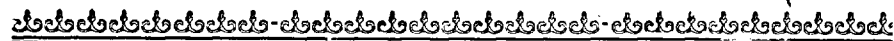




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MADRAS.

September 1937
October 1937

CINEMA SAMACHAR

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE

DEVOTED TO FILM INDUSTRY & ART

Vol. II

NOVEMBER 1938

No. 3

Silver Jubilee

THE Silver Jubilee of the motion picture industry and art in India was celebrated last month in Madras with much enthusiasm under the presidentship of Rao Bahadur G. A. Natesan. As has been observed by His Excellency Lord Erskine, Governor of Madras, in his memorable message on the occasion of the celebrations—"the Silver Jubilee marks a definite stage in the history of cinematography in India".

Twenty-five years may be but a short span in the history of industrial progress of a country, but even during that spell of a period, India has come to possess an industry, in cinematography, which is proving immense in its possibilities and potentialities. The foundations, of this art-trade have been well laid, thanks to the pioneering efforts of the founders, and the present generation has to feel eternally grateful to all those wise men who made its growth easily possible. No doubt, cinema has had to pass through vicissitudes all these years before it has come to stay; but it has to contend against still greater odds on its onward march in the years to come. In this connection we commend His Excellency's message that "if it (cinema) is to make its due contribution to social culture, it will need the sincere efforts, not only of those on the commercial side of the industry, but also of all lovers of truth and beauty in art, to see that progress is made along proper lines."

We wish our industrialists and all those interested in art to understand the true significance of His Excellency's advice and profit by.

MADRAS FILM CENSOR BOARD

PERSONNEL OF NEW BODY

MADRAS, NOVEMBER, 16.

IN exercise of the powers by Sub-sections (1) of Section 7 of the Indian Cinematograph Act 1918, as amended by Act XXIII. of 1919, the Government of Madras have constituted at Madras, with effect from the 18th October 1938, a Board consisting of sixteen members to be the authority for the purpose of examining and certifying films as suitable for public exhibition in the province of Madras:—

The members are:—

- (1) The Commissioner of Police—Ex-officio (Mr. J. Elliot.)
- (2) Station Staff Officer, Fort St. George. Ex-officio.
- (3) Diwan Bahadur S. E. Ranganatham (Vice-Chancellor, Madras University) "Sherwood", Kilpauk, Madras Phone No. 2765.
- (4) Mr. M. N. Clubwala, "Locksley House", 54 Main Road, Royapuram—Phone No. 4188.
- (5) Mr. J. Nuttal, (European M.L.A. and Director, Binny & Co.) "Greystoke", Cathedral Road, Teynampet, Madras.
- (6) Mr. B. Pocker (Member, Madras Bar Council) 9-10, Second Line Beach, G.T. Madras.
- (7) Rao Bahadur P. Sambandam Mudaliar (Vice-President, Madras Film League) "Pammal Lodge", 70 Achappan Street, G.T., Madras.
- (8) Srimathi V. M. Kothainayagi Ammal, (Editor "Jagan Mohan"), 26 Car Street Triplicane, Madras.
- (9) Mr. K. Sreenivasan (Managing Editor, "The Hindu") "Sabarmathi", Mowbrays Road, Mylapore.
- (10) Mr. Abdul Hamid Khan (Muslim League M.L.A.) 125 Thayar Sahib Street, Triplicane, Madras.
- (11) Dr. U. Krishna Rao. M.B.B.S., "Hawarden". Lauder's Gate Road, Vepery, Madras. Phone No. 2347.
- (12) Mr. K. Krishna Menon.
- (13) Mr. U. Ramappa.
- (14) Mr. C. Sambasiva Rao, Bar-at-Law, Sullivan's Road, Mylapore.
- (15) Mr. N. Narayana Murthi, Editor, "Andhra Prabha" Mukernallamuthu St., G. T. Madras.
- (16) Mr. S. A. Shaffe Mohamad, Vepery, Madras.

SILVER JUBILEE CELEBRATIONS

Public Meeting At Madras

MADRAS, Oct. 17.

A largely attended meeting was held in 16th Oct. 1938. at the Gokhale Hall to celebrate the silver jubilee of the Indian Cine Industry which completes the first twenty-five years of its history this year.

In a message to the Madras Film League on this occasion, His Excellency the Governor wrote:

"I have great pleasure in sending a message on the occasion of the celebration of the silver jubilee of Cinematography in India. The industry is hardly out of its infancy, and it must be the task of those engaged in it, and interested in its development, to aim at providing the highest standard both of entertainment and of instruction. In doing so, I am sure they will welcome and make every use of constructive criticisms and suggestions such as the Press and other critics are providing. The Cinema has certainly given a stimulus to South Indian art, and there is no reason why it should not continue to do so to an increasing extent. The industry has developed considerably in recent years, but much yet remains to be done in the direction of improved technique in production, and I trust that every effort will be made to raise to an efficient level an industry which is likely to play an important part in Indian commercial life. The Cinema like the Radio has come to stay, and if it is to make its due contribution to social culture it will need the sincere efforts, not only of those on the commercial side of the industry, but also of all lovers of truth and beauty in art to see that progress is made along proper lines.

"The Silver Jubilee marks a definite stage in the history of Cinematography in India, and I sincerely hope that, when twenty-five years hence, the Golden Jubilee is celebrated it will be possible to look back with satisfaction on the achievements of the past. I wish the celebrations all success."

Rao Bahadur G. A. Natesan, Sheriff of Madras, who presided, read His Excellency's message.

Other messages, on the occasion, received from several distinguished personages, were read out at the meeting by Mr. V. Rama Rao, Honorary Secretary, Madras Film League.

Cover Page: IRENE DUNNE while off the screen.

It may be noted here that the Madras Film Leagues published Cinema Souvenir on the occasion.

Limitations of Indian Pictures

Mr. H. M. Reddi, Chairman of the Silver Jubilee Committee, then answering the criticism generally applied to Indian pictures that they were not on a level with western productions, said that was due not to inferior intellectual equipment, but to the fact that it was impossible for producers in this country to spend on the lines of, for example the Americans. There was the fact that the market for our films was limited compared to the market which was available for Western pictures. Unless we could produce pictures in English in our country and send them to the international market we could not afford to secure for them the technique of western production. Even then, Western Governments might prohibit the exhibition of Indian films even if the audience were willing to see them. Considering the returns, it must be stated, much more money was being spent by our producers on their pictures than by the western producers on theirs.

Mr. Reddi pleaded for greater governmental support to the industry particularly in the matter of the production of the materials needed for the films within the country. The Governments in the provinces and at the centre, he said, had done nothing to utilise this medium of the screen for the purpose of instruction and propaganda.

Mr. Reddi added that there were no good theatres in Madras. This was a state of things which should not be tolerated. The authority which collected the entertainment tax must move in the matter.

Mr. P. R. Narayanan said that the bone of the film industry in this country had been that men of culture, intellectual attainments and of social status had always held the cinema in ridicule and contempt. A revolution in ideas was already coming, and it was fast being realised that the cinema was an interpreter of India's life in the past and the present and a vehicle bearing India's message to the world.

Educative Value

Mr. G. A. Natesan referred to certain of the defects of our production system, particularly to the undue length of our pictures and to the absence of news reels and pictures dealing with industrial or agricultural and other subjects of educative value. He hoped that these defects would be rapidly remedied.

Of the great educative value of the cinema, he said, it was hardly necessary to speak at length. In some of the Western countries,

the cinema was now playing a large part in the regular instruction of the children. It could be very profitably utilised here to present to the public the latest and most modern methods of sanitation and rural hygiene, and to demonstrate to them all the most recent improvements in farming and manufacturing. A great deal of discriminating help could be given to the industry by the Provincial, particularly the Congress Governments. He would suggest that the Provincial Governments should, at their own cost, produce short pictures suited to the class-room and for exhibition to the agriculturists. Pictures of sacred places of pilgrimage, of cities and shrines and of historic sites and buildings should be presented by the Governments to masses and to the school children. He was certain that with the Hon'ble Mr. Giri in charge of Labour and Industries in Madras, a film or two of some of the select industries in the Province would soon be made for the benefit of everybody concerned and for the instruction of the masses. Mr. Natesan added that it had long been his ambition that some patriotic capitalists should co-operate to produce for the international market a picture which would embody all that was historic, great and ennobling in our history, tradition and culture. We had been slandered in the foreign countries not only by people like Miss Mayo but by adventurers belonging to the Western cinema industry. The exhibition of a really good Indian pictures in Western countries would have a great moral and political value.

Mr. Natesan, proceeding, said that the industry had suffered from want of active help from the Governments, particularly from the Central Government. It was sad to think that the Government of India had not as yet taken active steps to give effect to the recommendations of the Rangachariar Committee. If not complete abolition, surely substantial reduction in the duty on raw film should be effected.

An All-India Film Institute should be started wherein training in camera work, audiography, laboratory work should be given. Arrangements to register films and protect them from piracy should be made, and steps to restrict entertainment tax to seats priced over eight annas at theatres should be taken. The exhibition of a quota of Indian films and a quota of social, educational and news pictures should be insisted on. The running time of pictures should be restricted.

Rao Bahadur P. Sambanda Mudaliar said that story-writers should make sure that their work was not mutilated by directors who knew nothing of the language. He added that the stories should bring out the spirit of India, of her real past, and of her future as the artist saw it.

Mr. A. Narayanan, Mr. Satagopan and Sri Pasupuleti Kannamba spoke. They maintained that, though it was handi-

capped in some respects, the industry was making satisfactory progress in our country.

Sri V. M. Kothainayaki Ammal hoped that the artistic fruits of the industry would be in abundant evidence at the time of its Golden Jubilee.

Mr. S. G. Aiyar proposed a vote of thanks.

SRIMATHI P. KANNAMBA'S SPEECH

Srimathi Pasupuleti Kannamba, well known Andhra star, speaking at the Silver Jubilee meeting, said.

Mr. President, Sisters and Brothers.

