

The Film World

Big Film Executive Looks at New Zealand

Mr. Cecil Marks, of United Artists, Talks of Big Productions Expected This Year

"There's no ready-made formula for turning out a 'box-office hit,' for what's meat for the picture-going public one week may be poison the next," said Mr. Cecil Marks, general manager for Australia and New Zealand for United Artists Corporation, to a "Radio Record" representative a few days ago. "But we do know that if we put good stars, a good story and capable direction behind a film, its chances of success are very bright. The public won't stand for anything shoddy in films to-day, and it is for this reason that my company is concentrating on a policy of fewer and better pictures."

Mr. Marks, who is at present on a business trip to New Zealand, knows the film game inside out. He has been with United Artists for 12 years, and many readers will remember him as the New Zealand manager in the early '20's. Later he was appointed inter-state sales representative in Australia, then publicity director, then

Pimpernel. This last picture hasn't been released in New Zealand yet, but it is already being heralded in London and New York as the finest British picture ever made.

"From America we are looking forward to the release in this part of the

world of 'Kid Millions,' Eddie Cantor's 1935 picture. It's hard to believe that Cantor can keep on doing just a little better this year, but I think I am right when I say that 'Kid Millions' is just a little better than 'Roman Scandals' and 'The Kid from Spain.' It will probably be released in Auckland about Easter. Three other big films that should please New Zealanders are 'We Live Again,' the latest Anna Sten film which is now showing in Auckland, 'The Mighty Barnum,' Wallace Beery's latest and greatest effort, and 'Olive of India,' which is adapted from the London stage success and stars Ronald Colman.

(Continued on next page.)



—S. P. Andrew photo.

branch manager for Victoria, South Australia and Tasmania, later general sales manager, then New York representative for United Artists in the Far East, back to Australia as sales manager for the Commonwealth, and finally general manager for Australia and New Zealand.

"My company distributes for several big concerns, not the least important being London Films, which has as one of its directors Alexander Korda, the wizard who made 'Henry the Eighth,' 'Catherine the Great' and 'The Scarlet

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