

C-88880

ALICE IN RECORDLAND

Issue No. 1062..5.5.1941.
Title: Xmas In July.
Track: Paradise Waltz Time;
Discs: 242.254.263.
Lines: Stagg.
Voice: Do.

Great Ormond St. Children's hospital wants money, They're building new wings, and to help these little people to grow up strong and healthy the hospital must be kept going. To raise funds, someone had a real brainwave: Why not use the most famous book ever written for children, Alice In Wonderland ?

So the adventures in Wonderland are being enacted for a charity gramophone record. Who was to play Alice ? More than 700 little girls wanted to, and the producer Mr. Genn was nearly snowed under with photographs before the last audition settled the matter.

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No wonder they were excited... Some of the children have already appeared in films and on the stage. There was so much really excellent talent, the choice was extremely stiff; but one little girl was Alice to the life. Behind the studio the little play was recorded on the wax which is the first stage of making a record. Through the engineer's peephole, let's see the play in progress.

The Caterpillar is played by Richard Goulden - well known as Mr. Penny of the radio.

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The Cheshire Cat, who had that disconcerting habit of vanishing is played by Florence Desmond.

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Alice didn't feel very welcome at the Mad Teaparty until The Hatter- Arthur Askey - asked her a riddle, which she thought she could guess.

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So that is how the story of Alice's very strange adventures was put on a gramophone record. From the studio the original "Wax," as it's called, was sent to the factory, where several impressions were taken.

The last operation is to fix the label on to each one. Transferred to Recordland "Alice" will help to pay for the Great Ormond Street building. Lewis Carrol, the Oxford professor of mathe- matice whose love of children impelled him to write the book, would have asked no greater reward than to know that a children's hospital is being helped by Alice In Wonderland.