



• ALL STRAND BAGS ARE ORIGINAL DESIGNS.

STRAND BAG COMPANY, Christchurch, New Zealand. May, 1946.

*Speaking Candidly, by G.M.*

## SHALL THY BOUNDS BE SET?

**W**IDER still and wider grows the empire of J. Arthur Rank. Three weeks ago his irruption into the cinema world of Eire was recorded on this page, and since then our newspapers have contained this cabled account of the ceremonies connected with Mr. Rank's taking over of the Pinewood Studios in England (at which ceremonies a New Zealander, Colonel R. F. Gambrell, who is our Mr. Kerridge's representative, officiated).

Even before this happened, the British film industry had become almost all Rank and no file, but the acquisition of Pinewood is a particularly significant stage in the process whereby independent producers (that is, producers outside the Rank orbit) are being removed from the scene. For during the war Pinewood was under Government control, and it was there that the Crown Film Unit, a national organisation working under the Ministry of Information, made films like *Target for To-night*, *Coastal Command*, and *Western Approaches* which, together with shorter documentaries, have done more than anything in recent years to bring fresh lustre and vitality to the British cinema.

Does this new move mean then that, with the cessation of war, the Crown Film Unit goes out of existence? I hope it doesn't; but I am afraid it does. So it is relevant now to recall some of the points made by the *New Statesman* and *Nation* in editorial comment on a debate in the House of Commons at the end of last year on the subject of the British film industry. Discussing the crisis ("perhaps the most serious in its history") that has arisen in the industry because of the need to cut down on American imports and so save dollar funds, *The New Statesman* said it was necessary to consider what action could be taken by the Government to ensure that more British films of acceptable quality were produced and reached the screens of British theatres, replacing some of those bought from American producers.

"For the cost of Mr. Rank's venture has been virtual elimination of independent productions. Now that Ealing Studios have had to reach a distribution agreement with the Rank colossus, British National remains the only producing concern unassociated with the monopoly. The real power of the Rank combine rests upon its control of the distributing and exhibiting end of the industry; there is little permanent capital invested on the production side. Should Mr. Rank see fit, there is little to prevent him from withdrawing from production. The vacuum which would result could only be filled by the multiplication of American-financed companies making cheap



**JOHN BRODIE**, the New Zealand writer now in London, whose novel "*So They Began*" (which he wrote under the name of John Guthrie) may be filmed as a full-length feature in New Zealand by the recently-formed Kerridge-Rank organisation. Mr. Brodie, who also wrote "*The Little Country*," is at present editor of "*Books of To-day*" .

films in this country to supply quota requirements, while the cinema circuits would be entirely dependent upon Hollywood for their supply of big features.

"While things have not yet reached this pass, the present drift is a serious threat to the creative future of British films. The Government's task is twofold: (1) to economise dollars and afford protection for British films as a whole, and (2) within the British film industry to assist the development of independent production. The first point could be met by the introduction of an *ad valorem* tax upon film imports. The number of American films permitted to enter this country might be reduced by restricting them to the difference between the total production of 'features' in this country and the minimum number of feature films required to provide a continuous flow for British screens. This suggests the need for the creation of an Import Board, on

**CARNATION CORN CAPS**  
1/4 per tin

**BIG Comfort from a Little Tin!**

INSTANT RELIEF  
PAINLESSLY REMOVES CORN  
CURES WARTS TOO!

**CARNATION CORN CAPS**  
FROM ALL CHEMISTS AND STORES

47, QUEENSTOWN ROAD, 1ST FLOOR, 27, 29 ALBERT STREET, AUCKLAND

## PERSONAL HYGIENE for Women

Be very careful in the choice of an Antiseptic you use for Personal Hygiene purposes. For your own safety you must select an Antiseptic of the highest medical formula—its name is Anti-Germ.

**ANTI-GERM**

Safe for every intimate purpose, Anti-Germ is potent yet pleasantly fragrant, non-poisonous and non-staining.

SOLD BY YOUR GROCER.

Burch & Co. (N.P.) Ltd., 58 Gill St., New Plymouth.

"WHILE we can make more documentaries, in which this country is pre-eminent, these short films will not fill the gap," said *The New Statesman*. "Only feature films with adequate box-office appeal can do this. One of the main reasons for the lack of British 'features'—apart from the requisitioning of studios, shortage of manpower and materials—has been the decision of Mr. Rank and his associates to produce luxury films, prodigal of time, studio space, materials, and money. We are told that *Henry V.*, which was incredibly costly, was necessary to Mr. Rank's attempt to break into American markets. So far, none of his big ventures have justified this hope, nor are they likely to do so... A *Caesar and Cleopatra* is not sufficient compensation for the loss of several less extravagant—but not necessarily less attractive—features.