

**FOR THAT FRESH ROASTED FLAVOUR!**  
**ETA SALTED PEANUTS**

THE RESEARCH BUREAU HOLDS AN AUTOPSY

# What killed our film industry?

AUSTRALIA'S once promising moving picture industry formally expired this month, when the last big studio at Pagewood, Sydney, began packing its equipment for shipment to England.

There was a time when, despite our limited resources, we were actually showing the Americans how to make pictures.

What went wrong? Can't we make paying pictures here? Do Australian filmgoers boycott local products? Has our industry been beaten by the tie-house system?

Australians are rated as the most enthusiastic picturegoers in the world. For every 1000 members of our population we have more than 180 theatre seats available. England is a bad second with 86, and America third with 78.

Yearly we purchase some 200 million tickets to cinema shows — an impressive figure for a population of only 8,300,000.

## Film industry should be a natural here

It would seem to follow that in a country such as ours a movie making industry would be a natural success.

## BY THE SUNDAY MAIL RESEARCH BUREAU

Is distribution the catch? Have American and English picture interests so tied up Australian screens that local products cannot get to the picture-going public? There are more than 800 independent theatres in Australia with managers all striving to hire box office hits. Many other cine-plexes are still free to run occasional outside productions.

That leaves us with the question of quality. Mr. Ken Hall, of Cinesound, the doyen of Australian motion picture producers, told the bureau: "Never in the 22 years I have been in the industry has a good locally-made film failed in Australia. Never once have the local theatres refused to screen it."

Box office returns prove that a genuinely first-class local film will appeal to an American or English film. This fact kills the standard criticism that Australians will not support home-made products.

A top-line American hit (super-colossal such as *Gone With the Wind* and *Going My Way*) excluded will gross somewhere between £20,000 and £30,000 in Australia.

Several local films have all returned well over £50,000 to Australian box offices. Among them are: *40,000 Horsemen*, *On Our Selection*, *Smithy*, and *Sons of Matthew*.

An average American A grade main feature will gross in Australia approximately £10,000 to £15,000. Many of our films have easily beaten those figures.

Silence of *Dean Malindang* was just under £50,000 and *The Squatter's Daughter* close behind it.

## Go well on our own market

AMERICAN B features (shown first on programmes) earn about £4000 to £6000 in Australia.

I went along to see for myself and got crushed in the crowd, which included girls dressed as cowboys and men dressed as Red Indians.

The general's voice was heard in recordings of his speeches made when he was President of Columbia University.

The popular appeal of Eisenhower and the demand for him are great; but you cannot run for President at long distance.

## NEW YORK close ties

# The colonies were lost, but bond has not gone

NEW YORK.—If anyone doubted the closeness of the United Kingdom and the United States, these last few sad days have dispelled the doubt.

The American colonies were lost in the revolutionary war, but the bond to the British Crown has not vanished.

When the news first broke here, people said, "the King is dead"—not "the King of England"—is dead.

Messages have been flowing into the British Embassy, British consulates, British information services, and the New York offices of British newspapers.

The United States mourns the death of the King. All Americans wish Queen Elizabeth II a long and prosperous reign.

Most newspapers, day after day, have devoted almost their entire issues to the sombre

## From Don Iddon

shown it is a good and sincere friend of the British family of nations, but never more so than now.

A musical comedy actress, Ethel Merman, did a dance, band-leader Fred Waring led a chorus entitled "Where But in America?"

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Government supporters are launching a lobby campaign to combine referendum with the Senate poll.

The Government has moved slowly on its promise to hold a referendum which will provide constitutional safeguards against snap nationalisation ventures by a Socialist administration.

It is now being urged that the Government should combine this referendum with the Senate poll and campaign simultaneously on both. Provisions of the British Constitution are being revised.

The Lynne problem GOVERNMENT lobbies have quickened to a sharp and unexpected tension following the death of Mr. Egging, M.H.R. for Lynne (N.S.W.).

The Lynne electorate, just inside the Queensland-South Wales border, may become the scene of a sharp fight between the two parties to the Federal coalition when the necessary by-election is held next month.

Something of the crusading fervour which has temporarily wrecked non-cooperation in Victoria seems to have infected Liberal Party headquarters in Sydney.

