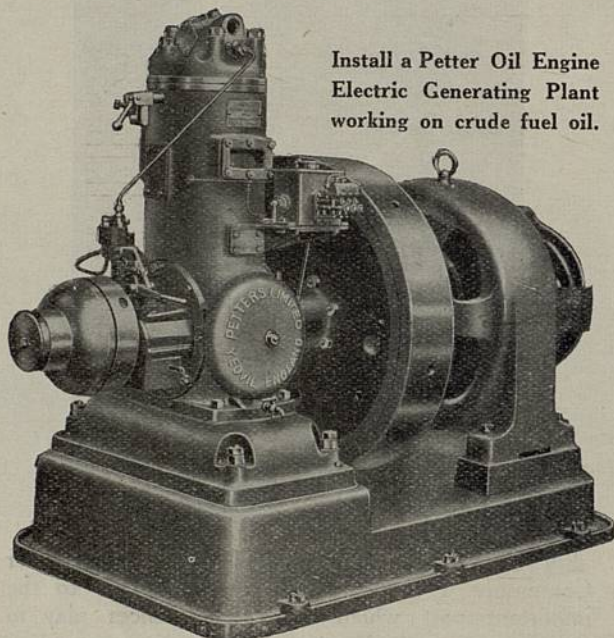
The *raison d'être* of the Conference, however, is business—the discussion of trade problems and difficulties. If the members attending this Conference will give of their best to the consideration of these problems and difficulties, then I believe the Brighton Conference will long be remembered, not for the starting of a campaign but for the removal of any need for one.

Yours sincerely, R. V. CROW.

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The Vice-President's Message



R. E. RICHARDS, Vice-President.

THERE is something unusually appropriate in the Summer Conference being held in Brighton this year. Brighton is a big place. It has recently extended its boundaries. Its Town Council is looking ahead and is thinking on a big scale. Our Conference should follow that excellent example.

The problems which we are called upon to face are not capable of solution on niggling and parochial lines. We have got to think big, think nationally, and think for the future.

If we will make that the key-note of this Conference, subordinating petty, personal and local interests for the larger good of the Association and its members as a whole—then the 1931 Conference will make history in the value of its deliberations and decisions.

R. E. RICHARDS.

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"Not so Quiet on the Western Front"	"Rose Ends"
"Night Birds"	"Young Woodley"
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"The Middle Watch"	"Sus les Toits de Paris"
	"The Man from Chicago"

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"GLAMOUR"
"TELL ENGLAND"
"KEEPERS OF YOUTH"
"MY WIFE'S FAMILY"



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BY J. JEFFERSON FARJEON
DIRECTED BY WALTER SUMMERS
with HARRY KENDALL & CELIA GLYNN

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DIRECTED BY MILTON ROSMER
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"LOVE LIES"

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with STANLEY LUPINO, DENNIS HOEY & JACK HOBBS

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DIRECTED BY HARRY HUGHES
with HARRY KENDALL & ANNE GREY

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Film	Stars	Release date
"BORN TO LOVE"	Constance Bennett Paul Cavanagh Joel McCrea	Oct. 19, 1931
"BEYOND VICTORY"	Bill Boyd - - - James Gleason Lew Cody Lissi Arna	Nov. 9, 1931
"THE WOMAN OF EXPERIENCE" - -	Helen Twelvetrees	Nov. 23, 1931
"REBOUND" - - -	Ina Claire - - -	Nov. 30, 1931
"THE COMMON LAW"	Constance Bennett Joel McCrea	Dec. 7, 1931
"THE SUICIDE FLEET"	Bill Boyd - - -	Dec. 21, 1931
"DEVOTION" - - -	Ann Harding - -	Jan. 4, 1932
"THE WHOOP-TE-DO KID" - - -	Eddie Quillan - -	Jan. 18, 1932
"GANGSTER'S WIFE"	Helen Twelvetrees	Feb. 1, 1932
"IRON CHALICE" -	Bill Boyd - - -	Feb. 15, 1932

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London Branch Chairman's Message



C. A. MATHES.

ON behalf of the London and Home Counties Branch of the Association, it is my pleasure to extend to every Exhibitor a very cordial invitation to attend the 1931 Summer Conference at Brighton.

We are confident that the items for discussion will prove of benefit to Exhibitors, and as the Summer Conference provides a unique opportunity for every Member of the Association to voice his opinion, my Branch will look forward to a record attendance.

As the inviting Branch, we have spared no effort in making the social side of the Conference attractive, and my Reception Committee, in asking you to accept our hospitality, will leave no stone unturned to give you happy recollections of the Conference.

I greet you on behalf of my Branch.

C. A. MATHES.

See the MIHALY

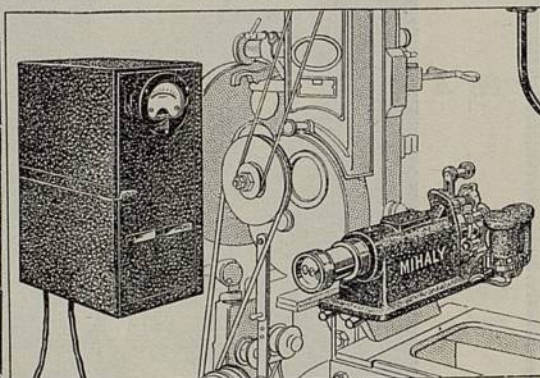
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The Conference Reception Committee

Representing the London & Home Counties Branch.

J. ALEXANDER.
A. PESARESI.

BEN JAY.
W. ROBINSON.

On arrival at the hotel, if you want any information look for a member of the Reception Committee, who will be wearing a distinctive badge which you can easily identify. Any member of the Reception Committee will take it as a compliment to be asked to render you any possible service.

THE GENERAL SECRETARY



W. R. FULLER.

Mr. W. R. FULLER, the General Secretary, whose address during the Conference will be Metropole Hotel, Brighton.

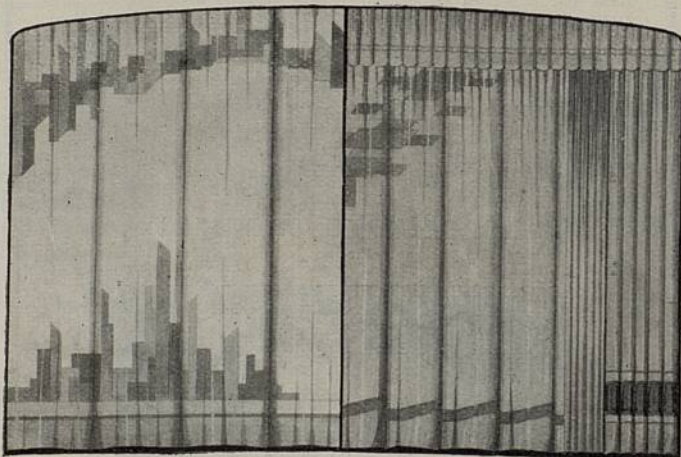
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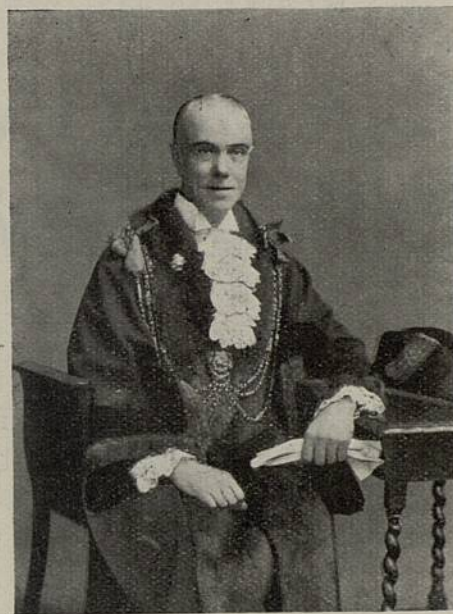
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Our Civic Host



THE Mayor of Brighton (Alderman Sidney C. Thompson, J.P.) is a native of Islington, but has been in Brighton over 40 years. The Mayor has been successful in his business, from which he retired only last year, thus being able to devote the whole of his time to the Mayoralty, and preside over a Council of which he has been a member since November, 1919. He was elected an Alderman of the Borough in September, 1929. He has been Chairman of the most important committees of the Council, including those of the Parks, Health and Finance. As a result of his keen interest in the work of the Finance Committee during his Chairmanship, he came to be known as "Brighton's Chancellor of the Exchequer," and has justly earned the highest position to which a Council can appoint one of its members.

In sport, particularly in football, the Mayor of Brighton takes the keenest interest. He has been a member of the Sussex County Football Association since 1899, and holds the Long Service Medal of this Association. The Association Council have just passed a recommendation that for his long service he be elected a Life Member. The Mayor was also Hon. Secretary of the Brighton, Hove and District Football Association for 21 years.

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THE GAUMONT SOUND NEWS

—And Covers You!

THE MAYORESS OF BRIGHTON



THE Mayoress (Mrs. S. C. Thompson) is a Sussex lady, and has spent practically all her life in Brighton.

Brighton, which is the largest seaside resort on the South Coast, offers very many opportunities for a Mayoress to support her husband in his official duties. Owing to its close proximity to London, the town has had frequent visits from Royalty and other important personages, and both on these occasions and in connection with the ordinary Mayoral social functions, the Mayoress has supported her husband with a kindly and charming personality peculiarly her own.

Both the Mayor and Mayoress are doing all they can to ensure a very happy time for the Delegates attending the present Conference.

SOME
HOLOPHANE
COLOUR LIGHTING
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 FORUM, BIRMINGHAM
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 etc., etc., etc.

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 AT BRIGHTON IN 1931

BRIGHTON
and its **ATTRACTIONS**

"KIND, cheerful, merry Dr. Brighton," as Thackeray called the best-known of South Coast watering places, has maintained its popularity for more than a century, and seems to be in no danger of losing it. In these days its gay allure is no doubt attributable as much to the enterprise of man as to the natural elements of land, water, and sun. For Brighton, besides being, as the estate agents would say, attractively situated, has been also "laid out" to the best possible advantage by its municipal guardians. As a town alone—irrespective of its holiday-making amenities—Brighton is a credit to its citizens, and a perennial attraction to Londoners and visitors from abroad.

ALL-THE-YEAR-ROUND ATTRACTIONS

For one thing, Brighton, as has been well said, has no close-time. It possesses an all-the-year-round appeal. Its long stretch of sea-front—reaching from the extreme confines of Hove on the west side to the dunes of Saltdene on the east (a distance of six miles) provides an invigorating promenade. Its two piers, with their military bands and multifarious amusements, are invariably thronged with pleasure-seekers who desire to get the best of "Dr. Brighton's" special ozone mixture and other recreative enjoyments at the same time. Its well-planned gardens, parks, golf-courses and bowling-greens are a pleasure to the eye; and even to those who do not care to venture far afield, the dignified buildings, gaily-decorated shops and innumerable indoor amusements all conspire to make Brighton one of the pleasantest and most accommodating of seaside centres.

Reference has been made to the health-giving properties of Brighton's tonic air; and, indeed, in this respect it would be hard to beat. But in addition to the salubrity of the climate Brighton offers something for all tastes in the matter of sports, and theatrical, musical and cinema shows. In fact, as regards dramatic fare, Brighton stands second to none among towns outside the Metropolis. As in most other provincial centres the talkies have largely ousted the old-time "legitimate" drama, but the Theatre Royal still stages the cream of the London plays, while first-class companies may be seen for the greater part of the year on both the Palace and the West Piers. Cinema entertainments flourish in the twenty odd picture palaces, and every variety of sporting proclivity is catered for, from boating to badminton, from angling to archery.

