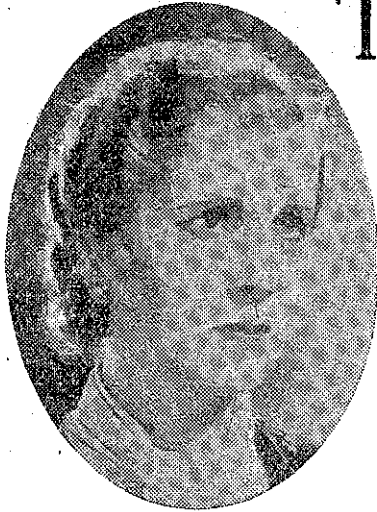


10 YEARS IN ENTERTAINMENT



Ten Years Ago Fox Was Making "Westerns"....

In 1933 the Company Made The World-Famous "Cavalcade"

TEN years ago the Fox Film Corporation (A/sia) Limited was not considered by the film trade to be among the leading exhibitors, the corporation's output at that time consisting largely of "action" pictures which were very popular among picture-goers who liked entertainment of the virile, out-of-door type, but not so popular among the more sophisticated audiences in the larger cities. Since that time the history of Fox in New Zealand—in fact, in the whole world—has been one of continual progress and steady expansion.

It was in 1925 that Fox Films released in New Zealand "The Iron Horse," an historical story of the romance and adventure surrounding the building of the railway which joined the Eastern and Western districts of America. The featured players were George O'Brien and Madge Bellamy, and such was their success in that picture that each received important assignments as leading players in many subsequent pictures. It is a tribute to the ability and popularity of George O'Brien to mention that even to-day after ten years he is still playing the lead in outdoor action pictures produced at the Fox Studios.

A year or two later Fox produced "What Price Glory," with the well-known trio Victor McLaglen, Edmund Lowe and Dolores del Rio. Again the success of "What Price Glory" brought fame and reward to the principal players. McLaglen and Lowe were featured together in many later successes. Probably the next outstanding picture was "Seventh Heaven." Once again two practically unknown players were destined by their success in that picture to place their names on the roll of screen fame. The players were Janet Gaynor and Charles Farrell, a team which was later to delight a host of picture fans in New Zealand with portrayals of romantic parts.

On March 6, 1929, Fox Film Corporation released the first talkie programme to be seen and heard in New Zealand. The premiere took place at the Paramount Theatre, Wellington, and was voted by thousands who attended as the marvel of the age. While the feature picture "Street Angel" (Janet Gaynor-Charles Farrell) was synchronised with music and sound only, the supporting short subjects were fully recorded as talking picture subjects. As this was a most important event in the annals of the motion picture business in New Zealand, it is worth while recalling each item of the programme individually. The programme opened with Fox Movietone News, the outstanding item being a talk by the King of Spain, his first effort before a talkie camera. The second item was a duet at the piano by the Rio Rita girls, the next a talk by George Bernard Shaw, followed by a song by Gertrude Lawrence. Then followed the first two-reel all-talking comedy, "The Star Witness," featuring Chic Sale. That completed the first half, the second being taken up with "Street Angel." Approximately a month later the same programme opened at the Octagon Theatre, Dunedin, the second theatre in New Zealand to be wired for sound pictures. In that city also, the public flocked in thousands to see and hear pictures for the first time. An outstanding subject recorded by (Continued on page 33.)

Diana Wynyard (top), the star of "Cavalcade," a Fox production, and one of the greatest pictures ever made. Below is the queue outside the Paramount Theatre, Wellington, on the occasion of the first screening in New Zealand of talking pictures. This was on March 6, 1929, and the feature was a Fox film called "Street Angel."