I wish to thank you, Mr. President and the organisers of these Silver Jubilee celebrations for having given me this opportunity of participating in this function to-day. Though there are several others belonging to my profession, I mean actors, who can competently speak on this occasion I am a bit surprised to note that the organisers have done me this honour. I consider that this honour is paid, through me, to the Andhra actors and actresses.

On this occasion, I cannot profess to speak to you anything fresh or more useful than what has already been spoken to by others, who preceded me. But I wish to say this, that to-day is a proud and blessed day, in the annals of the history of art in India, because, Cinema has reached to-day 25 years of its existence and for this, we have to be eternally grateful to all those pioneers and promoters who, at much sacrifice and difficulties, built up Cinema to its present greatness. Now Cinema is not only an art but also one of the prominent industries. As an industry it is attracting every class of public. Statistics say that about 3,0000 people are directly working in this industry and about 14 crores of rupees are invested in its trade. So, we can safely say that Cinema has got a big future for it in our country.

On this occasion, I venture to stress that the best means by which progress of Cinema in India, may be made possible is the interest that the public evince in this trade and art. The public are our guide and on their likes and dislikes and on their well being, should depend the growth of Cinema. I, therefore, beg to appeal to the public to take a keener interest in this art-industry. Then only Cinema can be made to cause economic relief, spread education and ensure prosperity of the Country.

Once again, thanking you for this opportunity, I close my speech."

H. E. LORD ERSKINE



His Excellency sends his message on the occasion of the Silver Jubilee of Cinematography in India.



MR. D. G.
PHALKE

First producer of
India.



Mr. R. NATARAJA Mudaliar

First producer in South
India.

CINEMAS AND WORKING OF ELECTRICITY ACT

ADMINISTRATION REPORT 1936-'37

Para 74, page 39 of the Electricity Department Administration Report for 1936—37 states as follows :—

The total number of Cinemas in the presidency was 279 of which 157 were permanent and 122 were travelling. There was a rapid increase in the number of cinemas which, in result, engaged the major portion of the time of one gazetted officer involving also extra clerical and accounting work. The number of inspections made during the year was 402 as against 355 of last year. Five prosecutions were conducted during the year under the cinema Act for breaches of various cinema rules; fines totalling Rs. 345 and ranging from Rs. 20 to Rs. 100 imposed."

Administration Report 1937-38.

Para 76 of the Administration Report of the Electricity Department of Madras Government for 1937-38 says :

Administration of the Indian Cinematograph Act—The total number of working cinemas in the presidency was 372 of which 189 were permanent and 183 travelling. The number of inspections made during the year was 473.

There has been sudden and rapid increase in the number of cinemas during the year which has considerably increased the work of the staff.

A serious fire occurred in the Regal Talkies, Ootacamund, due to unsatisfactory state of a cinema particularly in storing films; fortunately the fire was brought under control before serious damage was done.

WORKING OF CINEMATOGRAPH ACT

The following details are available from the Administration Report of the Police Department in the Madras presidency for 1937. (The report was released for publication on 16th August 1938).

The number of licenses issued to cinematograph theatres is 19 during 1936 and 19 during 1937,

The number of certificates issued in respect of cinematograph films is 63 during 1936 and 91 during 1937.

19 licences were issued during the year 1937 for cinema theatres including 1 temporary licence, and 2 for touring cinemas,

MINERVA

PHONE
4026

THE DE LUXE CINEMA PRESENTS
CENT PERCENT ENTERTAINMENT PROGRAMMES

5 to 11 November

"THEODARA GOES WILD"

WITH
IRENE DUNNE

12 to 18 November

"DEVILS BROTHER"

AND ADDED ATTRACTION
"CHAMBARLAIN" Short Subject.

19 to 25 November

"INFORMER"

WITH
VICTOR MACLAGLEN

26 to 2nd December

"BORNEO"

REMEMBER MINERVA IS THE ONE THEATRE IN MADRAS
WHICH PROVIDES BEST COMFORT
FOR CINEMA-GOERS.

ENTERTAINMENT TAX IN MADRAS

MADRAS, Nov. 4.

The following is an extract from the Administration Report for 1937-38 of the Corporation of Madras:—

Para (a) The Entertainment Tax was levied on all payments for admission of over four annas to any theatre, cinema, exhibition, circus or horse races at the maximum rates prescribed in Section 3 (3) of the Entertainments Tax Act. For other kind of entertainments the Tax was levied at 25 per cent of the payments of over four annas under Section 3 (1) of the said Act.

(b) Collection of Arrears:—

At the end of the previous year there was a balance of Rs. 636-15-0. But on account of settlement of the demand in certain cases after the expiry of the year 1936-37, the demand under arrears rose to Rs. 1,153-5-8. Out of this demand, a sum of Rs. 616-6-8 was collected and there was a sum of Rs. 536-15-0 outstanding. For this amount a decree has been obtained but attempts made to execute the decree proved futile and further steps are being taken for the execution of the decree again. The percentage of collection to demand under arrears is 53.42.

(c) Collection under current:—

The demand under Entertainment Tax for the year 1937-38 was Rs. 1,09,305-13-2 as against Rs. 97,927-11-9 in the 1936-37. The whole demand was collected making the percentage of collection cent percent.

The total Entertainment Tax realised for the whole year both under arrears and current was Rs. 1,09,922-3-10.

The entire collection was effected without resorting to the penal provisions of the Act. During the year under report, there were two big events in the sporting field which contributed an income of Rs. 11, 166-11-4 to the Corporation. One was exhibition Tennis match arranged by the South Indian Association in Dec. 1937 and the other was cricket matches organised by the Madras Cricket Club with Lord Tennyson's team in January and February 1938.

The National Health Association of South India Ltd. and the Corporation of Madras. All the cinema theatres were inspected during the year and the rules under the Act were strictly enforced. The rules governing the places of public resort were revised during the year and the Cinema theatres were directed to comply with the new rules.

99 films were inspected by the Board as against 63 in the previous year and 91 certificates were issued. Regular quarterly meetings were held by the Board.

RADIO PROGRAMMES COPYRIGHT CASE

Suit Against Owner of Restaurant

BOMBAY, Sep. 20

How the Radio programmes can sometimes land the owners of restaurants and other places of public entertainment in trouble was illustrated by an interesting case which came up before Mr. Justice Rangnekar at the Bombay High Court.

In this case, the Performing Rights Society, registered in England, sued the proprietor of an Indian restaurant for an injunction from broadcasting and damages in respect of a breach of the copyright of two musical compositions which formed part of the Radio programme relayed on February 15, 1937.

The Performing Rights Society, who have acquired the copyright in nearly two million musical works, claimed that the two pieces which formed the subject matter of the suit, having been performed in public by the defendant without their permission, constituted an infringement of their copyright.

Mr. J. P. de Costa, the Society's local representative had visited, among others, the defendant's restaurant and had warned him that if he played these European music pieces as part of the Radio programme in his restaurant he must take a licence from the Society. The defendant, however, (it is alleged) paid no heed to the warning. On February 15, 1937, Mr. de Costa heard the two musical pieces being played in the Defendant's restaurant from his radio set. Thereupon the Society filed this suit. His Lordship granted an injunction against the defendant, restraining him from repeating the offence and also directed him to pay Rs. 50 as damages to the plaintiff Society for the infringement of their copyright. In his judgment, His Lordship remarked that the defendant might not have known that the two pieces of music, which formed part of the Radio programme broadcast at this restaurant, were controlled by the plaintiff Society in respect of their copyright. But his innocent intentions were no defence in law, if the breach of copyright was actually committed.

★
Miss. ZUBEIDA



THE STAR OF
THE FIRST TALKIE OF INDIA
"ALAM ARA"
(HINDI)



Miss. KAMALESH KUMARI



IN
"DHARTI MATA"

(HINDI)

of New Theatres.

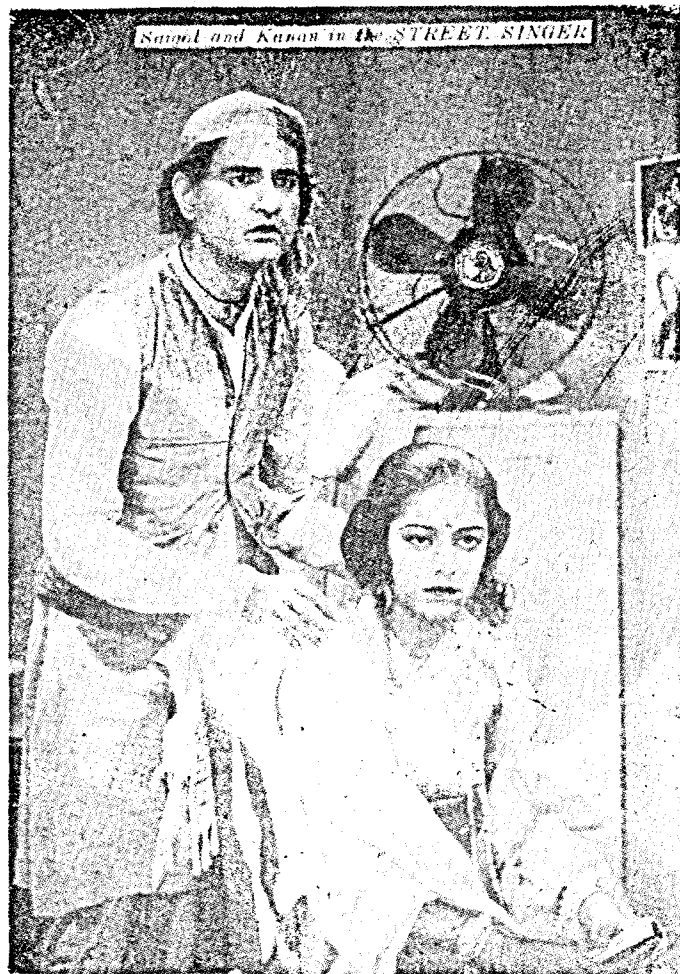
It is a Calcutta Film Exchange release.