THE HISTORIC ROYAL PAVILION

No summary of Brighton's main attractions would be complete which omitted mention of the historic Royal Pavilion. This was built by the Prince of Wales (who afterwards became George IV.) as a marine residence, and was occupied successively by George himself, William IV., and Queen Victoria for varying periods. The Royal Pavilion was purchased by the town authorities over eighty

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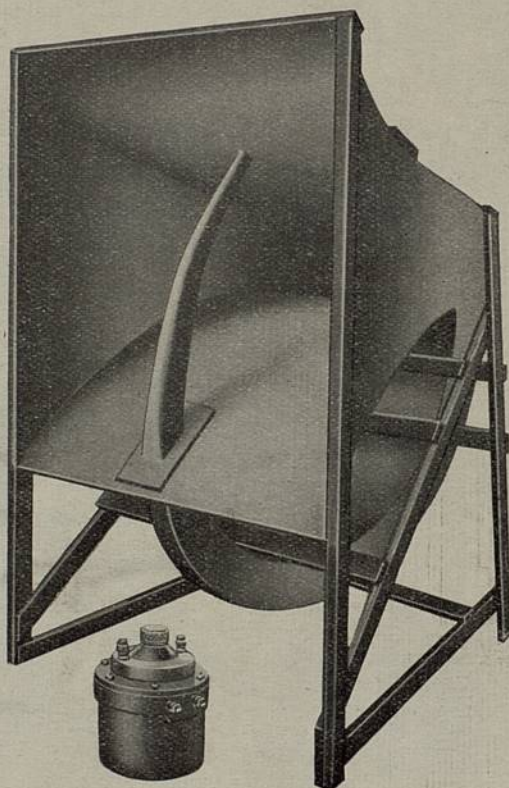
THE NEW WIDENED PROMENADE.

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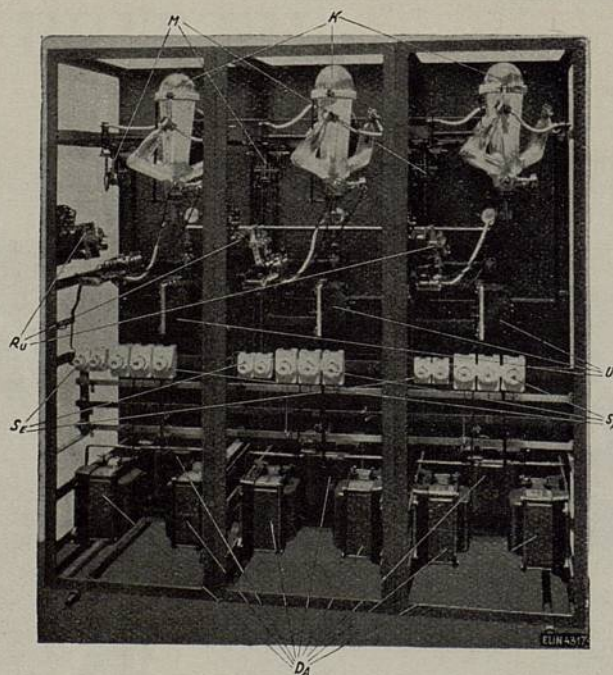
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years ago, and has since been the venue of hundreds of national and international conferences. The State Apartments are open to visitors on week-days for a small admission charge. The upper rooms contain more than a thousand prints, etc., relating to old Brighton.

THE BRIGHTON AQUARIUM

Another interesting "exhibit" of Brighton is the famous Aquarium. Erected by a private company in 1872, it passed into the hands of the Brighton Corporation in 1901 for a sum of £30,000. Reconstructed at a cost of £140,000, it was re-opened by H.R.H. the Prince of Wales on June 12, 1929. The present Aquarium contains a range of commodious tanks, a large concert hall, rifle range, restaurant, hot and cold salt and fresh water baths, two fine Sun Terraces, with bandstand, a "Tom Thumb" golf course, and fifteen shops. The Brighton Municipal Orchestra plays here daily, and during the summer season concert parties give regular performances.

TRAVELLING FACILITIES

Not the least of Brighton's many attractions are the wonderful facilities afforded for "getting about." Such a favoured resort would be the natural hunting ground of the char-a-banc, and of this form of locomotion there are hundreds plying in all directions along the coast and inland to the wooded scenery of Sussex and the expansive beauty of the Downs. In addition, there are the Corporation buses, which serve every part of the town as well as many of the neighbouring coast resorts. Between the lowest promenade and the sea runs Volk's popular electric railway, which connects the Palace Pier with Black Rock.

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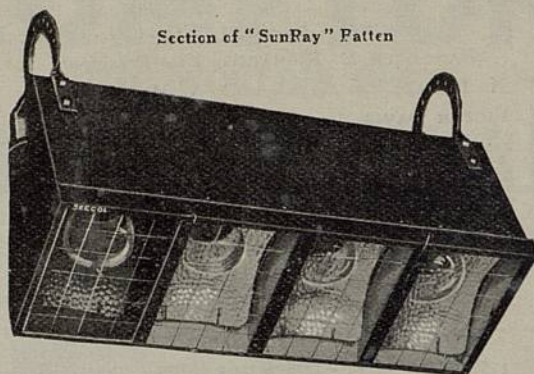


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THUMB - NAIL BIOGRAPHIES

- H. VICTOR DAVIS.—Chairman of the South Wales Branch and Delegate to the General Council. President of the Association 1928-29. Chairman and co-Managing Director Abertillery Theatres, Ltd., Managing Director Ebbw Vale Theatres, Ltd., Proprietor, Public Hall, Newbridge.
- W. N. BLAKE.—President of the Association 1926-27. Southern Midland Representative on the General Council. Organiser of the Kinema Veterans and President 1928-29. Managing Director of Blake Bros. Theatres, Ltd.; also of the Bedford Palace, Ltd., and the Hitchin Playhouse.
- THOS. FRANCE.—Delegate from the Northern Branch since 1917. Managing Director of Sidney Bacon's Pictures, Ltd.
- FRED. FUMAGALLI.—Secretary of the Kent Branch since 1928 and Delegate since 1927. Kent Branch Chairman in 1925. Introduced to business by W. N. Blake in 1913. Was with Biocolor Circuit under E. E. Lyons. Now General and Booking Manager at Broadstairs and Margate.
- J. VAN KOERT.—Chairman of the Sussex Branch for the second year and Delegate to the General Council. Has been in the cinema business since demobilisation from R.A.F. in 1919. Founded Sussex Small Exhibitors' Protection Society in 1927 and its Chairman for 4 years.
- C. A. MATHES.—Chairman of London and Home Counties Branch, and Delegate to the General Council. Joint Managing Director of the Victoria Cinema, South Hackney Picture Theatre, the Forresters Cinema, Bethnal Green, and the Excelsior, Bethnal Green.
- H. P. SELWYN.—One of the Pioneers of the Industry—was responsible for exhibiting films at the old Surrey Theatre in London, in 1901. Vice-Chairman of the London and Home Counties Branch, and Delegate to the General Council. Sole Proprietor of the Empire, Greenwich; Hippodrome, Greenwich; Cinema, Woolwich; Premier, Woolwich. A Liveryman of the City of London. Associated prominently with many charitable institutions.
- E. E. LYONS.—Chairman for two years of the London and Home Counties Branch, and Member of the General Council. Member of the Brighton Town Council. Director of Denman Picture Houses, Ltd., and Advisory Director Denman Street Trust Ltd. Director Strand Theatre (Glasgow) Ltd., Gaiety Theatre (Birmingham) Ltd., Cinema Theatres Controlling Co., Ltd., Managing Director Powers Cinephone, Ltd.
- E. W. P. PEALL.—Member of the C.E.A. General Council for many years. Secretary and later Chairman of the London and Home Counties Branch. Now with Gaumont British Picture Corp., P.C.T. and Associated Companies.
- PAUL KIMBERLEY.—Founded Imperial Film Co. Associated with Hepworth Picture Plays 1917, Managing Director Hepworth Film Service until 1924. Now Managing Director National Screen Service, Ltd.

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SPEAKERS



MAJOR A. J. GALE, O.B.E., J.P.—Past President of the Association (1923-24) and now a Trustee; in turn Secretary, Vice-Chairman and Chairman of the London and Home Counties Branch, and now its Treasurer and Delegate to the General Council. Major Gale has done more than one man's share in the work of the C.E.A. One of the pioneers of the exhibiting industry and a founder of the C.E.A., Major Gale has built up a big and well deserved reputation as a champion of exhibitor interests. He is an excellent speaker, forceful yet reasoned. His paper on "Systems of Film Booking" is certain to contain much plain speaking on such vexed questions as percentages and uneconomic rentals.



S. R. ROWSON, M.Sc., F.S.S.—One of the best known and most respected men in the industry.

An M.Sc. in Physics and Mathematics (Honours), and Guy Medallist of the Royal Statistical Society, the Managing Director of Ideal Films, Ltd., is a man of wide and varied interests.

Conference Note

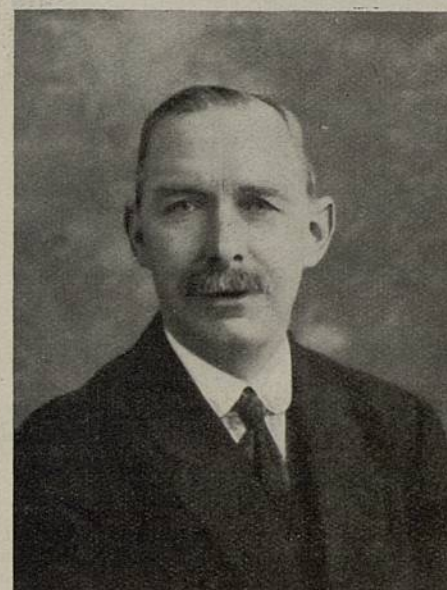
That look of Cheery Optimism
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Sunny Smile of Doctor
Brighton, but to that
comfortable feeling
created by the
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Fat Box Office
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come from
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At one time Statistician to the Tariff Commission and Economic Adviser to the Unionist Party, Mr. Rowson became interested in the film business about 1910.

In addition to controlling Ideal Films, Ltd., Mr. Rowson is a Director of the Gaumont-British Corporation, Ltd., Director, Denman Picture Houses, Ltd., and Director, Gainsborough Pictures Ltd. He was President of the K.R.S. 1926-27, and formerly Chairman of the London Section of the S.M.P.E. He is now President of the British Kinematograph Society.

Mr. Rowson is also a member of the Advisory Committee under the Films Act, and of the Colonial Office Films Committee, these appointments being indicative of the esteem in which he is held in Government administrative circles.



FRED. W. MORRISON.—Universally recognised as a C.E.A. stalwart, Mr. Morrison has been in the show business for 25 years, and in the C.E.A. since its inception. He began as a newsboy and afterwards became a house-painter. Entering the entertainment world with week-end shows in the colliery districts round Newcastle, he was quick to realise the potentialities of the cinema and took over the Imperial Hall, Dunston, which he still owns.

