

722

CINEMA SAMACHAR

<u>Vol. 1</u>	<u>JULY 1937</u>	<u>NO. 1</u>
Vol. 1	AUGUST 1937	NO. 2
Vol. 1	SEPT. 1937	NO. 3



JL
NWM 211, N37 SR.
N37.1.1-3
144 961.

187

CINEMA SAMACHAR

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE

LEADING FILM MONTHLY



Vol. I. No. 1

JULY 1937

VEL PICTURES Ltd.,

VEL NAGAR

GUINDY

GAVE YOU PICTURES LIKE

SITHA KALYANAM ... (Telugu)

MARKANDEYA ... (Tamil)

KRISHNA LEELA ... (Telugu)

PATTINATHAR ... (Tamil)

MAYA BAZAAR ... (Telugu)

WILL SHORTLY PRESENT

KING VELLALA

Starring:

DANDAPANI DESIGAR of "Pattinathar" fame

Pictures under production:-

KAMBAR — —

APPAR — —

SHUNMUGA LEELA

MAYA MACHINDRA —

Apply for booking to

Vel Pictures Distributing Coy.,

49, St. Xavier Street,

G. T., M.

EVERY PICTURE A HIT PICTURE &
EVERY WEEK A SMASH WEEK AT

The WELLINGTON

FROM Mr and Mrs. THIN MAN returns in their
Joyous hit

SAT. William POWELL-Myrna LOY
26TH in "AFTER THE THIN MAN"
JUNE with ELISSA LANDI & JAMES STEWART

FROM **SAT.** GARBO & TAYLOR
3RD IN
JULY "CAMILLE"

FOLLOWED BY

Gary Cooper in "PLAINSMAN"
"JUNGLE PRINCESS"
(with DOROTHY LAMOUR)

"GOOD
EARTH"

"LIBELLED
LADY"

"MAY TIME"

"SOULS at SEA"

Universal Studio Providers

Well-known for Film Studio Equipments including Recorders, Cameras, Editing Tables, Printers, Lighting Equipments, Re-Recording and other equipments usually required for a Film Studio. Claim installations of 90% of the Studios in India. All popular Indian Films coming before you are brought on the screen only with the help of our equipments. Ask any Studio owner for his opinion about our equipments.

FAZALBHOY LTD.,

*Succeeding Bombay Radio and
Sound Equipment Co.,*

1/18, MOUNT ROAD, MADRAS.

BOMBAY

CALCUTTA

Cinema Samachar

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE

DEVOTED TO FILM INDUSTRY & ART

Vol. I

JULY 1937

No. 1

Ourselves.

"Thy business is with the action,
Never with its fruits; so let
Not the fruit of action be thy motive
Nor be thou to inaction attached"

—BHAGAVAD GITA.

EIGHT years have rolled by since the Madras Film League was founded with the object of serving the cause of the motion picture industry and art—eight years of hard and unremitting toil and labour, of hopes and aspirations. When it was first started, fears were expressed that the association would not have much purpose to serve and that it would wither away as an exotic plant, in the uncongenial atmosphere of Madras. But we are glad to be in a position to express our deep thankfulness that the League has not only survived the vicissitudes of time but has come to successfully promote the best interests of the film industry. And what is more, it is entering to-day a new chapter of its activity with the inauguration of "Cinema Samachar", which is to be its official journal.

Through all these years, it was suggested that a journal was necessary to carry on the propaganda of the League in a more effective manner than it had been possible. But never was that need felt more essential than at the present juncture. With the convening of the Second All-India Motion Picture Convention under its auspices and having established its contacts with film institutions and personalities outside India, the scope of the League's activities becomes extended and the sphere of its work more comprehensive. It is, therefore, to meet the growing demands on the League for a vigorous propaganda and better and more systematic campaign of work that "Cinema Samachar" comes into being to-day.

Consistent with its position as the mouthpiece of the League, "Cinema Samachar" has great ideals to follow and a

distinct mission to fulfil. It shall address itself to the task of securing relief to film business people and fight out their battles on all reasonable and justifiable grounds. It shall help the artistes and technicians in every possible manner and try to improve the subsidiary avocations connected with the motion picture. It shall champion the cause of film-goers, the real paymasters of the industry. It shall act as a clearing house of all information relating to films, and serve as a *liaison* between the Indian and the foreign film world. Above all, it shall be the earnest endeavour of this journal to enhance the value of Cinematography in the scheme of national prosperity and in the promotion of international amity.

We are, no doubt, aware that the task ahead of our journal is very onerous and responsible and it calls for, if it need be, a strenuous fight against odds. But we are confident that with sympathy and co-operation from the public, we will be enabled to fulfil the mission we have undertaken on behalf of the League and follow the ideals set before us. With that hope, we enter on our new life in a spirit of humility and we pray that we may be vouchsafed the strength and wisdom, the courage and inspiration to carry on the noble work of the League and to do our humble bit for the art we love so well and for the industry which is so promising and yet so little cared for.



Import Duty on Raw Films.

THE Government of India Gazette dated April 3, 1937 announced that cinematograph films, not exposed, are exempted from so much of customs duty as is in excess of 20 per cent *ad valorem* when films are liable to the standard rate of duty, and so much as is in excess of 10 per cent *ad valorem* when they are liable to preferential duty. In other words, the notification means that 10 per cent duty will be levied on raw films of British manufacture and 20 per cent on those of other than British manufacture instead of 15 per cent and 25 per cent respectively as in the past. That is, there is a reduction of 5 per cent in the duties to be levied.

The relief caused by this announcement, as has already been explained in a statement issued by the League, is very small and does not give room for exultation. We are glad, however, to state that this is a move on the part of the

Government in the right direction and we hope, that this concession, will, ere long, be followed by a grant of liberal facilities for the development of the motion picture industry.

Nevertheless, we are obliged to mention in this connection that the policy of the Government of India in the matter of customs duty on raw films, has been rather strange.

It is almost an axiomatic rule that raw material of an important industry like the Cinema, should be free from customs duty. The Indian Fiscal Commission lays down in para 113, page 52 of their report that "raw materials required for Indian industries should ordinarily be admitted free of duty." This principle was all the more emphasised upon by the Indian Cinematograph Inquiry Committee, 1927, which in its report (*vide* para 156, page 75) observed that all classes of raw cinematograph films should be put on the free list of the tariff.

Despite the above mentioned recommendations, the Government of India did not, for a long time, move in the matter of relief to the film industry.

Until the end of the year 1932, the duty on raw films was 25 per cent *ad valorem* without distinction as to country of origin. Under the Ottawa Agreement, it was sought to be revised as 20 per cent on raw films of British manufacture and 30 per cent on those of non-British manufacture. This preferential revision evoked protest from the representative institutions of the film industry like the Motion Picture Society of India and the Madras Film League.

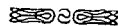
As a result of this agitation, the Government agreed to levy 15 per cent duty on raw films of British origin and 25 per cent on raw films of other than British manufacture.

Since then, representations were made and deputations were led to the authorities with a view to getting the rates further revised. But there was no response from the Government. Yet the representative institutions of the industry did not lose hope. It was, therefore, for the definite purpose of bringing home to the Government once again, the utmost necessity of granting relief to this struggling industry, that the Madras Film League, in co-operation with the Motion Picture Society of India, organised last December the Second All-India Motion Picture Convention. It may be pointed out here that almost the first resolution at the Convention was for the reduction and

ultimate abolition of import duty on raw films. The resolution not only reflected the united demand of the industry but also focussed the keen sense of protest against the policy of the Government in the matter.

So, we are now glad that the authorities have come to recognise, though late, the significance of the demand and come forward with an announcement of 5 per cent reduction of customs duty on raw films.

We would, however, like to point out that if the Government should think that by this concession they have satisfied the industry completely, they are quite mistaken. These small palliatives cannot give the trade the relief it needs. Therefore, we desire to submit to the authorities that more substantial reduction and ultimate abolition of import duty on unexposed films can alone meet the best interests of the motion picture industry.



League's Activities.

THE Madras Film League has commenced its activities this year with the usual earnestness of purpose as in the years past. The first function was a free exhibition of educational pictures (supplied by the Motion Picture Society of India) at Roxy Talkies on January 10, 1937. Mr H. C. Papworth, Principal of the Madras Presidency College, presided.

Film Ballot.—The third annual Madras Film Ballot was held on 30th and 31st January 1937. The following were declared the most popular pictures and artistes for the year 1936:

- (1) "Modern Times"; "Achuth Kanya" (Hindi); "Bhaktha Kuchela" (Tamil); and "Sathi Tulasi" (Telugu).
- (2) Shirley Temple, Devika Rani, S. D. Subbulakshmi and P. Ramathilakam.
- (3) Fredric March, Saigal, K. P. Kesavan and Gaggiah.

Film Parcels and Railways.—Having come to understand that the Station Superintendent of the M. S. M. Railway passed orders cancelling the facilities of easy delivery of film parcels to the consignees through the agency of the Railway contractor,

the League made a representation to the Chief Commercial Manager, M. S. M. Railway.

The following favourable reply dated 25th February 1937 was received by the League:

"With reference to your letter dated 23rd February 1937, I have to inform you that necessary instructions have since been issued to the Station Superintendent, Madras Central, to revert to the customary procedure. The temporary inconvenience occasioned to you is regretted."

(Sd.) CHIEF COMMERCIAL MANAGER.

A Meeting.—Miss Thavamani Devi, Radio singer of Ceylon and film artiste spoke at a League meeting on 13th February on "Her Experiences in Films."

Appeal to Legislators.—Mr. V. Rama Rao, Honorary Secretary, issued an appeal on January 18, on the eve of the last general elections requesting the candidates to include the item of relief to the film industry in their manifesto. It is of interest to learn that several candidates expressed their sympathy for the development of the film industry.

Double productions.—Due to the want of a proper understanding among the film producers, there has been much duplication of films, based on one and the same theme. Having come to know that Rohini Pictures, Star Combines and Central Studios had at the same time announced the names of their productions to be "Tukaram" both in Telugu and Tamil, the League convened a meeting on 25th March 1937 to consider the question of this unhealthy rivalry. At that meeting a sense of protest was expressed against duplication of pictures. As a result of this protest, we are glad that Mr. H. M. Reddi, Managing Director, Rohini Pictures, issued a statement on 6th April, withdrawing the production of "Tukaram". We are also given to understand that the Star Combines Ltd. are not proceeding with their production either. So, the field is left clear for the Central Studios, who, we learn, are half-way with their picturisation of the Saint "Tukaram". The League, while feeling thankful to the above mentioned gentlemen for their amicable settlement, appeals to other producers to keep themselves away from such double productions.

Public Meeting.—Miss M. S. Vijial, the well known film artiste addressed on 15th April a largely crowded gathering of film enthusiasts on the "Tamil Talkie and its needs."

"GOOD
PHOTOGRAPHY"

OFTEN MEANS
FINE-GRAIN NEGATIVES

Most audiences wouldn't recognise, as such, a fine-grain negative if they saw it. But they do know...and appreciate...splendid photography. And you know the important part that fine-grain negative plays in getting the kind of photography audiences like. Agfa's Pankine H Type is the finer-grain negative. Its fineness of grain is outstanding. And, in addition to its unequalled fineness of grain, Pankine H Type offers you supersensitive speed, wide latitude, and unparalleled emulsion quality.



AGFA
P.O. Box 488
BOMBAY

PHOTO
P.O. Box 9030
CALCUTTA

COMPANY
P.O. Box 133
DELHI

P.O. 329
MADRAS

Unique achievement.—The announcement by the Government of India, of 5 per cent reduction in customs duty on unexposed cinematograph films, is, in no uncertain degree, due to the unanimous and strong demand made in the resolutions of the Second All-India Motion Picture Convention held last December under the auspices of the Madras Film League.

The late Mr. Gul Hamid.—On May 6, a resolution of condolence was passed on the premature death of Gul Hamid, the star in "Sonehar Sansar" which had been shown to the Convention delegates in Madras.

Advertisement Tax. FILM LEAGUE'S PROTEST.

THE motion picture industry in Madras has come to meet with a fresh handicap in what is known as the Advertisement Posters Tax proposed to be levied by the Corporation of Madras.

On January 11, 1937, the Corporation resolved that a fresh tax be levied on advertisement posters on the following rates: 1½ pies per sq. ft. per diem for a space of 100 sq. ft. or less and 1 pie per sq. ft. per diem for a space of over 100 sq. ft.

This tax is a new one, introduced under Section 129-A of the Madras City Municipal Amendment Act X of 1936. The Government had been addressed on the matter by the Corporation and they sanctioned the proposal. They, however, directed that the tax should be confined to the displayed posters. Government also fixed the maximum and minimum rates for such tax as follows: Per 100 sq. ft. or less the minimum was one pie per sq. ft. per diem and the maximum 3 pies per sq. ft. per diem. For over 100 sq. ft. the minimum was ½ pie per sq. ft. per diem and the maximum 1½ pies per sq. ft. per diem. The Corporation made the modifications in these rates as stated above.

The Corporation also published a notification in the Gazette calling for objections to their proposals which should reach them before 18th February 1937.

Madras Film League's protest.—On 11th February 1937, a meeting of the Madras Film League protested against

this Tax as it would adversely affect the film industry and communicated the same to the Commissioner of the Corporation.

Prominent among other institutions which also expressed protest against this imposition were: The Advertisement Association of India, the Madras Trades Association, the Madras Chamber of Commerce, the European Association and the Motion Picture Society of India.

As the result of this all round protest, the Government of Madras asked the Corporation to revise the schedule of the Tax that was originally proposed to be levied from 1st April 1937. They also directed the Corporation to have the measure examined very closely so that a suitable maximum and minimum be laid down by the Government and a suitable rate fixed.

Corporation's invitation to Film League.—The Corporation of Madras addressed a letter dated 6th May 1937 to the Madras Film League, inviting their suggestions afresh on the proposed tax on displayed advertisements.

The League, therefore, convened an extraordinary meeting of the film business people in the city at the New Elphinstone Talkies, Mount Road, Madras, on 12th May 1937, when the Corporation's letter was considered and the memorandum, drafted by the Honorary Secretary of the League, was approved with a few modifications.

Accordingly, the memorandum was submitted to the Commissioner of the Corporation and the copies of the same were sent to the Mayor, the President of the Taxation and Finance Committee of the Corporation and to the Secretary, Local Self-Government Department, Camp Ootacamund.

The memorandum describes the proposed tax as inopportune, unjust and unwise since it hinders the progress of the motion picture industry, and therefore the League requests the authorities to exempt the posters relating to films, from the tax and if that is not possible, to levy only very nominal rates of taxation.

The League also requested the Commissioner to grant an interview to a deputation of film business people on the matter.



Tax on Cinema Posters.

INOPPORTUNE, UNJUST AND UNWISE.

(contributed)

THE advertisement tax on cinema posters which the Madras Corporation seeks to levy is *inopportune, unjust and unwise.*

The tax is *inopportune* as far as the Cinema industry is concerned :

1. Because the tax comes to be imposed at a time when the film exhibitor is already burdened with several charges on his income such as High Rental Charges, Electricity Charges, Profession Tax, Entertainment Tax, Income Tax, Property Tax, Storage of Film Tax, Government Electrical Inspection fees, Musical Performance Rights Tax, Theatre licence (Police) fee, Police attendance fee etc., etc.

2. Because the tax has come to be levied at a time when the film exhibitor has not recovered from the strain of a heavy expenditure, due to the rebuilding of his theatre recently undertaken in pursuance of the order of the Police Commissioner.

3. Because the tax has come to be levied at a time when the film exhibitor is heavily involved in debts and when his income is becoming slender on account of keen competition and economic depression in film industry.

The tax on film posters is *unjust* :

1. Because it adversely affects the means of popularising cinema which is a common amenity and which offers both instruction and education.

2. Because it penalises showmanship which is the life blood of film business.

3. Because the Madras Corporation is not justified in imposing a fresh tax on film posters especially when they are not affording any relief to the film industry, in return for the large sums received by them through the Entertainment Tax.

[N.B.—Only in Madras, unlike in other provinces, the Corporation collects the revenue from the Entertainment Tax. Therefore the Corporation owes a duty to the film industry to give it the necessary relief.]

ORIENTAL FILMS COMPANY

MEANS

PICTURES OF QUALITY AND
REAL ENTERTAINMENT



Have supplied you

RATNA BAI SISTERS

NALLATHANGAL

MAYA BAZAAR

GARUDA GARVA BANGHAM

Now presenting their Gorgeous Mythological Talkie

SETHU BANDAN

WITH

A lot of Rakshasas, Vanaras & tricks

RELEASING IN JULY FIRST WEEK

AT GAIETY TALKIES

ON LATEST R.C.A.

The tax on film posters is *unwise* :

1. Because it means overtaxing the film industry which forms the major source of revenue to the Corporation. In other words, it is like killing the goose that lays the golden egg.

2. Because it tends to the curtailment of publicity work relating to cinema, and it consequently results in a fall in the income of the film exhibitor.

3. Because it affects the revenue of the Corporation itself. With the fall in the income to a theatre, there will be less of revenue to the Corporation to be received through the Entertainment Tax.

Therefore, the Advertisement Posters Tax has no justification whatsoever as far as the motion picture posters are concerned and must be avoided.



FILM REGISTER.

The Film Register is opened in the office of the Madras Film League. In it are recorded important facts relating to all persons who are in one way or the other connected with the motion picture industry and art. Every person connected with films, is therefore requested to send the following details about him or her to the Honorary Secretary of the Madras Film League so as to enable him to enter them in the Register and facilitate their publication in the journal.

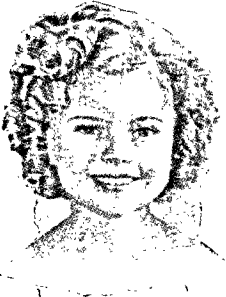
(1) Name (2) Age (3) Qualifications relating to films
(4) Permanent address.

This Register is introduced with a view both to keeping on record authentic facts about film people and to creating easier touch with one another and with others interested in the industry.

LOOK OUT FOR THE FOLLOWING IN OUR NEXT ISSUE.

1. Short sketches of film business people.
2. Film Forum.
3. What Film critics say.

TWICE WINNERS IN FILM BALLOT



Beverly Hills
California
May 5, 1937



SAIGAL.

Mr. V. Rama Rao
14, Mount Road
Madras, India

Dear Mr. Rama Rao:

I was so very happy to learn that I had taken first place in your Third Annual Madras Film Ballot, and I hope that I may be able to retain my popularity in South India.

Sincerely,

Shirley Temple

ST:DD



S. D. SUBBULAKSHMI.



VEMURI GAGGIAH.

CHARLIE CHAPLIN'S GREETINGS.

The following cablegram was received by the League from Mr. Charlie Chaplin, the world famous comedian and the producer of "Modern Times", which was voted the most popular foreign film in the third annual Madras Film Ballot for 1936:

HOLLYWOOD, CALIF
16th April 1937.

MADRAS FILM LEAGUE

Madras.

Deepest Thanks for voting "Modern Times" to first place in Film Ballot and best wishes to all my friends in South India—Charles Chaplin."

BRITISH FILM INSTITUTE'S MESSAGE TO INDIA.

MR. OLIVER BELL, General Manager The British Film Institute, London, W. C. 1, in the course of a communication to the Honorary Secretary, the Second All-India Motion Picture Convention, Madras, sends the following message to the Indian film industry:

"The British Film Institute hopes that the relationship between the Indian film industry, the educational world and the general public will be harmonious. The industry must recognise that in return for its rights it has a duty to perform to the community and teachers and general public must similarly recognise the existence of the industry and co-operate with it. Without this no progress can be made to encourage the use and development of the Cinema as a means of entertainment and instruction."

**SUSBCRIPTION TO THIS JOURNAL MEANS
ACTIVE HELP TO THE INDIAN FILM
INDUSTRY.**

Annual (with postage) Re. 1.] [Single copy As. 1.

FREDRIC MARCH'S LETTER TO FILM LEAGUE.