UMA DEVI



IN
"DHARTI MATA"

★
SAIGAL and KANNANBALA



IN
"STREET SINGER"
(HINDI)
A NEW THEATRES' PRODUCTION.

★ ★
ADVERTISEMENT TAX

— ★ —
**Corporation's Decision on Film
League's Request**
★

AT a meeting of the Madras Corporation Council held on 16th August 1938 in the Ripon Buildings, with Mr. J. Sivashunmugam, Mayor, in the chair, the following proceedings took place :

The Council considered a memorandum from the Madras Film League requesting special treatment in the matter of the levy of the advertisement tax by the Corporation.

The League wanted the Corporation to dispense with the necessity of giving previous notice of the display of advertisement for the reason that there might be sudden changing in programme of tax at the end of a month after settlement of the amount due : and levy of tax prorata for advertisement displayed during a portion of a month.

The Revenue Officer, in his note to the memorandum, had stated inter alia that there could be no objection to the principle of special treatment being given to the permanent cinema advertisers. He had suggested amendment of the provisions of the Act for the purpose and substitution of weekly rates for the tax, calculation being made from the date of display to the date of which the performance was held.

Dr. U. Krishna Rao moved that the draft by-laws on the levy of advertisements tax be adopted with certain changes, including the fixing of security deposit not more than Rs. 100 and not less than Rs. 50, and the adoption of new rates in respect of advertisements on hoardings, walls, posts etc., in the forms of non-illuminated sky signs.

Mr. Aziz Muhammad Ghouse moved an amendment to substitute Rs. 5 for Rs. 10 in respect of advertisements on motor cars or lorries. Mr. C. Tadulinga Mudaliar moved another amendment to substitute As. 12 for Rs. 1-4 for advertisements exhibited on screens by means of lantern slides.

Both the amendments were lost and Dr. Krishna Rao's motion was carried.

These recommendations of the Corporation are still awaiting the approval of the Government (i.e. till the end of Oct. 1938.)

Coming Shortly to the Screen!

FAOMOUS FILMS, NELLORE

WILL PRESENT

SRI TIRUPATHI

★ VENKATESWARA MAHATIYAM ★

OR BALAJI (IN TELUGU)



The first gate of Sri Venkateswaraswamy Temple

Featuring :- C. S. R. Anjaneyulu, Madduri Buchanna Sastri,
Tegla Venkateswaralu, Santhakumari, Satvavati, Rajeswari.

Studio : SHALINI CINETONE, KOLHAPUR.

Direction : P. PULLIAH.

Supervision : SHIRAJ ALI, BOMBAY.

Apply to : **SRI RAMA FILMS, NELLORE.**

CINEMA PATENTS AND DESIGNS

CONTROLLER'S REPORT

(From A. P.)

CALCUTTA, July 12, 1938

IN the course of the Annual Report for 1937 of the Patent Office of the Government of India, Mr. K. Rama Pai, Controller of Patents and Designs, sums up the trend of inventions in India as inferred from the applications for Patents :

Referring to films, the report says ;

The number of applications relating to cinematography has been steady. Two applications originated in India, and the object of one of these inventions was to obtain a stereoscopic picture without the use of complicated optical systems or of specially coated film.

As in previous years, *talkies* continued to attract considerable attention from inventors. The object of most of these inventions was to provide an improved apparatus and method of operation whereby sound having a very wide volume range may be recorded and reproduced faithfully without distortion caused by imperfection in the film or photo cell and without the introduction of extraneous noise.

Lamps and Lighting continued to attract considerable attention from inventors. A good deal of interest was shown in improving the hurricane lanterns. The object of most of the inventions was to design the various parts of the lantern, e.g., air tubes, chimney top, burner plate and lighting arrangement for globe, etc., so as to render them easy to manufacture by mass production methods. Attention was also devoted to light projecting devices for obtaining illumination in desired directions. Most of the inventions originated in Germany, and very little interest was shown in this field by inventors in this country.

TO OUR READERS !

The September and October issues of "Cinema Samachar" are incorporated in the November issue in view of the publication by us of Silver Jubilee Cinema Souvenir.

MANAGING EDITOR.

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11/10/38
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"MAKE UP" ARTICLES IN INDIA

INCREASE IN IMPORT

(From A. P.)

THE importance of "make-up" articles (Cosmetics) to the motion picture world, is paramount and it is therefore interesting to review the increase of their popularity.

Nearly twice as many women, in India, are using cosmetics to-day than was the case three years ago. This is reflected in the import figures for cosmetics which have almost doubled within this period. Though the imports of toilet requisites, under which cosmetics are imported, declined this year the import of cosmetics, taken individually, has swelled considerably. It is calculated that women, in India, spend nearly twelve lakhs yearly in "make up."

Inquiries made in a number of cosmetic depots, also reveal that the demand for cosmetics is increasing steadily. Women are taking to this form of beauty-culture in growing numbers, and there now are few homes left uninvaded by cosmetics.

In the motion picture world, where the need for "make-up" is foremost, good cosmetics are of paramount importance. In this respect, India, with its rising film industry, provides a wide scope for increasing sales.

There are at least twenty different shades of 'make-up' and these are calculated to cover every need. India obtains most of her requirements from abroad. Imports from the U. S. A. are by far the largest. The United Kingdom follows while Germany and France hold the third and fourth places respectively.

The value of toilet requisites imported into India, every year, is over 26 lakhs from the United Kingdom, one lakh and a half from Germany and one lakh from France. It is calculated that cosmetics comprise nearly 45 per cent of these figures.



A Scene from "KACHA DEVAYANI", (Telugu) of Chamria Talkie Distributors, now running in several centres in the districts.

Miss PUSHPAVALLI



IN
"MOHINI BASMASURA"

Film Diary

|| NOTE THE DATES ||

Aug. 1938 : Death of Max Factor, Hollywood beauty expert.

Aug. : Appointment of new Censor Board in Bombay. Rai Saheb Chunilal, General Manager of Bombay Talkies Ltd., on behalf of the Motion Picture Society and Seth Chimanlal B. Desai on behalf of the Indian Motion Picture Producers Association were appointed to the Censor Board of Bombay.

Aug. 15 : Sixth Annual Meeting of the Motion Picture Society of India, Bombay.

Aug. 17 : Complaint of criminal assault by cinema extra girl Miss Rajamani, working in Motion Picture Producers Combine. The case is against Meenakshi Sundaram Chetti, of Mahalakshmi Studios, Royapettah, Madras, Miss Vidushan and Raju Mudali. The case was committed to Sessions by Mr. Abbas Ali, Chief Presidency Magistrate on 14th Oct. 1938. The accused were remanded to custody.

Aug. 18 : The Government of Madras have passed orders calling upon the Saidapet Municipal Council to show cause why its resolution passed at the special meeting of the Council on the 6th Aug. 1938 directing its Commissioner to cancel the licence granted by him under the places of Public Resort Act, to Joyce Talkies, should not be cancelled.

Aug. 19 : Mr. S. Ramkumar, the 'man of the thousand faces' delivered a lecture at Coimbatore on the Indian film industry under the auspices of the Students' Literary Association Mr. M. A. T. Coelho, Additional Sessions Judge, presided.

Aug. 20 : Gokulastami Day. The foundation stone was formally laid for the opening of the Prabhat Talkies near Broadway Madras.

Aug. 20 : Publication of the Cinema Year Book by the Motion Picture Society of India, Bombay.

Aug. 20 : The opening ceremony of The Brindavan Talkies, Masulipatam was performed by Mrs. Bhaskara Row, wife of Mr. T. L. Bhaskara Row Naidu, Collector, Kistna. "Sithakalyanam", a Vel Pictures' Telugu film, was screened here.

Aug. 26 Friday : Release at Crown (Madras) of "Balan", first Malayalam picture, produced at Modern Theatres, Salem and distributed by Shyamala Pictures, Madras. It was directed by Mr. S. Natami.

Aug. 29 : Miss T. S. Rajalakshmi and Master Sethuraman, young artistes who played as Radha and Balakrishnan, in Tamil film, "Nandakumar", were awarded a gold medal and a silver plate, at the Silver Jubilee Talkies, Madura.

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Aug. 30: The Tanjore Municipal Council resolved to ban all noisy advertisements which caused nuisance to the public and that advertisements should be made only through hand-bill. The commissioner said that he had already taken action under the Public Resorts Act prohibiting cinemas from using noisy advertisements between 9 p.m. and 6 a.m.

Aug. 31: The Punjab Government have issued a circular to all departmental heads to the effect that no person serving under the Punjab Government should under any circumstances ask for, or accept a free pass for any cinema or any other place of entertainment.

Sep. 1: An injunction petition was filed in the court of the District Munsif, Madura Town, by Mr. A. V. Meyappa Chettiar, Director of Subodh and Co. and managing agents, Pragati Pictures Ltd., to restrain minor T. R. Mahalingam, actor in "Nanda Kumar" from taking part in a stage performance at Madura this night.

The District Munsif ultimately passed orders this afternoon holding that no interim injunction could be passed and dismissed the petition for temporary injunction.

Venice, 2nd Sep. 1938: "The Drum," the British film starring Sabu, the Indian boy actor, has been awarded the City of Venice Cup at the sixth annual Film Exhibition here.

Sep. 2: A meeting under the auspices of the Erode Cine-League was held at Erode under the presidentship of Mr. Natarajan. Mr. S. D. Ramachandran is the president of the League.

Sep. 4: Second anniversary of the Tanjore Film League at the Y. M. L. A., Tanjore. Mr. P. Ramalingam I. C. S., Sessions Judge presided. Mr. G. Rangaswamy Iyengar, President of Trichy Film League, Srimalathi T. M. Kamalaveni, Mr. A. Kodandapani, Baby Jayalakshmi, and Mr. D. Mahalingam spoke on the occasion.

Sep. 4: At the annual general meeting of Vel Pictures Ltd., at Vel Nagar, Guindy, Messrs M. T. Rajen, C. P. Sarathy, Jayanthilal Thakore and T. Nagapotha Rao were unanimously elected as Directors of the Company and Mr. M. T. Rajen, was elected as the Managing Director.