He was one of the founders of the local Exhibitors' Association in Newcastle, which preceded the C.E.A., and represented this organization at the meeting called by the late Dr. Jupp, in Birmingham, in 1911. Seeing the advantages of a national Association he formed the Northern Branch, whose Delegate he has been ever since. He has held every office in the Branch, including Chairmanship, Vice-Chairmanship and Honorary Secretaryship. Along with Mr. Gavazzi King and Major Gale is one of the three members of the present General Council with an unbroken record. Is also a Trustee of the Association.

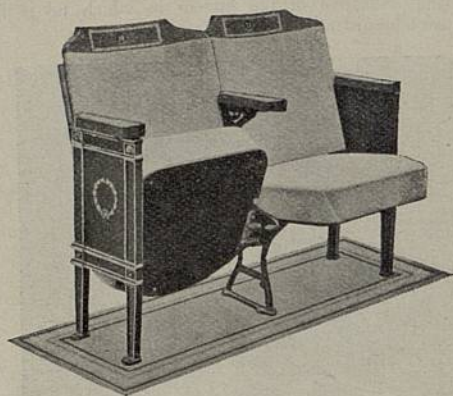
There is no one better qualified to speak on the problems of the small exhibitor. Exhibitors, small and large alike, await with interest his paper on "The Difficulties of the Small Exhibitor, Present and Future."

SAM. ECKMAN, JUNR.—Managing-Director of Metro-Goldwyn-Mayer, Ltd., and President of the K.R.S., Mr. Eckman has come right to the front in trade circles since his arrival in this country in September, 1927.

Entering the industry in 1910, Mr. Eckman was one of the first members of American exhibitors' organisations, and was for some time President of the New York Exhibitors' League.

He became New York manager of the Mutual Film Corporation in 1914 and the following year, with the formation of the Triangle

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Film Corporation, was appointed manager of the New York branch of that organisation. When the Goldwyn Pictures Corporation was inaugurated Mr. Eckman assumed charge of the New York Office.

In 1922 he became Vice-president of the Goldwyn Distributing Corporation, and was selected as one of the three members constituting the sales council of that company. Upon the amalgamation of Metro-Goldwyn-Mayer in 1924, he took over the management of the Eastern Division, which embraced many of the salient points in the film distribution of the States.



Mr. Eckman has never spared himself in furthering the interests of the screen in general, and has also played no small part in developing the social side of the film industry. He is regarded as one of the most cogent and persuasive speakers in the industry, and as he has recently returned from a Metro-Goldwyn-Mayer Conference in America, his address at the Conference is certain to be full of suggestive points of great value to the trade on this side.



W. GAVAZZI KING.—Sage counsel is generally associated with the ponderous and dull, but Mr. King has proved that it is possible

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to combine wisdom with wit. He is a "bonny fighter" and his subject this year "Has the Trade The Journalism It Deserves," will afford abundant play for his rapier.



CHARLES H. CHAMPION.—Was several years with the Brush Engineering Co., Langdon Davies Motor Co., Harper Bros. & Co., Consulting Engineers & Union Electric Co. In 1912 Mr. Champion went to America as technical manager of branch of Harper Bros. & Co. Founded Charles H. Champion & Co., Ltd., in 1921, and is Director of that company and of Ship Carbon Co. of Great Britain Ltd. From his wealth of experience Mr. Champion will speak with authority on "Influence of the Arc upon Good Projection."



CAPTAIN A. G. D. WEST, M.A., B.Sc., was educated at King's School, Canterbury. During the War he was engaged on Naval

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radio intelligence work, on Aircraft Wireless Telephony in R.F.C. and in charge of R.A.F. Direction Finding Experimental work.

From 1919 to 1923 he was at Clare College, Cambridge, where he took 1st Class Honours and Wrangler with distinction. At London University he took 1st Class Honours. Was also Research Student at Cavendish Laboratory, Cambridge.

He was Assistant Chief Engineer and Chief Research Engineer of the British Broadcasting Corporation from 1923-1929. During this time built the 12 Relay Stations of the B.B.C., designed the Studios at Savoy Hill and developed microphone and studio technique. Carried out the first relays of American programmes in 1923. Inaugurated interchange of programmes with America and European countries in 1924. Responsible for development of outside broadcast programmes such as Nightingale broadcast. broadcasts from theatres and cathedrals, also for microphone and studio research. Inventor of Echo Room and Microphone fade control. Developed new methods of measuring studio acoustics.

1928-1929, Member of the Standardization Committee Institute of Radio Engineers (New York).

1929-1931, Member of the Air Ministry Aircraft Noise Committee.

1929-Now, in charge of design and development for The Gramophone Company (His Master's Voice) and The Marconiphone Company.



THOMAS M. C. LANCE.—Is a member of the Scientific Staff of the Research Laboratories of the General Electric Company at Wembley. Was educated at Dulwich and East London College, where he studied Electrical Engineering under Professor J. T. MacGregor Morris for four years. On leaving college he was engaged in the Works' Laboratory of the Telephone Manufacturing Company for two years on the design of radio and telephone amplifiers, and in 1924 he joined the G.E.C.

He is now studying the industrial applications of photoelectric cells, and is responsible for several interesting developments, including a novel system of sound on film suitable for standard and 16 mm. stock.

He is an Associate Member of the Institute of Radio Engineers and a Fellow and Member of Council of the Television Society.



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C. HARTLEY-DAVIES, 15, Charlotte Street, W.1.
Councillor E. A. HUDDLESTON, People's Palace,
Witney, Oxon.
ALFRED LEVER, 195, Willesden Lane, N.W.6.
C. A. MATHES, St. Giles, Vallance Road, Alexandra
Park, N.22.
H. P. SELWYN, Hippodrome, Greenwich, S.E.

MANCHESTER & DISTRICT BRANCH.

W. STEPHENSON, "The Nook," 67, Washway Road,
Sale, Cheshire.
H. D. MOORHOUSE, J.P., Imperial Buildings, Oxford
Road, Manchester.
C. H. BOWMER, 100, Eccles Road, Seedley, Man-
chester.
FRED. CARLTON, "Lucea," 22, Snowdon Road, Eccles,
Manchester.
Capt. G. B. ROW, 6, Sefton Street, Smithills, Bolton.
J. HARRISON, "Elmfield," Slade Lane, Levenshulme,
Manchester.

NORTHERN BRANCH.

THOMAS FRANCE, Messrs. Sidney Bacon's Pictures,
Ltd., 108, Great Russell Street, London, W.C.1.
F. W. MORRISON, Greenbank, Dunston Hill, Dunston-
on-Tyne.
W. R. MARSHALL, 11, Bath Lane, Newcastle-on-Tyne.
J. S. SNELL, Shipcote Hall, Gateshead-on-Tyne.
THOMAS THOMPSON, "Airedale," Linthorpe, Middles-
brough.
WILLIAM CARR, Queen's Hall, Seaton Delaval, North-
umberland.

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PUBLICITY EXPERTS

We Stand at the Entrance of the Exhibition

THE GENERAL COUNCIL (continued).

NORTH STAFFS. BRANCH.

W. G. ALLDRITT, Majestic Buildings, Stoke-on-Trent.

NORTH WESTERN BRANCH.

Alderman E. TROUNSON, J.P., 1, Park Road, Southport.

J. R. DOVENER, 18, Union Street, Liverpool.

Councillor R. DUNCAN FRENCH, F.S.A.A., 14, North John Street, Liverpool.

Councillor WALTER C. SCOTT, 9, Cambridge Road, Waterloo, Liverpool.

Councillor ROBERT HAMILTON-GODFREY, Empress Theatre, Runcorn, Cheshire.

F. W. LOCKE, Sunnyside, Judge's, Drive, Newsham Park, Liverpool.

NOTTS. & DERBY BRANCH.

Councillor J. POLLARD, Atkins Lane, Mansfield, Notts.

J. LANGHAM BROWN, Empire Cinema, Long Eaton.

FRED. A. PRIOR, General Buildings, Bridlesmith Gate, Nottingham.

PORTSMOUTH BRANCH.

Councillor F. J. SPICKERNELL, Tivoli Cinema, Copnor Road, Portsmouth.

SCOTTISH BRANCH.

THOS. ORMISTON, C.B.E., 6, Brandon Street, Motherwell.

A. B. KING, J.P., 167, Bath Street, Glasgow.

BAILIE T. TIMMONS, Cinema de Luxe, Lochgelly.

JAMES WELSH, M.P., 1, Enfield Avenue, Glasgow, W.

GEO. SALMON, 8, Rutland Square, Edinburgh.

H. J. GREEN, 182, Trongate, Glasgow.

L. D. DICKSON, Hippodrome, Bo'ness.

JAMES MCBRIDE, 91, Roselea Drive, Dennistoun Glasgow.

G. URIE SCOTT, 154, West Regent Street, Glasgow.

G. SINGLETON, 39, Kirkpatrick Street, Glasgow, E.

SHEFFIELD & DISTRICT BRANCH.

A. R. FAVELL, 56, Marcliffe Road, Hillsborough, Sheffield.

I. GRAHAM, 37, Collegiate Crescent, Sheffield.

SOUTHERN MIDLANDS BRANCH.

W. N. BLAKE, Empire, Bedford.

W. F. J. HEWITT, The Palace, Wellingborough.

SOUTH WALES AND MON.

H. VICTOR DAVIS, "Elvaston," Newbridge, Mon.

A. B. WATTS, 15, Windsor Place, Cardiff.

R. DOONER, Cosy Cinema, Maesteg.

J. E. SPRAGUE, The Palladium, Pontypridd.

SUSSEX BRANCH.

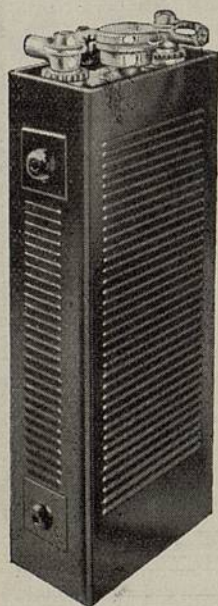
J. VAN KOERT, Arcadia Cinema, Lewes Road, Brighton.

WEST LANCS. BRANCH.

HARRY HARGREAVES, Palladium, Morecambe.

NOTICE! *In the judgment in the High Court delivered on the 18th March, 1931, it was held that the only manufacturer entitled to call its batteries Edison Storage Batteries or Edison Accumulators was the Edison Storage Battery Co., for whom we are the sole distributors in this country.*

EDISON STORAGE BATTERIES



ALL STEEL
No Lead—No Acid

The ideal "standby" for emergency lighting.

Can be left charged for an indefinite period.

Do not require expensive skilled attention.

Do not give off corrosive fumes.

Are always ready for work.

Are light and occupy the minimum space.

Are **GUARANTEED FOR 16 YEARS.**

The Edison Battery is neither electrically nor chemically self-destructive.

See the EDISON Steel-Alkaline Storage Battery on Stand 23.

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MESSAGE FROM THE MAYOR OF BRIGHTON TO DELEGATES AT THE CONFERENCE

~

AS Mayor of the Queen of Watering Places, I would like to say that I value very much the pleasure of welcoming the Cinematograph Exhibitors' Association of Great Britain and Ireland to the town.

It is not necessary for me to go into details regarding the many attractions which Brighton holds out to its visitors. Many of you know Brighton already, and a great number probably took part in the very successful conference which was held at Brighton a few years ago.

