



CINEMA SAMACHAR

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Ever presented on the Indian Screen!!!

NANDA KUMAR

(IN HINDI)

DURGA KHOTE
ANANT MARATHE

GOVINDARAO TEMBE
JAYASHREE



T. P. Rajalakshmi

reclaims her past Glory in

NANDA KUMAR

(IN TAMIL)

WITH

Master Mahalingam

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BANGALORE CITY

Y. V. RAO's Greatest Triumph !

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TAMIL PICTURES PRODUCED SO FAR

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“SHOKE SUNDER GOES TO VILLAGE”



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CINEMA SAMACHAR

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE

DEVOTED TO FILM INDUSTRY & ART

Vol. II

JULY 1938

No. 1

Still They Come!

THE Hon'ble Dr. T. S. S. Rajan, Minister for Public Health and leader of the House in the Madras Legislative Council, in one of his recent tours, envisaged the possibility of fresh taxation and it was suggested that among others, Electricity, Advertisements and Entertainments, may come in for a new imposition. This is the most disquieting news for the motion picture industry. It has been our painful duty to point out from time to time the iniquitous nature of the economic burdens that are sitting heavy on the film industry and curiously enough, the authorities, far from raising their little finger to lighten them, seem to be on their pursuit to add insult to injury by imposing every time a fresh instalment of taxes. The latest and the most ruthless item of taxation, viz. Advertisement Tax, has already done enough mischief to the film exhibition business in Madras and we need hardly emphasise that any extension of the same to a further area, in the Presidency, shall be a potential danger to the growth of all indigenous trades, especially cinema. And it is the same case with the other proposed items of taxation as well. We are not so far aware of what form, the contemplated measure of imposition will take. But we however hope that the State will take wise counsel in time and abandon the idea, if there is any, of finding in films a further source of income. If, on the other hand, the Government should persist in their exacting attitude, we are afraid, they will be completing the ruination of this infant trade and destruction of a growing art. In other words, they are depriving the public of their pleasant amenity and the country of the immense possibilities of a national building industry.

144963

FILM LEAGUE'S ACTIVITIES

The Madras Film League places on record its regret at the deaths of Mr. M. G. Nataraja Pillai, well known actor of the Tamil screen and of Mr. B. T. Raghavachari, popular song and dialogue composer of the Telugu screen and conveys its condolences to the members of the bereaved families.

As a result of the constant representations made by the Madras Film League, the Corporation of Madras, it is understood, is contemplating upon a further amendment of the rates and terms of the Advertisement Tax. The industry in Madras, is anxiously awaiting the enforcement of the reduced rates.

The Honorary Secretary, Madras Film League has issued the following statement.

The Kumbakonam Municipal Council submitted a memorandum to the Hon. Premier during his recent visit to that place, in the course of which the Council suggested the amendment of the Entertainment Tax Act so as to enable the civic bodies to levy the tax on all classes of seats. The proposal is as cruel as it is short-sighted for it implies the levy of tax on the poor man's admission fee and will thus act as a penalty on amenities provided to him. Instead of augmenting the income of the civic bodies, such an imposition will ultimately affect adversely the film business and thereby curtail one of the sources of revenue to the civic bodies.

THE FILM LEAGUE, TANJORE

The Annual General Body Meeting of the Tanjore Film League (West Main St.,) was held at the Co-operative Buildings, Tanjore under the presidency of Sri S. Rajaram Joshi. The following gentlemen were elected as office bearers:

PATRONS.—Mr. V. Nadimuthu Pillai, M.L.A., and Nawab T. S. Rajamanicam. **PRESIDENT.**—Mr. D. Mahalingam Pillai, B.A., B.L. **VICE PRESIDENTS.**—Mr. B. L. Govindarajalu Naidu and Mr. A. Chakravarthi B.A. **SECRETARIES.**—Mr. R. Manicavasagam and Mr. T. A. Muthusami, **COMMITTEE MEMBERS.**—Messrs N. Jayaraman, S. Satyamoorthy, B. Rudrapathi, Siva Kuppusami, R. Santhanam, V. Natarajan, R. Athmanathan, S. Shanmugam, G. P. Rajayee, and S. Rajaram Joshi.

It was also resolved to celebrate the Silver Jubilee in a fitting manner in Tanjore District.

Cover Page: Miss Kamalesh Kumari. in "Dharti Mata" coming to Madras shortly.



