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be more likely to come to the conclusion that what they were tired of was war films.

Two pictures which showed simultaneously and ran for extended seasons were *San Demetrio*, *London* and *Squadron-Leader X*, and although they were exhibited by separate theatre companies, they were both advertised in almost exactly the same way. *San Demetrio*, *London*, we were told in large type, "is NOT a War Picture, but (in smaller type) a magnificent portrayal of British Courage and Indomitable Spirit." "NOT A WAR PICTURE, but a Magnificent Dramatic Entertainment that will hold you tense, etc.," is what the advertisements proclaimed about *Squadron-Leader X*.

Apart from the minor consideration that these statements were contrary to fact, this would appear to me to be a short-sighted and potentially dangerous practice for the theatre people to pursue; this decrying of war films at a time when the screen is being flooded with them. It is true, of course, that war films, as well as the war itself, no longer excite the public with their novelty, and that from now on, and certainly for a period after the war ends, there will be an increasing demand for "escapist" entertainment in the form of frivolous musical-comedy and romantic farce; for Bob Hope's wisecracks and Betty Grable's legs in technicolour. Probably the producers are making plans to meet that demand, but the industry is now fully geared-up for the making of war pictures, and if peace were to come to-morrow, it would still take them a considerable time to throw over the switch from serious themes to gay ones. It may be, too, that they have banked on a longer war than they are going to get, and that somebody will lose a lot of money as a result. Anyway, peace will almost certainly find them with much material for war films still on their hands, and some still in production. So for their own sake, if not the public's, I suggest that our theatre people might be wise to steer clear of this anti-war-film line of advertising—especially when their attractions really are war films, and jolly good ones at that.

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THIS idea of selling a film for what it is not, instead of for what it is, seems to be infectious at the moment. It also has intriguing possibilities. In the same period as those two war films I've mentioned were being screened, another theatre was announcing that *Phantom Lady* is

- NOT  
a "Horror" Picture  
OR  
a "Crime" Thriller  
BUT  
a Highly Ingenious Story  
Based on  
Feminine Psychology  
of  
Definite Appeal  
to  
Women

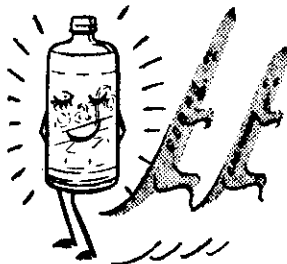
Going further, I would say that this film is NOT based on Carlyle's "French Revolution" or Fabre's "Social Life in the Insect World"; NEITHER is it a screen version of the "Decameron" or Ibsen's "Ghosts"; and that any resemblance to "Alice in Wonderland" and "The Three Musketeers" is purely accidental. BUT it is a darn good thriller about a crime with Definite Appeal to at least one man.

## THE FRIEND OF THE FAMILY



The smart young mother quickly learns  
Safonia is death to germs.  
Safe for cuts, abrasions, bruises,  
And perfect for all household uses.

In veterinary use, it's quick to lock  
infection out . . . it guards your stock.  
For kennel, stable, sty or pen;  
It makes them sweet and clean again.



For cleanliness, for lowest cost,  
For odours banished, germs all lost,  
For health, for germ protection, choose  
Safonia and you can't lose.

Safonia antiseptic compound is for personal, household, as well as for veterinary use—Safonia assists the natural process of healing sores, cuts, abrasions—Safonia will kill the odour in sick room, sanitary utensils, and a little in the wash will assist the cleansing of clothes. Safonia makes bath water softer and deodorizing in its cleaning effect. Safonia, as a household antiseptic is a good, versatile, and economical assistant.

*Mrs Ata says* **SAFONIA**  
*The big bottle of family antiseptic*  
*at the economical price*

Safonia is a product of S. W. Peterson & Co. Ltd., makers of the famous Ata Family of Household Cleaners.