In 1928, Brighton extended its area to an extent about four or five times its original size, and consequently, the taking in of new areas has given an opportunity to keep abreast of the times and improve the town generally for the benefit not only of those who are fortunate enough to be residents, but also our visitors. Those of you who were at Brighton at the previous conference will notice many changes in walking through our main thoroughfares, particularly as regards the widening of the streets, the pulling down of old premises, and the erection on the sites of palatial buildings.

Brighton has wonderful attractions to offer its visitors, and we hope when you are not engaged in Conference work, you will be able to fully enjoy these attractions. We have a Promenade second to none, and you will find our new Aquarium, and the two Piers, drawing large crowds.

Finally I would say I hope the weather will be such during your stay in Brighton that you will derive a large amount of good health and pleasure, and when you return to your homes you will say all the best you can of our town, and induce others to spend their holidays at Brighton—if not this year—at any rate at some future time.

S. C. THOMPSON,

Mayor.



B. T. P.

NEW MAINS OPERATED MODEL

PRICE FROM
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*Terms of Payment can be
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*Within the reach of every
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TRIP TO BEAUTY SPOTS OF SUSSEX

FRIDAY, JUNE 26th

**VIEWING THE DOWNS AND PLACES OF HISTORICAL
INTEREST AND PICTURESQUE CHARM**

DEPARTURE, METROPOLE HOTEL, 10-30 A.M.

Members and Delegates will no doubt be glad to turn from the business of the Conference to a day of sight-seeing and relaxation.

An excellent chance is afforded by this motor trip of viewing some of the beautiful and historic spots of South and Mid-Sussex.

Cars will leave the Metropole Hotel, Brighton, at 10.30 a.m. in the direction of the Devil's Dyke (5½ miles). From here the grand prospect across the Weald opens out, and at the foot of the escarpment lies the interesting little town of Poynings, famous for its cruciform church. The route selected then follows some wooded country, through Muddleswood, Hurstpierpoint and Anstey on to Cuckfield which also boasts an historic church. This was built in the 12th century, and is noted for its hexagonal piers. From the south side of the churchyard there is a glorious view towards the Downs.

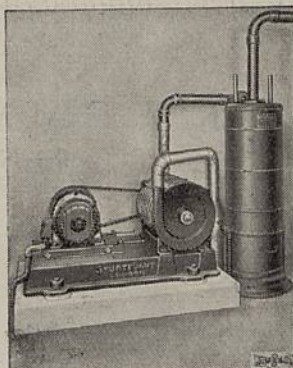
A slight divergence will be made after leaving Warninglid in order to obtain a glimpse of the pretty village of Slaugham, the church of which has an unusually good lych gate. Proceeding northward the party will arrive at Horsham, a delightfully pleasant town situated on the Arun. Here a halt will be made for lunch, and for a tour round some of the many historic sites with which Horsham abounds.

Resuming the trip, Broadbridge is one of the first places of interest to be met on the way. Here Shelley lived as a child, and here in later life he wrote "Queen Mab." From this point the country grows in charm and picturesque allure, fine pastoral scenery being intermixed with quaint old villages, ancient inns and churches which date back to the later middle ages. Billingsworth, Petworth (the latter famous for the mansion built by the Duke of Somerset at the end of the 17th century, and which is rich in old masters), and Cowdray Park are passed, and soon Midhurst is reached. The premier attractions here are the splendid views of Cowdray House (built in 1531) and visited in 1591 by Queen Elizabeth. Here also came Dr. Johnson in 1783, and would have liked to make a long stay, for, said he, "we see here how our ancestors lived."

The journey thence lies through Chichester, famed for its cathedral: soon after leaving which Bognor Regis is reached, where a second halt will be made for tea.

The journey back to Brighton lies along the coast, the principal place passed being Littlehampton.

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Fixed Plant
at the
Streatham
Astoria,
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found in Cinemas is EASILY
picked up with Sturtevant
Turbine Vacuum Cleaners—
whether portable or fixed.

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STURTEVANT MACHINES
ARE THE MOST EFFICI-
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MARKET—THEY PICK UP
MORE DUST IN A GIVEN
TIME THAN ANY OTHER
MACHINE.

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is, therefore, cheaper than with
any other make of machine, of
the same power.

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ESPECIALLY BOOKLET
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FREE ADMISSION FOR CONFERENCE VISITORS

By courtesy of the Proprietors, visitors wearing the
Conference badges will be admitted free of charge to the
undermentioned places of entertainment.

Entertainment.

Proprietors.

Hippodrome (Music Hall)	}	Mark Ostrer, Esq., Gau- mont British Picture Corporation, Ltd.
Regent Dance Hall		
Regent Theatre ..		
Academy Theatre, West Street		
Savoy Cinema East Street ..		John Maxwell, Esq., Associated British Cinemas, Ltd.
Court Theatre, New Road ..		W. W. Thompson, Esq.
Palladium Opera House ..		Directors of Blue Halls, Ltd.
Scala Cinema, Western Road		George Beyfus, Esq.
Duke of York's Theatre, Preston Circus.		Directors of Sussex Picturedromes Co., Ltd.
Princes Cinema, North Street		H. B. Millar, Esq.
New Coronation Cinema, North Road		Horace H. Springett, Esq.
King's Cliff Cinema, Kemp Town		L. R. Fellows, Esq.
Arcadia Cinema, Lewes Road		J. Van Koert, Esq.
Aquarium		Brighton Corporation.
West Pier, Brighton ..		The Brighton West Pier Co. A. W. Scholey, Esq., Secretary and Manager.
Palace Pier, Brighton ..		The Brighton Marine Palace & Pier Co. A. C. Posse, Esq., General Manager.
Sherry's Dance Hall, .. West Street		Mecca Cafes, Ltd. (London & Provinces).

TO ROTARIANS



Brighton and Hove Rotary Club will be pleased to
welcome any visiting Rotarians during the Conference
Week. The Hon. Secretary is Mr. J. W. L. Benaton,
166, North Street, Brighton, and the Assistant
Secretary is Mr. E. H. Poole, 27, Queens Road,
Brighton.

A meeting of the Brighton and Hove Rotary Club
will held at the Old Ship Inn Assembly Rooms, at 7 p.m.
on Wednesday 24th June. Conference Rotarians will
be welcome.

THE
E. G. TURNER
 PERFORATED
SOUND SCREEN
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**PERFECT
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I will Instal at any Cinema
 on 48 hours approval, and if
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 to everything I claim for it
 TO 100% of YOUR
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 out without costing you a
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**SOME FAITH THIS,
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**THE PERFORATED FRONT
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*Trade Exhibition
 Section*

Members of the C. E. A., and of the industry in
 general, will find the Cinema Trade Exhibition, held in
 conjunction with the Conference, of even greater magnitude
 and interest than that held at Blackpool last year. Many
 important developments in what has come to be compre-



CAPT. PAUL KIMBERLEY, O.B.E.
 President of the Stallholders' Committee.

hensively called the "technical" side of the business have
 taken place. New theatres spring into existence and older
 theatres have to be brought into alignment with present-
 day standards in order to cope with fresh and strong
 competition. In the field of sound reproduction picture-
 going audiences have grown keenly critical; sound
 apparatus that served its purpose well enough around the

PICTURETONE SOUND SYSTEM

Sound on Film Price £585

Sound on Film
and Disc - Price £725

For halls with seating capacity up to 800.

SUPER EQUIPMENT

Dual Amplification.

Sound on Film Price £680

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For halls with seating capacity from 800.

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CARDIFF	PLYMOUTH
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and at

Orme Buildings, 14, The Parsonage, Manchester.

"novelty" period has to-day to be scrapped in favour of systems of greater technical perfection of reproduction.

At the Exhibition, staged at the spacious Corn Exchange, in the centre of the Borough of Brighton and adjacent to the famous Dome and Pavilion buildings, will be found the latest products in theatre furnishing, equipment, engineering, seating, sound installation, projection plant, orchestral unit organs, colour lighting, machinery, accessories, and the hundred-and-one needs of modern cinema management assembled, displayed and demonstrated under conditions that enable the visitor to get a comprehensive and informatively valuable survey of the whole field of development in the quickest possible time and in the most attractive and enjoyable manner. Were the price of admission to this really wonderful exhibition a guinea it would represent a sound investment to the picture showman; but it is free to the trade.

As will be gathered from the programme fixtures on another page, three important technical papers will be read in connection with the Exposition. As in previous years, a Committee of Stewards will be on hand to assist visitors to the exhibition in any inquiry they may wish to make; while Capt. Paul Kimberley, O.B.E., president of the Stallholders' Committee, and C. Hartley-Davies, S.M.P.E., B.K.S., will act as liaison officials.

THE RENDEZVOUS

A new feature will be the RENDEZVOUS of the CINEMATOGRAF TIMES and the CINEMATOGRAF TIMES TECHNICAL SECTION, situate in the main vestibule. Here visitors will be able to have letters typed, telegrams despatched, inquiries dealt with, and other similar service rendered free of charge. Here, too, will be found a very valuable exhibition of plans, elevations, decorative drawings, etc., by leading theatre architects, as well as a display of colour-decoration schemes by the well-known theatre decorative artist, Val Prince.

BAR AND REFRESHMENT LOUNGE

A spacious fully licensed bar and refreshment lounge will be found to the left of the main vestibule, *via* the corridor immediately facing the RENDEZVOUS, seats will here be provided for ladies. And now let us take a bird's-eye look at the exhibition, stall by stall, in advance of our visit.

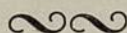
THE "KINE WEEKLY"

A business which has witnessed so much development as ours can only have its best interests served by a journal of comprehensive outlook, alert to all the technical and political changes which are about to take place and ready to place them intelligibly and impartially before its readers. In this respect, the *Kinematograph Weekly*, which will occupy Stall No. 21 has faithfully served the Industry. To-day its weekly technical section, the monthly building supplements, and the "Ideal Kinema," published quarterly, are eagerly read by all associated with kinema construction and technical development.

Twenty-four years of sane, balanced, yet progressive journalism have built up the reputation of the *Kine*, both at home and overseas, and the testimony from showmen and technicians of all kinds which is continually being communicated to its office, is at once a satisfaction and a stimulus.

In the realm of showmanship, it is claimed, the exploitation pages have been of inestimable benefit to hundreds of showmen, who have both contributed and received suggestions for improving the box office returns at the theatres, while its news of films in course of production is a reliable guide to the type of product eventually available.

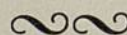
ALPHA-NEON MODERN INTERCHANGEABLE TITLES



DEMONSTRATION

- ON -

STAND 5



IONLITE LTD.

64, Newman Street
LONDON, W.1

Representatives of the *Kine.* at the Conference stall will be glad to renew acquaintance with individuals among its large army of subscribers who already appreciate its standard of service.

SIGNS THAT ATTRACT PATRONS

On the Stand of Ionlite Ltd., they are making a special feature of a new system of interchangeable letters which will enable exhibitors to alter weekly or bi-weekly the letters in their signs. There will also be a show of chandeliers for indoor decoration, this opens up a new phase of illumination for Cinema entrances, lounges, bars, etc., and the effects which will be obtainable under this new scheme of decoration are wonderful and unlimited. A special display of colour schemes and colour effects will be shown, embracing a very wide range of colours, such as never has been seen in this country or any country in Europe before. The firm's aim at the exhibition will be to open out in every way, new ideas, new designs, new colour schemes, and to point out by practical demonstration that there is no limit to the uses of luminous tube lighting in the hands of experts at their manufacture and design.