Miss Pushpavalli in "Mohini Basmasura"



Dorothy Lamour in "Jungle Princess",
coming to Madras shortly



The late Mr. B. T. Raghavachari, dialogue and songs
composer of Telugu screen.

Madras Registration Dept.

CINE-FILM PROCESS ADOPTED



DEWAN Bahadur B. V. Sri Hari Rao Nayudu, Inspector-General of Registration Madras, presenting the administration report of the department for the three years ending 1937 on 21st June 1938 states as follows on the new systems of copying adopted, in the department :

Photo Systems Of Copying

The two systems of Photo copying, viz., the Cine Film process in force in the whole of Madras-Chingleput District and headquarters sub-districts of East Godavari, Guntur, Salem and Coimbatore and the Photostat process in force in the South Malabar District continued to be worked as an experimental measure in the respective areas during the triennium under report.

During the triennium under report, 217,513 documents covering 971,035 sides and 12,188 certified copies covering 100,112 sides were dealt with under the Cine Film process and 248,273 documents covering 1,420,927 sides and 1,012 certified copies asked for at the time of the registration covering 21,347 sides were dealt with under the Photostat process. The net gain in the triennium was Rs. 2,583 under the Cine Film process and Rs. 8,470 under the Photostat. The experiment has to be continued till Mar. 31, 1939. A special report is due in September this year on the result of the experimental working of the two systems and on the advisability or otherwise of continuing any one or both of the two systems of photo copying from Apr. 1, 1939.

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with high-colour sensitivity and
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sensitive panchromatic medium
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top in the celluloid world. Judge
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EMPIRE FILMS NEEDED

Sir John Wardlaw-Milne's Speech



THE 55th birth day dinner of His Highness the Maharajah of Mysore was held at the Dorchester Hotel London on 8th June 1938, when both Lord Lothian and Sir John Wardlaw-Milne paid tributes to His Highness.

In the course of his speech, Sir John Wardlaw-Milne said as follows:—

"Mysore is there, open like a book, for all to read who care to visit it but how few people in the world can possibly visit Mysore. It is that thought that caused it to occur to me that I might ask to-night for your sympathetic consideration of a movement which is taking place in this country. Some of you may have noticed in *The Times* a few days ago an article from Sir Stephen Tallents, a most interesting article, in connexion with the distribution throughout Great Britain and the Empire of a series of Empire films instructional films, for schools and colleges. This is due largely to the work of the Library of Films at the Imperial Institute.

Making the States Known

The Royal Empire Society is engaged in another branch of this enterprise, if I may so describe it, and that is, the provision of these films for distribution in this country and throughout the Empire, to schools and colleges so that one part of the Empire will get easily to know another part. There is one which all of us who are interested in this subject realise, and that is the necessity of teaching the Empire and of giving people the opportunity of learning the different parts of the Empire in a way which will carry home to them like the films will, what these other parts of the Empire really mean, how the people live and all about them. I am certain that you will all agree that it is a very laudable and desirable object of the Royal Empire Society. Mysore, as the first State in India, might well set an example and produce a film showing us what the life of Mysore is, for the children not only in this country but in Australia, Canada and other places. I hope you will forgive my digression from the direct subject of this toast but I could not help it. It seemed to me such a wonderful opportunity for some of the Indian States perhaps to help the young children to a real realisation not only of what India is but of the great progress that is being made in Mysore and in other States in India.

MINERVA

PHONE
4026

The De Luxe Cinema Presents :
DURING JULY & AUGUST

From Sat. 16th July :

RICHARD DIX & DOLORES DEL RIO

IN

"DEVILS PLAYGROUND"

From 23-7-38

"DANCING PIRATE"

(IN TECHNICOLLOUR)

FEATURING

STEFFI DUNA

From 30-7-38

"THE COUNT OF MONTE CRISTO"

FEATURING

ROBERT DONAT & ELISSA LANDI

"THE KING STEPS OUT"

WITH

FRANCHOT TONE & GRACE MOORE

Every Week A BRILLIANT ATTRACTION !!
THREE SHOWS EVERY DAY.

CHOOSE YOUR SHOW

SOME PICTURES

... ..