Sep. 9: Release at Paragon, Madras of "Sri Kanda Leela" (Tamil) of Premier Cinetone, Coimbatore.

Sep. 9: Trade show of "Sri Ramanujar" (Tamil) at the Gaiety Talkies, Madras. Mr. C. R. Srinivasan presided.

Sep. 10: Release at Kinema Central, Madras, of "Krishna Jara-sanda" (Telugu) of Jaya Films, Madras.

Sep. 10: Release at West End of "Sundaramoorthy Nainar," Karthikeya Films production starring T. P. Subbulakshmi, Sundaram and P. B. Rangachari.

Sep. 11: "THE DRUM" There were anti demonstrations against "The Drum," a British production at a Bombay Theatre. Forty six persons who participated in it, were arrested. On Sept. 12, this matter came before the Bombay Legislative Assembly.

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The Hon. Mr. K. M. Munshi, Home Minister (Congress) replying to a short notice question, said: "The Drum" was given a certificate as suitable for public exhibition, but with an endorsement directing the deletion of 24 ft.

Sep. 17: Madras Government informs the New Elphinstone Talkies, Madras that the British Film "Drum" must not be screened until Government have given their permission.

On Sep. 20: Madras Government notification was issued. The notification states.

In exercise of the powers conferred by sub-section (7) of section 7 of the Cinematograph Act, 1918. as amended by the Cinematograph Act, 1919, the Government of Madras direct that until further orders the film entitled "The Drum" be deemed to be an uncertified film in the whole of the province of Madras.

On October 17 the Government of Bombay issued the following notification.

After re-examination of the film, "The Drum," the Government of Bombay have ordered the deletion of such portions as appeared objectionable and have instructed the Bombay Board of Censors to certify the film, whenever requested to do so, in the approved form.

Government have also taken the opportunity to caution importers of foreign films to be careful in future to see that films concerning India contain no objectionable features. The Bombay Board of Censors will in future, submit a comprehensive report to Government on films bearing on Indian life and will issue certificates only after Government's approval.

Sep. 17: Release at Crown of Tenaliraman (Tamil) of Majestic Pictures, Madras and of Radha Films, Calcutta. The picture is being distributed by Messrs Chamria Talkie Distributors, Madras.

Sep. 17: Release at Gaiety, of "Musri Tukaram" (Tamil) of Central Studios, Coimbatore.

Sep 17: Death at Bombay of Sir Phirose Sethna, President of the Motion Picture Society of India, Bombay.

Sep 18: Tragedy at city cinema theatre. On account of free shows conducted by the Madras United Artistes Corp'n, there was rush of people at Gaiety theatre, Mount Road Madras. One lady was killed in the rush.

Sep. 18: Joint business meeting of the Madras Film League and of the Madras Cinematograph Assn. at the Y.M.I.A. in connection with the forthcoming Silver Jubilee celebration of Cinematography in India.

Sep. 20: Madras Corporation council passed a resolution requesting the Government to order an enquiry into the Gaiety talkies tragedy on 18th Sep. 1938.

Sep. 25: Release at 12 centres in Andhra Desa, of "Mala Pilla," Sarathi Films' first sensational Telugu social Talkie. The

picture, provoked a slight controversy which served as a extra publicity for the picture.

Oct. 1: Release at Broadway, Madras, of "Gopalakrishna" (Hindi) of Prabhat film Co. Mr. Fatelal and Damle are the Joint Directors of the picture. Mr. Damle came down to Madras and was present at the time of release of the picture.

Oct. 1: The Cochin Government have decided to empower local authorities to levy an Entertainment Tax in order to increase the resources of the municipalities in the State. A bill will be introduced into the Cochin Legislative Council shortly.

Oct. 1, 1938: The world renowned British Film Star, Ronald Colman has married the London-born actress, Benita Hume at Sonda Barbara (California).

Oct 2: At the Congress Industries Ministries' Conference it was decided to start production of large scale industries of national importance.

Oct. 3; Sunday—Inaugural ceremony at Congress House, Madras of the Madras Provincial Cine Artistes Association. Election of office bearers: President: Mr. Velu Nair. Vice Presidents: Mr. K. P. Kesavan and Mr. M. K. Theagaraja Bhagavathar. Secretaries: Mr. Ananthanarayan Iyer and Mr. M. V. Mani.

Oct. 4: Publication of City Cinema, a Tamil film monthly, published by Mr. A. K. Srinivasan at 2/32 Armenian St, G.T. Madras.

Oct. 6: Entertainment at Sagar Talkies, Madras. Messrs Chandulal Shaw, Proprietor of Ranjit Film Co., Bombay and Mr. A. Fazalbhoy, Proprietor, General Films, Bombay, were entertained at a tea party in the premises of Sagar Talkies by the management of the Sagar Talkies, Madras.

Oct. 7: Opening of a new theatre, Sagar Talkies at Woods Road, Royapettah, Madras. The first picture screened here is "300 Days and after", (Hindi—Sagar film, featuring Sabitha Devi, Bibbo and Motilal.

Oct. 14: Release at Star, of "Dharti Mata" New Theatres' Hindi Picture starring Mr. K. L. Saigal and Uma Devi.

Oct. 15: Death at Madras of Srimathi Veenai Dhanammal at the age 75. She was a great musician of South India.

Oct. 16: SILVER JUBILEE DAY:

The Silver Jubilee of Cinematography in India was celebrated at Madras, Gokhale Hall, under the presidentship of Rao Bahadur, G. A. Natesan, Sheriff of Madras. H. E. Lord Erskine Governor of Madras, sent his special message for the occasion, to the Madras Film League. "Silver Jubilee Cinema Souvenir," in commemoration of the Silver Jubilee was published by Mr. V. Rama Rao B.A., "Cinema Samachar" on behalf of the Madras Film League and it was released on 16th Oct. 1938.

Oct 17: 'The Hindu' wrote a editorial under the heading "Our Film Industry" and said in conclusion "There is wide scope for the expansion of the industry in India and it is to be hoped the Governments—Central and Province—will decide to give it due encouragement and afford all facilities as is done in other parts of the world."

Oct. 18: New Board of Film Censors for Madras formed. The Board consists of 16 members.

New York Oct 20: Walt Disney sued for damages. A suit for damages has been filed in the Supreme Court by Miss Adriana and Henry Stockwell who are the voices respectively of Snow White and Prince Charming, alleging that though the contract for the use of their voices was only for film records, they were made from a sound track without their consent.

Oct 20: Workers' budgets—The report of the statistical officers' enquiry into family budgets of industrial workers in Madras city has just been published. This is the first enquiry of its kind conducted in this presidency.

Under the heading "Amusements" the report says as follows: "Indulgence in amusements is not uncommon amongst the working classes. The most Common form of amusement is CINEMA, and no less than 43.27 per cent of the families show expenditure on amusements. The average amount spent on amusements is As. 3-8 per month taking all the families into account and As. 8-6 per month taking only such of the families as show expenditure on this item.

The average income per family is Rs. 37-5-11; 95.06 per cent of this sum is derived from employment. The greatest single source is the earnings of the husband amounting to 78.33 per cent. The wife is responsible for 0.57 per cent of the earnings, the children for 2.89 per cent and other members of the family for 13.27 per cent.

Oct 20: The Amrita Bazar Patrika, in its issue dated Oct. 20, 1938, writes an editorial note about the Silver Jubilee of Cinematography in India under the heading "Government and Film Industry" and says:

In Germany, Russia and Italy the state has helped and encouraged the industry in various ways, because of the realisation of the fact that film not only provides entertainment but constitutes the best medium of education and enlightenment. Should we not feel ashamed that while other countries are progressing in this direction, the film industry in our country, is steadily languishing? How long will the authorities allow this deplorable state of affairs to continue?

Oct. 22: Release at Crown Talkies Madras, of "Maya Mayavan" (Tamil) of Modern Theatres, Salem.

Oct. 26: Arrival at Madras of Srimathi Shanta Apte, Prabhat Star. She stayed in Madras till 31st evening, and went to Madura

Rameswar and Trichur. At Madras a number of functions were arranged in her honour.

Oct. 26: Rao Bahadur P. Sambandam Mudaliar spoke on "Films in National Life" and Mrs. V. M. Kothainayaki Amma presided at a meeting of the Nehru Club, Triplicane Madras.

Oct. 28: Release at Sagar of "Mukti" (Hindi) New Theatres Picture featuring Barua and Kannanbala.

(California). Oct. 31. **FILM COMEDIAN DEAD**: The death has occurred of Robert Woolsey, the film comedian and partner of Bert Wheeler.

Born on Aug. 14, 1889, Robert Woolsey was only 49 years when he died. He started life as a jockey, but a broken leg put an end to his turf career. He then turned to the stage, and after fifteen years' experience, travelling in musical comedy all over the States, he received an offer to his original stage part in *Rio Rita* on the screen, together with his partner, Bert Wheeler. He has played in several other pictures, the recent ones being "Hips, Hips, Hooray", "Kentucky Kernels". "The Nit Wits", "The Rain-makers" and "Silly Billies."

Nov 5: Release at Gaiety, of "Swarnalatha" (Tamil) of the Mahalakshmi Studios, Madras—Mr. Y. V. Rao's Direction.

Nov 5: Release at New Elphinstone, Madras, of the much discussed film "The Drum".

Rome, Nov 6: **Foreign Films and Italy**: Four big American film companies, namely Metro Goldwyn Mayer, Fox, Warner Brothers and Paramount, have given notice to their staffs in Italy and are closing down their offices and studios on December 31, unless a last-minute compromise is reached with the newly-elected state film monopoly, the Enic.

The dispute arose owing to the Government's decree that the Enic would purchase and handle all films in Italy, including foreign films.

The Enic proposes to pay a flat rate for films irrespective of the cost of production.

The decision of the companies means that many of the most famous stars will no longer be seen in Italy.

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Last year, you are aware the first annual Madras Film-Diary evoked the keenest interest among film business people as well as several thousands of film goers throughout the country and even abroad. By all accounts, the publication was the most useful film book in India. And this year's publication is by far superior one to last year's in quality and get-up. To possess a copy is to have a fund of film information in the hollow of your hand.