The following letter was received by the Madras Film League from Mr. Fredric March (Hollywood star) who was voted the most popular foreign male star in the Madras Film Ballot for 1936:

HOLLYWOOD, CALIF,
April 23, 1937.

MR. V. RAMA RAO,
HONY. SECRETARY,
Madras Film League.

Sir,

Thank you very much for your letter of March 11th. I appreciate your sending on to me a copy of the results of your film balloting.

It is most gratifying to know that I am held in such high esteem in South India, and I shall do my best to continue to hold this privileged position.

I think you will enjoy my next picture with Miss Janet Gaynor called "A Star is Born." It has been done in color and deals with Hollywood entirely. In early fall my next picture "The Buccaneer" directed by Mr. de Mille, should be released and promises to be very interesting.

Again my sincere thanks to the League and best wishes

I am.

Cordially Yours,

(Sd.) FREDRIC MARCH.

EDITORIAL BOARD OF "CINEMA SAMACHAR"

"Cinema Samachar" has been founded by Mr. V. Rama Rao and placed by him at the service of the Madras Film League. The policy of the journal will be guided by an Editorial Board consisting of the following persons:

Rao Bahadur P. Sambanda Mudaliar, Mr G. Sreeram Babu B.A., B.L. (Indian Art Cinetone) Mr M. A Venkataraman Naidu B.A., B.L. (Vel Pictures), Mr S. M. Fossil (Crescent Society) and Mr. V. Rama Rao, Managing Editor.

"Cinema Samachar" will be published shortly in Tamil and Telugu languages.—Ed. C. S.

Around Foreign Film World

(BY RAMBLER)

A Welcome Sound Machinery

A new sound System which is becoming popular in America is what is called Mirrophonic system. The system is so named, because it brings to the screen for the first time in history; the capacity for reproducing in pure, massive and undistorted tones, everything that can be recorded on the sound tract, with a fidelity only comparable to the reflection of a scientifically accurate mirror. In America, hundreds of theatres have been fitted with this latest system. Demonstrations of the new apparatus were recently given at the Phoenix Theatre, London, and aroused great interest. The Mirrophonic System will, it is understood, be imported into this country shortly.

Wind Producing Machines

Metro Goldwyn Mayer Engineer invented a new and revolutionary type of wind machine which delivers the specified breeze for the set. These machines are placed at the opposite end of the stage from whence the air is forced through the long, serpentine tunnels to the set, to be released through a metal mouth. The machines are geared to six speeds, each controlled by an electric button—Zephyr No 1, Zephyr No 2, Soft Breeze, Heavy Breeze, Gale and South Wester.

This machine was tried in "The Last of Mrs. Cheyney" for the first time.

Film Display Process.

Herbert R. Pearson invented a method called "Multiscene" whereby elaborate crowd, ball room and dance scenes could be taken with the least expense. By means of an arrangement of mirrors it is possible to take a long scene of unending display of human splendour.

Cliches of the Screen.

The motion picture, like literature, has developed a vocabulary of cliches or cinematic expressions.

The most famous cinema cliché was invented by D. W. Griffith. That was indicating the passage of time on the screen by turning the leaves of calendars.

Other clichés may be mentioned as follows: (1) Dying petals of a flower to prove death or disillusionment. (2) A big cyclone or storm to indicate agitated mind. (3) A couple walking smack into a sunset—is a device used in a narration on the screen to state that they have happy days ever after. (4) The turning out of the parlour lights is an invention which leaves quite a good deal to one's imagination. (5) Close-up of a tree withering, then blossoming into flower shows that spring time is come for the hero or heroine. (6) Gnarled hands indicate poverty. (7) Fat paunches show unscrupulous bankers. (8) Lean cadaverous faces represent undertakers and reformers.

Film Diary.

In the Film Diary maintained by the Madras Film League, are recorded important happenings which take place in the City of Madras in particular and South India in general. The diary since the beginning of the year is reproduced here for purposes of ready reference:

Jan. 25.—Inaugural function of the Central Studios, Coimbatore. Initial Picture "Tukaram".

Jan. 28.—Opening of Karthikeya Films' Studio at Adyar by Hon'ble Sir K. V. Reddi. Picture: "Sundaramoorthy Nainar".

Jan. 30.—Banning of Congress propaganda film in Madras.

Jan. 30 & 31.—Third Annual Madras Film Ballot.

Feb. 5.—Release of "Balayogini" (Tamil) at Paragon and "Sarangadhara" (Telugu) at Gaiety and Select. ("Balayogini" ran continuously for 17 weeks in Madras since then till Friday 4th June 1937.)

Feb. 10.—Death of Dommeti Suryanarayana Rao, Andhra screen star, his last picture being "Kanakathara:"

Feb. 11.—Film League meeting to protest against Advertisement Posters Tax.

Feb. 11.—The Sub-Committee of Board of Industries and Commerce, Mysore, recommended starting or helping a film studio in Mysore by subscribing 10% share capital and permitting to take pictures in State forests, etc.

Feb. 12.—Film Ballot results announced.

Feb. 13.—Miss Thavamani Devi's speech at League meeting on "Her Experiences in Films."

Feb. 20.—Release of "Bhaktha Jaya Dev" (Tamil) at Gaiety.

Feb. 25.—Travancore Maharajah honours "Balayogini" by his visit to Paragon.

Feb. 25.—M. S. M. Railway restores the old order of delivering film parcels through contractors.

Feb. 27.—Release of "Raja Bhakthi" (Tamil) at Crown.

March 2.—Madras artistes belonging to Asandas Classical Talkies leave Bombay for London to 'shoot' scenes of "Modern Youth".

March 4.—Release of "Miss Sundari" (Tamil) at Broadway.

March 10.—Release of "Sati-Ahalya" (Tamil) at West End.

March 13.—Release of "Chintamani" (Tamil) at Gaiety. 15 weeks of continuous run till 25th June in Madras.

March 18.—Press show of "Vikrama Sreesahasam" (Tamil) at Sound City, Madras.

March 25.—League's protest against duplication of pictures of "Tukaram".

March 25.—Departure of Mr. C. K. Sachi (a Madras director) to England for training in Elstree Studios.

March 26.—Release of "Devadas" (Tamil—New Theatres) at Star.

March 27.—Release of "Sri Theagaraja" (Tamil) at Broadway.

March 30.—Tanjore Film League's protest against the name "Tanjore Rowdy".

April 3.—Government of India Gazette Notification (Finance Dept.) announcing the reduction of 5% customs duty on raw films.

April 4.—Mrs. Kamala and Mrs. Seetha (society film artistes) were entertained at a party at Y. M. I. A. by Mr. P. R. Narayanan, Editor, "Cinema Rasikan".

April 5.—Party at Sound City in honour of Mr. R. Prakash, a Madras director, on the eve of his departure to join Premier Cinetone, Coimbatore.

April 5.—Opening of Sri Krishna Talkies Theatre at Guntur.

April 6.—Mr. H. M. Reddi's (Rohini Pictures) statement withdrawing the production of "Tukaram", thereby avoiding duplication of the same theme which is being picturised by Central Studios, Coimbatore.

April 10.—Madras Police Commissioner bans "The Plough and the Stars" (R. K. O.) and "Beloved Enemy" (Sam Goldwyn).

April 10.—Fire Accident in Oriental Films, Salem. Damage to "Chintamani" Picture.

April 11.—Rural Reconstruction Board (Pudukottah) votes for exhibition of educational pictures.

April 12.—Inauguration of Mayura Films at 15 Mowbrays Road, Madras. Their initial production is "Arunagiri" and their initial picture purchased for exhibition is "Prathibha" (Hindi—Durga Kote)

April 12.—Fire Accident in Maruthi Cinema, Bezwada.

April 15.—Miss M. S. Vijial's speech at League meeting in the Gokhale Hall on "Tamil Talkie and its Needs."

April 17.—Release of "Chamundeswari" (Tamil) at Paragon.

April 17.—Charlie Chaplin's greetings to South India.

April 17.—Release of "Dasavathar" (Telugu) at Crown.

April 24.—Release of "Harijan Girl", (Tamil) at Gaiety.

April 27.—Trade show of "Kanakathara" (Telugu) at Broadway Talkies.

April 28.—Opening of Paradise Pictures Company at 367, Mint Street, G. T., Madras.

April 28.—Mysore Government in their communication dated 28th April 1937 gave permission to the Exhibition Film Corporation, 112, Kilary Road, Bangalore City, to make free use of public parks, State forests, etc., in Mysore for production of films.

April 29.—Hyderabad Government passes a Cinematograph Regulation consequent on the Moti Mahal fire tragedy which occurred on June 14, 1936.

April 30.—Madras Police Commissioner bans "East Meets West", Gaumont British picture.

April 30 to May 2.—For three days cinema theatres are ordered to be closed down in Pondicherry on account of Municipal elections held on May 2. This caused loss to the theatre owners.

April 28 to May 4.—For six days Saraswathi Talkies, Perambur, Madras, was affected on account of Hindu-Muslim riots. There were no shows during these days.

May 6.—Benefit show of "Harijan Girl" in aid of Gokulam, a Harijan Colony. Sir P. S. Sivaswami Iyer presided.

May 6.—Film League's condolences on the death of Mr. Gul Hamid, the star of "Sonehar Sansar" which occurred on 23rd April.

May 12.—Film League's Extraordinary meeting of film business people to consider Corporation's letter dated May 6th inviting League's suggestions on tax on displayed advertisements. Memorandum was drafted and approved.

May 12.—Tanjore Film League celebrates Coronation Day.

May 15.—Release of "Sathi-Anusuya" (Tamil) at Paragon.

May 15.—Release of "Danger Signal" (Tamil) at Crown.

May 22.—Presentation of a cup to the girl artiste in "Kanakathara," (Telugu) at Broadway Talkies.

May 23.—Pandit P. S. Chettiar's speech at Trichinopoly on "Tamil Talkies."

May 25.—"Charge of Light Brigade" banned in Madras.

May 27.—Opening of Rajah Talkies at Trichinopoly by Mr. Rajagopala Thamban, District and Sessions Judge, Trichinopoly.

May 29.—"Mr. Ammanji" (Tamil) released at Bijoli Theatre, Calcutta, and half the net proceeds of the show were given away to the building fund of the N. R. Aiyer Memorial Education Fund.

June 3.—Y. M. C. A. Athenaeum debate on "Interchange of roles of men and women on stage and screen should be deprecated"—Motion passed.

June 9. Press Show of "Kaviratna Kalidas," (Tamil) Ganesh Films picture at Broadway Talkies. Release date: June 19th.

June 12. Release of "Modern Youth", (Tamil) of Asandas' Classical Talkies at Paragon and Crown.

44961.

3758
N 37-1-1

June 12. Release of "Toomai of the Elephants," (English) at New Elphinstone starring Sabu Dastagir. (Produced in Mysore by London Films)

June 12. Death of Rao Bahadur K. S. Venkata Rama Iyer, late of Associated Films Ltd., Madras.

June 12. Mr. C. Rajagopalachari explains to "Silver Screen" his views on Indian films and says "With improved political conditions, it is possible to make use of the screen for advancement of the nation". (This is sequel to the criticism of his speech at Paragon in connection with the release of "Sathi Anusuya.")

June 18. Death due to heart failure of Mr. Mohamed Peer, the great actor of Mysore and proprietor of Chandra Kala Nataka Mandal and popular hero in "Samsara Nowka", Kannada stage play.

June 24. "Zamin-Ki-Chand" and "Din Duniya" (Urdu) banned in Madras.

June 26. "Bhaktha Nandanar" banned in Kolar Gold Fields.

June 27. Press show of "Rukmani Kalyanam" (Telugu).

All-India Film Events.—In June.

June 7.—Amrit Talkies (Amritsar) picketed by Sikhs as a protest against the film "Punjab-Ke-Singh."

June 8. Motion Picture Society sub-committee has decided to send "The President" of the New Theatres, Calcutta and "Sant Tukaram," of Prabhat Film Company to the 5th International Exhibition of Cinematographic Art, Venice to be held on August 10, 1937.

June 14. Bombay Government have decided that membership to the Bombay Board of Film Censors should be for a period of three years and that there should be a woman representative on the Board.

June 15. Announcement of the first film contest (open to all) by the Amateur Cine Society of the Motion Picture Society. Subject of contest: "The Monsoon." Sizes of film: 16 m. m., 9.5 m. m. or 8 m. m. Duration of show: 5 minutes. N. B. Entries should reach Society on or before 31st July 1937.

June 22. Frontier Govt. decides upon levy of Entertainment Tax.

VEL NAGAR, GUINDY.

Vel Pictures Ltd is now situated in an attractive locality in Guindy. The place is called Vel Nagar after the studio. A number of magnificent buildings are being set up in an area occupying about 25 acres of land. The residential quarters of the studio employees will also be located therein. In this sense, the studio will probably be the first of its kind in India.

Forthcoming Releases.

Foreign Films for July 1937.

Madras, July 1st

The following foreign films will be shown in Madras during the month of July 1937:

"Camille", M. G. M.—Greta Garbo and Robert Taylor.

It is a story of a woman of the world who accepts the favours of a rich person, then falls in love with young Armand and sacrifices luxury in exchange for love.—Coming to Wellington, Mount Road, Madras.

"Stowaway", 20th Century Fox,—Shirley Temple and Robert Young.

It is a story of an orphan girl who is stranded in China and who is adopted by a play boy American.—Coming to Roxy, Purasawalkam, Madras.

"The Plainsman", Paramount picture—Gary Cooper and Jean Arthur.

The picture deals with the ten years which followed American Civil War. In particular, it depicts the story of Wild Bill Hickok who captures gun runners and is at last killed.—Coming to Wellington, Madras.

"Gold Diggers of 1937" A. I. Musical—Coming to Roxy.

"Under your spell", Laurence Tibbet—Coming to Roxy.

"The Jungle Princess", Dorothy Lamour—Coming to Wellington.

"Crack up", Peter Lorre—Coming to Roxy.

"The Good Earth", Paul Muni and Luise Rainer—Coming to Wellington.

"God's Country and the Women"—Coming to Roxy.

"History is made At night", London Films—Charles Boyer and Jean Arthur—Coming to New Elphinstone.

"That Girl from Paris", Radio—Lily Pons.—New Elphinstone.

"They met At Taxi", Columbia—Chester Morris and Fay Wray—New Elphinstone.

"All in" Gaumont British, Ralph Lynn—New Elphinstone.

"Laburnum Grove"—Gaumont British, Cedric Hardwicke—New Elphinstone.

"Love from a Stranger", Ann Harding and Basil Rathbone—New Elphinstone.

NORTH INDIAN PICTURES.

"President"—New Theatres, Saigal and Kamaleshkumari.

The story depicts the colourful career of a lady disciplinarian who happens to be the owner and president of a big mill. She falls in love with one of the employees with whom her younger sister had already been in love. The conflict between sisterly affection and love is brought out in a remarkable manner.—Coming to Star Talkies, Triplicane High Road, Madras.

The picture was selected for the International Film Exhibition at Venice this year.

"Sant Tukaram"—Prabhat, Vishnopant Pagnis and Gouri.

The picture depicts the life story of a great Indian saint.

"Sant Tukaram" will also be exhibited in International Exhibition at Venice.—Coming to Broadway Talkies, Madras.

SOUTH INDIAN PICTURES.

The following pictures are expected to be released in Madras in due course:

Tamil.

1. "Mr. Ammanji"—S. D. Subbulakshmi and "Kausalya Pariniyam"—Rampiyari and K. N. Rajalakshmi—Madras United Artistes Corporation, 7, Bells Road, Triplicane, Madras.

2. "Balamani" or "Pakkathirudan"—T. K. Brothers and T. S. Jayal—Shunmugananda Talkies, Erode.

3. "Sethubhandan"—Mohanambal and Nott. Annaji Rao—Oriental Films, 9, Stringer Street, P. T. Madras.

4. "Tanjore Rowdy"—R. B. Lakshmi—Ramniklal Mohanlal Bangalore City.

5. "Tulsidas"—M. K. Radha and Sabitadevi—Murugan Talkies, 8, Chinna Bazaar Street, Madura.

6. "Soldier's Wife"—T. K. Sundarappah—Sound City's Production for Yessel Film Co, 33/B. Perambur Barracks Road, Vepery, Madras.

7. "Vikrama Srisahasam"—Yessel Film Co.

8. "Basmasoora Mohini"—T. K. Rukmani, Sundaram Sound Studio, Adyar, Madras.

9. "Andal Thirukalyanam"—Sundara Othuva Murthigal—Sarada Films, Madras.

10. "Arunagirinathar"—T. M. Manikka Bhagavathar and Miss. Chandra—Jothi Films, Trichinopoly.

11. "Apputhi Adigal"—Jothi Films—Trichinopoly.

12. "Ramalingaswami"—Jothi Films—Trichinopoly.

13. "Sundaramoorthy Nayanar," T. S. Santhanam and Rangachari—Karthikeya Films—Bishops garden, Adyar, Madras.

14. "Padmajyothi,"—Miss Padma and T. M. Sankaran—Modern Theatres, Salem

15. "Tukaram,"—Musiri Subrahmanyam Iyer, Central Studios—Race course, Coimbatore.

16. "Vellala Maharajah,"—Dandapani Desigar,—Vel Pictures, Guindy, Madras.

17. "Raja Mohan,"—Kali N. Ratnam, and K. P. Kesavan—National Movietone, Poonamalli High Road, Madras.

18. "Ambikapathi,"—M. K. Theagaraja Bhagavathar and M. R. Santhana Lakshmi—Salem Sankar Films Ltd., Salem.

19. "Vipranarayana,"—M. S. Subbulakshmi—Madras United Artistes Corporation.

20. "Kandaleela,"—Premier Cinetone, Coimbatore.

21. "Arunagirinathar."—Mayura Films, "Meena" Thyagaroya Road, Thyagaroyanagar, Madras.

22. "Saroja,"—Rambha Films Ltd., 9, Woods Road, Royapettah, Madras.

23. "Daksha Yagna,"—Radha Films—Calcutta.

24. "Krishna Thulabaram,"—Miss Ramamanibai, Murugan Talkies, Madura.

25. "Shanmuga Vijiam,"—Deccan Cinetone 1/11, Mount Road, Madras.

26. "Pasupatha Asthra Dhanam,"—Deccan Cinetone, Madras.

27. "Bandit Chief," M. A. S. Chellam Company, Coimbatore.

28. "Manasadevi,"—Miss A. Sundaram and Miss A. Kokila—Madras Films Ltd., 336, Thambu Chetty St., G. T., Madras.

29. "Naveena Nirupama,"—K. S. Iyer, and Miss Gulabi Bai—Mysore Sound Studio Ltd, Bangalore City.
30. "Anandavalli,"—Modern Tamil Talkies, Kumbakonam,
31. "Kuttee,"—V. S. M. Rajaramier, V. S. Talkies, Madura.
32. "Bandit's Love,"—Parameswara Sound Pictures, Coimbatore.
33. "Orphan Girl,"—Ranuga Films, Madras.
34. "Kanniappa Nayanar,"—Kalidoss Films, Erode.
35. "Minnalkodi,"—T. K. Rukmani, Ramniklal Mohanlal, Bangalore City.
36. "Robert Meccaire,"—Srinivasa Cinetone, Poonamallee High Road, Madras.
37. "Maya Jothi,"—Oriental Films, Madras.
38. "Challenge,"—Prakash Pictures.
39. "Madura Veeran,"—Rajam Talkies.
40. "Purandaradas,"—G. Kalyanarama Iyer and Saraswathi—Devi Films, 45, Mint Street, G. T., Madras.
41. "Demon Land,"—Success Pictures, Madras.
42. "Raja Sekharam,"—Meenakshi Cinetone, Madura.
43. "Minor Rajamani,"—Olympic Pictures, Madras.
44. "Murugan, the Tiller,"—Sagar Movietone, Bombay.
45. "Glory,"—Sagar Movietone, Bombay.
46. "Kambar,"—Vel Pictures, Vel Nagar, Madras.
47. "Appar,"—Vel Pictures, Madras.
48. "Shunmuga Leela,"—Vel Pictures.

TELUGU.