By "JAYA"

"KAMBAR".—Thanks to the indefatigable efforts of Mr. M. T. Rajan, Managing Director of Vel Pictures Ltd., the latest production of that company namely "Kambar", has been brought to the screen with brilliant success. In this production, Vel Pictures can very well be said to have maintained their own traditional standard, as was seen before in "Krishna Leela" and "Pattinathar". Being based upon the well known story of the foremost of Tamil saints and poets, the picture is the first of its kind and is therefore considered a memorial in honour of "Kambar". The memorable incidents in the life of the poet, are brought out with all the wealth of realism and authenticity of atmosphere. Sri S. V. Subbiah Bhagavathar as the hero has achieved superb characterisation for the first time during his screen career. He has rendered certain song-hits with ease and melody, so as to make them a real feast to the ear. Other characters have each in his or her manner,—given a creditable account of themselves. The technical side of the production—recording, photography, settings, art, tempo, continuity, etc., etc., have been, on the whole, well done and Mr. C. S. U. Sankar, Director, deserves all credit for this.

"Kambar", is now being shown to crowded houses at Broadway Talkies and in other centres in the Districts.

"BHAKTHA MARKANDEYA" Trade-shown at Madras, on 19th June.—"Kubera Films' Telugu Picture " Bhaktha Markandeya" is a successful screen version of the entrancing story of one of the greatest of boy-devotees, Markandeya. There were several attempts to picturise this story hitherto and it was after all left to Messers Kubera Films to have completed the production with success. The cast, assembled for this picture consists of well known artistes like G. N. Swamy, Vemuri Gaggiah, Sriranjini and Santha Kumari and each can be said to have sustained the character, entrusted to him or her, to the delight of all sections of audiences. Histrionic talent, as exhibited in the picture, is of a high order and deserves great praise. Mr. Ch. Narayanamoorthy,

AWAIT RELEASE!

MALA

(IN TELUGU)

★

Director :

G. RAMABRAHMAM.

★

Starring :

Kanchanamala

Suri Babu

Sundaramma

Dr. Subba Rao

★

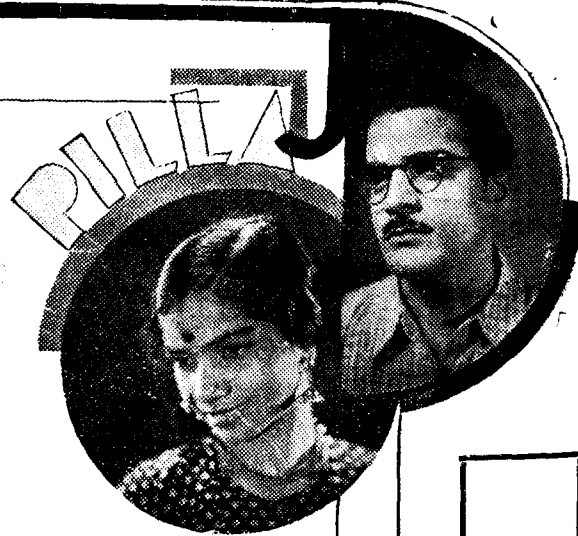
A Sarathi Films Production



For Bookings apply sharp to :

SARASWATHI TALKIES Ltd.,
BEZWADA.

★



Director, who, we are told, has directed this first picture, shows immense promise and if given some more opportunities, he will, we hope, easily come to the front rank.

"MAYOORADWAJA OR SELF-SACRIFICE".—An episode from Mahabarath, featuring Miss Mayavaram Saraswathi, Miss Kamakshi, Miss Padma, Gamaka Vidwan Sampath Kumara-char and Master Pithambaram. Trade-shown at Crown on 19th instant.

"BHAKTHA MEERA".—"It is artistically and technically a superb picture" is the unanimous verdict passed by one and all who witnessed "Bhaktha Meera", at the trade show last week. The verdict is all the more valuable in view of the fact that the picture was produced in one of the newly started local studios. The picture has achieved so far the top—most place among Tamil pictures. Skilful photography, perfect recording, appropriate and highly attractive scenic background and settings, beautiful colour sequences, a thrilling theme a fitting cast, acting of a supreme kind and above all the consummate directorial touches of Y. V. Rao—all these characterise "Bhaktha Meera", so as to make it a screen classic.

Miss C. D. Vasundhara Devi as Meera, Y. H. Rao as Kumbhara, Y. V. Rao as Krishna and Mansingh, Vidwan Srinivasan as Thansen, L. Narayana Rao as a Brahmin, and A. A. Somayajulu as Rup Singh have all played their parts with that ease understanding and naturalness, the like of which we could seldom see in Tamil pictures.

