

TALKING OF TALKIES.

Spent £7,000,000 In Four Years

British Film Company's Representative Visits New Zealand and Talks of Future Plans—British and American Stars in "Radio Parade of 1935"—Talkie Apparatus For Duke.

IN the past four years my company has spent about £7,000,000 on the production of talking pictures," said Mr. A. J. Williamson, Australian representative for the Gaumont-British Picture Corporation, to a "Radio Record" representative last week. Mr. Williamson arrived from Sydney the other day and is spending a fortnight in New Zealand. "My company's films have been bought by Amalgamated Theatres in New Zealand, which means that they will be shown in those small 'intimate' theatres that are so suitable for talking pictures. We have profited from our experience of the past four years, and to-day the British product is holding its own in every corner of the earth. In New York we have two pictures running just now, one of them, 'Chu Chin Chow,' which is already

the Eighth,' comedies of the type turned out by Walls and Lynn, drama like 'Jew Suss,' and romantic films like 'Waltz Time.'

"New Zealand audiences, we have found, appreciate almost the same kinds of picture as English, and are quick to show their interest in a film that demands intelligence and thought. Most film producers grade their films for ages—some films are intended to cater for the 14-year-old intelligence, some for the 18-year-old, and so on. It is a compliment to New Zealand that the films made for the lower grades are never a success here and are seldom shown to Dominion audiences.

"The Gaumont-British Company has not entered the production field in Australia, although it has given a great deal of technical assistance to the making of Australian pictures. Australia has the technicians—all that is needed is a little more experience. We are very happy to lend our help to picture producers in Australia and New Zealand—in fact, one of the reasons for my visit to the Dominion is to give advice to a picture-making company in Wellington. My company is handling 'Romantic New Zealand' in Australia—it's a fine film, but a little story interest would have made it acceptable anywhere in the world and its value from a publicity angle would have been more than trebled."

Nell in the film version of Charles Dickens's "The Old Curiosity Shop," which British International Pictures are to make at Elstree under the direction of Thomas Bentley.

BEFORE the Duke of Gloucester left England to come to Australia, he had a private demonstration of the Gaumont-British equipments' 16 m/m or "Suitcase" talkie apparatus, and ordered the installation of a complete



MR. A. J. WILLIAMSON.

screening in New Zealand, having been seen at the Roxy Theatre by 21,000 people on the first day! The other film is 'Little Friend,' an entirely different type of picture which brings to the screen a new star in Nova Pilbeam, a young girl with an understanding and personality that will take her far in the cinema world.

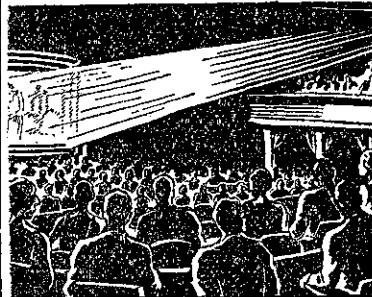
"By closely studying the reactions of audiences the world over to our films we have been able to turn out pictures that will appeal not only in London but in New York and Nairobi, Wellington and Shanghai. For a long time the English producers confined themselves to the drawing-room type of film, but they have now found their feet and are meeting producers from other parts of the world in equal combat. Think of the range of subject that is now being covered—spectacles like 'Chu Chin Chow,' musical shows like 'Evergreen,' historical stuff like 'Henry

THE greatest collection of radio stars lined up for any one film has been gathered together for B.I.P.'s new film, "The Radio Parade of 1935," which has been started at the B.I.P. studios at Elstree under the direction of Arthur Woods. This film, which is to be made on a scale comparable even with Hollywood's biggest, stars Will Hay, the music-hall comedian, Helen Chandler, the American film star, Clifford Mollison, Teddy Joyce and his Band, the American Broadway beauties, Les Girls from the Dorchester Hotel, who are easily the most lovely collection of girls appearing in London now, the Western Brothers, Kenneth and George, Clapham and Dwyer, Billie Bennett, Douglas Byng, Jack Doyle (the boxer), Morris Harvey, Phyllis Robins, the Carlisle Cousins, Lupino Lane, Les Allen, Nellie Wallace and Lily Morris, Three Sailors, Claud Dampier, Nina Mae McKinney, Peggy Cochran, Ronald Frankau, Haver and Lee, Ted Ray, Yvette Darnac and Davy Burnaby.

NILS ASTHER, one of Hollywood's finest actors, has signed a contract to come to England to play one of the numerous leading roles in "Abdul Hamid," which is to be made by B.I.P. shortly.

MISS ELAINE BENSON, a 14-year-old London girl, has finally been chosen to portray the role of Little

Scott's Arrival Shown in London Cinema Two Days After Landing



ON Tuesday afternoon of last week Scott landed in Melbourne on his record-breaking flight. On Thursday afternoon—two days later—a film of his reception at Flemington was shown to audiences in a London cinema! This news was contained in a cable received in Wellington from the Gaumont-British Picture Corporation in England at the weekend. The Gaumont cameramen were at Flemington when Scott arrived; a recording was made of his speech, a film was made of his reception and the whole thing was sent to London by a "telephoto" process a few hours afterwards. Assistance was given in Australia by Amalgamated Wireless, the whole scheme constituting just as much of a record as the flight itself.

set in his private suite on board H.M.S. Sussex. He also ordered a quantity of talkie films, which he selected himself from the wide range of films in the Gaumont-British library. After a few minutes instruction in the working of the apparatus at the private demonstration, his Royal Highness showed a surprising knowledge of the technical side of a miniature talkie set, and in a few minutes was able to work the set single-handed.