

British Films

Britain Stuck The Distance

America Got Well Away in the Film Race but England is Now Close on Her Heels

Specially written for the "Radio Record" by Alan J. Williamson, Australian and New Zealand Representative for Gaumont-British.

SOMEBODY has said that history is a procession of paradoxes. There is certainly more than a flavour of paradox permeating the history of the British film industry. Commercially of British birth, motion pictures were so tardily developed in their homeland when they were very young that they fell behind in the race with their American cousins.

But because they were British they did not relax their tenacity. They stuck the course for the whole distance, which was 15 years long, gaining a

of war conditions at home was as important as contributing to the strength of the fighting army with an expert knowledge of chemistry, photography and electricity.

When the British studios were no longer needed as munition factories or military stores and garages, it was time

to re-establish the most strenuous year in the history of the trade; but by the dawn of 1920 British films were once more definitely in production, and their sponsors, most of them lately engaged in warfare abroad, were vigorously prosecuting the new campaign in the face of numerous difficulties, chief of



"MY SONG FOR YOU."—Jan Kiepura, the actor-singer who was sky-rocketed to fame by his performance in "Tell Me To-night," the British musical film which broke records in many New Zealand theatres last year. His newest film, which has just enjoyed a big season in Christchurch, is "My Song for You." It is due for early release in other centres.

little every year. At that juncture, in August, 1914, the whole British nation had some very urgent business on hand, and the personnel of its film industry instantly answered the call, deferred all further consideration of its private industrial affairs to a much later date. At the same time, it made a gesture characteristically English. It recommended that the British Government should facilitate continuance of supplies of American pictures for British theatres. To help to alleviate the strain

Worthy Successor To "Tell Me To-night"

CIVIC THEATRE (AUCKLAND), DECEMBER 21.
PLAZA THEATRE (WELLINGTON), DECEMBER 21.
STATE THEATRE (DUNEDIN), JANUARY 21.



SINGING his way into a million hearts, the romantic hero of "Tell Me To-night." With Aileen Marson, Sonnie Hale, Emlyn Williams.



"My Song for You"

Approved for Universal Exhibition.