

February 18th 1921

Mrs S.R. Crockett
Bengaim Peebles

N.B.

Dear Mrs. Crockett,

The Progress Film Co. with whom as you know we are negotiating for the film rights in "The Lilac Sunbonnet" and "Cinderella" have asked for an option on "Lad's Love" and "Rose of the Wilderness".

As a general rule I do not advise the granting of options because they are apt to prevent some possible future sale. In this case, however, the circumstances are somewhat unusual.

Mr Morgan of the Progress Film Co. called yesterday and explained that he is very enthusiastic about Mr. Crockett's work. He intends to produce "The Lilac Sunbonnet" and "Cinderella" in the most careful manner with his daughter (Miss Morgan - a famous film actress) playing the principal lady's part. He is afraid, however, that if he makes a success of these two books some other producer may snap up "Lad's Love" and "Rose of the Wilderness" before he can purchase them and may trade on the demand for Crockett films which he hopes to make. After a good deal of discussion he has proposed that the option should take the following form:

The Progress Film Co. to have the option of purchasing "Lad's Love" and "Rose of the Wilderness" on the same terms as "The Lilac Sunbonnet" and "Cinderella" until November of this year on the distinct understanding that if in the mean time another offer comes in for these books then Progress Film Co. shall either purchase them at once on the terms arranged or else abandon their option.

Taking all the circumstances into consideration I think that in this particular case you would do well to authorise us to agree to this.

Another point raised by Mr. Morgan is that the title "Cinderella" on a film might easily mislead cinematograph theatre proprietors to suppose that the film had some connection with the pantomime. He suggests therefore that you should allow him to add some defining word to "Cinderella" as a title for the film, such as "A Scotch Cinderella" or "A Lowland Cinderella". The desirability of some such alteration in the title seems obvious.

Mr. Morgan would like me to ask you if you would be kind enough to let him know the exact spots in Scotland which the author had in mind when he wrote the stories. If you could tell him of any person who would be willing (at a suitable fee) to show the producing company round when they are taking the film he would be very much obliged.

I am,

Yours sincerely

Watt