1. "Mohini Rukmangada,"—Gaggiah and Ramathilakam—National Movietone, Madras.
2. "Rukmani Kalyanam,"—Shantakumari and Nidumukala—Aurora Film Co., 66, Armenian St., G. T., Madras.
3. "Vipranarayana,"—Kasturi Narasimham,—Aurora Film Company.
4. "Chithra Naleeyam" or "Naladamayanthi,"—Madhavapeddi and Addanki,—Sri Rama Films, Nellore.
5. "Srinivasa Kalyanam,"—Pandu Ranga Cinema, Ellore.
6. "Markandeya,"—Kasthuri Narasimha Rao and Shanthakumari,—Radha Films, Calcutta.

7. "Tukaram,"—Anjaneyulu,—Central Studios, Coimbatore.
8. "Mirabai,"—Kannamba,—Rohini Pictures, 40, Theagaroya Road, Mambalam, Madras.
9. "Kasulaperu,"—Andhra Talkies film in Sri Durga Cinetone, Rajahmundry.

KANARESE.

1. "Raja Sooya,"—Mysore Sound Studio, Bangalore.
2. "Chiranjeevi,"—Karnataka Talkies Ltd, Dharwar.
3. "Purandardas,"—G. Krishnaswami Iyengar and Thripuramba,—Devi Films, Madras.

MOTION PICTURE PRODUCERS COMBINE.

A film producers combine has been started in Madras with Mr. K. Subrahmanyam of the Madras United Artists Corporation as the Managing Director and Messrs N. M. R. Venkatakrishna Iyer of Rayal Talkie Distributors, P. A. B. Kuppusamy Iyer of Murugan Talkies, R. M. Ramasamy Chettiar of Maha Lakshmi Studios and Mudurai Pillai of Angel Films Ltd., as important members of the concern.

It's Great to be a SHOW MAN
When a Show Like this comes along

SAGAR MOVIE TONE CO.'s



THIAGARAJA



Featuring:—

Mr. Madirimangalam NATESA IYER Mr. T. P. K. SASTRI, B.A., B.L.
" C. P. S. MANI IYER " S. K. SUNDARAM
Srimathis KAMALA & SITA

Directed by Mr. Virendra C. DESAI.

Story by Mr. M. P. SUNDARA RAJA IYER, Attorney-at-law.

Scenario by Mr. N. R. DESAI.

Distributors:

FAMOUS PICTURES, BANGALORE.



YOU always look to
SAIGAL for the year's
outstanding role.....
And SAIGAL never dis-
appoints!.....Having topped
last year's and this year's
Film Ballot, he has only
himself to top in the next Ballot.....

Here is the role, the story, the
cast, the production—that give him
the opportunity!

Supported by Kamleshkumari,
Leela Desai, Nawab, Jagdish, Dev-
Bala—the whole is worked up to a
gripping and affecting climax—of 2
Sisters' love for one man and for
each other that it will leave you
emotionally limp.

AWAIT ITS RELEASE
AT

STAR

A New Theatres' Masterpiece.

Sole Distributors:

CALCUTTA FILM EXCHANGE.
MADRAS.

Yet Another Success in the wake of BALA YOGINI

S. D. S.

Your Favourite Star

IN

“AMMANJI”

A HILARIOUS COMEDY : NEW AND DIFFERENT

Directed by:

K. SUBRAHMANYAM, B.A., B.L.

WHO GAVE YOU

“Kuchela” & “Bala Yogini”

Added Attractions:

Nathaswaram by Tiruvengadu SUBRAMANIAM

AND

KAUSALYA PARINAYAM

A Mythological Super brimming with Melodious
Tunes.

Remember! It's a
Madras United Artistes Production.

ROXY

(Madras' Leading Talkie House).

BIG HITS FOR JULY

SHIRLEY TEMPLE IN "STOWAWAY"

SHIRLEY in China! She even Talks and Sings
Chinese! More Entertainment than there is Tea
in China!

LAWRENCE TIBBETT IN UNDER YOUR SPELL

GOLD
DIGGERS
OF
1937

SUPER OF SUPERS

GOD'S
COUNTRY
AND THE
WOMAN

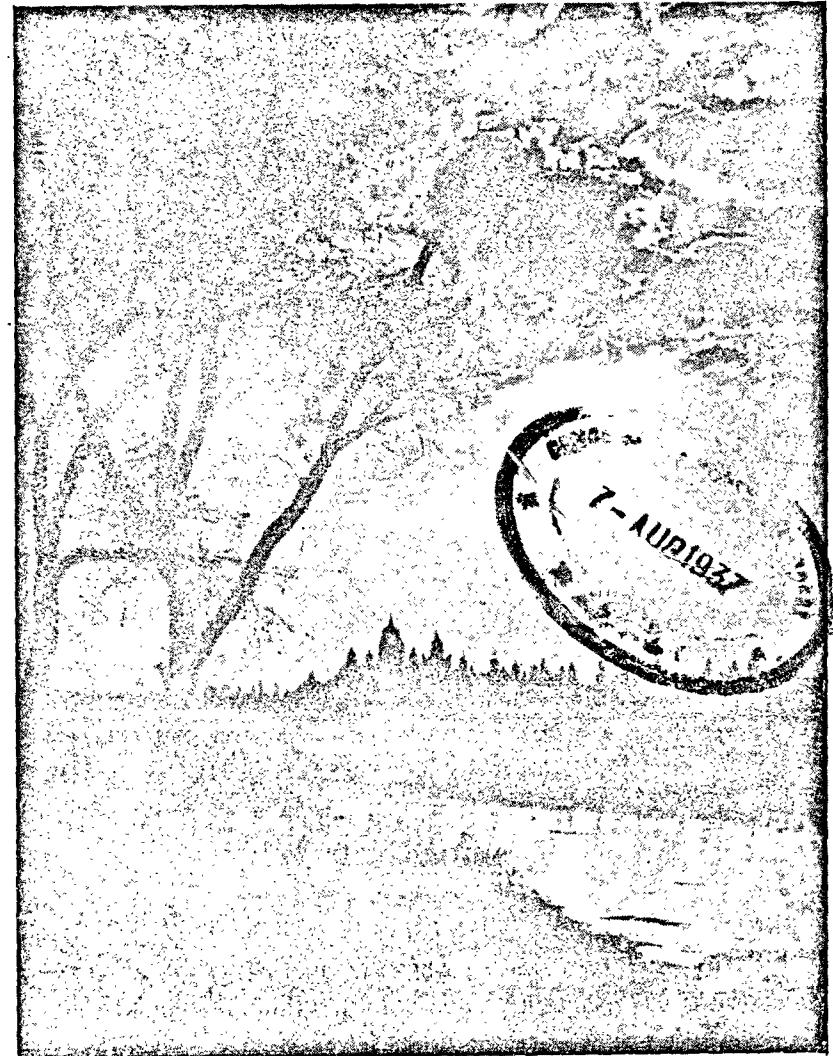
IN TECHNICOLOR

PETER LORRE IN CRACK-UP

CINEMA SAMACHAR

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE

LEADING FILM MONTHLY



IT'S NEW! NOVEL!! AND DIFFERENT TOO!!!

THE FASTEST & FUNNIEST OF COMEDIES
DEALING WITH THE ADVENTURES
OF A MADCAP IN HIS FIANCEE'S HOUSE.

S. D. Subbulaxmi & G. Pattu Iyer

IN

MR. AMMANJI

Story & Direction by K. SUBRAHMANYAM, B.A., B.L.

ADDED ATTRACTIONS

NATHASWARAM

BY

South India's Most Popular & Leading

VIDWAN

Tiruvengadu **SUBRAHMANYAM**

KAUSALYA PARINAYAM

THE MYTHOLOGICAL SUPER
FULL OF

Love, Thrills &
Melodious Tunes

It's of course A Madras United Artistes Production

The Madras United Artistes Corporation,

7, BELLS ROAD, TRIPPLICANE

DISTRIBUTORS FOR:

RUKMANI KALYANAM

Featuring M. S. VIJAYAL

For SOUTH ARCOT & NORTH ARCOT, SALEM, CHINGLEPET & CHITTORE Dists.

Wellington Talkies

From Saturday, 31st July 1937

3 SHOWS DAILY. MORNING SHOW ON SUNDAY.

THE ACADEMY
AWARD WINNER

- **PAUL MUNI**

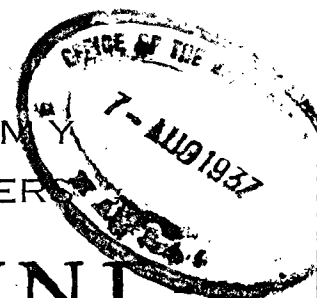
AND

LUISE RAINER

IN PEARL BUCK'S
BEST SELLING NOVEL

THE GOOD EARTH

It's Metro Goldwyn Mayer's Masterpiece.



Universal Studio Providers

Well-known for Film Studio Equipments including Recorders, Cameras, Editing Tables, Printers, Lighting Equipments, Re-Recording and other equipments usually required for a Film Studio. Claim installations of 90% of the Studios in India. All popular Indian Films coming before you are brought on the screen only with the help of our equipments. Ask any Studio owner for his opinion about our equipments.

FAZALBHOY LTD.,

*Succeeding Bombay Radio and
Sound Equipment Co.,*

1/18, MOUNT ROAD, MADRAS.

BOMBAY

CALCUTTA

Cinema Samachar

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE

DEVOTED TO FILM INDUSTRY & ART

Vol. I

AUGUST 1937

No. 2

Anti-Indian Film Propaganda

THE menace of anti-Indian film propaganda is evidently on the increase as can be evidenced from the reports received from foreign countries. Captain R. E. Strunk, well known German journalist now touring in India, in the course of an interview at Baroda on 9th July made it known that Germany has been systematically misinformed about India through Hollywood films. One can easily imagine what is true in Germany to-day must be equally so in other countries as well. We are aware that representations were made in the past both to the authorities and foreign film distributors asking them to put an end to such a campaign of vilification of India's traditions and culture and we are at a loss to know whether these representations have had their desired effect.

Interpellations were asked more than once in the Legislative Assembly (Central) and Government promised every time to give their consideration to the matter. In reply to a question put by Mr. S. Satyamurthi on February 20, 1936, asking the Government of India as to what action they proposed to take regarding this propaganda, Sir Henry Craik, Home Member, said :

"I have seen the press report and in accordance with the assurance given in September last, in the concluding portion of my speech to Mr. Banerjee's question, I will take such steps as are possible to stop the exhibition of films regarding India if the Hon'ble Member will furnish me with further particulars about them. I am considering the question regarding representation to the committee for intellectual co-operation of the League of Nations on this and allied matters".

Shortly afterwards, we heard of the same question cropping up in British Parliament. On May 21, 1936 in the House of Commons, replying to a question put by Mr. Sorenson, who enquired whether in response to the demands of the Indian

Legislature, the Government of India had made any representations with regard to films and other propaganda misrepresenting India, Mr. R. A. Butler, the then Under Secretary of State for India said that representations had been received from the Government of India in this connection. He also observed that the question of bringing the matter to the notice of the League of Nations, was being considered.

That was one year and two months ago and still we hear of the unabated and at times more aggressive campaign of mischief and malice through films in western countries.

It is now common knowledge that Sir Phiroze Sethna, who had been recently to the Continent and must have received reports of this calumny, sent on July 5 a communication of protest to the International Film Congress at Paris. He also re-called therein that the Congress at its Berlin session held in the year 1935 had passed a resolution to the same effect and he wished that the International Film Chamber under the auspices of which the Congress was held might see that the film was put to the right use of cultural understanding, peace and prosperity among the various nations of the world.

We are, therefore, to await once again the decision of the Congress in this affair and watch as to how they would tackle the problem this time successfully.

But in the meanwhile, we are obliged to recommend for the consideration of the authorities, the resolution passed at the Madras Session of the All India Motion Picture Convention held last December. The resolution runs thus :

"This Convention records its emphatic protest against systematic propaganda of foreign producers in vilifying India by the production and exhibition of anti-Indian films and requests the Government of India to take the following steps immediately :

(a) To secure information as to the number of films already in circulation in foreign countries and the names of such producers.

(b) To stop the exhibition of any film or films of these producers in our country so long as they do not withdraw anti-Indian films from circulation in all parts of the world

(c) To insist that producers and exhibitors of foreign films should submit to the Boards of Film Censors the original version of all the films to be released in our country in order to guard against this sort of pernicious propaganda,

(d) And to disallow the export of films, negatives and positives, without being censored".

The above resolution, we are hopeful, will, if acted upon, go a long way to relieve the all too officious foreign film producers of their anti-Indian phobia. We desire to stress that it is the only effective remedy left open to our Government, even if it should prove retaliatory. Otherwise we are afraid the situation may become so intolerable that India will be made a bye-word for contempt among the peoples of the world. It is therefore our fervent appeal to the Government, by all that is great and sacred in India, to take early steps in this direction and completely stop what may be described as a large-scale perpetration of a heinous crime on the fair name of this ancient land and her millions.



Film League's Activities

ADVERTISEMENT TAX

THE Honorary Secretary, Madras Film League, met, on invitation, the Chairman, and Members of the Taxation and Finance Committee of the Corporation of Madras at Ripon Buildings on 6th July in connection with the proposed tax on Advertisement posters. There were representatives of other interests also present on the occasion who were likewise invited for an informal discussion on the subject. The following organisations, besides the Madras Film League were represented at the meeting :

The Madras Chamber of Commerce, the Southern India Chamber of Commerce, the Madras Trades Association, Messrs Spencer and Co. and the "Madras Mail".

The various issues involved in the levy of the tax were discussed and it was pointed out on behalf of the Madras Film League that the tax should not be made operative in the case of cinema posters, in view of the trade depression and other disabilities by which film industry is sorely affected. The Taxation and Finance Committee recorded the representation of the League and promised to examine it carefully.

Again on Sunday 18th July 1937, the Madras Film League's deputation consisting of important film business people in the city met Mr. K. Bashyam, Chairman of the

Taxation and Finance Committee at his residence in connection with the tax. The following were the members of the deputation: Mr. Burjorji, Proprietor, Wellington and West End Talkies, Mr. S. K. Mahimwallah, Manager, New Elphinstone, Mr. N. Nariman Mistri, Manager, Roxy Talkies, Mr. K. Kannabhiran, Manager, Broadway Talkies, Mr. L. L. Patel, Proprietor, Select Talkies, Mr. Gotla, Manager, Gaiety Talkies, Mr. Jamshedji, Wellington Talkies and Mr. V. Rama Rao, Honorary Secretary.

The deputationists made a thorough representation of their views in regard to the proposed tax. Mr. Bashyam gave a patient hearing to them and promised to do what is possible in the matter.

[Cover page block: courtesy of Motion Picture Society of India.]

Pictures for International Exhibition

"THE PRESIDENT" (Hindi) 13,806 ft.

Sound System: British Acoustic

Studio: New Theatres, Calcutta.

Director: Nitin Bose.

Cast: Saigal, Kamlesh Kumari, Lila Desai and Nawab.

Story: Against a background of the shortcomings of the mill industry of India, a melodrama is skilfully interwoven together with the acting of Kamlesh Kumari and dancing of Lila Desai.

Renter:—Calcutta Film Exchange.

General remarks:—"The President" is to represent India at the International Film Exhibition, Venice, this year.

"SANT TUKARAM" (Marathi) 11,795 ft.

Sound system: British Acoustic.

Studio: Prabhat, Poona.

Director: V. Damle S. Fatelal.

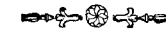
Cast: V. Pagnis and Gouri.

Story: The story depicts the life of a saint of Maharashtra who lived in the Seventeenth century and whose devotion to

God was so infinite that he not only had a large following, but is also revered upto date as a constant reminder of a great ideal. The saint is known for his highly elevating tenets through his *gatha* (scriptures) and the incidents lived by him have been brought to the screen with great effect.

Renter:—Famous Pictures, 95, Kilari Road, Bangalore

Remarks:—The picture has immense entertainment value. And because of its very subject it can be exploited even in the west with suitable captions and forewords "Sant Tukaram" is also being sent to the International Film Exhibition at Venice.



Boards of Film Censors

(Contributed)

NOW that the Boards of Film Censors in different provinces are to be reconstituted shortly, it is worth while to note the working of these bodies at the present time.

Madras Board of Film Censors.

In exercise of the powers conferred by sub-section (1) of section 7 of the Cinematograph Act 1918 as amended by Act XXIII of 1919 the Government of Madras appointed the following persons as members of the Board constituted at Madras for the purpose of examining and certifying films as suitable for public exhibition in the province of Madras.

All the members mentioned below were appointed for a period of one year from 18th August 1936.

1. The Commissioner of Police (Ex-Officio president), 2. The Station Staff Officer, Fort St. George, 3. Khan Bahadur Mohamed Saduk Ali Saheb, 4. Mrs. Alamelumangathayar Ammal, 5. Mr. G. Solomon, 6. Rao Bahadur Dr. M. Kesavapai, 7. Srimathi G. Visalakshi, 8. Mr. T. G. Armstrong 9. Mr. G. E. Walker, 10. Mrs. F. H. Wilson, 11. Mr. E. H. M. Bower, 12. Rao Bahadur Dr. A. Lakshmanaswami Mudaliar, 13. Mr. Kurvilla Jacob, 14. Mr. R. Madanagopal Naidu, 15. Dr. Syed Niamatulla, 16. Khan Bahadur G. S. Abdul Karim, 17. Mr. E. L. Iyer, 18. Mr. Antony Lobo, 19. Mr. G. Janikirama Chetti.

Mrs. Jayalakshmi Bai was appointed to the Board on June 11, 1937.

Thus, there are 20 members on the Madras Board, presided over by the Commissioner of Police. Of these, there are 8 Hindus, 3 Muslims, 3 Indian Christians, and 4 ladies.

Among the institutions now represented on the Board, mention may be made of the following: Madras Corporation, Trades Association, Madras Vigilance Association, Chamber of Commerce, Motion Picture Society, Y. M. C. A. and Women's Indian Association.

The Board does not employ any inspectors for purposes of inspection as is done in Bengal and Bombay. The Board gets its income from censorship fees, which are collected at Rs. 5 per 1,000 ft. certified. The tenure of office of each member is for a year.

In the Punjab

The Punjab Board of Film Censors, which was first constituted in the year 1927 consists of twelve members. Out of these, there are eight non-officials and four officials.

The inspection is done by the members and they are given travelling allowance.

In Bengal

The Bengal Board of Film Censors, which was constituted in the year 1920, has 12 members and 2 paid inspectors.

The following interests are represented in the Board: Calcutta Corporation, Calcutta University, Educational department, Chamber of Commerce, Trades Association etc. The Commissioner of Police is the President and the Deputy Commissioner of Police, the Secretary.

The Board gets its income from the following fees: censorship fees, theatre licenses, operators licenses and duplicate certificates.

In Bombay

The Bombay Board of Film Censors hitherto consisted of six members, three of them being officials and three others non-officials. The non-official members were: Mr. N. V. Mandlik, Mr. S. K. Barodawalla and Sir Byramji Jeejibhoy.

Besides there were two paid inspectors *viz.*, Mr. V. N. Pai and Mr. Cursetjee. The Secretary of the Board was Mr. S. G. Panandikar.

The present rate of censorship fee is Rs. 5 per 1,000 ft.

On June 14th last, the Bombay Government, decided that the Bombay Board would be reconstituted and members would be appointed thereon for a period of three years.

We understand, accordingly, the following persons were appointed to the Bombay Board: Commissioner of Police (Ex-officio President) Collector of Customs, Collector of Bombay, Mr. H. V. Hampton (Education Dept.) Rao Bahadur S. K. Bole, Mr. Sultan Aly Meher Aly Chinoy (Merchants' Chamber) Mr. M. C. Javle (Municipal Council) Dr. J. M. Kajiji (Muslim) Mr. Behram Nowroji Karanjia (Parsi) Mrs. Tarabai Maniklal Premchand and Mrs. F. S. Talyarkhan.