"Bhaktha Meera", is a tremendous triumph personally to Y. V. Rao, the Director, who, apart from acting fittingly in more than one role in this picture, has revealed rare directorial abilities for many of his colleagues to copy and emulate.

SHOKE SUNDAR GOES TO VILLAGE :—A high class comedy picture called "Shoke Sunder goes to Village", which is being shown along with "Bhaktha Meera", is also of Mr. Y. V. Rao's direction. It is a moralising theme depicting the doings of a dissipated youth. The cast which is headed by Mr. Y. V. Rao, includes L. Narayana Rao and A. A. Somayajulu. The picture is highly entertaining and is worth a visit.

IT'S BEAUTIFUL
EWITCHING
RILLIANT

AND THAT IS

VEL PICTURES SUPER TAMIL TALKIE

KAMBAR

Featuring

Sangeetha Vidwan

S. V. SUBBIAH BAGHAVATHAR

★ AT BROADWAY ★

From Wednesday 6th July 1938

Also simultaneous release at the following stations :—

Silver Jubilee Talkies	:	:	MADURA
Wellington Talkies	:	:	TRICHINOPOLY
Edison Theatre	:	:	COIMBATORE
Roxy Theatre	:	:	VELLORE



Mr. G. Ramabrahmam, veteran Telugu Director who is giving finishing touches to "MALA PILLA", a spectacular social picture.



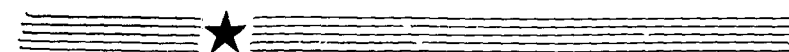
Miss Sundaramma in "Mala Pilla"



Sri S. V. Subbiah Bhagavathar in "Kambar", now running at Broadway Talkies.



A scene from "Prisoner of Zenda", starring Ronald Colman and Madeleine Carroll,
coming to New Elphinstone on 16th instant.



FILM INSTITUTIONS

(By RAMBLER)



A scene from "Vishnu-Leela" to be released shortly.

NANDKUMAR This famous mythological story of Lord Krishna, right from his birth to the destruction of King Kamsa, is portrayed in the time honoured fashion, but there are numerous excellent touches which lend distinction to the original plot.

Under the skilful direction of Nanasaheb Sarpotdar, "Nandkumar" has become not only a spectacular picture, but a thought-provoking one in its aspect of Lord Krishna's all pervading love. Clever trick scenes make the picture very entertaining from the beginning to the end. The photography is beautiful in places and makes the pictorial value a definite attraction.

The music-loving South Indians have a rare banquet in "Nandkumar" Master Mahalingam is a rare find. His music is thrilling and his actions are superb. With Krishnamurthi as Narada and T. P. Rajalakshmi as "Yesodha" the picture gets tunes that please the most fastidious demand. T. S. Rajalakshmi as Radha is a beautiful picture of innocence.

South India will love "Nandkumar" for it is a picture to be seen at least four times over. —(Film India.)

BHAGYA LEELA MESSRS Mayura Films, Ltd. have been fortunate in securing the right for Rs. 10,000 for Madras City only from Messrs Mohan Pictures the first rate producers of Bombay having produced good many Hindi as well as Tamil productions. A Trade-Show held at The Sagar Talkies Bangalore has not only tempted but brought the attendants to final decision to secure this picture even at the high prices.

Bhagya Leela Will simultaneously be screened at New Cinema Madura, Rajah Talkies Trichinopoly, Pram Vilas Karaikudi, Karnatak Talkies Coimbatore, and the Oriental Talkies Salem, from the 2nd week of July. The next Tamil stunt picture VEER RAMNI of Mohan Pictures is now under production.

Bhedi Trishul the Hindi stunt production has been now ready for release, while Veer Bala the stunt picture is receiving its final touches at the studio.

RELEASING SHORTLY!

THE MIGHTY CLASSIC OF THE SILVER SCREEN

BHAKTA JAYADEV

(TELUGU & HINDI)

The story of a Great Saint who sacrificed his all
at the altar of Truth and Righteousness.

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FEATURING (IN TELUGU VERSION)

V. Santakumari, Renduchintala Satyanarayana Moorthy,
Kamalabhai Surabi, Vellanki Venkateswarulu, Mangipudi
Kameswara Rao, G. Viswesvaramma, Radha Rani,
Y. Tata Rao, etc., etc.

