

The Film World

Four British Films Showing Together in Hollywood

Gaumont-British Chief Happy About Future

Four British films—"The Iron Duke," "The Scarlet Pimpernel," "Unfinished Symphony" and "Little Friend"—running simultaneously in Hollywood.

A vital interest in British pictures—even in the Middle West.

Jessie Matthews—especially in "Evergreen"—creating a sensation wherever her pictures were shown.

These, and others as interesting, were the discoveries made by Michael Balcon, production chief of Gaumont-British, when he visited the United States a few weeks ago.

"I have signed up a number of American stars—Walter Huston, who is to play Rhodes for us, Richard Dix, Madge Evans, Maureen O'Sullivan, who



JESSIE MATTHEWS, whose work has been considered to rank with that of Conrad Veidt, Ralph Lynn, and other English stars in the eyes of American picture-goers, with whom she has created a sensation.

is the only real Irish colleen on the screen," said Mr. Balcon to a London newspaper. "I haven't chosen these people haphazard, but because they seem to me ideal for the parts I have in mind. By using their known names in conjunction with our own stars—Veidt, Lynn, Jessie Matthews, Hulbert, and the rest—I hope to build up a programme with less sales resistance for American theatres. Mind you, I'm not trying in any way to alter the national character of our pictures, merely to make them more readily acceptable to the point of view of American entertainment."

Asked whether America was kindly disposed toward the British picture, Mr. Balcon said: "Wherever I went, even out in the Middle West, I found everyone vitally interested in British films. I don't say they were violently enthusiastic, that would be unreasonable.

But from top to bottom of the industry they had an eye on our product—they wanted to come and work in England for at least one picture—and the public was friendly and interested. Do you know that while I was in Hollywood there were four British pictures playing simultaneously in the theatres. "The Iron Duke," "Little Friend," "Unfinished Symphony," and "The Scarlet Pimpernel"?

"Do you know that we have had to open an entirely new department at our London office to handle the growing volume of American fan mail for our stars? Of all the people with Gaumont-British, I should say that Jessie Matthews in "Evergreen" has made the biggest hit. Wherever her pictures are shown in America the people flock to see her. She's becoming something of a film sensation on the other side of the Atlantic.

"Ever since talkies began, the English market has become more and more important to Hollywood. They have made more and more American films with British atmosphere and English players, like 'Olive of India' and 'David Copperfield,' and made them with enormous success. Now I see no reason why I shouldn't make successful pictures for both markets in the same way, by using British subjects and signing a fair number of players from over there who will appear in the stories without spoiling them. I don't say that I shall try American subjects, though I confess that if I could get a story like 'Dodsworth' for Walter Huston I would have a shot at it. I haven't signed many players, but I believe in those I have signed. And I have made a number of invaluable contacts, so that when—and if—the occasion arises, I shall always know where to go to get the directors and writers, and stars I'm wanting to make our pictures more acceptable for the American screen."

HAROLD LAMB, author and Guggenheim prize winner for his volume on the Crusades, is now acting as technical adviser on Cecil B. de Mille's current Paramount production, "The Crusades," on which he also worked on the script.

BING CROSBY recently gave to charity £2000 worth of singing. He made four records for the Catholic Missionary Society, the sale of which will raise funds for missionary work. The records are "Holy Night," "Adeste Fideles," and two other sacred songs. The Decca record company, Georgie Stoll and his orchestra, and Recordings, Inc., donated their services so that the society would be able to realise a greater profit from the recordings. Bing recently declared that he planned to stop making records, but made an exception for the charitable purpose. He also recorded "Soon," "Down by the River," and "Easy to Remember," the Richard Rodgers-Lorenz Hart numbers he sings in his latest Paramount picture, "Mississippi."

TWELVE little words! In just so few as that May Robson sums up the philosophy of her living. "I try to be," said the great actress, who is featured in RKO Radio's "Strangers All" with Preston Foster, "what those who love me think I am." And she wrote it down as her "gospel" of how people should conduct themselves in these sophisticated ultra-modern days. The reason for the miniature "sermon" Miss Robson explained, was a long letter she received from a publication asking her for a 500-word article on "What has religion done for you?"

DUNEDIN "SINGS" FROM 4ZM

Relays from Town Hall Concert Chamber

ARRANGEMENTS for broadcast of the forthcoming community sings by 4ZM on relay from the Concert Chamber of the Dunedin Town Hall have been made by the Dunedin Returned Soldiers' Association.

The sings will be held on Tuesday nights from 8 p.m. to 10 p.m. on the following dates: July 16, July 30, August 13, August 27, September 10 and September 24.

There will be variety introduced in the way of special nights, the first being "Diggers' Night," and other sings will be of a national character, such as English, Scottish, Irish, Sailors', and so on.

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