We need hardly point out that the Boards existing in other provinces as well are in need of complete overhauling.

Some Suggestions

As for the Madras Board, we understand the personnel for the coming year will be announced within a few days and we are therefore obliged to make certain suggestions, which, we hope, the authorities would consider in appointing new members.

1. A Film producer and a member of the Madras Film League should be represented on the Board.
2. Knowledge of film technique is necessary on the part of at least one member on the Board.
3. Persons with knowledge of popular languages in which pictures are likely to be produced should be appointed.
4. Members should be changed every year and as far as possible, fresh talent should be enlisted every time.

Fresh bye-laws should be framed for a more efficient management of the Board. In conclusion, we hope the Board may prove to be both a certifying authority and an advisory body working for the useful progress of the motion picture industry in the Madras Presidency.



THE Motion Picture Producers Combine Ltd.,

Have pleasure in announcing the
opening of their New Studio in
SPRING GARDENS, CATHEDRAL.

The Studio is located in beautiful and spacious grounds with every artistic background and surrounding. A huge studio 120 × 65 × 35 has been constructed on the most up-to-date lines with the best sound-proof material. High-tension electrical energy is available at all times, sufficient to light even the biggest settings. A most modern laboratory is also attached and artistic settings and costumes are available. A separate theatre has also been constructed for projection.

Prominent among our Technical Staff are: Sailen Bose, Kamal Ghosh and P. Ellappa (*Cameramen*), P. K. Visvanath (*Audiographer*), Dharamvir (*Editing Department*), Sudhir Dey (*Laboratory*), K. R. Sarma (*Art Director*), P. K. Venu (*Settings*) and Gopal Mahershi (*Production Manager*).

It's equipped with Mitchell & Eyemo Cameras, latest type British Acoustics Recording Van, Debie Automatic-Printer, Union Editing Table and R. C. A. Projectors and facilities for 'Playback' system, 'Backprojection' and 'Re-recording' have also been provided for.

The studio will be under the supervision of Mr. K. Subramaniam, our Managing Director, and every convenience for the South Indian Producers is assured at a very reasonable cost.

An early visit is solicited to the Studio Premises.

For particulars apply to :

The Motion Picture Producers Combine Ltd.,

SPRING GARDENS, CATHEDRAL POST, MOUNT ROAD.

Telegrams :
'COMBINES'

Telephone :
8141

Film Imports

NEED FOR STATE AID

THE figures on film imports into this country during 1936-'37 reveal a steady increase in the customs revenue to Government and emphasise the need for state aid to the motion picture industry.

During the year 1936-'37 raw films worth Rs. 23,73,899 and exposed films worth Rs. 24,89,887 were imported into this country. That is, films, either raw or exposed, of the value of Rs. 48,63,786 came to British India during the year.

On those imports, Government collected substantial sums by way of customs duties. From the figures hereinunder mentioned, the receipts under customs revenue on raw films during the year come to Rs. 5,20,730 while those on exposed films are calculated at Rs. 9,24,498, thus making a total revenue of Rs. 14,45,228. This amount is more than one-fourth of the actual value of films imported during the year.

We need hardly state that customs revenue on films is only one among several sources of income to Government through the motion picture trade. And in return for all these, Government have not so far bestowed any attention upon the needs of the industry. May we at least, hereafter, hope that Government would do what is but their legitimate duty by this nascent trade?

The following is the table of film imports into British India :—

TABLE OF FILM IMPORTS.

Raw Films imported into British India.

Year.		Footage.	Value in Rupees.
1933—34	...	36,917,201	15,19,755
1934—35	...	60,101,131	21,49,240
1935—36	...	60,669,534	21,02,262
1936—37	...	67,832,111	23,73,899

**Customs revenue collected on Raw Films
imported into British India.**

Rate	Year 1933-34	Year 1934-35	Year 1935-36	Year 1936-37
At standard rate ..	...	3,87,313	3,08,417	4,16,534
At preferential rate ...	...	91,687	1,24,863	1,04,196
Total ...	3,64,666	4,79,000	4,33,280	5,20,730

N.B.—Standard rate is calculated at 25% in the case of raw films of non-Empire manufacture before April 1st 1937 and 20% after that date. The preferential rate of 15% is given to raw films of Empire origin before April 1st 1937 and 10% after that date.

Exposed Films imported into British India.

Year.	Footage.	Value in Rupees.
1933—34 ...	10,826,366	26,79,452
1934—35 ...	9,026,731	24,88,818
1935—36 ...	8,537,589	24,11,048
1936—37 ...	9,407,888	24,89,887

**Customs revenue collected on exposed Films
imported into British India.**

Year	Value in Rupees
1933—34 ...	9,16,571
1934—35 ...	8,80,483
1935—36 ...	9,64,486
1936—37 ...	9,24,498

**SUBSCRIPTION TO THIS JOURNAL MEANS
ACTIVE HELP TO THE INDIAN FILM
INDUSTRY.**

Annual (with postage) Re. 1.] [Single copy Anna 1.

Film Forum

WHEN you go to the pictures, interesting ideas about the films and the players often occur to you. Write and tell "Cinema Samachar" about them. Prizes will be awarded for the best letters. The decision of the Editor is final. Every letter must be followed by name, age and address of the author.—Ed. C. S.

The following are some specimen letters :

Film goers and Five rules.

Sir,

Here are five rules for film going which may be followed with great benefit:

1. Never visit the Cinema just to kill time. If there is no film you must see, stay away; and save your time and money for a bumper week.
2. Go to the pictures alone whenever possible. The distraction of a companion prevents you from soaking yourself in a film's atmosphere.
3. Read as many reviews as possible but always use your own judgment. Dig out the facts of the picture. What is bilge to the critic may be a first rate entertainment to you.
4. If you can't make up your mind about a film from the reviews, study the still pictures in the cinema show cases or the film papers. They are a great help in assessing a film's quality.
5. Above all, take film-going seriously and with restraint. Those who don't trouble to find out what they want in pictures can look forward to disappointment.—"C. T. B."

Be grateful to screen.

Sir,

I am grateful to the screen and I can give quite a number of reasons why every one should feel that way about it. The chief among them are as follows :

The screen has been an important factor in the education of many thousands of picture-goers. It has taught the masses to understand and appreciate intelligent drama, and the intellectuals to develop a sense of humour. It has, in fact, succeeded

AWAIT GALA RELEASE
OF
THE SEASON'S
BEST
PROGRAMME

PADMA JYOTHI

Direction by:

T. R. SUNDARAM,
B.A., B.Sc. (Leeds)

PRODUCED BY & AT

Modern Theatres Ltd.,
SALEM.

Apply for Bookings :

The Modern Theatres Ltd.,
SALEM.

in showing one half of the world exactly how the other half lives. It has helped us to become more tolerant and broadened our out-look on things in general. It has brought romance into thousands of drab little lives which would seldom encounter it in actuality. As one sits enchanted in another world, the thought of to-morrow's drudgery cannot take away the romance that he bought with his admission ticket.

For all this, how can I afford to be ungrateful to the screen?—"E. H. Jaganaik."

FILM REGISTER.

A film register is being opened in the office of the Madras Film League, wherein is entered the information about all persons who are in one way or the other connected with screen. This information will be published in this journal from time to time with a view to creating easier contact among various persons working in films. *Every one who is connected with cinema in any way is requested to send to the Honorary Secretary, Madras Film League, or Managing Editor, "Cinema Samachar" the following details: 1. Name, 2. Age, 3. Qualifications relating to films, 4. Permanent Address.*

Those who are connected with Cinema may be among the following :

Producers, Distributors, Exhibitors, Directors, Cameramen, Sound recordists, Artistes, supporting players, Art Directors, photographers, Music directors, dialogue writers, scenario writers, authors, make-up men, laboratorians, film editors, publicity officers, lay-out artistes, electric goods dealers, chemical dealers, cine advertisers, block makers and designers, cine financiers, cine journalists, make-up paints dealers, litho poster, makers, raw film dealers, cine printers, equipment agents, production managers, general managers, etc., etc.

All correspondence and letters for publication and all remittances to the account of "CINEMA SAMACHAR" must be sent so as to reach the

Managing Editor,

"CINEMA SAMACHAR"

14, Mount Road, Madras.

Film Institutions

THE progress of the Motion Picture industry is, in short, the story of several institutions. It is, therefore, proposed to describe from time to time the origin and development of film organisations founded in India with a view to studying the various aspects of the growth of cinematography.

Ed. C. S.

FAZALBHOY, Ltd.

(By "Jai Kula")

The late Mr. A. Fazalbhoy was the originator of a concern now well-known as "Bombay Radio". Bombay Radio Company, Ltd. was the first enterprise of Mr. Fazalbhoy who, in the early days of broadcasting i.e., in the year 1925, experimented with the possibilities of wireless with his own transmitter in Bombay. In 1926 the Bombay Radio Company was registered. In the year 1929 sound was added to the movie film and Bombay Radio Company was responsible for all the pioneer work regarding this Industry in India.

It is still true, however, that many Indian films are badly produced and in consequence are financial failures. This is not due to the actual producers or the artists but because many companies continue to use inadequate studios, secondhand set, and old-fashioned equipment. It is with a view to supplying this want that the FILM CITY was founded in Bombay by Mr. Fazalbhoy. Mr. Fazalbhoy travelled on the Continent and in America and imported such articles including the Recording Equipment, Cameras etc., required for a film studio which are specially suited to the climatic conditions in India. All these equipments are now distributed by FAZALBHOY, LTD. through their offices in Bombay, Calcutta and Madras.

Fazalbhoy, Ltd. have their head office in Bombay at 16 New Queen's Road; in Calcutta at 8, Lindsay Street and in Madras at 1/18, Mount Road. The Managing Director is Mr. M. A. Fazalbhoy and the Madras Branch Manager is Mr. K. V. Sabnis.

INSTITUTE OF CINEMA ACTING.

The Institute of Cinema Acting was started in Calcutta to serve the long felt need of imparting instruction in directing, scenario writing and acting.

The Institute, has, at the end of its three months session, decided on producing a short length film as a medium of testing the progress made during the period by its pupils. The institute at present is in negotiation with local studios and arrangements are being made for the production.

"Institute International Du Cinematographe Educatif", a film educational institute in Rome has kindly accepted the honorary membership of the Institute of cinema acting and has, in turn appointed the latter as its sole correspondent in India.

Mr. Adolph Zukor, President of Paramount Film Corporation, (U.S.A.) was elected an Honorary Member of the Institute on the occasion of his Silver Jubilee and has duly accepted the distinction in a sincere letter in which he expresses his well-wishes for the prosperity of the Institute. He has also presented the Institution with a photograph of himself.

The Russian Institute of Scientific Cinematography has also consented to be an Honorary Member of the Institute in question and will forward up-to-date literature of eminent authors in connection with the motion picture art.

The office of the Institute is located in room No 83, Stephen House, Dalhousie Square, Calcutta.

CALCUTTA FILM EXCHANGE.

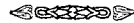
Calcutta Film Exchange are the distributors of Talkie pictures, with their head-quarters at Tribhuwan Road, Bombay 4, and two branches, one at 22, Amratolla St., Calcutta and at 50, Armenian St., G. T. Madras

Calcutta Film Exchange are the sole agents of New Theatres both in Bombay and Madras presidencies, and if any of their pictures is sold to any other outside agency, it is done with the consent of and in consultation with the Calcutta Film Exchange. Therefore, the Exchange is not affected by such sale of a picture or two. It is the Calcutta Film Exchange that was responsible for the wide popularity of the New Theatres pictures in these two presidencies. Pictures like "Devdas", "Millionaire", "Maya", "Dhupchaaon", "Ruplekha", "Karwane hayat" etc. proved big successes on account of careful publicity given by the Calcutta Film Exchange.

The head office of the Exchange at Bombay is under the personal management of the proprietor, Mr. E. H. Mamoojee.

The Calcutta branch is managed by his brother, Mr. G. H. Mamoojee.

The Madras branch of Calcutta Film Exchange was started in January 1935 under the able management of Mr. M. B. Syed. It is through his indefatigable exertions that the New Theatre pictures have become very popular among South Indians to-day. I will refer to other activities of the Calcutta Film Exchange and other institutions in a subsequent issue.



Film personalities

It is a general craze to know more of film stars and artistes than of those who have made possible for stars to flicker on the screen. Few can, nevertheless, deny that the lives of film industrialists abound in happenings which are as interesting as they are romantic.

It is proposed to open in these pages a series of short sketches of film personalities who founded, nurtured and nourished film industry in South India.

✓ Mr. R. VENKIAH.

(By "Film Fan".)

From a photographer to a film magnate is a short circuit in the realm of cinematography. And Mr. R. Venkiah typifies that example in a remarkable manner. Born in 1869 of a respectable Military family, (he is the brother of Sir R. Venkatarathnam Naidu, Ex-Vice-Chancellor of Madras University) Mr. Venkiah took, early in life, to photography as a hobby in which he soon became an expert. He then set up his own studio which was considered in those days the last word in artistic equipment and which commanded *clientele* among the Upper Ten of society.

Mr. Venkiah is a genius for enterprise and pioneering work and in this, he even undertook risks which men of his ability alone could resist.

In the year 1908, he imported into Madras, the Crono Megophone (singing and talking) machine from Gomont and Company, France, at a cost of Rs. 40,000. It was an innovation which was not heard of before in India and Mr. Venkiah had his own doubts, as how it would work.

It gave him no doubt, some anxious time before it could be operated and then it proved to be such a success that Mr. Venkiah toured with it throughout the presidency, Ceylon and Burma taking every town by storm. It brought him money, more money and still more money and a name which made people talk of him as a prince among film business men in South India.

Being a lover of true art, Mr. Venkiah may be said to have beautified the city in which he lived.

He was responsible for building, for the first time, pucca theatres in Madras, a work, which posterity cannot but acknow-



MR. R. VENKIAH.

ledge with feelings of gratitude. He constructed the Gaiety in 1913, the Crown in 1914 and the Globe (now the Roxy) in 1915, in three different localities, which stand out even to-day as three high class theatres in the presidency. In this respect, he was often called an unofficial sanitary officer, for he converted stables into beauty spots and turned shabby road corners into *de luxe* cinemas.

He was a pioneer in films in another respect also. He was the first South Indian to send his son (Mr. R. Prakash) to foreign countries to get training in film technique. Such was the unbounded faith he had in the possibilities of the industry!

But as in the case of almost all pioneers of good causes, Mr. Venkiah also met with his reverses which cut the ground off his feet, as a result of which, he had to wind up his plans for film business and go back to his old "love" namely, photography, with which he began his eventful career two score and ten years ago.

To-day, Mr. Venkiah enjoys a comparatively quiet life, free from the glare of film trade, but nevertheless with the satisfaction of having done his best for the growth of a national industry.

The life of Mr. Venkiah is a supreme example to all those engaged in film business and an inspiration to all aspirants. It will afford a criterion for all exhibitors and prospective theatre-builders to follow and it will also point to the errors and pitfalls against which the industry should guard itself. He is the morning star of film exhibition in Madras, nay in South India and he will go down to history as one whose contribution in laying the foundation of the motion picture industry and art in India, is at once great and unique.



Around foreign film world

A great progress has been achieved in the realm of films in foreign countries, as a result of the active assistance given to the industry by their Governments. The following notes will reveal the development of film industry in different countries.

Anglo-American Film Relations.

It is said that a British Financial group acquired the Thalberg block of 30,000 shares (valued at £420,000) in the Metro-Goldwyn concern. This has an important bearing on the Anglo-American film relations.

STILL THEY COME! A fresh tax called the license fee for keeping motors, is sought to be imposed by the Madras Corporation. We understand that certain Cinema Theatres received notices in regard to this imposition. This is another economic burden on the exhibitor—Ed. C. S.

Mary Pickford, Douglas Fairbanks and Charlie Chaplin sold their interests in the United Artistes Corporation to Alexander Korda and Sam Goldwyn.

Italo-German Film Combine

M. Luigi Freddie, Chief of the Film Division of Italian Propaganda Ministry and Dr. Goeffels, German Minister, entered into a film agreement called G. I. F. U. (German-Italian Film Union) whereby Germany will furnish the money, stars and production facilities and Italy will handle the distribution. This Nazi-Fascist film alliance proposes to ban all foreign films.

Austro-Hungarian Film Co-operation.

An Austro-Hungarian film company which was founded in Vienna last year is arranging a monthly exchange of films between Austria and Hungary. There is also a move to create film co-operation between Germany and Hungary.

State Aid in Japan.

The Japanese Government gave a capital of 5 million Yen and the South Manchuria Railway another such sum towards the fund of a National Film company formed for the purpose of controlling all branches of the motion picture industry in Japan.

American Business Prosperous.

The United States Census Bureau states that 500 theatres are re-conditioned and re-opened in America at a cost of \$ 27,000,000. This is due to economic improvement and better quality pictures.

Argentine Government's Decree

The Argentine Government issued a decree that all film productions relating to national history, defence, etc., should be approved by the National Cultural Commission and Argentine Film Institute. If approved, the production will receive support from the Government.

"Cinema Samachar" will be pleased to accept quality photos of general interest from its readers. Accepted prints will be paid for at reasonable rates. Prints not accepted will be returned only if necessary postage is prepaid.

JL
14/12/54, 12752
N37.1.1-3

Brazil Government Awards.

The Brazil Government have set apart Rs. 36,000 for awarding cash prizes to producers, actors, directors and authors of domestic pictures.

The Government of Brazil also exempted film producing companies from municipal taxes for a period of ten years and the same advantages can be enjoyed by any company to be organised within next three years.

Cinema in Schools.

Cinematograph projectors are being used as an aid to efficient teaching in schools in foreign countries. The following is the number of schools with cinema installations: 15,000 in America; 11,395 in Germany; 10,097 in Czechoslovakia; 9,460 in France and 680 in Great Britain.

The British Film Institute is investigating why the number in Great Britain is so low.

PRABHAT Breaks All-India Record

SANT TUKARAM

Enters 34th week at Central Talkies, Bombay
Now Running to enthusiastic crowds at

BROADWAY TALKIES

LOOK OUT FOR THEIR

BEYOND THE HORIZON

Directed by NARAYAN KALE
AND THEIR FIRST SOCIAL SUBJECT

'UNEXPECTED'—Directed by SHANTARAM.

Distributors:—FAMOUS PICTURES.
95, Kilary Road, — — BANGALORE.

What Film Critics say:

CINEMA SAMACHAR records from time to time the useful suggestions and ideas contained in journals or expressed by persons of note in the interest of improving the motion picture industry.

* * *

"Journal of Motion Picture Society of India", Bombay, in its June issue urges the Government of Bombay to make use of film in the rural uplift scheme, sponsored by them during the year.

* * *

"Madras Mail", Mount Road Madras, English daily in a leaderette dated 5th June 1937, makes mention of the announcement (29-6-1937) of Mr Samuel Goldwyn, (Hollywood producer) that all pictures can be and should be made in colour hereafter and suggests that "India offers special opportunities to the producer working in colour and that its scenes are so colourful; the dress of its people, especially in the South, so helpful to the colour artist."

* * *

"The Hindu", Madras, in a leaderette dated July 9 under the caption, "State Aid for the Arts", says: So far as places of amusement such as cinemas, theatres and music halls are concerned, public enterprise in the west, whether by the state or by local bodies, has its main aim not profit, but the wide spread diffusion of culture through these media of popular entertainment.

The provincial governments in India which must realise the importance of an enlightened policy of fostering the arts as an instrument of liberal education, may well consider that municipal enterprise combined with a system of discriminating state aid would be the best way of tackling this problem.

* * *

"Indian Express" English daily, Madras dated July 23rd while exploring new sources of income to the State, suggests the provincialisation of cinemas. Explaining this view, the paper says: "By the provincialisation of cinemas, we do not mean that the provincial Government should market films or exhibit them. All that we want to suggest is that the Government should buy up all the theatres and build new ones wherever there may be a need. These theatres may be leased to private individuals or firm on the basis of a share of gross proceeds in lieu of rent subject to penalties for non-use. Even rural areas can be systematically opened up. The film production can also be directed on healthy lines. What a gold mine the monopoly of cinema theatres can be, will be evident from the fact that even if a

theatre gives only Rs. 10 a day less than three thousand theatres will give the required crore."