TUNGSTONE ACCUMULATOR SHOW

The "Tungstone" exhibit, on Stand 17, comprises a small complete Battery Installation of their well-known high-pressure machine die-cast plates, suitable for general cinema lighting and talking apparatus. This new enclosed type of battery is installed in super-cinemas in London and many parts of the country. The capacity can be supplied to suit any individual requirements, from 27-1,200 ampere hours. The Tungstone Company have a system of inspection of their installations every six months, and a report is furnished on the condition of the battery, which service is carried out entirely free of charge. The exhibit also includes examples of cells of larger capacity, and individual high-pressure machine die-cast plates, suitable for use in existing batteries of other makes—when "replating" are carried out.

SHIP CARBONS

In these times of difficulty, when the attention of all is concentrated upon the Augean task of settling British industry once more upon a footing of prosperity, it is refreshing to hear of a case where a British product is not merely holding its own, but is in fact rapidly pushing its way to an unchallengeable supremacy.

All the more gratifying is this news when we consider that it is only a little over a year ago since the products of The Ship Carbon Company of Great Britain, Limited, were put on to the market from the new factory at Chadwell Heath, by Charles H. Champion & Co., Ltd.

The products of The Ship Carbon Co. of Great Britain, Ltd., are for the first time exhibited publicly on the firm's highly attractive and original stand, No. 27, which will be seen to incorporate an ingenious design made up wholly of carbons and their cartons.

Both Mr. C. H. Champion and Mr. H. C. Stringer will be in personal attendance at this stand throughout the whole Convention, and full details can be obtained from them, not only of the high intensity, low intensity and standard Kino Carbons, but also of the Company's recently introduced product whose amazing screen illumination has been the subject of so much comment.

"Agreed!" .. "Agreed!..."

NO NEED FOR A CONFERENCE

About These Admitted

"IDEAL" WINNERS

"THE RINGER"

"THE SPORT OF KINGS"

"CAPTIVATION"

"A WARM CORNER"

"CHARLEY'S AUNT"

To Say Nothing of the Ever-Popular

MICKEY MOUSE

and

**IDEAL'S
SOUND CINEMAGAZINE**

*The most entertaining
Screen Magazine
in the world.*

~

**THE SPEAKERS THEN PASSED ON TO
MORE CONTROVERSIAL SUBJECTS !**

~

IDEAL FILMS LTD.

FILM HOUSE, WARDOUR STREET, LONDON, W.1.



No exhibitor or projectionist can consider his visit to the Convention complete until he has made a point of paying a visit to this stand, to "Strike up Friend Ship."

RCA AT THE EXHIBITION

With the latest model "H" reproducer, a portable Photophone set, non-sync. apparatus and latest recording equipment, including the new "Ribbon" microphone, on view, RCA Photophone apparatus will be well represented at the Exhibition. Much interest is expected to centre on the new "H" reproducer, which, being an all-mains set, sturdily constructed throughout, and offered to exhibitors from £5 16s. 3d. per week, plus a reduced service charge of 50s., already is proving a "best seller" in the equipment field.

Since the "H" was introduced into this country in March last, sales are reported to have been phenomenal, theatres being wired all over the country, "from Kilsyth to Kensal Rise." On the mechanical side, RCA Photophone, Ltd., are supported by the resources and experience of the largest electrical research organisation in the world. Every piece of RCA apparatus is backed by a powerful group, which consists of the General Electric Co., Westinghouse, Radio-Victor and RCA Photophone. RCA sound heads are exhibited on the stands of the best-known projector manufacturers who are exhibiting at this Exhibition.

EFFECTIVE THEATRE PUBLICITY

Showmen will, no doubt, make a special point of visiting the attractive stand of Cinema Signs, Ltd., in which display will be made of all that is up-to-date in advertising equipment. Those who are contemplating re-decorating and refitting their theatres should derive inspiration from this exhibit, which includes a most comprehensive variety of new ideas and novelties in modern display-craft, designed and created at the Company's studios and works at Camden Town.

Colour is the dominating and essential factor in cinema publicity, and many brilliant examples of their product including layer and relief letter panels, still backgrounds, tableaux, cut-outs, posters and vestibule arts will be shown.

Specimen cabinets and frames of the popular panel contract services will also be on view, together with samples from the new photographic enlargement section.

EDISON STORAGE BATTERIES

In designing this battery, shown on Stand 23, Mr. Edison was convinced that he must use a combination in which the elements are never attacked by the solution in which they are submerged.

The materials ultimately chosen were nickel-hydrate for the positive plates and iron oxide for the negative. The materials were carried in perforated nickel-plated steel tubes and pockets, fixed in nickel-plated steel frames. The whole unit is enclosed in a nickel-plated steel container, and the cover is welded on. It is not necessary to see inside the cell again.

Complete cells, parts, and a sectional cell showing the assembly, are available for inspection. It should be noted that in the judgment in the High Court, delivered on March 18th, 1931, it was held that the only manufacturer entitled to call its batteries Edison Storage Batteries or Edison Accumulators was the Edison Storage Battery Co., for

TUNGSTONE

STORAGE BATTERIES
FOR
Central Stations Works House Lighting

**THE LARGEST, STRONGEST, HEAVIEST
POSITIVE PLATE IN THE WORLD AT
COMPETITIVE PRICES.**

TUNGSTONE'S original method of making all Plates by Machine Die-Casting Guarantees the Heaviest, Thickest and Strongest Battery Plate in the World.

TUNGSTONE Machine Die-Casting automatically forces by pressure a greater quantity of metal into any given Plate area than is physically possible by the old-fashioned method of Hand Casting, which all other Makers continue to practice as heretofore.

All other Battery Maker's Plates (only exception **TUNGSTONE**) are ordinary sheets of Lead without any strengthening bars. They are cast by Hand Pouring the Metal from separate ladles, therefore the metal must vary in heat and quantity and their hand casting lacks uniformity and density of metal.

TUNGSTONE is the only Storage Battery made that irrespective of size or capacity is Fully First Charged by unskilled labour in the exceptionally short time of

FOUR HOURS

As all **TUNGSTONE** Plates are made at the Works by exclusive and original processes, they are Guaranteed against any possible damage on First Charge.

NO OTHER BATTERY MAKER in THE WORLD CAN GIVE THESE GUARANTEES.

TUNGSTONE Machine Die-Cast Plates are free from dross, cracks, weak spots or indiscernible blow holes. Machine Die-Casting guarantees a Plate with increased metal density. **TUNGSTONE** Plates have exceptional Tensile Strength, Higher Storage Capacity, Longer Working Life, very low internal resistance, Higher Average Voltage with steadier drop, particularly at end of discharge.

Tungstone Accumulator Co., Ltd., Salisbury Square, E.C.4

whom the sole distributors in this country are New Distributors of Edison Storage Batteries, Ltd., Victoria House, Southampton Row, London, W.C.1.

"KALEE" ALL-BRITISH PROJECTOR

Messrs. Kershaw Projector Co., Stand 20, have made many improvements in their "Kalee" projector from year to year, and recently have offered to the exhibitors a model incorporating a proportionate masking, whereby "talkie" films can be shown the same size as silent. Also an adjustable masking can be arranged so that a large picture can be shown in addition to the ordinary size. Further, Messrs. Kershaws have now placed on the market a "Kalee" Model No. 8 Projector, which incorporates either of the above-mentioned innovations, and, in addition, has a rear-shutter which automatically keeps the gate of the mechanism cool, and prevents any possibility of fire. This model will, no doubt, be of particular interest to a large number of exhibitors, who contemplate increasing the illumination, and, in doing so, have to employ high power arc lamps, which, in the ordinary way, increase the heat on the gate of the mechanism. This overheating is overcome by the "Kalee" rear-shutter device.

This latest mechanism will be the feature of the "Kalee" stand at the Exhibition this year. All types of "Kalee" projectors can be seen with the various leading sound systems, also many types of arc lamps manufactured by the Kershaw Projector Co. "Kalee" projectors carry the Kershaw guarantee, and are backed by a service unmatched anywhere in the world.

CURRENT-GENERATING ECONOMY

Petters, Ltd., of Yeovil, occupy Stand 24. The plant exhibited is one of their well-known surface ignition or hot bulb, cold-starting, oil engines of 12 b.h.p. direct-coupled on continuous baseplate to an 8 kilowatt electric generator of approved British manufacture, the speed being 525 revs. per minute. Many plants of this type are supplying all requirements of light and power (including the efficient operation of sound equipment) to the entire satisfaction of users in medium-sized theatres.

These plants are also built in sizes of 5, 8 and 18 b.h.p. single-cylinder and 18, 24 and 36 b.h.p. twin cylinder units. Where larger outputs are required for bigger theatres, and to meet the ever-increasing power requirements for efficient sound production and illumination, Petters, Ltd., supply their well-known Atomic Diesel heavy oil engines for generating electric current. These are made in sizes from 25 b.h.p. single-cylinders up to a maximum of 400 b.h.p. six cylinders. Highly satisfactory results are being achieved wherever these engines have been supplied for cinema work.

THE SCREEN TRAILER PAR EXCELLENCE

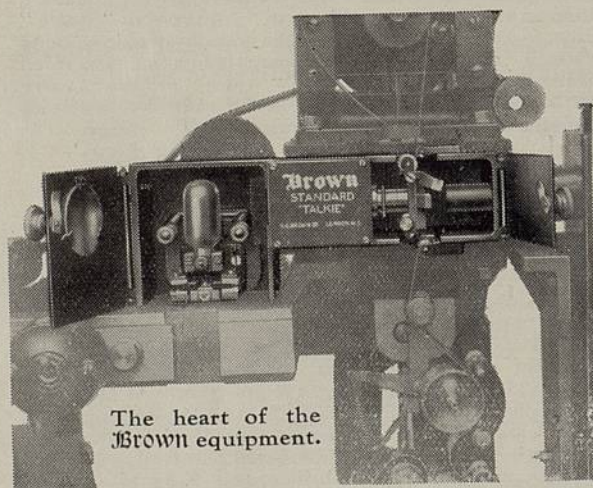
The foundation of National Screen Service, Ltd., coincides with the date of the last C. E. A. Conference at Brighton, in 1926. Since that time the company has made steady progress. A staff of over 60 people is now constantly engaged in dealing with the steadily increasing demand for Sound and Silent Trailers; and motor vans



Are you looking for a **TALKIE EQUIPMENT?**

If so, you must see the

Brown on Stand No. 4



The heart of the
Brown equipment.

REMEMBER, WHEN BUYING A Brown YOU ARE
BUYING FROM AN ALL

BRITISH FIRM

WORLD FAMOUS for SOUND REPRODUCTION,

who manufacture their products
in their own modern works in

LONDON

under full guarantee.

PRICES: Sound-on-film, **£265** less amplification.

Sole Manufacturers and Distributors:

MESSRS. S. G. BROWN, LIMITED,
Western Avenue, North Acton, W.3.

Established over 23 years. Contractors to British and Foreign Governments.

Makers of the **GYROSCOPIC COMPASS.**

from the Post Office call six times each day to collect or deliver the small boxes of film that are now considered so essential to the success of the advance advertising campaign of so many picture theatres all over the British Isles. A striking tribute to the efficiency of the staff is the fact that "let-downs" are the exception rather than the rule.