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Those desirous of ordering 25 copies or more will be given 25% commission *ie.* at the rate of 4½ annas a copy, the transit charges to be borne by the party ordering for the copies.

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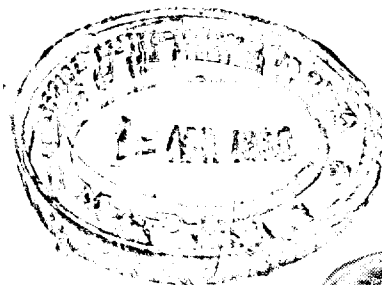
Phone: 2858.

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6



December 1938

Vol II

No: 4



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So good, so noble, so dutiful, that the
Mother and the Mother-land alike will
Proudly call him :

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DEVOTED TO FILM INDUSTRY & ART

Vol. II

DECEMBER 1938

No. 4

Film Conference

WE are glad to note that the third Provincial film conference will be held in Madras shortly under the joint auspices of the Madras Film League and the Cinematograph Association. Few will, we hope, doubt the necessity and importance of a film session at this juncture of the history of this industry. There can be no two opinions on the fact that the state of affairs in motion pictures, especially in South India to-day, is anything but encouraging. It is therefore, the urgent need of the hour to take stock of the situation and concert measures as how best to redeem the trade from the undesirable plight it finds itself to-day. In that sense, we hope the forthcoming session shall be a momentous one. We need therefore hardly exhort the businessmen and well wishers of this art-industry to attend the conference in large numbers, and what is more, actively participate in the proceedings with a view to solving the pressing problems that confront the progress of motion pictures.

We understand that Mr. A. Narayanan, pioneer film producer of the province is to preside and Mr. G. Ramabrahmam, a prominent film Director and an enthusiastic member of the industry, is to be the Chairman of the Reception Committee of this year's conference. And we pray that under their auspices, the session shall yield the best possible results for the lasting benefit of the film trade.

144 965

FILM LEAGUE'S ACTIVITIES

FILM CONFERENCE

Under the joint auspices of the Madras Film League and Cinematograph Association, the Third Provincial Film Conference, will be held at the Gokhale Hall.

President:—Mr. A. Narayan.

Chairman of Reception Committee:—Mr. Gudavalli Ramabrahmam, Business Director, Sarathi Films, Madras.

Secretaries:—Messers S. G. Iyer, P. R. Narayanan, V. Rama Rao, and K. Visvanatham.

ADVERTISEMENT TAX

It is a matter for some relief that the Government of Madras have approved of the weekly rates on posters (instead of for the month) and the reduced rates on screen advertisements, under the Advertisement Tax, now levied by the Corporation of Madras.

For slides, the rates shall be:—

		Rs.	A.	P.
For space up to 5 sq. ft.	...	...	0	4 0
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MADRAS FILM DIARY 1939

The Second Annual Madras Film Diary (with Directory) for 1939 will be published on 20th instant. Each copy is priced at annas 6 per copy, (without postage). This year's publication is much improved on account of the comprehensive nature of the matters, coloured photographs, calico binding etc.

FIRE DISASTER

As we go to the press, we regret to hear of the fire disaster in the Motion Picture Producers Combine, Teynampet, Madras, which is reported to have happened on the night of Sunday 11th December 1938. The loss is estimated at some lakhs.

Cover page: Miss KANANBALA, in "Street Singer."

PERMISSION TO NEW TALKIE HOUSE IN MADRAS

ADVOCATE GENERAL'S ORDERS

A NEW talkie house is being built in Pophams Broadway Madras and some interested persons have raised unnecessary controversy over it by representing to the Government not to sanction the construction. It is a matter for gratification that Sir Alladi Krishnaswami Iyer Advocate-General, Government of Madras, passed orders dismissing the petition of the oppositionists. The following are the details of the Judgment:—

The Advocate-General passed orders on an application filed by Mr. T. V. Subramania Aiyar on behalf of the Rev. Father C. Ignatius and others to grant sanction under Section 91 of the Civil Procedure Code to file a suit against Mr. Mahomed Khalel Sharazi for a declaration that the latter had no right to construct and establish a cinema talkie theatre in premises Nos. 97 and 97-1 in Popham's Broadway for an injunction restraining him from constructing and proceeding with the construction of the theatre and for other reliefs.

The petitioners stated that the property was situated in a thickly populated area where there were schools and churches and the construction of the theatre would be a nuisance and would seriously interfere with the health and comfort of the inhabitants of the locality.

The defendants contended that the suit was not *bona fide* and was engineered by one of the petitioners.

Sir Alladi Krishnaswami Aiyar, the Advocate-General in dismissing the petition, observed that in a large city like Madras and with due regard to modern amenities of life and the existence of talkies in different parts and even in crowded localities, it could not be said that the mere existence and running of a talkie would *per se* be a nuisance. The only objection raised before the Municipal authorities related to there being no proper carriage way in the new theatre and this objection had been met by adequate and necessary provision for parking of cars made in the new design of the talkie house which when constructed would be sound proof. There was another talkie in the locality which was nearer to St. Gabriel's High School, than the proposed theatre.

BABY SAROJA SUES SOAP MERCHANT

Interesting Case in High Court

MADRAS, Nov. 21.

BABY Saroja, well-known child star of "Balayogini" (Tamil and Telugu pictures) figured as a complainant in an injunction suit filed on Nov. 21, 1938, before His Lordship Mr. Justice Gentle Madras High Court.

The following are the details of the case:

A suit has been filed by the baby actress, Baby Saroja through her father Mr. K. Viswanathan against Messrs. Khader Ismail and Co., for injunction, damages and other reliefs restraining them from selling soaps imported from Japan bearing the name 'Saroja Sandal Soap' with her portrait on the wrappers and covers of boxes.

The application came before His Lordship after notice. Counsel for the defendants applied for time to file counter affidavit. They also gave an undertaking not to sell or dispose of any goods till 1st on Dec. 2, 1938.

The application for injunction again came on for hearing before his Lordship, yesterday.

The defendants gave an undertaking not to import fresh consignments of similar goods pending disposal of the suit, filed by her for damages and other reliefs, and undertook to maintain an account of sale of stock now in Madras.

His Lordship passed an order recording this undertaking.

Concluding, the Advocate-General stated: "I have asked the proposed defendants to give an undertaking that they would time the shows in such a manner as not to coincide with the times of the opening and closing of the schools for the day. They have given me such an undertaking that the shows will be so arranged as not to commence or close between 12 noon and 1 p.m. and 3 p.m. to 3-25 p.m. As a result of this understanding, there will perhaps be less inconvenience felt on account of the talkie under construction than on account of the existing talkie. I shall have to reconsider the matter if the defendants do not act up to that undertaking. In the circumstances of the case, I am satisfied that there is no case for my intervention or sanction under Section 91 of the Civil Procedure Code. If the new talkie be a source of discomfort and inconvenience to any private party and if he is any way affected, it is open to him to take appropriate proceedings for the redress of his legitimate grievances."

Miss. PUSHPAVALLI



IN

"MOHINI BHASMASURA"

Miss. M. S. VIJIAL



IN
"SUGUNA SARASA"

WHAT PICTURES DO SCHOOLS NEED ?

THE VALUE OF LESSON FILMS

By Mr. ALEXANDER MACKAY

THE film displaces the map, the picture the epidiascope and the still projector only when the moving picture teaches more vividly and effectively than any of these.

On the teacher rests the responsibility of deciding how, when and where to use films, and that implies that his opinion should have considerable influence on the vexed question of film supply. The academic specialist should be called into consultation to guarantee accuracy and relative emphasis, whilst the technical expert should determine what can be properly and effectively shown upon the screen. The London experiment on the sound film and the recent conference of the Scottish Educational Film Association have brought the supply of satisfactory classroom films nearer by classifying them as (a) Expository or Lesson Films, (b) Illustrative Films, (c) Background Films and (d) Cultural Films.

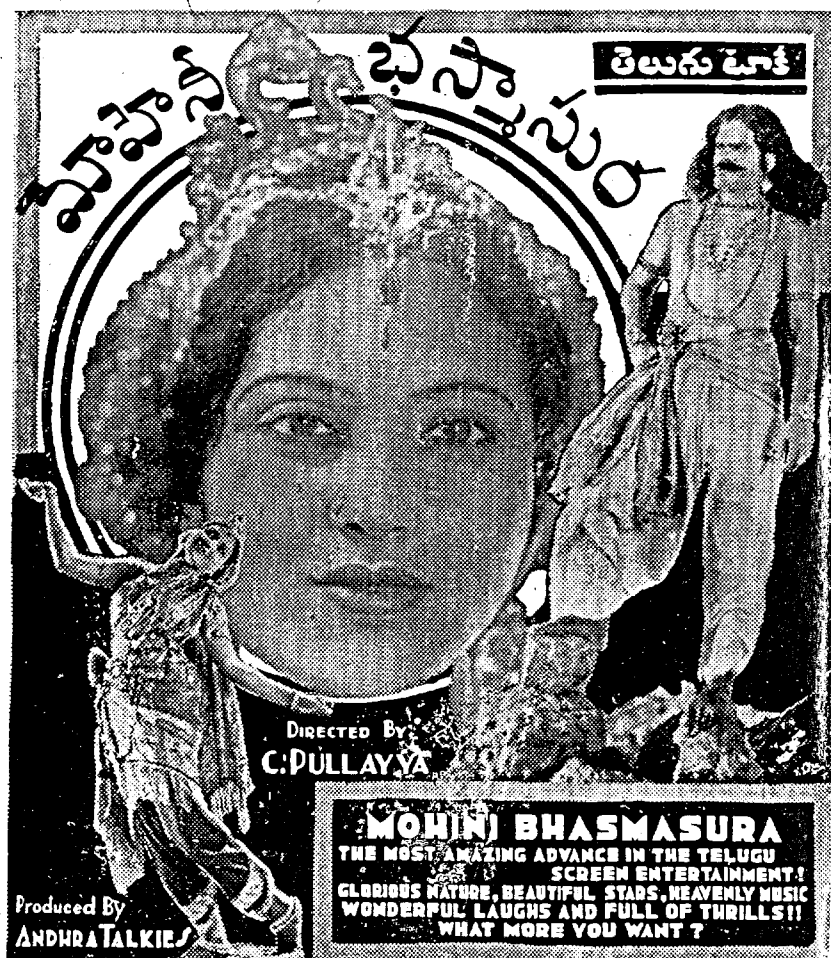
The paradox of the Lesson Film is that it does not teach a lesson, nor at the primary school stage does any film. The teacher teaches the lesson, using the content of the film as his raw material, choosing what he requires in relation to the attainment standard of his class, and making only passing reference to any film sequence that is irrelevant for his immediate purpose.

