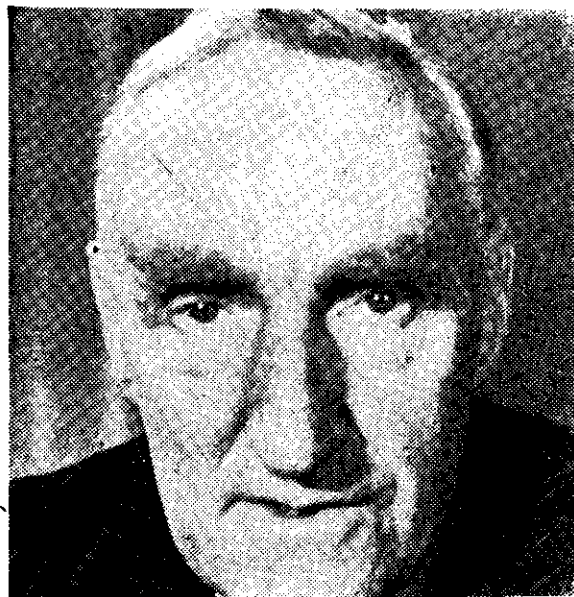


"WORLD OF PLENTY"



"The peace to come must mean better standards of living for the Common Man, not merely in the United States and England, but also in India, Russia, China, and Latin America, not merely in the United Nations, but also in Germany, Italy, and Japan. There can be no privileged people."—Henry Wallace.



Voice: But what you are saying is revolutionary.

Sir John Orr (left): Tell me, what are we fighting for if not for something revolutionary? What do people like you and me hope to get out of this war if not a better world? Plain people know what they want. They want security.



British Farmer: After the last war no one cared a damn what happened to us British farmers. They were too busy building ruddy homes for heroes.

A Film About Food

It was recently reported that commercial picture theatres in Sydney had refused to show the British Ministry of Information documentary film, "World of Plenty." In Britain the authorities insisted on its release. Several copies of this film have been in New Zealand for some months, and it has been shown to a good many special groups, though not to the general public. Here is something about it (the captions to the illustrations are from the commentary written by the late Eric Knight):



THE present indications are that *World of Plenty* is unlikely to be shown in the ordinary way at theatres in New Zealand. I have heard it suggested that this is because it runs for about 50 minutes, and would therefore occupy almost the entire first half of the programme. Yet there are signs that many picturegoers are fed up with the 10-minute dance-band-and-crooner items, the fatuous cartoons and comedies, which conventionally comprise the major part of the average supporting programme, and that they would welcome something longer and more intelligent for an occasional change.

It has also been suggested that *World of Plenty* is too radical in its political im-

plications. Yet it was produced by the British Ministry of Information, and introduces in support of its argument such reputable figures as President Roosevelt, Lord Woolton, Sir John Orr, Sir John Russell, Lord Horder and Dr. Wellington Koo. *The Times* insisted editorially that it should be shown in British theatres. And it provides probably the ideal medium for giving our people a background of understanding as to the responsibilities which New Zealand has assumed under the UNRRA programme.

For these reasons, one is fully entitled to ask questions about the future of *World of Plenty*. But there is another and entirely non-political reason: this is an outstanding example of the documentary film — a type of film which audiences in this country have too often been denied the right of seeing. It was produced by Paul Rotha, one of the great pioneers of the documentary movement, and it gives a good idea of what the cinema can accomplish as a means of enlightenment as well as of entertainment when it is directed with intelligence towards constructive ends.

* * *

FOOD is the subject of the film—the world strategy of food, how it is grown, how it is harvested, how it is marketed, how it is eaten. In peace or war, says the commentator, food is man's Security No. 1. The price of food may change, but its worth in human needs is always the same. "One acre of wheat fills only just so many hungry bellies, whether the price be high or low. Put all the money you can earn on the counter — it can't buy more than the soil can give."

That central theme and its implications are developed by all the arts of

(continued on next page)



First Voice: They are burning wheat and dumping coffee in the sea.
Second Voice: Why, in God's name, why?
First Voice: Because you haven't got enough money; not enough to make it worth their while to feed you.