A most active section of the firm to-day is the "Special Service" department. All kinds of artistic and special trailers are now being constantly supplied to meet the requirements of enterprising exhibitors who wish to introduce "the personal touch" into their advertising, and at the same time take full advantage of the tremendous advertising value of the trailers regularly supplied by the firm. Paul Kimberley, O.B.E. (the managing director of National Screen Service, Ltd.) and Arthur H. Nye (sales manager) will be in attendance at the exhibition, pleased to welcome old friends—and make new ones!

PROJECTION LENSES AND OPTICAL EQUIPMENT

As in the past, Taylor-Hobson, of 314, Regent Street, W.1, have examples of their projection lenses on view at the majority of stands exhibiting projectors. Each year these lenses become more widely used both in the super shows and small houses.

The Taylor-Hobson Ultimatum and Maximum series of lenses embody unique features of design and, of course, are manufactured in one of the most modern and best-equipped optical factories in the country. Their expert knowledge and long experience is at the disposal of all exhibitors, although it is the policy of Taylor-Hobson to sell wherever possible through the usual accessory houses and distributors of projection equipment.

Mr. E. Oram, who handles their distribution of these lenses, will be in attendance at the Exhibition during the whole of the Conference, and will welcome enquiries from all cinema proprietors or others requiring any information regarding Taylor-Hobson products.

It will no doubt be remembered that Taylor-Hobson are also well to the front as suppliers of optical systems for sound reproduction and these units can also be seen at their stand.

WESTERN ELECTRIC AND THE SHOW GOES ON

When Western Electric first exhibited at Great Yarmouth, their total installations in this country amounted to only 65; one year later, at Blackpool, their installations numbered over 900; to-day the number of Western Electric installations in the British Isles has passed the 1,300 mark.

Western Electric point out that they are supported by the resources and experience of the Bell Telephone Laboratories, the largest commercial research organisation in the world. Their research work in the sound transmission field, which resulted in the first commercial talking pictures, has been responsible for introducing to the motion picture industry, during the past twelve months, many essential improvements in the recording and reproducing of sound and scene. Amongst these are the Western Electric new type horn, the Westone Screen, and Western Electric's New Process Noiseless Recording.

Exhibitors will have the opportunity of viewing their equipment which is exhibited on the stands of Messrs. J. Frank Brockliss, Ltd., The Walturdaw Cinema Supply Co., Ltd., and the Kershaw Projector Company, at this

YOUR SOUND EQUIPMENT



IT MUST BE RELIABLE
IT MUST BE BRITISH
IT MUST BE GOOD
IT MUST SATISFY

ONLY F.I. CAN DO THIS
FOR YOU

FILM INDUSTRIES LTD.
73 Gower Street, W.C.1.

Be sure to see the

Pyrene
TRADE MARK

AUTOMATIC
FIRE EXTINGUISHER

for

CINEMATOGRAPH PROJECTORS

Patent Numbers 325849—345486

on STAND "B"

THIS Extinguisher automatically and instantly puts out film fires occurring on all types of projectors. It also simultaneously cuts off the electric motor and arc. Non-damaging—no liquid—perfectly safe. See it demonstrated.

GENERAL FIRE PROTECTION
for
CINEMATOGRAPH THEATRES.

Pyrene fire appliances are also supplied for fire risks in the auditorium, stairways, corridors, stage, and electrical switchboards. This range of equipment includes first-aid Extinguishers, Hose, Hose Fittings, Hydrants, Fire Buckets, etc.



"Phomene"
Fire
Extinguisher

"PHOMENE" FIRE EXTINGUISHER

Foam type—1 and 2 gallons capacity. For projection rooms and fire risks involving highly inflammable liquids or substances. Projects dense foam which completely blankets the flames.

"CONQUEST" FIRE EXTINGUISHER

Soda-acid type. 2 gallons capacity. Operates simply upon being turned upside down. Suitable for protecting freely burning materials such as wood, cloth, upholstery, curtains, carpets, paper, etc.

"PYRENE" FIRE EXTINGUISHER

For incipient fire risks involving highly inflammable liquids and electrical short circuits. In various capacities.



"Conquest"
Fire
Extinguisher

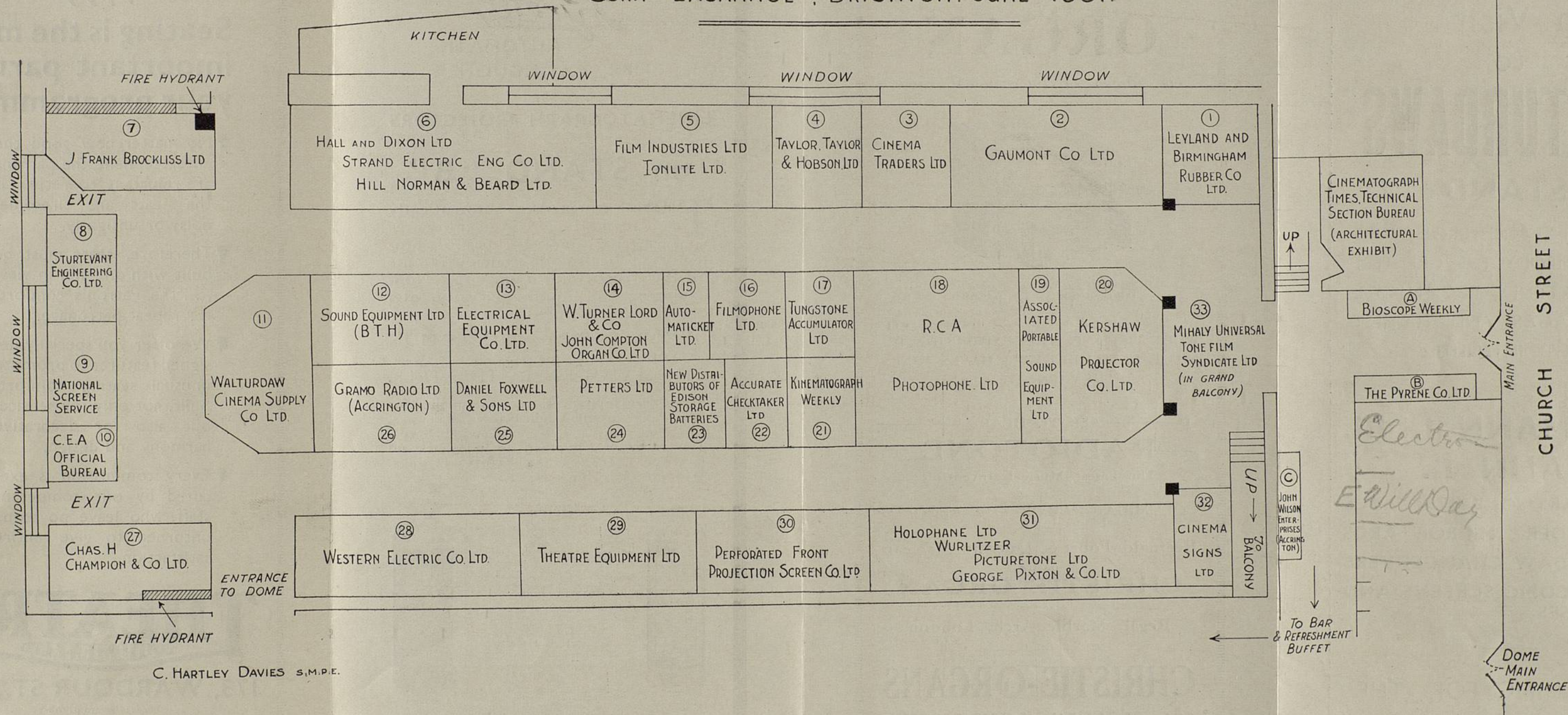
THE PYRENE COMPANY LTD. (FIRE ENGINEERS)
GREAT WEST ROAD, BRENTFORD, MIDDLESEX

Telephone: Ealing 6012 (7 lines).

Telegrams: "Pyrene, Brentford."

PLAN OF EXHIBITION

CORN EXCHANGE, BRIGHTON. JUNE 1931.



The Main Entrance to the Corn Exchange, the venue of the Exhibition, is in Church Street, quite close to the Entrance to the Pavilion Grounds. From the Railway Station a tram covers the journey in five minutes. From the Hotel Metropole turn left and walk to West Street. Up at the top, by the Clock Tower, turn right along North Street to the Pavilion grounds and cut through the gates to Church Street; a pleasant and interesting eight minutes' walk. The General Post Office in Ship Street, just off North Street, can be taken in on the way if desired. The Dome adjoins the Corn Exchange and has an entrance direct into the Exhibition.

Don't Fail to Pay
a Visit
to
"WALTURDAWS"
STAND

AND INSPECT THE PROJECTORS
WHICH EMBODY THE GREATEST
AND LATEST TECHNICAL
ADVANTAGES AND HIGHEST
LIGHT INTENSITIES

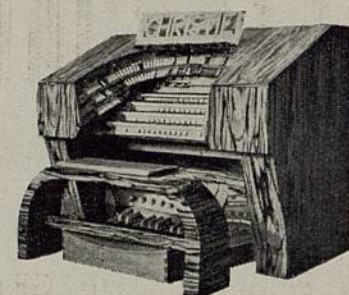
**ERNEMANN II. & III.
HAHN II.**

ZIESS "ARTISOL" "75" ARCS
HAHN GOERZ MIRROR ARCS
WALTURDAW CHANGEOVERS
MAGNASCOPIC SCREENS AND
LENSES

EVERYTHING FOR THE
MODERN SUPER CINEMA
AND THEATRE

**CHRISTIE
ORGAN**

The Organ of International Fame



CONSOLE OF THE FOUR MANUAL
CHRISTIE ORGAN AT GAUMONT
PALACE, PARIS

WHEN VISITING THE EXHIBITION DO
NOT FAIL TO MEET MR. V. HAYES-JONES
AT THE CHRISTIE STAND

—ASK TO HEAR—
RADIOTONE

The Latest Musical Invention
and
COLUMBIA GRAMOPHONE RECORDS
made by
Reginald Foort & Quentin Maclean
on the
CHRISTIE ORGAN
at the
Regal, Marble Arch, London

CHRISTIE ORGANS
372, York Rd., LONDON, N.7

Telephones: North 3001-2-3
Telegrams: Bassoonist, Kentish, London

Be sure to see the

Pyrene
TRADE MARK
AUTOMATIC
FIRE EXTINGUISHER
for
CINEMATOGRAF PROJECTORS
Patent Numbers 325849—345486
on **STAND "B"**

THIS Extinguisher automatically
and instantly puts out film fires
occurring on all types of pro-
jectors. It also simultaneously cuts
off the electric motor and arc. Non-
damaging—no liquid—perfectly safe.
See it demonstrated.

GENERAL FIRE PROTECTION
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Pyrene fire appliances are also supplied for
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corridors, stage, and electrical switchboards.
This range of equipment includes first-aid
Extinguishers, Hose, Hose Fittings,
Hydrants, Fire Buckets, etc.



"Phomene"
Fire
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Foam type—1 and 2 gallons
capacity. For projection rooms
and fire risks involving highly
inflammable liquids or substances.
Projects dense foam which com-
pletely blankets the flames.

**"CONQUEST" FIRE
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Soda-acid type. 2 gallons capa-
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curtains, carpets, paper, etc.

**"PYRENE" FIRE
EXTINGUISHER**

For incipient fire risks involving
highly inflammable liquids and
electrical short circuits. In
various capacities.