★

IT'S A PICTURE PREDESTINED TO CREATE A
LANDMARK IN THE HISTORY OF SOUTH INDIA.

ANDHRA CINETONE Ltd.,
VIZAGAPATAM.

KACHA DEVAYANI

"KACHA DEVAYANI" or Sanjeevani, produced by Radha Film Company in association with Mr. B. V. Ramanandam, is being shown in certain centres in the Districts. Reports are received that the picture is well received and appreciated.

The picture has for its basis an episode from the Hindu mythology relating to the struggle between Rakshasas and Devathas. Well known artistes like S. P. Lakshmanaswami, K. Raghuramayya, Choppali Suryanarayana Bhagavathar, Miss Krishnaveni and Ch. Kanthamani, are in the cast.

THAYUMANAVAR MESSRS Kalamani Films, Madras, Jai Bharath Film Co. Trichy, and Modern Theatres, Salem, are the joint producers of "Thayumanavar" in Tamil. The cast consists of the following: M. M. Dandapani Desigar ("Pattinathar" fame) M. S. Deva Sena (Satya Seelan and Vishnu leela) T. E. Krishnamachariar (Tulasidas) P. G. Venkatesan, Venkatarao, P. S. Gnanam and N. Ramasami Pillai. Mr. T. R. Sundaram directs the picture. Pandit P. S. Chettiar is the Associate Director and the story and dialogue writer. Papanasam Sivan is the composer of songs. Background music is in charge of Panchala Narasimha Rao and party.

FAMOUS FILMS THE production party of this Company is leaving Nellore on 14th to Kolhapur. Mr. P. Pulliah, Director finished all the 'out-doors' in Tirupathi. They will be shooting the picture "Venkateswara Mahathyam" in Shalini Cinetone. The cast includes, stars of reputation and new finds like Santhakumari, C. S. R. Anjaneyulu, Rajeeswari, Sanjeevakumari, Mohana, Seeha, Buchenna Sastri, Thigala Venkateswarlu, G. Suryanarayana etc.

✓ **"MOHINI BHASMASUR"** THE shooting of Mohini Bhasmasur has reached its highest pinnacle. The celestial Mohini allures the bestial Bhasmasur into the dark depths of the forest. One need hardly reiterate here of the exquisitely charming model of Mohini, who slowly but steadily casts her raptuous net of love, not only to entice him, but to submit him to her dictations, by her pretension to yield to him. Carried by intense passion, he runs after Mohini hither and thither into the premeval jungles of unbeaten track. While portraying this tedious task, the talented artists, on account of the exposure in the scorching sun fell down unconscious, times out of number and the shooting had to be suspended till they regained and sufficiently recouped their strength. It is a sight for Gods to see that under the able direction of Mr. C. Pullayya, the youths are toiling and moiling with indomitable valour and unflagging zeal.

144 963.

32
N 11124 / N37SC
N38.2.

AWAIT RELEASE!! !!

AT
The leading theatre of
your city

This magnificent Picture

★

DIRECTED BY

K. AMARNATH

TAMIL

SOCIAL MELODRAMA

★

PRODUCED BY :

MOHAN PICTURES

(ANDHERI, BOMBAY)

BHAGYA -

STARRING

★

Miss. K. T. RUKMINI

P. S. SHRINIVAS RAO, B. A.

Shreemati S. R. PADMA

BABY RUKMINI

(South Indian Vasanti)

and many others.

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BHAGYA LEELA

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TAMIL STUNT

"VEER RAMNI"

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RAMNIKLAL MOHANLAL & CO.,
CHICKPET, BANGALORE CITY.

JOTHI PICTURES LTD.,

THEY have announced "Sri Ramalingaswamy". The following have been selected for the cast :

Mr. A. Muthu Bhagavathar of Tiruchendur will take the leading role. Mr. N. L. Krishnan of Ambikapathy and Daksha Yangna fame is in the comic role.

VIVEKA PICTURES

VIVEKA Pictures is the name of the new producing concern started in Madras with its offices at Thyagarayanagar. Their first picture entitled "CHITRA" in Tamil is scheduled for production at Newtown Studios, one of the finest and well-equipped (studios) of its kind in Madras.

The picture will be directed by Mr. S. K. Vasagam who has had unique experience in the motion picture business and has been till now General Manager of Jayashree Films, Poona, who are the producers of "NAND KUMAR."

Mr. Vasagam is enlisting the services of special technicians from Poona who will collaborate with him in the production of "CHITRA".