In the primary school considerations of curriculum and timetable weigh the scales heavily in favour of the five-minute lesson. Film, though periodically, the fifteen-minute film will be of great value for illustrative or revision purposes. The chief requirement in any film for primary schools is that it should show a strongly marked unity. Care should also be taken to avoid the fogging of the issue with too much detail, for at any juncture the teacher is concerned not with the whole truth, but only with selected parts of the truth.

Next to the strongly marked central theme, the primary school requires in its Lesson Films "straight" photography without self-conscious "art". The more elaborate types of advanced camera technique are out of place in the classroom. Neither the hawk's eye nor the worm's eye view is wanted, when either has been used

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184, MOUNT ROAD, MADRAS.

FILMING TEMPLES AND DEITIES

H.R.E. BOARD PRESIDENT'S INSTRUCTIONS

MADRAS, Dec. 1.

FOR the information of producers, the following instructions have been issued in connection with filming temples by the President of the Hindu Religious Endowments' Board, Madras :—

"Trustees and Executive officers of temples are informed that they need not object to photographs of temples being taken particularly of sculptural and architectural monuments in the temples for purposes of film production. They should not, however, give permission for taking photos of pictures of the deities in procession indiscriminately excepting so far as they are required for religious and other legitimate purposes. If the film producers propose to use them for propaganda against idol worship, the taking of photos should also be prohibited."

merely for the sake of being different. Nor should sequences be introduced for their educational value.

We live in a picture age ; but the picture houses have taught us to consume uncritically reel after reel of pictures, just as the daily press has habituated us to absorb unthinkingly yard upon yard of print. Especially for primary pupils we require in the Lesson Film "time to stand and stare". The breathless rush of the news-reel should be replaced in the Lesson Film by a measured repose, adequate to the needs even of the backward stream of pupils. Captions brief and simple in wording, are very helpful in securing deliberation in attention, and should be inserted before any sequence that is not self-explanatory. The split caption should be used ; and the caption that aspires towards poetic prose is an abomination. Captions should not be used when the information given can be supplied with equal effect by the teacher during the follow-up lesson.

The subjects of the primary school that call for Lesson Films are English, history, geography, nature study and, to a more restricted extent, health, physical training and Scripture knowledge. Grading of films for narrowly limited age groups can be overdone. The moving pictures that appeal to the youngest class of infants are frequently effective also with the oldest age group of the primary school ; it is the lesson in the spoken word that requires to be carefully graded. But some organization should be set up to preserve and issue in a 16mm. edition for school use the educationally valuable portions of such pictures as *Henry VIII Tudor Rose Rhodes of Africa* with a view to building up film series to illustrate the life, manners and customs of a period. Geography and nature study are even now well supplied. The primary school requires, designed for itself, a greater supply of films on plant, life on animal life, on bird life and on maritime life or country life

SHORTLY RELEASING !
ANDHRA CINETONE'S (Vizag).

BHAKTA JAYADEV

(IN TELUGU & HINDI)



A NATIONAL PICTURE WITH AN
INTERNATIONAL REPUTATION.

A MOUNTAIN OF MOLE HILL !

NEEDLESS CONTROVERSY OVER CINEMA ACCIDENT

MADRAS, Dec. 8

IT is unfortunate that what was a mere accident for which nobody could be held responsible, should have been made the subject of interpellations in the Madras Legislative Assembly at its meeting held on 2nd Dec. 1938. The matter related to the case that happened at the Gaiety Talkies on 18th Sep. 1938, when we are sure, that inspite of the best care taken, the accident occurred.

We however reproduce the proceedings on the matter in the Madras Legislative Assembly for the information of the industrialists.—Ed. C. S.

Gaiety Theatre Tragedy

Mr. K. Abdur Rahiman Khan asked the Hon. the Prime Minister to state—(a) whether it is a fact that the proprietors of the Gaiety Theatre, Madras, had arranged to give a free show during the third week of September; (b) whether the police had sufficient notice of this fact; (c) the number of constables and Police officers posted for bandobust at the said theatre; and (d) the number of lives lost and persons injured on the said occasion?

The Prime Minister replied as follows:

Clauses (a) and (d): The answer is in affirmative. One woman met with her death and 18 persons were injured.

Clauses (b) and (c): On 18th September 1938 the United Artists Corporation, in celebration of their anniversary, arranged with several cinema theatres in Madras to give a free exhibition at 8-30 a.m. on that day. The management of all the theatres concerned with the exception of the management of the Gaiety Theatre intimated the proposal to give the free entertainment to the local divisional police concerned and special police bandobust was arranged at all theatres to cope with a possible rush would-be spectators. On the previous evening the manager of the Gaiety Theatre met the Chintadripet Division Inspector and mentioned to him casually that there was to be an extra morning show, and asked for the usual two constables to be deputed. On Sunday morning a large crowd assembled and continued to grow and as it was getting beyond the control of the policemen on duty, the management telephoned to the station for more police who were immediately detailed. One Sergeant, two head constables and 20 constables were sent to the theatre in response to the requisition. They arrived at 8-20 a.m. In the

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CENT PERCENT ENTERTAINMENT PROGRAMMES

Special Attractions for

Xmas & New Year !

From Sat. 10th Dec.

MAURICE CHEVALIER & JACK BUCHANAN in

"BREAK THE NEWS"

From Sat. 17th Dec.

ANNA NEAGLE in

"VICTORIA THE GREAT"

From Sat. 24th Dec.

PAUL MUNI, LUISE RAINER in

"THE GOOD EARTH"

From Sat. 31st Dec.

DOROTHY LAMOUR in

"THE JUNGLE PRINCESS"

REMEMBER MINERVA IS THE ONE THEATRE IN MADRAS
WHICH PROVIDES BEST COMFORT
FOR CINEMA-GOERS.

meanwhile, however, some men climbed over the wall of the theatre compound and unbolted the gateway in Dam's Road against which a considerable number of people, including women and children, were pressing. The compound lies some 1½ feet below the level of the roadway outside, and is reached by two descending steps. The sudden and unauthorised opening of the gate resulted in the sudden influx of the waiting crowd, many of whom fell down the steps and were trampled on by those behind. On the way when she was being carried to hospital, one woman died from the injuries she received.

Mr. Abdur Rahman : May I know what action the Government have taken about adequate notice not having been given by the proprietor of the theatre to the police ?

The Premier : Such action as is possible was taken, but it is difficult to find a law to punish such lapses.

Mr. Rahman : May I suggest that care should be taken to prevent such occurrences ?

The Premier : It is not possible to anticipate such accidents beforehand whenever a free show is given ; for free shows are given in so many places and nothing happens. Here there was foolishness and it (the tragedy) happened.

Mr. Rangiah Naidu asked if it was not the duty of the proprietor of the theatre to make suitable arrangements to avert accidents.

The Premier said it was and that was why he (the Premier) had given the whole story of the occurrence. The lapse was there ; but the law cannot be found to punish the proprietor for it.

Mr. G. Rangiah Naidu asked again it was not the duty of the proprietor to have made proper arrangements.

The Premier : I agree with the hon. member. The duties are of various kinds.

Mr. Rahman asked if Government had sent a warning to proprietors of theatres that whenever free shows were given, adequate notice should be given to the police.

The Premier : Everything that should be done in that direction has been done.

Mr. Rahman asked for a specific answer to the question whether such a circular had been sent.

The Premier said that if the member wanted an answer whether such a circular on that specific point had been sent, the answer was in the negative.

Mr. G. Rangiah Naidu : Was any compensation given by anybody to the persons who sustained injuries ?

The Premier : I do not think so.

Mr. Rahman : Do Government think that this is not a case when such a warning as I suggested will not be useful ?

The Premier : It may be that the warning may be useful. But since the member insisted on an answer to the question in that particular form, I had to say we have not given such a warning.

Mr. Rahman : Will Premier see that such a warning is given ?

The Premier : That is right.

WHO'S A DRAMATIC CRITIC

MR. J. LE AXON'S ANALYSIS

★
LONDOK (By Mail).

THE word "critic" is an elusive word and one is sometimes at a loss to know who exactly would become a critic. This subject came up for consideration at a meeting of the Skipton Rotary Club.

Addressing on the subject "Dramatic art and the repertory theatre", Mr. J. Le Axon, Chairman of the Board of the Manchester Repertory Theatre, spoke as follows :—

"I would like to see a standard applied to critics. I would create a degree to be obtained only by examination which would guarantee the writer's qualifications. Often this work is done in the most perfunctory manner, and when you consider that an industry, the work of playwrights, actors, stage and theatre staffs, is often jeopardised by young and inexperienced persons posing as judges or critics through the great power which press publicity gives them, then you will see the justification for my plea that a definite standard of qualification should be applied to the critic. Such a standard should include—

An understanding of the work of a theatre, called production.

Adequate literary and dramatic knowledge.

An appreciation of the actor's art, gesture, voice production.

Ability to obliterate personal likes and dislikes.

"A critic should be honest, painstaking, fair and fearless, with a full appreciation of the effect his judgment has on the industry he criticises. And above all he should know that criticism, to be of value, can and does possess other qualities than those of destruction and objection. Although quite good and convincing reasons are given when play is decided upon, no one knows what its effect will be upon the public, and the only voice which speaks with certainty is the inanimate voice of the box office.