"Conquest"
Fire
Extinguisher

**THE PYRENE COMPANY LTD. (FIRE
ENGINEERS)**
GREAT WEST ROAD, BRENTFORD, MIDDLESEX
Telephone: Ealing 6012 (7 lines). Telegrams: "Pyrene, Brentford."

"YES,,,"
Seating is the most
important part of
your programme!"

¶ No matter how good the
entertainment, the patrons
are reluctant to return if
the seats are tiresome,
noisy or unsightly.

¶ Therefore, seats must be
built with one aim in view
... the Patron's comfort,
for repeat patronage.

¶ We offer you specially de-
signed features to promote
unusual seating comfort.
Built, not only for service,
but also for decorative
harmony and design.

¶ Every commission is exe-
cuted by our competent
staff, who leave no stone
unturned to give entire
satisfaction.

THEATRE
EQUIPMENT LTD

173, WARDOUR ST., W.1

'Phone: Gerrard 5197-8-9
Telegraphic Address: "Theatrequip Rath London."

Branches in
BIRMINGHAM MANCHESTER GLASGOW
CARDIFF LEEDS NEWCASTLE
DUBLIN BELFAST

"YES,,,"

Seating is the most important part of your programme!"

- ¶ No matter how good the entertainment, the patrons are reluctant to return if the seats are tiresome, noisy or unsightly.
- ¶ Therefore, seats must be built with one aim in view . . . the Patron's comfort, for repeat patronage.
- ¶ We offer you specially designed features to promote unusual seating comfort. Built, not only for service, but also for decorative harmony and design.
- ¶ Every commission is executed by our competent staff, who leave no stone unturned to give entire satisfaction.

THEATRE

EQUIPMENT, LTD

173, WARDOUR ST., W.1

'Phone: Gerrard 5197-8-9

Telegraphic Address:—"Theatequip Rath London."

Branches in
 BIRMINGHAM MANCHESTER GLASGOW
 CARDIFF LEEDS NEWCASTLE
 DUBLIN BELFAST

exhibition. Western Electric are not exhibiting any apparatus on their own stand, but their representatives will welcome visitors and answer any enquiries.

STURTEVANT VACUUM CLEANERS

The necessity for cleanliness in cinemas need not be emphasised—cleanliness is as essential as, say, adequate ventilation—and in considering cleanliness one must think in terms of the most economical apparatus. By this is meant apparatus that will do its job best for the lowest expenditure in power.

On No. 8, the stand of the Sturtevant Engineering Co., Ltd., recognised by the cinema industry as the specialists in vacuum cleaning machinery, will be shown their most modern productions ranging from the smallest to the most powerful mobile machines. Experts will be on hand to discuss stationary vacuum cleaning equipment and other details connected with the problems of cinema cleanliness. Exhibitors will find a visit to this stand very interesting—and by no means unprofitable.

ON THE "SIMPLEX" STAND

The stand of J. Frank Brockliss, Ltd., No. 7, is entirely representative of the latest devices in projection equipment. Here can be seen the latest "Super Simplex," and also the "Simplex" projector fitted to the leading sound systems. In illuminants exhibitors can examine the Peerless low and high intensity reflector arcs and the Hall & Connolly 120 amp. and the 225 amp. high intensity arcs.

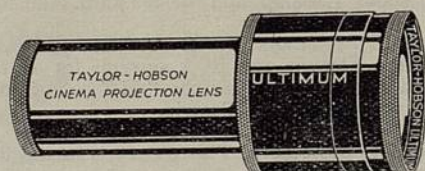
"Simplex" projectors are in very heavy demand for both Western Electric and RCA systems for all types of houses and very recently for the "H" set of RCA and the "3A" set of Western Electric.

Another interesting exhibit is the "Master Brenograph" effects projector. This device is in use in many of the new super cinemas and has such diversified capabilities that they cannot possibly be enumerated in the short space of this article. They are used with very great effect where exhibitors are anxious to illuminate a stage set or else to colour with light the screen and proscenium opening. Exhibitors will also, no doubt, make enquiries at Messrs. Brockliss re wide screen and magnascope, since they have been responsible for the fitting up of these at very many of the super houses, particularly in the West End of London.

FIBROUS PLASTER SPECIALIST

W. Turner Lord & Co., 20, Mount Street, Grosvenor Square, London, W.1, occupy Stand 14. This well-known firm of fibrous plaster modellers and theatre furnishers exhibit contains examples of theatre seatings, proscenium curtains and carpets, and it is worthy of note that most of the firm's goods are made in their own factories in London and Edinburgh. In the matter of prices, Messrs. Turner Lord & Co. claim to be able, by reason of the up-to-date methods of manufacture, to quote the keenest possible terms and at the same time to maintain a uniformly high standard of quality. Not the least important part of their enterprise is the undertaking of contracts for the complete redecoration of theatres, and in this connection it may be mentioned that they are able to carry out an entire redecoration scheme at any theatre in ten days without the slightest interruption of the performances and without causing any inconvenience to patrons. Mr. John S. Meers, who is in charge of all the firm's contract work, has had more than 25 years'

FOUR GOOD REASONS *for choosing a* **TAYLOR-HOBSON**



1. A bright screen.
2. Unrivalled definition.
3. Unequalled for color, sound or silent films.
4. Used at most super houses.

Ask your Dealer for details.

experience of work of this class, and is always pleased to advise theatre owners on any point without financial obligation.

A COMBINATION OF REAL POWER

Stand 6 will arrest the attention of all visitors. Here it is that Hall & Dixon, Ltd., the well-known theatre decorative and furnishing experts, have joined forces with the Strand Electric and Engineering Co., Ltd., to put up an exhibit typical of the latest and best methods and ideas in these two important branches of cinema construction, equipment and outfitting. And in its practical survey of the field of activity mentioned that all-important adjunct to cinema entertainment the unit orchestral organ has not been overlooked. A latest model full-size Christie organ console will form a feature of the stand, and recorded reproductions of recorded organ music will be used for demonstration.

Messrs. Hall and Dixon will include in their exhibit curtains in varied forms including an entirely new material specially made for colour lighting. Tracks and electric curtain control and counterweighting gear will be on view. Carpets of modern design in various qualities will be on show, while the decoration side of the business will be represented by sample boards showing varied treatments, and illustrations of work carried out. General furnishing will be included, also theatre seating of high class quality, various types of curtains for Cafe and Lounge, and there will be a display of modern lighting fittings. Mr. George S. Hall will be in attendance and will welcome all enquiries and opportunity to meet old friends to discuss new work. Mr. G. L. Applebee will be in attendance to deal with the specialities of Strand Electric and Engineering Co., while Mr. V. Hayes-Jones will represent the Christie Organs.

CINEMA TRADERS' EXHIBIT

Cinema Traders, Ltd., the actual manufacturers of engineering and equipment and accessories incidental to the cinema business will have an imposing exhibit on Stand 3; with sales manager Berryman in command. Among the many interesting things to be seen here will be the well-known Kamm Cinema Projector and the new Kamm Sound-film apparatus. Cinema Traders, Ltd., have a high reputation for their product; and it is said of them that if there is anything an exhibitor needs that they have not got they will "darn soon make it."

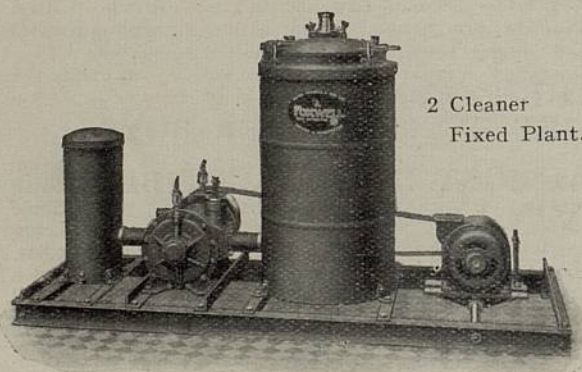
GAUMONT EMPORIUM

The Gaumont Company Engineering and Accessories Department will have a big and comprehensive exhibit on Stand 2, under the personal supervision of their theatre equipment expert, Mr. P. G. N. Hammond. Here will be seen the latest models of British Acoustic Sound System equipment in the various capacities for halls of the largest and the smaller types, as well as the recently introduced Portable Model. It would take many pages of this handbook to even hint at the infinite variety of cinema needs that will be here found; suffice it, therefore, to say that the showman will spend an interesting time at this big stand.

*The Cleanest Cinemas
in Britain are those
Cleaned by*

FOXWELL

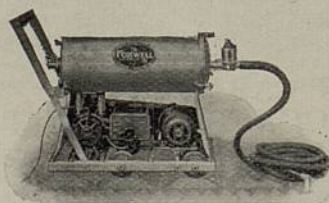
DUST EXTRACTORS



2 Cleaner
Fixed Plant.

**BEFORE YOU LEAVE
THE CONFERENCE
MAKE SURE YOU SEE**

"The Cleaner that cleans cleanest"!



$\frac{1}{2}$ H.P.
Portable
Cleaner.

DANIEL
FOXWELL
AND SON, Ltd.  **CHEADLE, NEAR MANCHESTER**

F.I.E. SOUND OUTFIT

Film Industries Ltd. will, on Stand 5, show the current models of their F.I.E. Sound Outfit; and exhibitors will here be able to arrange for demonstrations and get all information as to prices and terms for the equipment. As noted elsewhere, on this stand, too, will be shown impressive examples of the use of Neon-type gas-filled tube signs for cinema exterior publicity—product of Ionlite Limited.

ASSOCIATED PORTABLE SOUND EQUIPMENT

One of the first in the field of light but perfectly-designed and constructed sound equipment was Associated Portable Sound Equipment, Ltd., an off-shoot of British Cinephone, Ltd., with which Councillor E. E. Lyons, one of our most experienced exhibitors, is connected. The firm's outfit, which is British, being manufactured for A. P. S. E., in the engineering workshops of the Kershaw Projector Co., Leeds, has met with the high approval of educational, scientific and commercial people as well as shipping companies. The set will be on exhibit at Stand 19; and there will be frequent demonstrations of its capabilities.

ALMOST INDESTRUCTIBLE NON-SYNC. RECORDS

The collection of an adequate library of non-sync. records is of the greatest importance to many exhibitors. On exhibit of Filmophone, Ltd., Stand 16, will be demonstrated a new type of flexible record that, while light and almost indestructible, presents all the substance necessary for perfect recording on both sides. These records are made in a number of bright, transparent colours that materially aid the grouping of the various types of music. These records effect a welcome economy in space, and they eliminate breakage risk. The process is now being used for the making of sound-on-film synchronised records of large dimension.

AUTOMATICKET ON SHOW

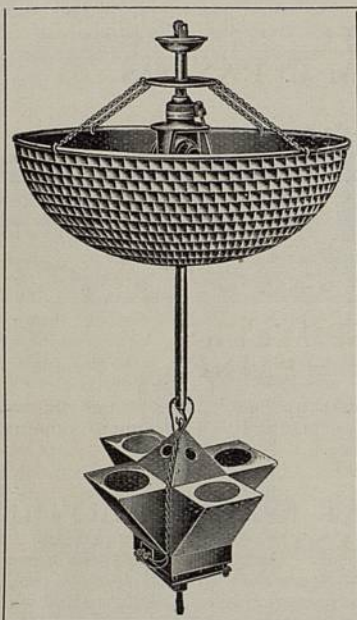
The well-known "Automaticket" ticket service machines will need no introduction to exhibitors; and they will be found on show on Stand 15. The exhibit will include the firm's change-giving machines and other specialities, and Mr. Percy Phillipson will, we learn, be in personal attendance during the whole run of the exhibition. In these days the issue of tickets by the old "hand" method is hopelessly inefficient, and its use stamps the cinema as either a "has been" or a "never was."