"**Silver Screen**", English Weekly, Madras, in its issue dated 19th June, proposes three cheers to Sabu. Mysore boy who is starred in "Toomai of the Elephants" and says that the picture will be a blessing, if its success will only rouse some of our producers from their lethargy and make them conscious of the rich harvest that is in store for Indian films in the world market.

The same journal in its issue dated 24th July suggests the idea of producing films in Malayalam.

"**Talk—A Tone**", English monthly, 28, South Mada St. Mylapore, Madras, writes in its issue dated 29th May 1937 that "Cultured ladies with a love of art and caring nothing for money or any remuneration, provided they enter the screen just off and on and not as regular professionals, should be encouraged but not some girls without the requisite qualities to make pictures entertaining".

"**Movieherald**", English monthly, 1/29, Mount Road, Madras, in its June issue refers to an interview which Mr. C.K. Sachi, a Madras Director now in England, had with Mr. Biro, the scenarist of London Films. The Journal suggests that Indian producers should take a leaf from the west specially in the matter of preparation of the scenario

"**Kala Sevaki**", Anglo-Tamil fortnightly, 745, High Road, Triplicane, Madras, writes under date June 26, 1937 that Indian Journals should change their 'standoffish' policy to one of sympathetic understanding and serve the cinematic art by a sense of patriotism and spirit of service.

"**Cinema World**", Tamil Weekly, 1/42, T. H. Road, Washermanpet, Madras, dated 11th July 1937 suggests to the Censor Board to classify pictures as suitable to children, adults and so on.

"**Cinema Talkies**", Tamil Monthly (704, High Road, Triplicane, Madras) in its June issue expresses its protest against family ladies entering film careers.

"**Film Reformer**", English Weekly, Madras, dated 13th June 1937 condemns smoking inside a cine theatre.

"**Cine Art Review**", English Fortnightly, Madras, dated 5th June 1937 deplores that India is being exploited by foreigners to her disadvantage.

Film Diary

In the Film Diary are recorded important happenings which take place in the City of Madras in particular and South India in general. The diary for the last month is reproduced here for purposes of ready reference:

June 26 to July 9.—Gaiety Talkies suspended shows for fitting up R. C. A. High Fidelity double projector equipment. This is supplied by Messrs Fazal Bhoy Ltd. 1/18 Mount Road, Madras.

July 1.—First publication of "Cinema Samachar".

July 5.—Death of Mr. Parvathaneni Ramachandra Reddi, well known artist and stage actor of Allur, Nellore Dt.

July 6.—Madras Film League's Secretary meets, on invitation Chairman, Taxation and Finance Committee, Madras Corporation at Ripon Buildings and pleaded for total exemption of cinema posters from the Advertisement Tax.

July 6.—Madras Corporation elects Messrs T. V. Ethirajulu Chettiar and Mr. S. Pakkiriswami Pillai, to the Madras Board of Film Censors.

July 7.—Cochin Govt. passed orders introducing into Cochin, the British Indian practice of taking into account the area of the whole building (but not merely auditorium) in the matter of assessing licence fees. This is the result of a dispute between Chittur municipality (Cochin) and Mr. C. N. Kanthasami Chettiar, owner of Sitarama Electric Talkies, Chittur (Cochin State.)

July 7.—Miss Ranganayaki, L. Narayana Rao and Miss S. P. Mathuram, artistes in "Chinthamani" entertained at Royal Touring Talkies, Linnevelly.

July 8.—Case under Sections 7 and 8 of the Indian Copyright Act (Act III of 1934) in the Court of Joint Magistrate of Rajahmundry against a Film Company and film director in regard to the production of "Jealousy," a Telugu film. The complainant is Mr. Bhamidapati Kameswara Rao of Rajahmundry.

July 9.—International Academy of Arts started at Adyar, Madras to give instructions in dancing and music. Shrimathi Rukmani Devi is president and Mr. Papanasam Sivan is in charge of music department.

July 9.—Trade Show of "Sethubandhan" (Tamil) of Oriental Films, 9, Stringer's Street, Park Town, Madras at Gaiety Talkies. Mr. S. Satyamurthy presided.

July 10.—Release of "Sethubandhan" at Gaiety Talkies, Madras and Palace Talkies, Coimbatore.

July 10.—Educational film on nutritional research, which was produced by the Nutritional Research Institute of Coonoor was approved by Dr. Aykroyd, Nutritional Research Expert.

READY FOR RELEASE! READY FOR RELEASE!!

Await to see

The picture of a saint whose name lives
through the ages

— **JOTHI** —

ARUNAGIRINATHAR

POET OF TIRUPPUGAL

The soul-stirring story of a man who rose from
rank materialism to attain salvation on earth.

Special Attractions:

HEAR

Mysore Samasthanam Vidwan **NARAYANA IYENGAR'S**

GOTU VOIDYAM

And enjoy the Melodious Music of

T. K. RAMASWAMY PATHAR,

WELL KNOWN AS

K. C. DEY of South India.

Apply to:

JOTHI FILMS COMPANY, Trichy.

July 10.—Constitution of new Censor Board in Travancore under Cinematograph Regulation I of 1102 Malayalam year i.e., 1926. The new members are Mr. P. I. Simon, Municipal Councillor and Sri. T. Narayani Amma, B.A., (Sree Mulam Assembly member.)

July 12.—Opening of Continental Pictures by Mr. R. Chandramouli of Guntur in the building of Indian Bank Office, Mylapore. Chairman of Board of Directors: Mr. Addepalli Satyanarayan, (Chairman of Palcole Municipality) Initial picture "Gajendramoksham" in Telugu and Tamil.

July 12.—Marriage of Mr. Paul Vincent of Variety Hall Talkies, Coimbatore with Miss Sundra Leela Kanthi.

July 14.—Release of "Tanjore Rowdy" at New Cinema, Madura.

July 14.—Appointment of Mr. S. Ramanathan, M. A., B. L., (Managing Agent of Neo Cinetone, Coimbatore, and one of the renters of "Madras Mail") as one of the ten ministers to the Government of Madras under Government of India Act 1935. He is called the Minister for Public Information.

July 14.—Announcement of prospectus of the Mysore Golden Murugar Films Ltd, Madras. Registered Office at No 1, Thambu Chetty Street, 2nd Floor Opposite High Court, Madras.

July 15.—Entertainment Tax enforced in the Ponnani Panchayat Board area (Malabar District) by Collector of Malabar.

July 15.—At Y. M. C. A. Trivandrum Mr. C. P. Skrine, Resident, Madras States gave an exhibition of film depicting journey from India to Europe in *Austin Sixteen*.

July 15.—Case under Local Board Act against Mr. R. Venkata Reddi of Madhusudan Talkies at Punganur (Chittoor District) dismissed. The Second Class Magistrate dismissed the case on the ground that it was preferred on account of withdrawal of complimentary tickets to Board officials and also on account of the existence of a rival cinema theatre in which the relatives of Board authorities were interested.

July 17.—Travancore State attendance at the exhibition of Coronation film at New Theatres, Trivandrum

July 18.—Madras Film League's deputation to Mr. K. Bashyam, Chairman, Taxation and Finance Committee in connection with the Advertisement Tax.

July 19.—An imposter who posed as if he were a film company's agent was tried by Joint Magistrate, Negapatam and bound over for good behaviour for a period of one year under Section 110 (d) of the Cr. P. C. and to furnish the requisite security. Arrest of the person was due to Mr. R. Dandapani Chettiar, Proprietor of Eastern Photo Stores and Universal Talkies, Negapatam.

July 21.—New Rajaram Talkies, Tanjore gave a benefit show of "Hips, Hips, Hooray" in aid of S. P. C. A. Mr. D. D. Warren, Collector, presided

July 22 —Press Show of "Sant Tukaram", Prabhat picture at Broadway. Released on July 24.

July 23.—Opening of "New Globe" theatre in South Parade, Bangalore, by Messrs Globe Theatres Ltd. Opening ceremony under the presidentship of British Resident, Lt. Col. C. T. C. Plowden C. I. E.

July 23.—Announcement of formation of "India Talkies & Distribution Company Ltd. 2/86 Poonamalle High Road, Periamet, Madras.

July 24.—Presentation of souvenirs to Baby Saroja at Brighton Talkies on the occasion of 25th week run of "Balayogini" in Madras.

July 24.—Inaugural ceremony of "Grihalakshmi" Telugu production by Rohini Pictures at Karthikeya Films, Adyar.

July 28.—Dramatic performance at Trichy of "Bombay Mail" by Madura Bala Gana Sabha in honour of "Cinema World".

July 28.—Madras Corporation to build their Cinema Theatre in City—Ad. Hoc Committee's recommendation.

July 30.—Benefit show of "Dodge City Trail" at New Elphinstone in aid of Y. M. C. A., Madras.

All-India Film Events during the year.

Jan. 18.—Formation of Exhibitors' Group of the Motion Picture Society of India at Bombay.

January 4th week.—The Sayid Sayadulla Quadri Medal Committee of Hyderabad, (Deccan) awarded medals to Devikarani, Durgabai Kote and Jamuna for their contribution to the Indian screen during 1936.

Jan. 29.—Party at the Taz Mahal Hotel, Bombay, by Sir Phiroze Sethna and Seth Chimanlal B. Desai in honour of the Bombay members of Central Legislature. This was meant to enlist Legislators' support for films.

Feb. 1. Entertainment Tax comes into force in the Punjab.

Feb. 25.—A party of 20 film people belonging to Eichberg Film Company of Germany arrive in Mysore to take "shots" in connection with the production of "The Indian Tomb" and "Tiger of Eshnapur".

March 5.—Alexander Shaw, Director of Strand Film Company, London, and Mr. G. Noble, cameraman, arrive in Bombay to take documentary film along England-India Australia air route.

March 6.—Prabhat Film Distributor's Convention at Poona with a view to establish greater facilities for film distribution business.

March 10 —Invitation by Hungarian Amateur Cinematographers' Union, Budapest, to Amateur Cinematographers in India to participate in the exhibition of Amateur films.

April 1st week —Institute of Cinema Acting started its regular classes at Stephens House, Dalhousie Square, Calcutta, with Prof. O. Ohaniam as principal.

April 1st week.—Motion Picture Society's protest against Ajmere Municipality levying a duty of Rs. 10 on each film shown for one day and Rs. 20 on each film shown for more than one day in cinema houses in Ajmere.

April 4.—Formation of Film Journalists' Association at Calcutta —31, Aushtosh Mukerji Road, Calcutta.

April 13.—Dewan Sharar addressed a meeting of the Eastern India Association, London, wherein he envisaged the huge potential cinema market in India. Mr. R. A. Butler, Under-Secretary to India Office who presided pleaded for British businessmen helping Indian film industry.

April 22.—Amateur Cine Group under the auspices of the Motion Picture Society opened in Bombay.

April 23.—Death of Gul Hamid star of "Sonehar Sansar."

April 24.—Agfa Photographic competition prize winners announced. The competition is called The Agfa Lupex Brovira Competition. 5,000 entries came from India, Burma and Ceylon.

Judges: Mr. Stanley Jepson (Editor, Illustrated Weekly of India), Mr. F. R. Ratnagar and Mr. P. G. O'Brien of Messrs L. A. Stronach & Co. Prize winners, 1st prize Rs. 1,000 to Mr. M. Desai of Bombay for portrait of Hungarian artist; 2nd prize Rs. 400 to Mr. Khambata of Bandra for a portrait of an old woman; 3rd prize Rs. 200 to Mr. Chilka Chalapathi Rao, Vizag and Mr. N. G. Cooper of Bombay.

May 14.—The fifth annual meeting of the Motion Picture Society.

May 28.—A Poona message states that Srimathi Sakunthala, daughter of Dr. R. P. Paranjpye, Vice Chancellor of Lucknow University and former Minister of Bombay signed a film contract to appear in "Kum Kum."—She is to play in "Unexpected."

June 7.—Amrit Talkies (Amritsar) picketed by Sikhs as a protest against the film "Punjab-Ke-Singh."

June 8.—Motion Picture Society sub-committee has decided to send "The President" of the New Theatres, Calcutta and "Sant Tukaram," of Prabhat Film Company to the 5th International Exhibition of Cinematographic Art, Venice, to be held on August 10, 1937.

June 14.—Bombay Government, have decided that membership to the Bombay Board of Film Censors should be for a period of three years and that there should be a woman representative on the Board.

June 15.—Announcement of the first film contest open to members of the Amateur Cine Society C/o the Motion Picture Society. Subject of contest: "The Monsoon." Sizes of film: 10 m. m. 9.5 m. m. or 8 m. m. Duration of show: 5 minutes.

June 22.—Frontier Govt. decides upon levy of Entertainment tax.

June 1937.—Amateur film contest announced. No entrance fee. Open only to bonafide amateurs. Films may be of any standard size. Maximum length is 400 ft. of 9.5 or 16 m. m. and 200 ft. of 8 m. m. Various prizes worth Rs. 1,500 will be given. The films will be submitted by January 31, 1938, addressed to Judging Committee, Amateur Cine Society c/o Motion Picture Society of India, Mherwan Building, Sir Phirozeshaw Mehta Road, Bombay.

July 1.—As a result of Motion Picture Society's representation, the G. I. P. Railway accept now more than six film parcels for transport on their railway.

July 1.—Opening of Abdulla Fazalbhooy Technical Institute for Radio and Cinema at 160, Tardeo Road, Bombay.

July 5.—Sir Phirose Sethna sent a letter of protest to International Film Congress against Anti-Indian films.

July 8.—Govt. of India announced reduction of import duty on printing paper i.e., Rs. 1-8-0 per cut of newsprint in reels (unglazed) and Rs. 1-12 per cut. on news print reels of other sorts.

July 9.—Captain R. E. Strunk, German Journalist issued statement from Baroda to the effect that India has been misrepresented to Germany on account of anti Indian films coming from Hollywood.

World Film Events during 1937.

Jan. 17.—Death of Richard Boleslawski, (Director of "Les Miserables") in West Los Angeles.

Feb. 25.—Death of Sir Guy Standing (star in "Lives of a Bengal Lancer") in Hollywood.

Feb 25.—Will Rogers Memorial Hospital opened in America.

March 1.—300 women and children killed in Cinema fire tragedy in Tokio.

March 13.—The Angora authorities (Turkish Govt.) banned British musical comedy "The Geisha" as it is supposed to represent an Oriental people as inferior to western nations.

March 15.—Gaumont British Studios in Lime Grove, Shepherd's Bush (which started its life 5 years ago) closed down, except for the laboratory staff and the workers on the G. B. sound news. This is the result of an arrangement made on 21st Feb. 1937 between Isidore Ostrer, Chairman of G. B. and a new film company called General Film Distributors, headed by C. M. Woolf, Lord Portal and Arthur Rank, Pinewood Iyer, England.

April 9.—Sir Robert Gower moved for the second reading of the Cinematograph Films (Animals) Bill in the House of Commons which was calculated to prohibit cruelty to animals. The second reading was passed.

April 13.—Mr. Geoffrey Shakespeare, Parliamentary Secretary to Board of Education, London, received a deputation from the British Film Institute and suggested to it that a Conference of educational authorities should be organised by the Institute with a view to discussing the use of films in schools.

April 19.—500 cinema houses of France close down because of stay-in-strike.

April 21.—Paris film strike ends.

May 1.—Fifty big films representing investments valued at millions of dollars, are faced with a hold-up due to the strike of 3,000 Hollywood Cinema employees, following producers' refusal to grant a "closed shop" demand.

May 12.—King George V's Coronation film exclusively taken by the British Movietone.

May 26.—British Sub-standard Cinematograph Association has submitted a memorandum to the Board of Trade protesting against the recommendation of the Trade Department Committee on Cinematograph Films (Moyne Committee) who said that there should be a quota for British long films and a separate quota for British short films.

June 1st week.—A combined British Film trade organisation called Association of Film Producers Ltd. and Federation of Film Producers formed in London.

June 7.—Death of Jean Harlow, of Cerebral Oedema (Born in 1911). She was Hollywood's famous film actress and original "Platinum Blonde." Her pictures are "Hell's Angels", "Platinum Blonde", "Riff Raff", "Wife versus Secretary", "Red Dust" and "Suzy".

June 7.—Pictures of the Duke of Windsor's wedding taken by the news reel film concerns will not be shown in England is the decision of the trade organisation which controls the distribution of films in the United Kingdom and whose representatives actually constitute the British Board of Film Censors. But these pictures are being shown in the United States.

June 25.—Death of Colin Clive, hero of "Journey's End" and player in "Frankenstein".

June 27.—Marriage of Mary Pickford and Buddy Rogers.

July 5 to 10.—Third International Film Congress at Paris. Prof. G. R. Puranjpye, member of the Motion Picture Society of India represents India at the Congress.

You have read Robinhood in English

AWAIT TO SEE

"RAJA SEKHARAN"

IN TAMIL

A big box Office Sensation!

RAJA SEKHARAN

Starring

M. R. RADHA, SAHADEVAN,
ATMANADHAN, MEENAKSHI SUNDARAM,
Miss JANAKAM & Miss KANAKAM.

The story of a man who robbed
the rich and gave to the poor!

The theme of heroic deeds and
patriotic achievements.

ALSO HEAR

Enchanting Music by

Srimathi RAJAM PUSHPAVANAM

APPLY SHARP TO:

Madura Meenakshi Cinetone Ltd.,

12, WEST HANUMANTHARAYAN STREET, MADURA.

ROXY

(Madras' Leading Talkie House)

*Forthcoming
Attractions!*

AUGUST HITS
Warner Baxter
JUNE Lang

IN

**WHITE
HUNTER**

ARTHUR TREACHER
IN

**THANK YOU
JEEVES**

From a Story by
P. G. WODEHOUSE

JANE WITHERS

IN

PEPPER

with **IRVIN S. COBB**
SLIM SUMMERVILLE

DORIS NOLAN
MICHAEL WHALEN

IN

**THE MAN
I MARRY**

**MASTERPIECES
OF FILM CRAFT!**

LLOYDS of LONDON

SLAVE SHIP
SEVENTH HEAVEN

**WEE WILLIE
WINKIE**

UNDER THE RED ROBE

**CHARGE OF THE
LIGHT BRIGADE**

ANOTHER DAWN

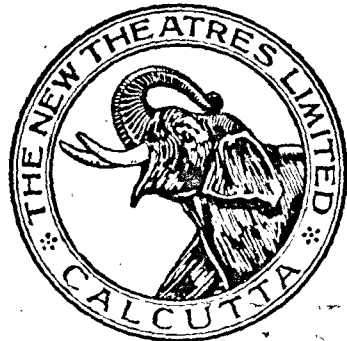
GREEN LIGHT

Prince & THE Pauper

King & THE Chorus Girl

Wings OF THE Morning

ON THE AVENUE



THE PRESIDENT

CINEMA SAMACHAR

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE
LEADING FILM MONTHLY

SAIGAL - is an actor worthy to be included
the World's First Eleven of ma
film stars.....and

NITIN BOSE - is the Irving Thalberg of the Indi
Cinema.....says a notal
contributor of *The Leader*
Allahabad.

The PRESIDENT - is unanimously held as the B
Indian Picture produced so far.

The PRESIDENT - Miss Kamleshkumari arrives at T
STAR on the 6th of August w
Saigal, Leela Desai, Nawa
Jagdish, B.A., and a host of others



Sole Distributors:

CALCUTTA FILM EXCHANGE,
MADRAS

BALA YOGINI

The Theme that took South India by storm
The picture that was great as a Tamil talkie

NOW COMING OUT TO WIN GREATER LAURELS
AS A

TELUGU TALKIE

An all Star Cast!

Baby SAROJ
Miss KAMALAKUMARI
„ SUNDARAMMA
„ VARALAKSHMI
„ NAGARAJAKUMARI
Arni SATYANARAYANA
and
V. V. RAO.

Renowned Technicians!!