Mr. Jiten Bannerjee the chief technician and ace cameraman and Mr. Dinshaw Tehrani the clever sound engineer of Newtown Studios will contribute their art in making the VIVEKA Pictures' "CHITRA" the last word in entertainment. The casting for the picture is briskly proceeding.

METROPOLITAN PICTURES

THE preliminaries for their second Tamil picture MAYA MACHINDRA are well nigh finished. Director Raja Sekhar, the well known Film City veteran of Bombay, is now out in Southern India, selecting artistes for this picture; and in it, it is rumoured, most of South India's popular stars will appear together.

The 1938 production schedule of this new company of Mr. Khemka's further reveals a mighty production in two versions, viz. Hindi and Bengali, and that is CHANDRASHEKHAR from the pen of late Bankim Chunder Chatterjee. Mr. Ellis Dungan, is entrusted with the direction of both the versions of this picture.

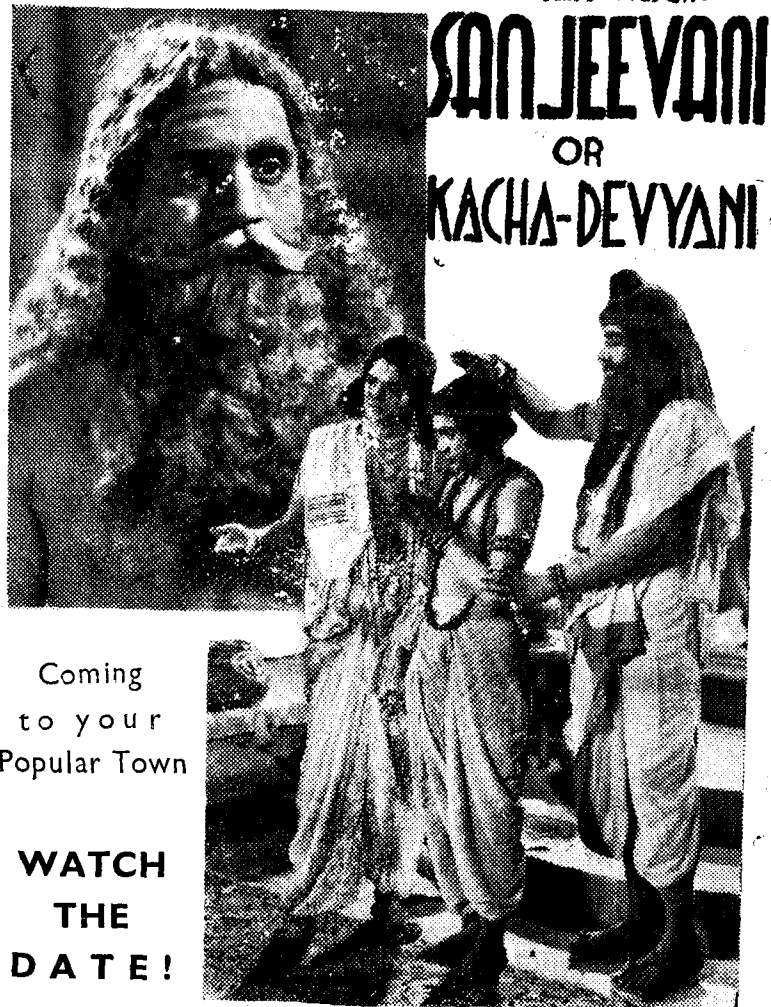
THE MAHALAKSHMI STUDIOS LTD

RAPID progress in the shooting of interesting scenes from The Mahalakshmi Studios Ltd's., tamil version of Inbasagan, was made last week. More than 16,000 feet have been exposed and the picture is expected to be released shortly.

A Picture which is taking every town by storm!

★

RADHA FILM Co & B.V. RAMANANDAM Present



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to your
Popular Town

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THE
DATE!**

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English Pictures

FORTHCOMING SHOWS

MINERVA:

"THE COUNT OF MONTE CRISTO"—It is a Reliance picture featuring Robert Donat and Elissa Landi.

It is the thrilling story of Edmond Dantes, an young Frenchman, torn from his sweetheart's arms and unjustly imprisoned. After a period of agony and suffering, he escapes and becomes a fabulously wealthy man and visits his vengeance on his enemies,

"DEVIL'S PLAYGROUND"—Columbia picture featuring Richard Dix, Dolores Del Rio and Chester Morris. The picture tells a story of sunken submarines and shattered loves. Dolores plays fast and loose with the honest affections of Richard Dix and it provides plenty of verile action, especially in connection with the sinking of the submarine.