SIEMENS CARBONS STAND

One refrains from referring to carbons as the "burning problem" of the present-day projectionist; but the importance of the proper selection and use of carbons in projection work cannot be too strongly insisted upon. On Stand 13, the exhibit of the Electrical Equipment and Carbon Company, Ltd., will be found the full range of carbon products of this firm, and in particular the well-known and widely used Siemens cinema carbons.

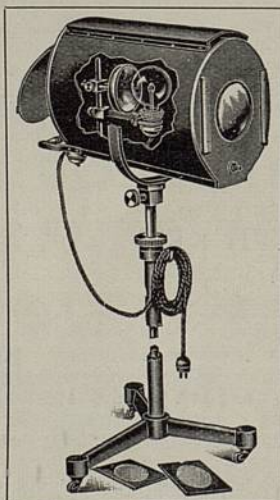
CINEMA TRADERS LTD

THE
(PATENT)
SELF-
CONTAINED
PRISMATIC
MIRROR
BOWL



EVERYTHING
FOR THE
CINEMA
EVERYTHING
FOR THE
DANCE HALL

"FOCUSLITE"
SPOTLIGHTS



VISIT OUR
STAND AT THE
EXHIBITION

MANUFACTURERS OF

BATTENS: SPOTLIGHTS: FLOODLIGHTS
DANCE-HALL APPARATUS

Please ask for particulars of the
KAMM TALKIE OUTFIT
There are Cinemas equipped locally

26, CHURCH ST., Charing Cross Rd., LONDON, W.1

On this Stand will also be found "Elin" Mercury Arc Rectifiers, the modern method of transforming Alternating to Direct Current, ensuring Silence, Efficiency and Economy. A great boon to all Exhibitors with Sound Film Apparatus. Further exhibits include:—"Elin" Motor Generator Sets. Megometer Insulation Testing Sets and other Measuring Instruments. Rapa Polarity Finders, etc.

FOXWELL VACUUM CLEANERS

Cleanliness is, we are told, next to Godliness. Certainly in cinema management its absence is not far removed from bankruptcy. Suction cleaning plant is one of the most important adjuncts of even the smallest cinema: indeed, the more "workaday" the clientele the more necessary the frequent cleansing of seating and general drapery and furnishing. On Stand 25, Messrs. Daniel Foxwell & Sons, Ltd., will demonstrate their vacuum cleaners particularly suited to cinema work.

LOUD SPEAKERS IN THE MAKING

The manufacture of the huge horn-type loud speakers now generally used with "behind-screen" sound reproduction is a subject of great interest for all in the industry. On the exhibit of Gramo-Radio, Ltd., Accrington, the leading British manufacturers of these horns, will be found much that will intrigue the exhibitor as well as the sound apparatus engineering firms. The well-known Gramo-Radio Gyroscopic sound-on-disc units and non-sync. apparatus, as well as the Iceland Freezer and other products of special cinema utility, will be found on Stand 26, where the Chief-engineer of the firm, Mr. John Wilson, himself a Lancashire exhibitor, will be in personal attendance.

ACCURATE CHECKTAKER

On Stand 22, on the centre island, will be found the exhibit of Accurate Checktaker, Limited, and this will prove of interest to showmen who are on the verge of "going talkie"—for with sharing terms bookings the hand-issued ticket method is for all practical purposes an impossible proposition. From the viewpoint of accurate accounting of receipts no less than that of quick service to the patrons mechanical ticket issuing is essential to good control in the cinema of to-day and to-morrow.

B.T.H. SOUND EQUIPMENT

The B.T.H. Sound Equipment, product of the famous engineering firm, British Thomson-Houston, is housed on Stand 12. Here exhibitors interested in the latest developments of the various sound systems will be able to inspect B.T.H. at close range and gain the fullest information as to installations, servicing and terms.

WALTURDAW "ON THE SPOT"

Stand 11 is the headquarters of the Walturdaw Accessories Company, and here, in addition to the gamut of requirements of cinema equipment, furnishing and outfitting, will be found the latest models of the Ernemann projector and the Hahn-Goerz projector as well as all

FILMOPHONE
FLEXIBLE RECORDS LTD.

offer you

1. The same opportunity to make
BIG MONEY
as is extended to the Gramophone Trade.
2. An extensive repertoire of 10 in. discs to play on your Synchronous Table at $33\frac{1}{3}$ R.P.M.
3. A revolution in 16 in. disc manufacture.

■ ■ ■ ■ ■

Visit us at Stand 16.

FILMOPHONE
FLEXIBLE RECORDS LTD.

12, OVAL ROAD, CAMDEN TOWN
LONDON, N.W.1

types of high and low intensity arc lamps, spot-lamps, and general engineering products. The Walturdaw stand is always one of the "high spots" in the Cinema Exhibition, and exhibitors will find the present occasion by no means the "exception that proves the rule."

BOWDEN'S BIG BLAZE

Friend F. D. Bowden, chief of Theatre Equipment, Limited, always has a big blaze of colourfulness in the wonderful show of seatings, carpetings, draperies, hangings, light-fittings and similar furnishing and decorative specialities on his exhibit. This year, at Stand 29, he has secured even greater area than hitherto; and it is an "open secret" that he has more than one or two very interesting "cards up his sleeve." We shall all look forward with special interest to Bowden's big blaze of decorative attractiveness this year.

THE CINEMA SCREEN PERFECT

The need of a screen that affords the fullest measure of sound-translucence yet presents a projection surface capable of results approximating to the best types of opaque screen was, early in the life of sound film, found to be insistent. Many screens, perforated and textile, were tried—and in most cases found wanting. Then came the irrepressible W. G. Turner, in association with another screen expert, Miss Winnie Bulman, with a perforated screen; clean-cut and beautifully surfaced, that caught on "like wildfire." It will be seen at Stand 30, the exhibit of the Perforated Front Projection Screen Co., Ltd., where, in addition, the latest in rear-projection screens will also, we understand, be shown.

THE SHOWMAN'S OPPORTUNITY

"In the combining of perfect music with the beauties of real colour illumination," said Samuel Rothafel, one of America's greatest exhibitors, "lies the showman's golden opportunity." Well British exhibitors should, in that case, find a veritable mine of profitable inspiration at Stand 31. Here the famous Wurlitzer organ will be shown in co-operation with a beautiful Holophane colour-lighting scena in a miniature theatre specially erected for the show. Picturetone sound apparatus will be used; and the seating and furnishing will be by Geo. Pixton & Co., Ltd.

The possibilities of such a combination may well be left to the imagination of showmen; certain it is that no visitor to the exhibition will leave Stand 31 unvisited. Major S. J. Wright will be present to represent Wurlitzer interests, while R. Gillespie Williams, S.M.P.E., the Holophane theatre lighting expert, whose achievement at East Didsbury has been the subject of so much comment recently, will be responsible for, and present at, this show.

BRITISH KINEMATOGRAPH SOCIETY

The British Kinematograph Society, the technical organisation of the industry, will be well represented at this year's Conference and Exhibition. Mr. S. Rowson, president of the Society, is reading one of the most important papers of the occasion, while, as will be gathered from the programme, the three technical lectures are all



REPRODUCER

THE BRITISH THOMSON-HOUSTON CO., LTD.,

can be seen on

STAND No. 12

A New Model

Visitors to the exhibition will be intensely interested in the latest "Talkie" Production from the factories of the British Thomson-Houston Co., — the **TYPE "M" REPRODUCER** a complete *All Mains* equipment, obtainable on the following terms, over a period of three years.

A.C. MODEL - - £6 6 0 per week

D.C. MODEL - - £6 15 0 „ „

The above prices include cost of apparatus, installation, all necessary wiring and SERVICE!

All Enquiries

SOUND EQUIPMENT LTD.

or

FILM BOOKING OFFICES LTD.

whose representatives will be pleased to discuss this British outfit with you.

London Offices

**35-36, RATHBONE PLACE,
LONDON, W.1**

or

**22, SOHO SQUARE,
LONDON, W.1**

being presented by members. The exhibition headquarters of the Society are on Stand 9, and Capt. Paul Kimberley, O.B.E., hon. treasurer, will represent the organisation, of which the Exhibition organising secretary, C. Hartley-Davies, is also a member of the executive.

GUILD OF PROJECTIONISTS AND TECHNICIANS

Another technical organisation represented this year is the Guild of British Projectionists and Technicians. The main concern of this Guild is to aim for hundred-per-cent. perfection and efficiency in British projection. It is entirely a craft organisation without the least trade union association. Exhibitors desirous of any help or advice upon projection matters will find the Guild Bureau in the main vestibule.

SAFETY FIRST—AND LAST

In addition to the usual hydrant installation in the building, EVERY STAND is fully equipped with "PYRENE" CHEMICAL FIRE EXTINGUISHERS.

JOHN COMPTON ORGAN

The John Compton Organ Company, Limited, whose famous theatre organs are so deservedly popular, are sharing Stand 14 with Messrs. Turner, Lord and Co., Ltd. The organ at the Savoy, Brighton, is a Compton, and it is hoped by permission of the Associated British Cinemas, Ltd., to demonstrate this instrument to those visiting the exhibition. Compton organs have this year been installed at the Savoy, Acton; the Gaumont Palaces at Birmingham, Chester and Middlesbrough; also the Regal Altrincham; the Forum, Liverpool; and the Rialto, Leytonstone, while many others are in hand for autumn delivery. A representative of the firm will be in attendance to receive enquiries and any information required.

VARIETY IN SIGNS

In the main vestibule will be seen a display of signs, illuminated and otherwise, specially suited for cinema work both externally and internally. Among these will be noted the latest and most elegant forms of "exit," and similar announcements. This exhibit is by Nash and Hull, the well-known sign manufacturers, with whom Mr. W. H. Seward is now identified.

S. G. BROWN EQUIPMENT

On Stand 4 will be found the S. G. Brown Sound Equipment, the latest models of which will be on show. Simplicity and perfect functioning is claimed for this installation, which is reasonable in price, and may be purchased for cash or on deferred payment terms. The firm of S. G. Brown are famed for the excellence of their sound reproduction and public address apparatus, and visitors to the exhibition will, one is sure, find much to interest them at this stand.

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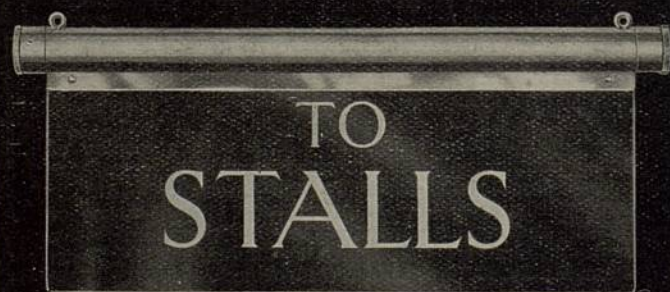
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C. HARTLEY-DAVIES, S.M.P.E., B.K.S.
Organising Secretary.

SECRETARY'S OFFICE

The Organising Secretary will be on hand during all the opening hours of the exhibition, to assist and advise C.E.A. members and visitors upon any matter. Offices in "The Rendezvous," in the main vestibule.

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