Miss. SHANTAKUMARI



IN
"BALAJI"

FILM INSTITUTIONS



"MY SON"

The release of "My Son" at Bombay last week marks a milestone in the progress of the nascent film industry in India. The great success of the second Prabhat Social shows that a problem, presented through the medium of simple, domestic life, finds universal appeal among all classes of people. The blending of idealism with realism, problem with entertainment, together with the subtle touches and twists spread out in the various situations of the picture have been well appreciated and hailed as a welcome departure from the usual type of treatment of screen stories. The songs, especially of Mr. Shanta Hubliker, have already become popular, even before the gramophone records are on the market. A well balanced picture—that is the popular verdict. The picture is going to be released at Madras on the 17th instant and at many important stations during the ensuing Christmas.

Munshi Aziz, the well-known Hindi writer who wrote the dialogues of "The Unexpected" has just completed writing the Hindi dialogues of Mr. Shantaram's picture.

STREET SINGER

New Theatre's super picture "Street Singer," starring the two screen idols, Saigal and Kannanbala, will be released at 'Star Talkies, Madras on the 17th inst.

The picture has been pronounced to be a success, wherever it was shown. The melodies together with the beauty of this theme have evoked appreciation on all hands.

"INDUSTRIAL INDIA"

"Industrial India," the next release of General Films, is now ready and will be released in near future. General Films have been lucky with their first two pictures, both "Chandrarao More," the Marathi historical and "Baghban," the Hindi social, having been acclaimed as almost the best of their kind made in this country. They confidently hope to complete their tale of successes and score something like a hat trick with "Industrial India."

Directed by Mr. Mohan Sinha, the maker of such successes as "Fashionable India," and starring Mrs. Shobhanadevi Samarth, with a very attractive cast, there is every reason to believe that the expectation of the producers will be fulfilled. The picture provides a very suitable medium to the star who is most at home in the role

of a sophisticated young woman of the world. Here she appears as a young girl whom an unkind fate cast on her own resources.

She tries her best to get employment somewhere but her experiences prove that youth and good looks are not all that are wanted to pull along in the modern world.

Ultimately she gets a footing in a film studio and her adventures of the studio as a whole, provide a world of entertainment to the audience.

Among the supporting cast may be mentioned Baby Indira who as the younger sister of the heroine puts up a performance that is unique among the juvenile screen performers of this country. Her unaffected acting, the nativete which she shows in many places entitle her to an even more important role than she has in this picture.

The handsome young Kashmiri, Prem Adib, plays the male lead opposite Shobhan Samarth and does so with magnificent success. He is responsible for four or five songs which are excellently well-rendered. R. Wasti, whose short role in the General Films' picture, "Baghban" was very much appreciated, here plays the villain. K. N. Singh who took part of the young Ranjit in "Baghban" with conspicuous success here appears in an elderly role. Mr. Aundhaer, the veteran Maharashtrian actor appears in two different roles.

The great appeal of "Industrial India," will, however, not lie in the names of its stars but in the message that it seeks to convey. "Do not waste your substance in ruinous gambling and similar pursuits but start industries that will provide food for the people." This is the lesson that the picture seeks to convey, and does convey, in a very effective manner.

"YOUTH LEAGUE"

"Youth League", Sagar Movietone's Tamil picture, will be released, at the Wellington Talkies, Madras on 24th Dec. 1938.

"YAYATHI"

"Yayathi" Mohun Movietone's Tamil picture, directed by Mr. M. L. Tandon, will be released at the Gaiety Talkies, Madras on Saturday, 17th Dec. 1938.

SYNOPSIS.

Devayani and Shanmishta were the only daughters of Asura Guru Sukracharya and his king Vitapanman respectively. Though brought up together from their childhood, Devayani was little vain of her priestly birth and jealous of Shanmishta on account of the Royal dignity shown to her. As a result there used to be frequent petty quarrels between them. In the course of a petty quarrel once, Devayani accidentally fell into an unused well, and was left alone.

On the Screen at last !

Gala Release at

GAITY TALKIES

on Saturday December 17, '38.

THE MIGHTY MYTHOLOGICAL
MUSICAL EXTRAVAGANZA

★ YAYATHI ★ (in Tamil)

YOU DARE NOT MISS FOR
ANYTHING IN THE WORLD

Direction: M. L. TANDON.

Music :	★	Dialogue :
PAPANASAM SIVAM		SERUKALATHUR SAMA

Hear and enjoy our song hits of 'YAYATHI'
and 'CHANDRA MOHANA' on Hutchins Records.

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MOHAN MOVIE TONE COMPANY,
(Tel: Movietone) 1, Manjanakara St., MADURA.

After a while, *Yayathi*, son of Nigusha the Emperor and King of Prathishtan, happened to pass that way along with his clown Nikumba on a hunting expedition, and they were attracted by the wails of Devayani. He immediately rushed to the spot and rescued the unfortunate girl and then and there Devayani fell in love with him. After mutual introduction the king left her.

Devayani sent word to her father Sukra and apprised him of all the happenings with some exaggeration and managed through his influence over king Vitapanman to get Shanmishta to serve her with all her maids throughout her life time as a punishment for wrong she had done her.

During the next Vasanthotsava season Yayathi again happened to pass through Sukra's Ashram and the marriage between Devayani and Yayathi was duly solemnised.

Along with Devayani Shanmishta also left for Prathishtanapuram. But the King Yayathi fell in love with Shanmishta who bore him four sons and yet their love was kept a secret. This was later found out and Sukra who was already mad with rage cursed Yayathi to become old. Remorse came to Devayani just too late. The plight of old Yayathi pining and coughing melted her heart. After all Yayathi was her husband. She knelt at her father's feet and begged him to revive Yayathi to his former state. Being unable to take back the curse already given Sukra blessed Yayathi with the power of exchanging his old-age with any one of his son's youth at his will.

Once back at Prathistanapur, Yayathi summoned his five sons and entreated them to lend the youth of any one of them for some time. The youngest son of Shanmishta's, Poru, however was prepared, as a dutiful son, to sacrifice his youth. Thus Yayathi spent some more time in youthful enjoyment at his son's expense.

This state of affairs did not last long. Yayathi could not forget the injustice he had meted out to his son and the sight of suffering Poru, day after day brought out a feeling of remorse and consequently he lost his rest and sleep. One night however he completely broke down and decided to absolve his sins by giving back Poru his youth and crown him king the next day itself choosing for himself the life of an ascetic, having been tired of this Maya World. The decision was carried out the next day and after the coronation of Poruva, Yayathi renounced all worldly bondage and went in search of Brahmaswarupa.

**MOHINI
BHASMASURA**

Andhra Talkies' "Mohini Bhasmasura"
(Telugu) will be released in important
centres in Telugu area on 24th Dec. 1938.

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GRAND X'MAS ATTRACTION FROM 22nd Thurs. DEC.

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DAILY THRICE

at 3, 6-15, & 9-30 p.m.

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Ranjit's First Animal Thriller of New Type, ably blended together with human elements, Songs & Comedy.

Assisted By :

(Late) LIMO The wonder dog

MEHRU

(Cousin of Rin-Tin-Tin)

(Daughter of King-Kong.)

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(All your Pet Stars). A 100% Sure Entertainment to keep you tight in your Seats.

Director : JAYANT DESAI.

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Sagar's Screen Gem Set in Golden Melody.

SCREEN'S FRONT-RANK PAIR OF MUSIC MAKERS

SURENDRA & BIBBO with (New Find) PRABHA

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'GRAMAPHONE SINGER'

Ably Helped by :

BHUDO ADVANI, PESI PATEL

Story by : Pandit SUNDERSAN

(WRITER OF DHOOP CHHAON)

From Friday 23rd Dec. Daily 3 Shows.

at 3, 6-15 & 9-30 P.M.

NEW CINEMA RULES IN CENTRAL PROVINCES

TO BE ENFORCED FROM JAN. 1.

NAGPUR, Nov. 26.

THE Central Provinces Government have formulated a comprehensive new set of rules for carrying into effect the provisions of the Cinematograph Act.

The floor and the roof of balconies and galleries of cinema houses shall be of fire-resisting material and no soft wood or other inflammable material should be used in the construction of walls, partitions, screens or barriers.

For every 500 persons on each floor of the house, two separate exits, not opening on to the same public passage, shall be provided.

Elaborate rules have also been provided as a precaution against fire. These make it obligatory for the management to take all precautions for the prevention of accidents. Periodical inspections of cinema houses by competent authorities have also been provided for.

These rules will come into force from January 1 next.

DANCES IN CINEMAS

Peshawar Congressmen's Objection

PESHAWAR, Dec. 3.

Three Congress members of the Peshawar Cantonment Board walked out to-day from a special meeting of the Board as a protest against the attitude of official members to the question of staging dances in cinemas in the cantonment. Brigadier Channes, the President, moved that the words "dramatic performance and pantomime" be added after the word 'Cinematograph Exhibition' in the licence from under Section 124 (1) of the Cantonments Act 1924.

Congress members read a statement pointing out that the inclusion of these words would lead to corruption and even immoral artists could not be prevented from public performance in cinemas.

Mian Aminuddin was the only Congress member, who supported the resolution, which was eventually passed.

THE FIRST FULL - LENGTH FUNNIEST COMEDY
EVER PRODUCED IN TAMIL LANGUAGE

YOUTH LEAGUE

OR

VALIBAR SANGAM

Starring:

Madirimangalam NATESA IYER, BABY RUKMANI,
LAKSHMANAN, T. S. SUBHADRA,
GOPALAKRISHNAN
& OTHERS.

Ably Directed by:

A. N. KALYANASUNDARAM, M.A.

It is an intelligent SATIRE on the Revolt of
Youth against age old conventions.

Produced by:

SAGAR MOVITONE Co.

Youth League is fulliest Fun, Laughter with Humour.

Based on a theme ever dear to your Heart.

It is all about Love & Marriage under the modern conventions.