Direction :
K. SUBRAHMANYAM, B.A., B.L.
G. RAMABRAHMAM

Musical Direction :
Mr. MOTIBABU &
Maruthi SITHARAMAYYA

Photography :
KOMAL GHOSH & P. E. NAYAK

Audiography :
P. K. VISWANATH

STUDIO: THE MOTION PICTURE PRODUCERS COMBINE LTD.

Remember! It's a Madras United Artistes Production.

For bookings apply to:

The Madras United Artistes Corporation,

7, BELLS ROAD.

TRIPPLICANE, MADRAS.

Telegrams: NAVEENA

Telephone: 8487

Your Favourite Distributors

NOW OFFERING FOR

A UNITED CONTRACT FOR

Two Super Telugu Talkies of the Year '37.

SREE BHARATH LAKSHMI PICTURES'

Second Mighty Mythological Musical Extravaganza

RUKMANI-KALYANAM

WITH

SHANTAKUMARI, SARASIRUHAM,
RAGHURAMIAH, NIDUMUKKALA, KALYANI
and Thousands of extras in the Cast.

Now Running to the Crowded Houses in Andhradesa.

VIPRANARAYANA

FEATURING

Miss KANCHANAMALA & Mr. Kasturi NARASIMHA ROW
AND OTHERS.

A Beautiful South Indian Semi Social Mythological hit
with actual location of Sreerangam as its background.

Directed by the Famous Character Actor: Mr. AHIRDA CHOWDRY.

For Bookings apply to:

AURORA FILM CORPORATION,

66, Armenian Street, G. T., MADRAS.

OUR LATEST INSTALLATION

Motion Picture Producers
Combine, Ltd., Madras,

EQUIPPED

BY

Fazalbhoy
LIMITED

(Bombay Radio Co., Ltd.)

1/18, MOUNT ROAD, MADRAS.

- **SOUND RECORDING EQUIPMENTS**
- **PICTURE CAMERAS.**
- **PRINTERS**
- **EDITING TABLES**
- **VIEWING PROJECTORS**
- **LIGHTING EQUIPMENTS**

ALL THE FINEST STUDIOS IN BOMBAY, CALCUTTA, MADRAS,
POONA, KOLHAPUR, LUCKNOW, JUBBALPORE, SALEM,
COIMBATORE, RAJAHMUNDY, VIZAGAPATAM, ETC., ARE
EQUIPPED BY US.

The Huge Organisation of Fazalbhoy Limited, with its ten big subsidiary Companies is waiting to help even the smallest Theatre or the biggest Studio!

Cinema Samachar

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE

DEVOTED TO FILM INDUSTRY & ART

Vol. I

SEPTEMBER 1937

Part 3

A Welcome Note

IT is heartening news to learn of the definite move on the part of one at least of well-known motion picture producers to "shoot" hereafter typically Indian films for the consumption of world market. In an exclusive interview to the Associated Press of India, the other day, Shrimathi Devika Rani said that Indian films would be made at the Bombay Talkies, with dialogue in English, to be shown in Europe. This announcement is not a day too soon and we believe we are one with the well-wishers of the industry when we exhort producers in general to pay attention to this matter and as far as possible, to bring out pictures worthy of being exhibited outside India. No doubt, it is a trying and taxing experiment and to begin with, may not be an alluring business proposition. But we are hopeful that with persistent effort and in fullness of time, our producers will have occasion to feel proud of their achievement.

Apart from their trade possibilities, films which are meant for international exhibition, are the need of the hour—we mean, they are to be a natural sequel to the recent events. Our readers are perhaps aware of the undesirable anti-Indian propaganda that is said to be carried on rather systematically by certain over-imaginative and largely exaggerating foreign producers. It is time that steps are taken to effectively counter that campaign and clear many a odd misrepresentation. We, therefore, want our pictures, not only to create a new field in our foreign trade relations, but also to act as the chief argument against anti-Indian critics. We want our pictures to speak for India and even propagate India's culture abroad. We want our pictures, in short, to interpret the heart and soul of the real India to the outside world. In this connection, we feel we can hardly improve upon the striking exhortation of Shrimathi Rukmani Devi, Patroness of the Madras Film

League, when inaugurating the Motion Picture Producers Combine. Speaking on that occasion, she said: "The world stands in need of knowing the real India and her culture. We have expressed her spirituality through dance, music and sculpture. Let us try to express India's spirituality through the new art of film also".

These ringing words, spoken by a true savant of art, will, we are hopeful, cheer up and inspire our film producers to an earnest endeavour and make them acquit themselves worthy of the noble task. May they all strive hard to carve for India and her timeless civilisation, a place, yes, a large and unique place, in the film map of the world—some day.



Film League's Activities

MUNICIPALISATION OF CINEMA.

An extraordinary meeting of the Madras Film League was held on 8th August 1937, at the New Elphinstone with a view to considering the three important questions namely, Madras Corporation's move to municipalise cinema theatres, 2. Imposition of license fee for using motors and 3. Advertisement Tax. The meeting was attended by leading business people and Mr. S. K. Mahimwala, Manager, New Elphinstone presided.

Advertisement tax.—The first resolution was on the Advertisement Tax and it was as follows: "This meeting, reiterates the previous resolution of the Madras Film League, in regard to the proposed tax on displayed advertisements and requests the Corporation once again to exempt posters relating to Cinema from the tax or if it is not possible to levy very nominal rates of taxation."

The general feeling on the resolution, as expressed in the meeting, was that the film exhibitor in the city was already over-burdened with several taxes and that an addition of this tax would completely ruin the industry.

Licence for using motors—The second resolution passed at the meeting, was on the newly announced licence fee for using motors in the premises of the theatre. The resolution was as follows:—

"This meeting learns with concern, of a fresh tax called licence fee for using motors, notice of which was received by

144969.

several cinema theatres, and requests the Corporation to exempt the cinema firms from the proposed imposition in view of the numerous taxes such as Entertainment Tax, Property Tax, Profession Tax, Film Storage Tax, etc., that are being paid to the Corporation and the Government."

The discussion on the resolution pointed out that the Tax was a new one, contemplated under Section 287 (1) of the Madras City Municipal Act, 1919. The section says: "No place within the limits of the city shall be used for any of the purposes mentioned in schedule VI without a licence obtained from the Commissioner and except in accordance with the conditions specified therein."

It was the unanimous opinion of the meeting that the Tax has no justification as far as cinema theatres are concerned for none of the items mentioned in the schedule VI pertaining to section 287 is applicable to the usage of motors for lighting purposes in a cinema house.

Municipalisation of cinemas.—The third resolution passed was in connection with the municipalisation now being considered by the Sub-Committee of the Madras Corporation.

The following resolution was passed: "This meeting, having learnt of the move on the part of the Madras Corporation to municipalise Cinema Theatres, is of the opinion that it is a novel experiment, involving practical difficulties, and therefore desires that the Corporation should consult all the interests concerned, before deciding on a scheme."

The consensus of opinion on the resolution was that Municipalisation of cinemas involved large investment by the Corporation which might not fetch any appreciable returns, owing to the present plight of the trade. The scheme meant a discouragement and the ultimate negation of private enterprise which is an essential requisite for the development of Cinema which is purely an entertainment industry, and solely owned and managed by Indians. So, it was desired that the Corporation should consult all the interests concerned before taking up the experiment.

With a vote of thanks the meeting terminated.

[Cover page block: courtesy of Motion Picture Society of India]



Cinematograph Act in Madras.

REPORT PUBLISHED.

Madras, Aug. 25.

The following administration report of the working of the Cinematograph Act in Madras City and the Presidency for the year 1936, was released to the press on 25th August 1937:

Nineteen licences for cinema theatres were issued including 3 licences for travelling cinemas and 1 to the National Health Association. All the theatres were inspected during the year and the rules under the Act were strictly enforced.

Sixty-three certificates, the same number as in the previous year, were issued. No objectionable or uncertified film was exhibited. Regular quarterly meetings of the Board of Film Censors were held.

In the Presidency.

The requirements of the Cinematograph Act and Rules were properly enforced in all districts.

A cinema proprietor of Kovilpatti was sentenced and fined for contravening the conditions of his licence and another proprietor of Sivagiri was fined for breach of rules. An Erode proprietor was prosecuted and fined under Section 6 (1) of the Cinematograph Act.

CINEMATOGRAPH LICENCES.

A Question of Law.

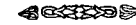
Madras, Aug. 26.

Whether it is obligatory on the part of cinema companies to obtain permission from the concerned municipality for the installation of machinery to work the cinema when such companies had already taken out licences under the Cinematograph Act, was a question referred to the Government of Madras by the Chairman, Cuddapah Municipality.

The matter was referred to the Advocate General who gave his opinion thereon.

Communicating this opinion to Municipal Chairman, Cuddapah, the Government observe that one of the conditions of the licence granted under Cinematograph Act is that it does not exempt the licensee or his servants from taking out any other licence required

by any other law or rule or by-law made thereunder. The fact that a cinema company has taken out a licence under the Cinematograph Act does not, therefore, exempt it from the liability to take out a licence under the Madras District Municipalities Act.



Film Institutions.

MOTION PICTURE PRODUCERS' COMBINE.

(By "JAIKULA")

A very large gathering of film enthusiasts, producers, artistes and journalists, was present on 19th August at "Spring Gardens", Teynampet, Madras, to witness the opening ceremony of a magnificent studio called 'The Motion Picture Producers' Combine Ltd.' Srimathi Rukmani Devi performed the inaugural function.

The premises of the Studio put on a festive appearance, being decorated with thoranams and flags.

The function began with a short little welcome speech by Baby Saroja and a melodious prayer song by studio artistes.

Mr. K. Subrahmanyam, Managing Director of the Combine then explained the aims and ideals of the studio.

The studio consists of several producing units as its partners and in this sense it is the first of its kind. In another respect also, the studio is entitled to public appreciation, for it is so far the first film enterprise wherein the capitalists and technicians have partnership together.

After Mr. Subrahmanyam's speech, the title song of Telugu "Balayogini" (which is now under production at this studio) was sung by Miss Kamala Kumari and was followed by other members of the cast. The song was duly recorded by the Sound Engineer of the studio.

Being requested then by Mr. M. S. Ramaswamy Chettiar, Chairman of the Board of Directors, Srimathi Rukmani Devi cranked the camera and declared the studio open amidst applause.

In a short speech (which was recorded) Srimathi Rukmani Devi said that film art should be developed in our country so as to make it truly Indian. She hoped that cinematic art, if properly built up, in India, would be able to proclaim the message of spirituality, which is essentially India's key note.

The president, on behalf of the studio, made a present of silver cup to Mr. P. Sreenivasa Rao who supplied the Combine several articles of equipment.

With "Bharatha Natyam" and mangalam, the function came to a close.

STUDIO.

The Motion Picture Producers Combine Studio is located in the spacious grounds in Teynampet. The studio is of 120×65×35 size, being constructed by Messrs. Lingam and Sons. The studio, in view of its being completely covered nature, is provided with a number of exhaust fans and also sliding windows, which enabling breeze to come in, will not allow light to enter. Another feature is a balcony of five feet on four sides of the studio and this will be useful for not only adjustment of lights but also for stray and out of the way camera angles.

Among the machinery fitted out, mention may be made of Mitchell & Eyemo cameras, latest type British Acoustics, recording van, Debie Automatic Printer, Union Editing table, R. C. A. projectors etc.,—all supplied by Messrs. Fazalbhoy 1/18 Mount Road, Madras. A special crane camera, which is said to be the first of its kind in South India, has been ordered and constructed by Mr. P. Sreenivasa Rao, of Sri Ram Motor School, Madras, who also supplied the studio with several implements, which were all made in his firm.

Ample facilities for "Play back system," "Back projection" and Re-recording have also been provided for.

Among the members of the technical staff, mention may be made of the following: Sailen Bose, Kamal Ghosh, and P. Ellappa (cameramen); Mr. P. K. Viswanath and Mr. Sinha (audiographers); Mr. Dharmavir (editing department); Mr. Sudhir Dey (Laboratory); Mr. K. R. Sarma (Art Director); Mr. P. K. Venu (settings) and Mr. Gopal Mahershi (production manager).

Mr. M. S. Ramaswamy Chettiar (Managing Director of the Mahalakshmi Studios) is the Chairman of the Board of Directors of Combine and Mr. K. Subrahmaniam, (Managing Director, Madras United Artistes Corpn.) is its Managing Director and will be in charge of the working thereof.

The studio will be available for production of pictures by individual producing units. The management proposes to give training in theatrical classes to student candidates and a scheme in this connection will be published in due course.

The registered address of the studio is "Spring Gardens", Cathedral Post, Teynampet, Madras; Telegram "Combines" and Telephone 8141.

MESSRS VEL PICTURES LTD.

Madras, Aug. 31.

The third annual meeting of the share-holders of Messrs. Vel Pictures Ltd., was held under the presidency of Mr. Jayantilal Thakore, a prominent share-holder of the company on Sunday the 29th instant at 3 p.m. in their new buildings at Guindy, Madras.

On the motion of Mr. Singaravelu Mudaliar, the Director's report, the Balance sheet and the Profit & Loss account were discussed and adopted.

The Chairman then moved the following resolution. "This meeting hereby resolves that a dividend of 12½% be declared for the year ending 30th June 1937". The motion was put to the meeting and declared unanimously passed. Messrs. Brahmayya & Co., were then appointed as auditors of this company for the year, ending 30th June 1938.

With a vote of thanks by Mr. M. A. Venkatramana Naidu, the meeting came to a close.

Preserve Historical Films

(Contributed)

Motion Picture bids fair to become an instrument of invaluable power. It can revivify the events of history and bring back to us the lessons and personalities of a bygone era. Hence arises the need for preserving certain historical films or such of the films whose attraction is perpetual and whose appeal for generations remains undiminished.

Even in India it is necessary to make certain films remain permanent as far as possible for historical purposes. We would, therefore, like the setting up of a movement in this respect, which, we think, can very well succeed with the active co-operation of Government. However, it is desirable that some of our producers would themselves take the lead in the matter and thus pave the way for an enterprise which shall be the lasting benefit of posterity.

The British Film Institute conducted two years ago an enquiry into this problem and made certain important recommendations which our producers especially of South India, would do well to consider and follow:

A summary of the recommendations may be extracted as follows:

1. Motion Picture Films as they are known to the trade at present should be used rather than any attempt made to employ a metallic base or other unusual means to ensure complete permanence.

2. Acetate film is recommended rather than Nitrate Film, although the latter has a longer history, because Acetate Film is known to be more stable and is not highly inflammable.

3. Films intended for storage should, as a matter of routine be subjected to complete refixation and thorough washing in many changes of water with a final rinse in distilled water.

4. Films should be stored in non-ferrous metal containers or in bakelite or fibre boxes to hold approximately 1,000 feet on a core of not less than 2" diameter.

5. The air in storage vaults or rooms should be conditioned so as to maintain a temperature of 60° F., plus or minus 5 degrees at a relative humidity of 50 per cent.

6. In the case of cellulose Nitrate Films, a lower temperature is desirable, say, not more than 40° F. and not less than 33° F., and provision must be made in that case for the very gradual warming up of the film in a dry atmosphere so as to avoid condensation when it is taken out into a normal room for inspection.

7. Films should be inspected at 5 yearly intervals, and upon the occurrence of signs of deterioration, the films should be copied by photography and the copy stored in the case of the original.

8. With a view to probable necessity of re-productions the print for storage purposes should be one having rather less contrast and rather higher density than is usual in films for ordinary projection, and the gelatine should not be over-hardened.

Film Forum

DUPLICATION OF PICTURES.

Sir,

I crave your indulgence to point out a grave danger to the standard of film production on account of what is called duplication of films. Sometime ago, the Madras Film League made an appeal to producers not to draw themselves into such unhealthy competition and I was glad to find that that appeal had the desired effect at least in the case of "Tukaram" production, for two out of three producers who had announced the same subject, ultimately left the field free for the third. I thought it was a welcome sign and other producers would

likewise guard themselves against this duplication. But what do we find now? I understand from film journals that there are announcements already of more than one production on one and the same drama called "Vipranarayana" in Tamil.

Again I hear that the story of Arunagirinathar is being picturised in Tamil by two film companies.

Dear Editor, this is a deplorable state of affairs and I request your association to take steps by means of which at least hereafter such duplication may be avoided.

However I wish to make an appeal to producers in question to consider the matter carefully and well, not only in their own interests but also for the convenience of film goers. Now that more than one production based on Vipranarayana and Arunagirinathar are a settled fact, I would like to suggest a method to those producers to escape unhealthy competition. That is, they will have to arrange to release their pictures in such a way as to keep at least 6 months interval between the last showing of one picture and the release of another at each station. This will, I hope, be the lesser of the two evils.

P. RAJARAM.

TALK INSIDE A THEATRE.

Sir,

There are various kinds of bad cinema manners on the part of thoughtless people that film goers have to put up with. The chatter of gossips at times makes it impossible to appreciate what is being said on the screen. During the show of a film recently, I found it impossible to enjoy what seemed to mean excellent film because of the incessant talking of people, both behind and on either side. The only attempt that cinema managers make to deal with this nuisance is to display "Silence is requested". But I would like to advise some enterprising producer to make a film showing the effects of these pests on ordinary film goers, and screen it from time to time. Films educate, isn't it?

BABU.

"Cinema Samachar" will be pleased to accept quality photos of general interest from its readers. Accepted prints will be paid for at reasonable rates. Prints not accepted will be returned only if necessary postage is prepaid.

Listen to what they say!

INTERESTING suggestions, observations or comments recently expressed by both journals and persons of note on the various aspects of cinematography are given below :—

"The Journal of the Motion Picture Society of India" in its July issue welcomes the decision of the Government of India to set up an elaborate statistical organisation at New Delhi and hopes that full advantage of this new organisation will accrue to the film industry.

Sir Phiroze Sethna expressing his disapproval of the move on the part of British film magnates to establish film studios in India says: "It would mean direct and unfair competition with the indigenous industry. It is positively unjust to allow British interests to come in the manner proposed to reap the benefit of the spade work done by years of hard labour by Indians and at the sacrifice of lakhs of rupees.

"I firmly hope the British Government will consider this important question in all its bearings and refuse to help the same. Meanwhile it is the duty of the Government of India to be on their guard to do everything possible in the interests of the Indian film industry to check this contemplated inroad".

Madras Mail, dated Aug. 26, in an editorial, comments on the Morning Post's report of the intention of British film producers to establish British film studios and cinemas in India and says that the report appears to be a piece of kite-flying to ascertain how Indian opinion would react to the suggestion.

Further, the journal says: "What Indian film industry wants is to be left alone unhandicapped by what it considers unfair competition to develop its technique along the lines, best suited to this country.

"It is to be hoped, however, that the report will serve to stimulate Indian producers to give us better pictures than they have done in the past, new themes and original settings".

The journal then enumerates certain defects now existing in Indian films, namely: (1) adhering to the technique of the theatre (2) to copy slavishly the more sensational elements of Western productions (3) Disregarding important technical matters like lighting and accuracy in detail (4) Spending huge sums of money on pre-publicity (5) haste in producing a rival film on the same or a very similar theme, in a mad rush to gain profit" etc.

Concluding, the paper says: "When British Government gave a small measure of protection to British film producers it was on conditions that they made special efforts to improve their productions. Similar conditions should be imposed when Indian producers make like requests for protection".

"The Hindu", dated Aug. '26. in a leaderette on the question of intended British film enterprise in India says:

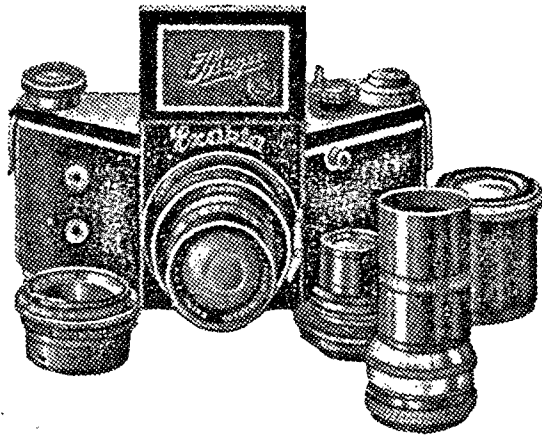
"To say that a subsidy is necessary (to British industry) against American and German competition is absurd. If financial help is given to British Companies, they will be enabled to wipe out the majority of Indian concerns in a very short time.