A group within the State executive thinks that the time is ripe to purge New South Wales of the heresy of Country Party doctrine, and that the right way to start is to nominate a candidate and to launch a campaign to capture the Lynne seat—traditional Country Party territory.

Stocks down FIELD reports say that as a result of the courageously honest Budget plans which Sir Arthur Fadden launched, Country Party stocks are lower in the country areas than for a long time.

Senate fear WHILE Mr. Justice Nicholas may have revealed a proper perspective by rewarding senators a little more highly than members of the House of Representatives.

Sublime to— AGAINST the background of the King's death and the coming to the throne of Queen Elizabeth II, everything else seems pretty trivial.

Edwards and Lamb of Brisbane

## From Trevor Smith

Nevertheless she is unlikely to allow the fact that she is now the Sovereign to eliminate such informality as is consistent with the dignity of her new status.

Both the Queen and her husband, love informality—the Duke of Edinburgh is very much a man of individuality, and often is refreshingly unorthodox.

Many burdens AUSTRALIA and New Zealand need have little concern about this side of the picture.

Labour rift WITH the King's death having, in Mr. Churchill's words, "stilled the clatter-chatter of twentieth century life," Parliament is about to resume the bitter right versus left quarrel.

There is the next stage of Labour's clash with Mr. Churchill over his talks with President Truman, an all-in fight over the health service charges, to be followed by a grim Budget.

Alongside all this is the Labour Party's internal strife—the Bevanites' bid to take command, which they deny.

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**MARIE-CLAIRE**  
HOSPITAL BRANDY  
A BRANDY OF Distinction

## CARTOON VIEW: Trail of the lonesome dove



100-footer entitled *The Early Day Christian Martyrs*. Many shorts were made here between 1900 and 1908. Then Australia's revolutionised the world movie industry by making the first full length feature consisting of five reels.

Ken Hall produced the first of the famous bush comic pictures in 1932—On Our Selection—which cost £6000, and grossed £60,000.

Costs rocketed so steeply that a picture had to be very good to pay for itself.

Edwards and Lamb of Brisbane

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## NEWS BEHIND THE NEWS (from WEEK world correspondents)

# LONDON ELIZABETH

## Eager Queen WANTS TO GET HERE SOON

LONDON, Sat.—When the Queen resumes her Australian and New Zealand tour—much earlier than at first seemed possible—her programme must differ in some respects from that arranged for her as Princess.

Towards the end of this year, or very early next year, are possible times for her departure from Britain, provided Australia and New Zealand indicate that those dates are suitable to them.

The young Queen has made it known that she wants to be there before the summer vanishes.

As the Queen and reigning monarch the Constitution will allow her to participate in ceremonies such as the opening of Parliament, which would not have been possible as Princess Elizabeth, the heir to the throne.

Thus, in some respects, the tour inevitably will be more formal in each State.

## From Trevor Smith

Nevertheless she is unlikely to allow the fact that she is now the Sovereign to eliminate such informality as is consistent with the dignity of her new status.

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# SAVE UP TO £5 FROM 8.15 A.M. TOMORROW

## Sale of MATRESSES

ANOTHER AMAZING PURCHASE from a leading Manufacturer enables us to offer you sensational savings. A LIMITED QUANTITY has been specially placed aside for Mail Order Customers, but please be EARLY, and freight is extra.

EVERY MATTRESS PERFECT AND DESIGNED FOR SUPER SLEEPING COMFORT . . . . .

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## AND THESE SPECIAL VALUES, TOO... IN BRITISH MOSQUITO NETS

READY MADE RELIABLE BRITISH QUALITY  
2ft. 6in. STRETCHER BED ..... 50/- EACH  
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"NAVAL" PILLOW CASES, THE SUPERIOR "SPARWICK" PRODUCT TAPED 18 x 28 Special Price 5/6 Each. ALL THE ABOVE LINES AVAILABLE FOR MAIL ORDERS. PLEASE ADD FREIGHT.

## ANOTHER SHIPMENT JUST ARRIVED, THE FAMOUS "WILKINSON'S" RURAL SCENES DINNER WARE.

See small Window Display of this lovely Crockery... and by the way, mention of Show Windows reminds us that it will not be long ere the hardboards which have obliterated our Windows for the last 12 months come down to reveal to you what are believed to be THE FINEST DISPLAY WINDOWS IN THE SOUTHERN HEMISPHERE. Watch for Further Announcements.