

Talking of Talkies

Fox Film Heads Predict Big Things For This Year

Strong, Simple Stories

IN a New Year message to film-goers in this part of the world Mr. Winfield Sheehan, chief of production at the Fox Film Corporation, and maker of the record-breaking "Cavalcade," says: Chief characteristics of talking picture entertainment in 1935 will be good music, clean comedy, and drama of modern life, all built on strong, simple stories of present-day times. The group of new artists, introduced in moving pictures last year, will con-

—and shows these modern Florence Nightingales as cheerful young women who give up a great deal in the pursuit of their profession. English and American critics have been warm in their praise of this film which is said to bring something new to a film pub-

lic grown weary of eternal triangles and song-and-dance talkies.

"Nurse Young"

LORETTA YOUNG and John Boles are the stars of "The White Parade," the Fox film mentioned in the previous paragraph. While waiting for "shooting" to begin on this film Miss Young spent much of her time touring the Los Angeles hospitals and nurses' training schools to acquire a first-hand knowledge of the "Florence Nightingale profession." She became so fascinated by the hospital trades that she

(Continued on next page.)



WINFIELD SHEEHAN.

tinue to establish themselves more strongly in the public favour in productions this year. These new players, recruited from all nationalities, offer novel, distinct types and compelling, interesting personalities to the film world. The campaign to eliminate certain questionable elements from motion pictures will result in 1935 in a marked improvement in the quality of screen-plays through the efforts of producers to maintain a high moral tone and increasingly fine quality dialogue in their pictures.

Fewer Misgivings

IN a similar message to New Zealand Mr. S. R. Kent, president of the Fox Film Corporation, says: The motion picture industry to-day is facing the future with fewer misgivings than at any time in the last four years. Having put its house in better order, both financially and artistically, the industry now is devoting its entire energy to the work of producing entertainment, which always has been the primary objective.

"The White Parade"

DUE for release in New Zealand shortly is "The White Parade," a film which has as its setting a modern hospital. But there is nothing unpleasant about it, no "exposing of the evils of social diseases." It is a thoroughly happy story which deals principally with the nursing side of hospital life

PLAZA THEATRE - Wellington,
Starting Friday, February 15.
And Shortly to be Screened at
AUCKLAND, CHRISTCHURCH, DUNEDIN.
This Is Entertainment

The Immortal Story of a Nurse—

Warm of Heart—

Gay of Spirit—

Brave of Soul—

It is not only New, but is
Really Great in its Laugh-
ter, its Tears and its
Heart Throbs.

The
**WHITE
PARADE**

A Jesse L. Lasky
Production
Directed by
Irving Cummings



A Fox Picture with
LORETTA YOUNG and JOHN BOLES

(Approved for Universal Exhibition.)