The British Government must consider about Indian opinion in the matter and think twice before they consent to strangle one of the few prosperous infant industries of India. This is a matter for consultation between the Governments of Britain and India and it is the duty of the latter to see that the present proposals are pushed no further.

"The Indian Express", Madras English daily in its issue dated July 31 refers to the move on the part of Madras Corporation to municipalise cinema theatres, and says: "We have already suggested that cinema theatres should be provincialised. But, so long as this is not done, the next best thing is for municipalities to own them. It is to be hoped that the Corporation of Madras will resolve to make an experiment in Theagaroyanagar. A fine big cinema theatre there will be a good business proposition. The actual running of it may be entrusted to private individuals or companies in return for a share in the gate collections. The theatre must be constructed and run on most up-to-date lines. There need be no more than two classes of seats and the timings should be adjusted to suit our customs. Educational films may be made compulsory once a week. The organisation of entertainment on healthy lines has been recognised as an important function in modern civilisation and in many countries, there are special departments and ministries to deal with it. In our country, it is a potential source of revenue of much importance".

* * *

Mr. A. P. Herbert, member of British Parliament, attacking the imposition of Entertainment Tax on 15th July last, observed in the House of Commons: The tax is bad in essence, principle, incidence and rate. It is difficult to find any



NO SKILL IS REQUIRED TO GET PICTURES
OF THE UTMOST BEAUTY WITH THE

EXAKTA

The World's Premier Perfect Reflex Camera
where others fail the EXAKTA never lets
you down. Free from Parallax.

Focal Plane Shutter from 1/1,000th to 12 Secs.

Delayed action Release 1/1,000th to 6 Secs.

Full Particulars from :

MANGALBHOY & CO.,

381, HORNBY ROAD, 30, MOUNT ROAD, P. O. ELGIN ROAD,
BOMBAY. MADRAS. CALCUTTA.

argument for placing a tax on concerts, music, the drama etc., and not placing it on newspaper. The tax is not levied on profits but on receipts, whether the entertainment resulted in a loss or not. In one case where there was a loss of £ 200, the tax was £ 450.

The Statesman, Calcutta, English daily of August 20, 1937 in a leaderette under the heading 'Troubles of film makers.' says:

"Dewan Sharar instanced recently some of the perils that attend film making in India or about India. This is a crowded land where people of many kinds jostle one another. Racial offence is eagerly sought for. Those who teach that rubs of life are inevitable and must be taken with a smile, that when people of different habits and outlooks live closely together they must now and then tread on one another's toes or bump into one another's sides—are only a handful.

For this and other reasons, the Indian film industry has made a great deal of growth but very little progress. Also it is difficult to find cultured women to play parts.

Indian producers are not yet skilled, though they are 100 producing concerns and 99 distributing firms with a capital of £ 3,750,000 and an employees list of 25,000.

Shrimathi Devikarani, in the course of her special interview to the Associated Press on August 11 says:

"Indian films need new faces and new personalities. But hard work is the pre-requisite of success.

"Cultured Indian girls are urgently required if the Indian film industry is to make the strides it should. In any reliable concern they will be assured of good treatment and given every chance to develop their talents

"There is a great opening for those with literary talent to write for the films."

Revealing the plans of her company (Bombay Talkies) she says:

"We hope before long to produce typical Indian films with the dialogue in English to be shown in Europe. Perhaps for the first time the world will see India as she really is and we shall take our rightful place as one of the great film producing countries of the world.

"Indian music, while not ordinarily understandable to western ears, could be presented in such a way as to make a universal appeal without losing its distinctive features and thus again would give Europe and America an entirely new insight into India's age-old culture".

Sir Richard Temple, one of the Directors of Bombay Talkies Ltd., in the course of an exclusive article to Motion Picture Society's official journal (July issue) says: "There is much that the world can and is willing to learn from India if given the opportunity in the right way. The opportunity is now when the eyes and ears of the world are turned on India. What better medium is there than the Cinema which can both show and tell at the same time".

"**Light house**", English film weekly A/37, Tara Baug Charni Road, Bombay in its issue dated 14th August 1937 quotes the actuals of entertainment tax receipts in Bombay City for the past five years and contends that they have decreased in 1936-37 by Rs. 34,000 as compared to the figures of 1933-34. Therefore the journal appeals to the Municipal Commissioner, Bombay to exempt Cinema advertisements from the tax, and also to reduce the entertainment tax and to abolish the electricity duty tax.

The same journal in its issue dated 21st August discusses the question of municipalisation of cinema theatres in Madras and opines it is most ill-advised move from constitutional, moral and financial points of view. The paper concludes the article in the following manner:

"At least the Corporation in order to get thorough experience should determine the lease of their theatre in People's Park, transform it into a model theatre by allocating the Rs. 1 or 1½ lakhs advanced by Councillor M. Damodaram Naidu, and await their plight 12 months hence.

"**Film India**", English Cinema monthly, 104, Appollo Street, Bombay, welcomes the formation of the Indian Motion Picture Producers' Association. Offering its advice to the association, the journal says: One of the first things which the Association must control is the problem of high salaries and artistes. Referring to publicity work of producers, the monthly says "Publicity is a vital part of the plan of production and even the least tampering with the part will result in great loss to the industry in the long run".

"**Cinema**", English film monthly, 6, Mcleod Road, Lahore refers in its August issue to the Anti-Indian films and says that if further continuation of the mischief is not stopped by the erring producers, "Boycott foreign films" will win more and more supporters.

Around foreign film world

Politics by Film in South Africa.

Middleburg, July 24.

A project is on foot in South Africa which, if it is carried out, will make Cabinet Ministers and their speeches available to the inhabitants of the most distant parts of the "platteland" (rural districts) at any time.

The scheme was outlined to Reuter's representative by General J. J. Piennar M. P. who is accompanying the Acting Prime Minister, General Smuts on his political tour of the Northern Transvaal.

General Piennar stated that sometime ago he conceived the idea of having talkie films made of Cabinet Ministers and their speeches thus recorded sent round the country for the benefit of those who to-day had to cover hundred of miles if they wished to attend political meetings and remain informed of what was being done by the various Government departments.

Apart from a political speech the "Bioscope Programme" would contain items of an educational nature, dealing with such matters as soil erosion and road construction works, irrigation and settlements.

General Piennar stated that the co-operation of African theatres would be sought.

This project has been well received by the majority of the Cabinet Ministers.

British films and quota system.

A few weeks ago, Mr. Oliver Stanley, British Minister in charge of film industry, summoned the representatives of the various sections of the film trade to meet him and informed them of the outlines of the Government measure which he intends to introduce in the autumn.

Briefly, the Government plan is to continue the quota for a further 10 years, beginning at 20 per cent for renters namely, distributors and 15 per cent for exhibitors, and rising to a maximum of 30 per cent by steps to be fixed from time to time by the President of the Board of trade, having regard to the conditions then prevailing. Every British film would have to satisfy the condition that its cost was not less than £ 15,000 provided that if the cost were less the advisory committee would be entitled to recommend registration on the ground of exceptional merit.

Any British film costing not less than £ 45,000 would be automatically entitled to double quota for renters. All films irrespective of cost, would be available to satisfy the exhibitors' quota obligations. Mr. Stanley also indicated that the Government were not prepared to

adopt the recommendation of the Moyne Committee on the appointment of a Films Commission and that the question of reciprocity was still under consideration.

It will be found that the Government proposals do guarantee a substantial supply of films, and that not even the alleged difficulties of finance justify the pessimism prevailing in some quarters.

Two Devices for Filming Storms at Sea.

The "iron egg" and the "self-wiping windshield" are the two amazing inventions to make possible filming of storms at sea, hazards of sailors on fishing schooners, and thrilling marine rescues on a scale never possible before. They are the newest equipment for operation of cameras on boats, developed by John Arnold, President of the American Society of Cinematographers, for use in "Captains Courageous."

The "iron egg" is a heavy eggshaped mass of solid iron suspended from a framework to which the camera is attached, permitting it to swing like a pendulum. The result is stability within five degrees no matter how a boat may toss.

"This at last removes the effect of the ocean careening all over the screen as a boat rocks" explains Arnold. "As a matter of fact, utilizing gravity the camera automatically steadies itself."

The "self-wiping wind-shield" is a disc of plate glass, about eight inches in diameter, rotated before the camera lens at high speed by a motor. Pressure plates about its circumference keep it wiped and polished at all times so that spray, waves, or drops of sea water can never obstruct the lens.

Coloured news-reel News

England is leading in the development of the coloured news-reel. The impetus to this branch of film service was given by the Coronation films, for which there was an overwhelming and insufficiently supplied demand in all British Cinemas. Since the Coronation films, there have also been coloured reels of the Fleet Review by King George, and the historic "Trooping of the colour" at White-hall on the King's birthday. These will mark the beginning of a series of regular news reports in colour to be issued by the firm of Pathe. A handicap to coloured news reels is the delay occasioned by the processing and printing of the film. New laboratories are being opened at Elstree by Dufay, one of the pioneers of the colour film, and it is hoped that a solution to the problem of more rapid processing will be found.

Film solves problem.

At the instance of Dr. Martin Leake of Cambridge University, the Gaumont British Instructional Films made a slow motion picture of a new pattern seed-drill intended to be used for sowing beet and seeds, which are exceedingly small.

The slow motion picture enabled Dr. Martin to find out a fault in the machine as a result of which emission of seeds was prevented and now the machine is perfect.

In a letter to Gaumont British Instructional Films, Dr. Martin states that the fault in the machine could not have been discovered in any other way because of the speed with which the mechanism works.

Dr. Martin hopes that by means of the newly perfected drill, sugar beet farmers could dispense with the tedious thinning out that is a feature of present day sugar beet culture.

Output of British films during 1936.

British films registered in 1936 numbered 220. Of these, 16 were produced in other parts of the Empire: 6 Canada; 6 Australia; 3 India and 1 Northern Ireland. The remaining 304 came from British studios and are estimated to have cost nearly £ 4,200,000.

Film factories in Russia.

In Soviet Russia, Cinema Studios are known as "film factories."

The governing fact about Russian Film industry is that there are no private producers. The state is the sole producer and exhibitor of plays, movies and talkies. The state owns every one of the nineteen big film factories as also 40,000 and odd Cinema houses in the entire union.

Film banned in Malaya.

The censors of Singapore banned "General died at Dawn" because it was considered "unsuitable for Malayan audiences."

Banned in Italy.

"Charge of the Light Brigade" (Warners) "Lives of a Bengal Lancer" (Paramount) "Lloyds of London" (20th Century Fox) and "Clive of India" (United Artistes) are the pictures banned in Italy on the ground that they are British propaganda films.

"Film Atlas."

The Russian educational authorities are now producing "Film Atlas" for the use of Soviet school.

Indian Art Exhibition in London.

Influential support is given to a proposal that a great Exhibition of Indian art should be held in London. The exhibition, it is proposed should be held at Burlington House, home of the Royal Academy.

Those who welcomed the suggestion include Lord Willingdon, Lady Chetwode and Sir Firoze Khan Noon.

Popularity of Cinema in England.

"Of the amount spent on recreation by the average working class family in England with an income upto £ 313 10s. per annum, more than half is spent on Cinemas."

This is the statement made by Mr. Colin Clerk, who supplied data to the Engineers' Study Group on Economics.

Studio seeking depth in music.

Experiments, calculated to achieve more nearly a stereoscopic effect in the re-production of music from the screen were commenced at Universal Studios.

Dmitri Tiomkin, Russian musician and composer declares "We hope to give the impression of depth, of distance or of music, coming from a height."



Film Diary

In the Film Diary are recorded important happenings which take place in South India in particular and elsewhere in general. The diary is reproduced here for purposes of ready reference:

July 23.—Women's Indian Association at its meeting held at Madras on July 23 passed a resolution urging the present Assembly, the Council, the Congress Ministry and the women legislators in particular to take up among others, the question of cinema control.

July 26.—Announcement by Srinivasa Cinetone, Madras that their private projection theatre, (the size being 60×20) with R. C. A. latest model high fidelity equipment and with special seating arrangements has been approved after inspection by the President of the Madras Board of Film Censors and that the theatre will be utilised hereafter for censoring all films submitted to the Censor Board. The first film to be so censored was the trailer of "Padma Jothi" of Modern Theatres, Salem.

July 30.—Film on "Tuberculosis" supplied by the Kurnool District Board was shown free to public in Kanyakaparameswari Talkies, Nandyal in connection with the conference of District Health League.

July 31.—Congress topical picture called "New Era in Bombay Ministry" was shown at Broadway Talkies along with "Sant Tukaram".

July 31.—Benefit show of "Dodge City Trail" at New Elphinstone in aid of the Y. M. C. A. Madras. Mr. Justice A. J. King, on behalf of Y.M.C.A., Madras thanked the management.

Aug. 1.—100th day of the run of "Chintamani" Royal Talkie Distributors' Tamil Picture, at Kinema Central, Madras, was celebrated

under the presidency of Srimathi Rukmani Lakshmi pathi, Deputy Speaker of Madras Legislative Assembly. The picture ran for six weeks previously at Gaiety.

Aug. 1.—Branch office of the Columbia Films (Distributors) opened at "Moti Mahal", 187, Mount Road, Madras.

Aug. 3.—The Madras Corporation passed the following resolution.

"This council recommends to the Commissioner that no new licence be granted for any cinema or theatre in Theagarayanagar or for any new cinema or theatre in other parts of the city, pending examination of the proposals for the Corporation constructing its own cinemas and theatres".

The resolution, it was said, would be in force for one month, till the committee, appointed to report on the municipalisation of public utility services submitted its report.

Aug. 5.—Death at Madura of Mr. S. M. Sachidanandam Pillai, Proprietor of Madura Original Boys Company and producer of "Pathi Bakthi," Tamil Picture.

Aug. 6.—Press show and general release of "President," New Theatres' Hindi picture at Star Talkies, Triplicane, High Road, Madras.

Aug. 6.—Announcement by the Modern Theatres, Salem to produce the first Malayalam Talkie. The picture is to be called "Balani." This is a unique venture.

Aug. 7.—Release of "Krishna Toulabaram", Srinivasa Cinetone's Tamil Picture at Crown Talkies.

Aug. 7.—West End Talkies, General Patters Road, Madras presented for this week stage performances by Balinese dancers. Hon'ble Mr. C. Rajagopalachari, Prime Minister of Madras Government presided.

Aug. 8.—Madras Film League's meeting at New Elphinstone to consider the following subjects (1) Municipalisation of cinemas in Madras. (2) A new licence fee for using motors and (3) Advertisement tax.

Aug. 11.—Death of Srimathi D. R. Muthulakshmi, actress of Tamil screen and Vice-President, Tamil Nadigar Sangam of Madura. She acted in "Harischandra", "Galava" and Vel Pictures' "Pattinathar".

Aug. 11.—Mr. E. N. Subrahmanyam, Secretary, District Teachers Guild, Chittoor, in the course of his lecture on "Mass Education", at the Govt. Training School, Madanapalle, suggested Screen to be one of the important means of improving the culture of adults.

144961.

5L
NOV 21 1936
K.B. 1.1-3

Aug. 12.—100th day show of "Chintamani" (Tamil) celebrated at City Cinema, Madura.

Aug. 12.—In connection with the forthcoming nominations to Madras Board of Film Censors the three secretaries of the first Madras Provincial Film Conference, Messrs. M. V. Veeraraghavan, P. R. Narayanan and S. G. Aiyer made representation to the Hon'ble Mr. C. Rajagopalachari, Prime Minister.

Mr. N. Krishnaswami, proprietor, "Silver Screen" also met the Minister in connection with the same matter.

Aug. 13.—Public meeting of San Thomè High School Literary and Debating Society, Madras at which Mr. Allapichai spoke on "Cinemas". Mr. A. Lobo, Bar-at-law presided.

Aug. 14.—Release of "Mohini Rukmangada", Telugu picture of National Movietone, Madras, at Gaiety Talkies, Madras. A short comedy called "Jealousy", was also released along with the above picture.

Aug. 15.—"Entertainment but not education should be the primary object of films"—was the subject of a debate held under the auspices of the The League of Youth at the Madras Progressive Union School, Audiappa Naick St, G.T., Madras. Mover: Mr. K. V. Veeraraghavan, Opposer: Mr. T. Govindarajen, Motion passed by majority.

Aug. 16.—Mr. G. Ramaseshan announced that he left the Central Studios Ltd., Coimbatore

July 17.—Release of "Vikrama Sree Sahasam", Srinivasa Cinetone's Tamil picture at Crown Talkies Madras.

Aug. 19.—Opening of the Studio of the Motion Picture Producers Combine at "Spring Gardens", Teynampet, Madras. Shrimathi Rukmani Devi presided.

Aug. 20.—Release of "Jothi Arunagirinathar" at Central Talkies Salem, Lakshmi Talkies, Arni and Modern Talkies, Thirupathipuliyur.

Aug. 20.—Second anniversary of Select Talkies, Chengam Bazaar, Madras was celebrated with the exhibition of "Jagirdar", Sagar's Hindi picture. Hon'ble Mr. Yakub Hasan, Minister for Public Works, Madras Government presided. Seth Chimanlal B. Desai of Sagar Movietone and President, All India Motion Picture Convention who was on a flying visit to Madras, was present on the occasion.

Aug. 21.—Release of "Padmajothi". Modern Theatres' Tamil picture at Palace Theatre, Coimbatore, Rama Vilasam theatre, Karaikudi, Railto Talkies, Thiruvavur and Jeffery Talkies, Erode. Along with this, a topical picture of All India Swadeshi Exhibition of Salem held on August 1st and of Hon'ble Mr. V. V. Giri's (Labour

Minister of Madras Government) speech on that occasion is also released.

Aug. 21.—Release of a topical picture "Bhita Train Disaster" at Broadway Talkies, along with "Daulat" Hindi film.

✓ Aug. 21.—Release of "Mr. Ammanji", "Kausalya Parinayam" and "Nathaswaram" by Thiruvengadu Subrahmanyam of the Madras United Artistes Corporation, at the Crown Talkies Madras. These three pictures are in Tamil.

Aug. 21.—Release at Paragon of "Balamani" or "Pakkathirudan", (Tamil) of Shanmugananda Talkies and rented by Star Talkies, Bangalore.

Aug. 21.—Mallikarjuna Touring Talkies, now at Cuddapah gave a benefit show in aid of the Cuddapah Child Welfare and Maternity Association.

Aug. 25.—Mr. A. B. Menon, B. Sc., spoke on "Evolution of sound picture" at Y. M. A. Auditorium, Trichur (Cochin State).

Aug. 25.—Police Administration report of the Cinematograph Act in the city and the Madras Presidency published.

All India Film Events.

July 5.—Inaugural programme for the second year of the Advanced Instructional Association, Sholapur was held with Mr. H. T. Lambric, I.C.S., Collector of Sholapur. Films, supplied by the Motion Picture Society were shown.

July 13.—A possible successor to the late Mrs. Marie Dressler, was discovered in Mrs. Hilda Flanders, an American now in India. She was introduced to M. G. M. representative, who is a member of a touring party now taking background shots for their forthcoming production "Kim".

July 15.—Motion Picture Society's "At Home" to Mr. S. Satyamurthy, Deputy leader of the Congress Party in Central Legislative Assembly. The need for agitating against anti-Indian film propaganda was expressed at this function.

July 20.—General meeting of the Amateur Cine Society of India held in B. E. S. T. Conference Room, Bombay. Mr. A. Von Leyden presided. Mr. A. J. Patel A. R. P. S., gave a talk on lighting in amateur cinematography.

At the end, three interesting films—film sketches by Mr. Marcus Bartly, Amateur rama by Mrs. Gasper and Olympic Games by Mr. A. Von Leyden were shown.