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Miss. M. V. RAJAMMA



IN

"YAYATHI"



A Scene from "YAYATHI"

Miss. SURYAKUMARI



IN
"LUCK"

ENGLISH PICTURES

AT MINERVA :

These pictures will be shown at Minerva during the coming weeks :

"**BREAK THE NEWS**"—A dramatic and comedy episode starring two veritable fun makers, Jack Buchanan and Maurice Chevalier.

"**VICTORIA THE GREAT**"—A spectacular drama with Anna Neagle and Anton Walbrook. It is a royal romance.

"**GOOD EARTH**"—A beautiful drama with Paul Muni and Luise Rainer.

"**JUNGLE PRINCESS**"—Featuring Dorothy Lamour—thrilling romance.

NEW ELPHINSTONE :

PROFESSOR BEWARE.—with Harold Lloyd.

ROXY :

FOOLS FOF SCANDAL.—Carole Lombard and Fernand Gravet.

LITTLE MISS BROADWAY.—(Shirley Temple.)

ADVENTURES OF ROBINHOOD.—With Errol Flynn and Olivia de Havilland.

WEST END :

SWISS MISS.—with Laurel and Hardy.

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"**CINEMA SAMACHAR**",

Mount Road P. O. MADRAS.

"THE SIEGE OF LUCKNOW" BANNED

REFERENCE IN HOUSE OF COMMONS

LONDON, Dec. 8

The film "The Siege of Lucknow" was the subject of a statement in the House of Commons by the Home Secretary when replying to a motion by Mr. Mander "greatly deploring any action by Government tending to set up any form of political censorship."

Sir Samuel Hoare said: "When the Secretary of State for India was shown a certain film three years ago and his opinion thereon asked, he requested the promoters not to proceed, feeling that the film would create the worst kind of feeling between Indians and ourselves. Remembering this advice, when he heard that another Indian film was to be produced he very naturally asked for information and discussed the question with the Chairman of the Board of Film Censors. He made it quite clear that the responsibility was entirely on the shoulders of the Chairman of the Board.

"If they decided to proceed with the film there was nothing he could say or do. He did make plain and I think rightly, that to produce a film on the Indian Mutiny at a time we are embarking on a new chapter in the constitutional development in India and want to get rid of the difficulties that came between us in the past would be undesirable."

Sir Samuel Hoare continued: "Thereafter the Chairman of the Board of Film Censors discussed the matter with the promoters of the film who took the same view. They had no grievance whatever. I am glad to say that the film is not produced and not exhibited."

The Labour member Mr. Shinwell asked: "Ought we to destroy every reference to the Mutiny?"

Sir Samuel Hoare replied: No. If Mr. Shinwell sees the details of this film he will come to the same conclusion. At this moment we do not want a film of that kind recounting in detail Mutiny incidents that may have been humiliation and defeat of one or the other. Anyhow there is no difference on the subject. The Chairman of the Censors took the same view. The producers, I understand, have no cause to complain."

A London message, dated december 6, stated:

A film entitled "The Relief of Lucknow", which was due to have gone into production to-morrow has been banned by the Board of Film Censors. It is understood that the producer, Mr. Maurice Elvey, intends to press for a reversal of this decision.

Film Diary

NOTE THE DATES

Oct 29: Release at Paragon of "Bhagya Leela" (Tamil) with K. T. Rukmani and P. S. Sreenivasa Rao.

Nov. 5: Release at Crown of "Rukmani Kalyanam" (Telugu) picture with Shantakumari and Raghuramayya in the cast.)

Nov. 12: **A Film Jubilee Celebration.**—The Proprietor of the Salem Sankar Films, celebrated at the West End Talkies, the Golden Jubilee (51st week of the run in the city), of their production "Ambikapathi," featuring M. K. Thyagaraja Bagavathar in the title role, Sirukalathur Sama as Kambar, and M. R. Santanalakshmi as Amaravathi.

The hon. Mr. S. Ramanathan, Minister for Public Information who presided, presented on behalf of the producers a silver cup and a diamond ring to Mr. Thyagaraja Bagavathar and a camera with stand, etc., complete, to Mr. Ellis R. Dungan, who directed the picture.

Mr. Ellis R. Dungan and Mr. Thyagaraja Bagavathar thanked the producers and the public in suitable terms.

Nov. 12: Release at Broadway of "Toofan Queen" (Tamil) with R. B. Lakshmi in the cast.

Nov. 12: Release at Star of 'Vachan' (Bombay Talkies Hindi picture.)

Nov 12: Release at Kinema Central of "Mala Pilla," (Sarathi Films' Telugu picture).

Nov. 12: Publication of annuals of Cine Art Review (English), Kala Sevaki (English and Tamil), Silver Screen and Movie Herald (Tamil).

Nov. 17: Accused sentenced in rape case: Before Mr. Justice King and a special Jury, the trial concluded to-day of the case in which one Meenakshisundaram Chetti (of Mahalakshmi Studios) stands charged with having committed the offence of rape on Rajamani, a cinema extra girl, working in the Motion Picture Producers' Combine Ltd., Madras, and of Vidhushani and Raju Mudali with abetment of rape by the first accused and with procuring a minor girl aged under 18 years with the knowledge that she would be used for illicit intercourse.

His Lordship stated in the course of his address to the Jury that the main issue in the case was whether the sexual intercourse was done with or without the consent of the girl. His Lordship also analysed to the Jury the evidence in the case and observed that it was the duty of the prosecution to prove the case beyond reasonable doubt and that if there was reasonable doubt of the guilt of the accused, the benefit of doubt must be given to the accused.

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The sweet songstress of South India.

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As regards the first accused, Meenakshisundaram Chetti, the jury returned a verdict of 'guilty' by 8 against 1 and His Lordship accepting the verdict, sentenced him to five years' rigorous imprisonment.

Regarding the second and third accused the Jury unanimously found them "not guilty" of the offence of abetment of rape. On the second count of procuring a minor girl for illicit intercourse the jury returned a verdict of guilt by a majority of eight to one. His Lordship agreeing with the verdict sentenced the second accused (Vidhushani) to six months' rigorous imprisonment and the third accused Raju Mudali to two years' R. I.

Mr. T. S. Anantharaman and Mr. C. D. Venkataraman, assisted by Mr. Raza Khan, Inspector, Crime Branch conducted the prosecution and Messrs. B. T. Sundararajan, V. Karunakara Menon and C. T. Verghese appeared for the accused.

Nov. 19: Los Angeles—**Luise Rainer**. The Austrian born star of the Great Ziegfeld and the Good Earth which twice won her the Academy of Motion Pictures Gold Medal has been admitted into United States citizenship.

Nov. 20: A Congress of motion picture producers, distributors, exhibitors and others connected with the film industry, is proposed to be held in the City of Bombay on the occasion of the Bombay Silver Jubilee celebrations of the Film Industry, which may be held some time in December or early next year.

An influential Executive Committee with Mr. Chandulal Shah as Chairman, Mr. Kewal Chand Mehta as Treasurer and Messrs. K. S. Hirlekar and Baburao Patel as Secretaries, and a strong Reception Committee were formed to organise the Jubilee functions and also the Congress.

The meeting has decided to invite Mr. S. Satyamurti, M.L.A. (Central), to preside over the celebrations.

Nov. 21: Baby Saroja sues soap merchant.

Nov. 23: Release at Sagar of "Baghban" or Gardner, General Films' Hindi picture.

Nov. 24: Hollywood. A vast forest fire has swept between Santa Monica and Malibu Beach, among the palatial homes of many of the most famous members of the film colony. It has hitherto gutted a palatial new hotel and two hundred houses including the homes of the actor Richard Dix and the Director Frank Lloyd.

The disastrous bush fire is now under control. The damage hitherto is estimated at three to four million dollars.

Nov. 24: Release at Select of "Dynamite", (Hindi, featuring Surendra, Yakub, Bibbo and Maya).

Nov. 26: Release at Crown of "Orphan Girl", Jupiter pictures' Tamil film featuring M. K. Radha, P. W. Chinnappa, Kothamangalam Subbu, T. A. Sundarambal and T. S. Krishnaveni.

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✓ Nov. 26: Release at Broadway Talkies of "Markandeya" Telugu picture with G. N. Swamy, Sreeranjini and Gaggiah.

Nov. 28: At a meeting of all those interested in films, held at 5 p.m., on Monday, November 28, 1938 at 1/29, Mount Road, Madras it was decided to hold the Third Madras Provincial Film Conference during the ensuing Christmas holidays, for two days in Madras. Messrs. A. Narayanan, and G. Ramabrahmam were unanimously elected as President of the Conference and Chairman of the Reception Committee respectively.

✓ Nov. 29: **Advertisement tax in the city.**—The Government have passed orders approving the rates for advertisement tax fixed by the City Corporation Council at its meeting held on 16th August last.

Nov 30: Negpatam Municipality decided to request the Government to permit the Municipality to impose enhanced rates under the Entertainment Tax.

Dec. 1: Madras H. R. E. Board President's ruling on the question of filming temples and deities.

Dec. 3: Peshawar: Peshawar Congressmen's objection to amendment of the Cinema regulation of the Peshawar Contonments Act 1924, because it wanted to introduce dramatic performances along with cinema shows.

Dec 3: Sir Rahmullah Chinoy has been elected the president of the Motion Picture Society of India, in the place of Sir P. Sethna (deceased.)

Dec. 6: London: The film "The Relief of Lucknow", which was due to have gone into production has been banned by the Board of Film Censors

✓ Dec. 7: Death of Mr. Kanthipudi Narasimhamurthy, actor who played the part of Nagayya in "Malapilla", Sarathi Films' Telugu picture.

Dec 7: Lahore: The Punjab Board of Film Censors has suspended the exhibition certificate of the film, "The Drum", in which Sabu, "The Elephant Boy" is starred. This is in effect a ban on the exhibition of the film.

Dec. 9: Release at Select of "Duniyakya-Hai (Hindi) Resurrection.

Dec. 11: Fire Disaster in Motion Picture Producers Combine, Madras.

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