

16. The following table, submitted by the Film Censor, shows the numbers of films passed by him from each source country for the years from 1928-29 to 1948-49. (This should be read as in substitution for the table in paragraph 3 of the departmental report) :—

Year	Feature Films.			Shorts.	
	British.	United States of America.	Continental.	British.	United States of America and Continental.
1928-29	64	361	23	410	813
1929-30	58	569	17	454	1,528
1930-31	54	457	2	137	1,427
1931-32	90	373	9	276	1,085
1932-33	114	369	4	361	1,212
1933-34	146	359	3	534	968
1934-35	121	354	6	554	1,136
1935-36	107	373	3	374	1,203
1936-37	98	338	1	427	1,077
1937-38	97	408	0	463	1,198
1938-39	61	381	3	495	926
1939-40	74	420	9	576	1,031
1940-41	40	413	7	400	833
1941-42	44	388	1	499	763
1942-43	29	407	8	432	791
1943-44	25	342	2	450	669
1944-45	50	310	1	497	702
1945-46	36	335	1	437	668
1946-47	34	316	3	517	603
1947-48	54*	281	17	578	599
1948-49	66†	290	12	563	642

* Including 2 Australian.

† Including 1 Australian.

17. The Cinematograph Films Act, 1928, contains quota provisions designed to ensure that British films are given a reasonable percentage of the New Zealand market. It provides for the registration of films and stipulates that at least 20 per cent. of the feature films acquired by renters are to be of British origin. A falling off in British production in recent years has made it impossible to maintain this percentage. In 1942-43, British films were only 6.5 per cent. of the total. Increased production since then brought the figure in 1948-49 to 17.9 per cent. of those passed by the Censor. It is expected that within a few years the required quota will be attained.

18. Most films shown in New Zealand are produced by the major American and British companies. The outstanding personality in Great Britain is Mr. J. Arthur Rank, whose majority holdings in several companies enable him to control more than 50 per cent. of British production studios. In one of his subsidiary companies, Gaumont British Corporation, an interest is held by the American Fox Film Corporation. The Rank Organization is also interested in Universal Films, of America. The only other major British producer of pre-war years, Associated Picture Corporation, is linked financially with Warner Bros., of America.

FILM RENTING

19. Overseas producers distribute their films through what are known as renters or film exchanges. These are responsible for distribution, and hire the films to exhibitors. They collect the rentals, deduct expenses and charges, and remit the balance to the producing organizations. The major renting companies are subsidiaries of the producing companies, and are registered in New Zealand under names which correspond with those