July 22.—Presentation of souvenirs to the artistes of "Prabhat's Tukaram" which entered that day the 32nd record breaking week and has thus established a new All-India record for consecutive run at one

theatre. Sir Phiroze Sethna presided over that function held to-day at the Central Talkies, Bombay.

July 28.—Report on Vocational Education called Abbott Report was published by the Government of India. Under summary of suggestions, item (g) says: "More systematic attention should be paid to the teaching of art; and steps should be taken to secure for the high (or higher secondary) schools, a supply of qualified teachers of art."

July 30.—Motion Picture Society's deputation to Mr. S. A. Hydari, Secretary to the Education Department, Government of India, during the latter's visit to Bombay. The deputation stressed (1) the necessity of introduction of films in class room (2) the need for appointing Society's representative on the Central Advisory Board to Education and (3) the advisability of Government recommending the Society to the Trustees of the Carnegie Institute so that the necessary financial assistance may be afforded for the production of educational films. Mr. Hydari promised to consider the suggestions.

July 31.—Announcement by Motion Picture Society that as the special print of the "President" of the New Theatres Ltd. could not be got ready, the picture could not be sent to Venice Exhibition.

July 31.—Motion Picture Society's announcement that as a result of a deputation by Exhibitors Group to Superintendent of Police, Theatre branch, Bombay the authorities have decided now not to enforce Rule 23 in Bombay which sought to remodel the roofs of theatres which might have involved huge expenditure.

Aug. 1.—Visual Education Bureau, Bombay commenced showing educational pictures every Sunday morning and holidays.

Aug. 2.—Sir Sultan Ahmed, Commerce Member with the Government of India received a deputation of the Motion Picture Society of India, led by Sir Phiroze Sethna. The deputation discussed the points contained in the resolutions passed by the Second All India Motion Picture Convention of Madras. The Hon'ble Member promised a proper consideration of the grievances of film industry.

Aug. (First week).—"Cinema" Lahore announces the aims and objects and the personnel of the executive of the Northern India Exhibitors Association, Lahore: President: Mr. Dalsukh Pancholi, Empire Talkie Distributors, Lahore; Secretary—Mr. Jaimani Dewan, Raikhy theatre, Ludhiana.

Aug. 5.—Second annual meeting of the Gohar Gold Medal committee was held at Ranjit Film Company's office under the presidency of Mr. Dayaram Shaw. It was decided to give awards to "Achut Kanya", for the best picture during 1936. Other awards were announced for Vasanthi and the late Mr. Gul Hamed. The best screen-story prize was assigned for "Chayya", Huns picture.

Aug. 6.—Sir Phiroze Sethna's letter of protest to Foreign Secretary, German Government on account of slanderous remarks about Indians by a member of the Tobis, a German film producing unit which had come to India for the background scenes of "Tiger of Eshnapur". The slanderous remarks were published in the May issue of Foreign News Service published by German Film Export Association.

But the "Light House" in its issue dated 7th August publishes a note in which it is said that Richard Eichberg, the leader of the German Expedition protested that he had never uttered those wounding epithets and it was nothing but a pure freak of imagination on the part of an individual which is to be regretted.

Aug. 7.—Motion Picture Society's deputation to the Hon'ble Mr. B. G. Kher, Prime Minister of Bombay and to the Hon'ble Mr. K. M. Munshi, Home Member. The deputation made representations with regard to the reconstruction of Censor Board of Bombay and submitted that a High Court Judge be appointed as its president. The deputation urged the need for recognising film as a supplementary means of education and as a means of rural uplift.

The Ministers promised a sympathetic consideration of the proposals.

Aug. 10.—Muslim protest against the film "Swarajya Seemever", shown at Majestic Cinema, Bombay on the ground that it would create communal hatred. Deputation waited on Mr. K. M. Munshi, Home Member, in this connection.

Aug. 11.—Devikarani's exclusive statement to the Associated press announcing the intention of Bombay Talkies to produce pictures for world market.

Aug. 11.—Opening of Jaya Sree Films buildings, Shankershet Road, Poona.

Aug. 15.—Nina Mae Mackenzie who acted with Paul Robeson in "Sanders of the River" arrived in Bombay on her way to Australia by P. O., Mail boat "Mooltan".

Aug. 24.—Entertainments Bill proposing to tax admission to places of public entertainment, was introduced in the Bihar Council. The Minister for Finance, Mr. Anagruha Narayan Sinha was absent-minded at the time of voting and the Bill was therefore about to be circulated for eliciting public opinion. The speaker saved the situation and ultimately the Bill, according to Government wish, was referred to Select Committee.

Aug. 24.—The Central Provinces' Ministry lifted the ban on the film "Mahatma Gandhi meets the King", and other films connected with Gandhiji's departure from Bombay and his attendance at Round Table Conference.

ADVERTISE

IN

SILVER SCREEN

(TAMIL)

DEEPAVALI NUMBER

SINGLE COPY As. 4.

Postage Extra.

*

PARTICULARS:

SILVER SCREEN,

1/17 MOUNT ROAD

::

MADRAS.

The Ministry also lifted the ban on news reel depicting the hoisting of the National Flag at Bombay, films relating to Shivaji and also the latest film "Dal it Kusum" a story by Mr. Govindas and songs by Mr. D. P. Misra.

Aug. 25.—Sir Phiroze Sethna, President, Motion Picture Society of India, opposes the idea of British film industry opening studios in India.

"Morning Post" (Conservative paper, England) announced yesterday that the British film industry is preparing a scheme to ask the Government to subsidise the establishment of British film studios and cinemas in India with a view to competing with Germany and America and for the entertainment of villagers.

Aug. 26.—Bihar Government's press note on cinema publicity campaign among the rural masses in North and South of Bihar province.

Some World Film Events.

June 6.—First all-screen programme of a religious service in London. More than 1,000 people joined in hymns and prayers shown on the screen of the Metropole Cinema Victoria S. W.

June 28.—Speaking at the Commemoration day of Kings' School, Rochester, Miss M. C. Murrell of Thatford Grammar School, said that a questionnaire at the School showed that 50 per cent of the Girls preferred the Cinema, 33 per cent reading and the remaining 17 per cent the wireless.

July 5 to 10.—The Liaison Committee for Major International Associations which met at Paris formulated several recommendations to facilitate the circulation of educational films and the use of broadcasting in the cause of peace.

July 12.—Mr. Day, M. P. asked the Under Secretary of State for India for information as to how many number of films were banned in British India and how many of British origin. Earl of Winterton, answered saying that there was a difficulty in making too particular an enquiry because day to day administration of the Cinematograph Act was a matter for the Provincial Governments.

July 15.—An attack was made in the House of Commons to-day against the imposition of entertainment tax, which was levied first 21 years ago. Mr. A. P. Herbert (Independent Member for Oxford University) led the attack.

Mr. Herbert's speech elicited from Sir John Simon, Chancellor of the Exchequer the promise to consider the proposals at a later date.

July 15.—Mr. Francis X. Coyne to-day introduced a Bill into the Boston Legislature (America) to protect the theatre goers against "impersonation by stage and screen stars who parade under bogus

names. Should the measure pass, nearly all Hollywood's famous actors and actresses would have to give up their glamorous and synthetic names. The result of the Bill becoming law would mean a loss of hundreds of thousands of pounds to the film industry which relies on names as the chief box-office attraction.

July 29.—Sabu, hero of the Elephant Boy was given an enthusiastic reception at Barmouth. He was, as it were, mobbed by a croud of autograph-hunting admirers. He was on his way to Welsh mountains in connection with the filming of technicolour picture, "Drum" based on Rudyard Kipling North-West Frontier Classic. It is a Zoltan Korda's picture for London Film Productions, Ltd., 104 Indians took part in the film, viz., Sikhs, Pathans and hillmen.

Aug. 3.—The Shakespeare Memorial National Theatre scheme, launched 29 years ago advanced to an important stage with the purchase of a splendid site opposite South Kensington Museum for £ 75,000.

Aug. 4.—The Cinematograph Exhibitors Association of Great Britain and Ireland, in a pamphlet express the view that unless control of cinema over-building is instituted a crash is inevitable. They further state "We desire that the quota quickies should be eliminated. The method of elimination must encourage the production of worthwhile British films in increasing numbers to replace the quickies".

Aug. 6.—The performance of "Daughter of Ind" at the Art Theatre, London, was attended by such striking success, that offers have been made to him to produce the play with the present West-End and Indian cast in Berlin and Vienna. "Daughter of Ind" is the play of an Indian author, Mr. Fyzee Rahamin.

Aug. 9.—The death has occurred of Miss Annie Elizabeth Horniman the pioneer of the repertory theatre movement in England.

Aug. 10.—International Film Exhibition at Venice.

Aug. 14.—A Singapore message states that the cinema theatres in Penang, (one of the Straits Settlements, a British colony and which is destined to be Britain's fortress for North Malaya) have decided that the National Anthem need not be played at the end of cinema performances. The decision was made because most of the cinema goers did not observe it fittingly.

**SUBSCRIPTION TO THIS JOURNAL MEANS
ACTIVE HELP TO THE INDIAN FILM
INDUSTRY.**

Annual (with postage) Re. 1.] [Single copy Anna 1.

144961

South Indian Pictures

THE following pictures are either announced for production or expected to be released in Madras in due course :

TAMIL.

1. "**Padma Jyothi**" Miss Padma and T. M. Sankaran, and topical film of "All India Swadeshi and Khadi Exhibition" held at Salem on July 1937 with the speech of the Hon'ble Mr. V. V. Giri, Minister for Labour—Producers—Modern Theatres, Salem, Telegrams "Modern", Telephone : Office 06 and Studio 05, Salem.

2. "**Basmasoor Mohini**", T. K. Rukmini, B. Susheela and Vidwan Selvarathnam Pillai; "Mr. Loose and Mr. Tight", short comedy—Mahalakshmi Studio, 110, Royapettah High Road, Madras—Telegrams "Winfair" and Phone 8361.

3. "**Tanjore Rowdy**", R. B. Lakshmi — Ramniklal Mohanlal, Bangalore.

4. "**Jothi Arunagiri Nathar**", T. M. Manikka Bhagavathar and Miss Chandra; Mysore Samasthanam Vidwan Narayana Iyengar Gotu Vaidyam and music by T. K. Ramaswami Pathar—Jothi Films Company, Trichy.

5. "**Saint Arunagiri**" Sankaralingam, T. N. Meenakshi, Mayura Films, "Meena", Thygaroya Road, Thyagaroyanagar, Madras; Telegrams "Mayura" and Telephone 88295.

6. "**Sundaramoorthy Nayanar**" by M. Santhanam and Rangachari, Karthikeya Films, Bishops Garden, Adyar, Madras, Telephone 8411.

7. "**Vellala Maharajah**", Dandapani Desigar, Vel Pictures Ltd., Vel Nagar, Guindy, Madras, Telephone 88292.

8. "**Raja Sekharan**", M. R. Radha, Sahadevan, Atmanadhan, Meenakshi Sundaran, Miss Janagam and Miss Kanakam; Music by Srimathi Rajam Puspavanam—Madura Meenakshi Cinetone Ltd, 12, West Hanumantharayan St., Madura Studio—Srinivasa Cinetone, Vepery P. O., Madras. Telegrams "Kunros" and Telephone 3788

9. "**Tukaram**", Musiri Subrahmanyam Iyer, Central Studios, Trichy Road, Coimbatore.

10. "**Kuttee**", V. S. M. Rajaramier, V. S. Talkies, Madura.

11. "**Andal Thirukalyanam**", Sundara Othuva Murthigal and K. R. Saradambal—Sarada Films, Madras.

12. "**Raja Mohan**", Kali N. Ratnam and K. P. Kesavan, Miss A. K. Rajalakshmi, and M. M. Rathabai, National Movietone Co., Ltd., 71, Poonamalle High Road, Kilpauk, Madras. Telephone 4094.

13. "**Tulsidas**", M. K. Radha and Sabitadevi and "Old Son-in-law", Comedy short, Murugan Talkies, 8, Chinna Bazaar Street, Madura.

14. "**Soldier's Wife**", T. K. Sundarappa—Srinivasa Cinetone's production for Yessel Film Co., 33/B, Perambur Barracks Road, Vepery, Madras.

15. "**Vipranarayana**", Announced by Messrs. Sundaram Sound Studios, 11, Adyar Bridge Road—Phone 8375.

16. "**Vipranarayana**", or "**Thondaradipodi Alwar**"—Sree Gopalkrishna Films Ltd., in association with the Madras Sound Studios Ltd., at Huns Pictures, Kolhapur.

17. "**Robert Meccaire**" Srinivasa Cinetone, Madras.

18. "**Purandaradas**", G. Kalyanarama Iyer and Saraswathi-Devi Films, 45, Mint Street, G.T., Madras, Phone 3744.

19. "**Naveena Nirupama**", K. S. Iyer and Gulabibai, Mysore Sound Studio Ltd., Bangalore City.

20. "**Minnal Kodi**", T. K. Rukmani — Ramniklal Mohanlal, Bangalore City.

21. "**Manasadevi**", Miss A. Sundaram and Miss A. Kokila, Madras Films Ltd., 336, Thambu Chetty St., G T, Madras.

22. "**Bandit Chief**", M. A. S. Chellam Company, Premier Cinetone, Coimbatore —Telegrams "Cinetone."

23. "**Ambikapathi**", M. K. Theagaraja Bhagavathar and M. R. Santhanalakshmi, Salem Sankar Films Ltd., Salem.

24. "**Saroja**", Rambha Film Ltd., 9, Woods Road, Royapettah, Madras.

25. "**Sri Ramanuja**", Yessel Film Co., production at Srinivasa Cinetone.

26. "**Mani Mehalai**", Srimathi Rajeevi. Story by Mr. R. Manikkavasagam of Karanthai and Joint Secretary of Tanjore Film League.

27. "**Daksha Yagna**", B L Khemka's production.

28. "**Avarice**", Comic picture, Miss T. S. Krishnaveni and Puliyr Doraiswamy Iyah—Srinivasa Cinetone, Madras.

29. "**Bhu Kailas**", Sundaram Studio, Adyar.

30. "**C. I. D. of Madras or Lion of Harijans**", Battling Mani—Challenge Movietone's picture for Zenith Film Company, Chickpet, Bangalore City.

31. "**Apputhi Adigal**", Jothi Films, Trichinopoly.

32. "**Ramalingaswami**", Jothi Films, Trichinopoly.

33. "**Kandaleela**", Premier Cinetone, Coimbatore.

34. "**Shanmuga Vijiam**", Deccan Cinetone, 1/11, Mount Road, Madras.

35. "**Pasupatha Asthra Dhanam**",—Deccan Cinetone, Madras.

36. "**Bandit's Love**", Parameswara Sound Pictures, Coimbatore.

37. "**Orphan Girl**", Renuga Films, Madras.

38. "**Kannappa Nayanar**" Kalidoos Films, Erode.

39. "**Maya Jyothi**", Oriental Films, Madras

40. "**Challenge**", Prakash Pictures.

41. "**Madura Veeran**", Rajam Talkies.

42. "**Demon Land**", Success Pictures, Madras.

43. "**Minor Rajamani**", T. K. Sampangi, M. R. Dorai Raj, Miss S. Kamalaveni, P. S Gnanam, Olympic Pictures, Madras.

44. "**Murugan, the Tiller**", Sagar Movietone, Bombay.

45. "**Glory**"—Sagar Movietone, Bombay.

46. "**Kambar**"—Vel Pictures, Vel Nagar, Madras.

47. "**Appar**" Vel Pictures, Madras.

48. "**Shanmuga Leela**", Vel Pictures.

49. "**Maya Machindra**", Vel Pictures, Madras.

50. "**Syam Sundara**", Lakshmi Cinetone, 146, Broadway, Madras.

51. "**Jaibharath**", B. S. Raja Iyengar, Mysore Fotofone Studios Ltd., Bangalore.

52. "**Nanda Kumar**", T. P. Rajalakshmi, Prigati Pictures, Bangalore.

53. "**Thiruneelakantanayanar**", Rajen Films, Trichy.

54. "**Rajendran**", Brindha Talkies, Madura

55. "**Swarnalatha**", Rajendra Films, 15, Mowbrays Road, Mylapore.

TELUGU.

1. "Rukmani Kalyanam",—Shantakumari and Nidumukkala—Atrora Film Co., 66, Armenian St., G.T., Madras.
2. "Vipranarayana",—Kasturi Narasimham,—Aurora Film Company.
3. "Chithra Naleeyam" or "Naladamayanthi",—Madhavapeddi and Addanki,—Sri Rama Films, Nellore.
4. "Srinivasa Kalyanam",—Pandu Ranga Cinema, Ellore.
5. "Markandeya",—Kasthuri Narasimha Rao and Shanthakumari,—Radha Films, Calcutta.
6. "Tukaram"—C. S. R. Anjaneyulu, Central Studios, Coimbatore.
7. "Gouthama Buddha"—Bhaskara Pictures, Bezwada.
8. "Grihalakshmi"—Rohini Pictures, 40, Theagaroya Road, Mambalam, and production at Karthikeya Films, Adyar, Madras.
9. "Bhaktha Mirabai", Vijia Talkies, Bezwada.
10. "Jara Sandha"—Jaya Pictures, Bezwada.
11. "Bhaktha Pundarik" & "Kasulaperu", Andhra Talkies' film at Sri Durga Cinetone, Rajahmundry—Director C. Pulliah.
12. "Balayogini" Baby Saroja, Kamala Kumari; Sundaramma, Nagaraja Kumari, R. N. Satyanarayana and V. V. Rao—Madras United Artistes Corporation, Madras, 7, Bells Road, Telegram "Naveena" and Telephone 8487.
13. "Radha Krishna", Lakshmi Cinetone, 146, Broadway, Madras.
14. "Nar-Narayan", Ramathilakam, Sri Ranjani and P. Venkateswarulu—Wadia Movietone, Bombay—Renter; Messrs. M. B. Billimoria, Kalbadevi Road, Bombay.

KANARESE.

1. "Raja Sooya", Mysore Sound Studio, Bangalore.
2. "Chiranjeevi", Karnataka Talkies, Dharwar.
3. "Purandaradas", G. Krishnaswami Iyengar and Thripuramba, Devi Films, Madras.

MALAYALAM.

1. "Balan", Modern Theatres, Salem.

WHOEVER YOU ARE ... THIS PICTURE IS FOR YOU!

This is impassioned drama! This is exciting intrigue... intimate emotion... tremendous adventure! This is the love story which changed the destiny of an empire!



You've never seen such sweethearts! Tyrone Power...the screen's new sensation... and beautiful Madeleine Carroll.

LLOYDS OF LONDON

starring
Freddie BARTHOLOMEW and *Madeleine* CARROLL

with
SIR GUY STANDING-TYRONE POWER

C. Aubrey Smith • Virginia Field
AND A MAMMOTH CAST



Directed by Henry King
Associate Producer Kenneth Macpherson
Samuel F. Zemon in Charge of Production



COMING TO

ROXY

THE
GREATEST
PICTURE
OF
THE
YEAR



NEW THEATRES LTD.

GRANDEST

PRODUCTION—

THE PRESIDENT

(With SPECIAL TITLES in TAMIL)

“By producing the ‘PRESIDENT’ M/s NEW THEATRE have become in INDIA what the M. G. M. are in the World”—says *The Cinema World*.

—“Have you seen the President?” “Yes, I have, but I will see it yet again and again”.....is the talk of the Town.

REMEMBER—It's directed and photographed by:

Sjt. NITIN BOSE

NOW IN ITS FOURTH GLORIOUS WEEK

At STAR TALKIES

தமிழ்நாடு ஆவணக்காப்பக நூலகம்,
எழும்பூர், சென்னை-600 008.

தவணைத்தாள்.

சே. எண் :

ப. எண் :

வழங்கிய நாள். (1)	திரும்பிய நாள். (2)	வழங்கிய நாள். (1)	திரும்பிய நாள். (2)
21/4/94	20/6		
5-12-94			
10-2-99			
29/4/99			