"DANCING PIRATE"—R. K. O. Radio picture featuring Charles Collins, Frank Morgan and Steffi Duna. It is a technicolour picture. The picture features a hilarious series of embarrassing situations encountered by Frank Morgan, and by adventuring in a romance with Steffi Duna.

NEW ELPHINSTONE

"THE PRISONER OF ZENDA"—United Artistes picture featuring Ronald Colman and Madeleine Carroll.

The picture offers some of the most impressive and beautiful scenes ever filmed, notably the Coronation ceremony and the Coronation Hall.

ROXY:

Will show the following during the coming month ;

"CHECKERS"—Jane Wyt—Highly entertaining comedy

"HOLLYWOOD HOTEL"—Dick Powell—Musical comedy,

WELLINGTON:

"ROSALIE"—Nelson Eddy and Eleanor Powell.

A GREAT PICTURE IS COMING TO CREATE NEW RECORDS !

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The famous Rampa Forests!

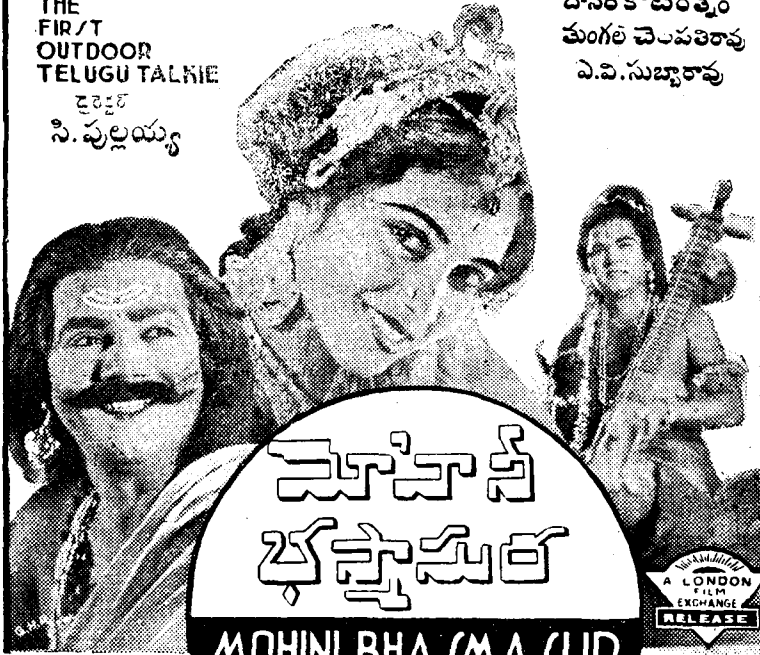
It's full of Love, Laughs, Romance, Heavenly Melodies, and Thrills,
in Abundance!!

ANDHRA TALKIES/
present

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FIRST
OUTDOOR
TELUGU TALKIE

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సి. పుల్లయ్య

పుష్పవల్లి
దాసరి కొటిరత్నం
తుంగల చెలపతిరావు
ఎ.వి. సుబ్బారావు



మోహినీ భక్తాసుర MOHINI BHASKARASUR

DIRECTED BY: C. PULLAYYA.

Starring:

DASARI
KOTIRATNAM
THUNGALA
CHALAPATHI RAO
A. V. SUBBA RAO

PUSHPAVALLY
"CHALMOHANRANGA" fame!
NAGARAJAKUMARI

Sole Distributors:—

LONDON FILM EXCHANGE

184, MOUNT ROAD, MADRAS.



Mr. V. A. Chellappa in "Madurai Veeran",
to be released shortly.

Kubera's Mythological Master-Hit !

BHAKTA MARKANDEYA

(IN TELUGU)

Directed by : Chitrapu Narayanamoorthy, B.A.



Featuring :—G. N. SWAMY, GAGGIAH, RADHAKRISHNIAH, RAMAKRISHNA SASTRY, RAYAPROLU, SREERANJANI, SANTAKUMARI, and a host of other screen celebrities.

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Edited and Published by Mr. V. Rama Rao,
at 2, Venkatachala Naick Street, Komaleswaranpet, Madras.



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the Thrilling Tale of our land!

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