

Talk

Tone

Vol. X

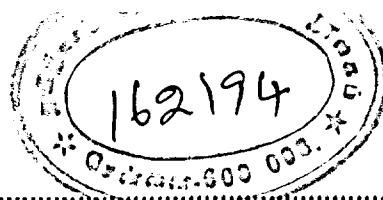
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1946

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JULY, 1946



32
MADRAS
16-A-10-10

TALK-A-TONE

Releasing Simultaneously in Twelve Key Centres of Tamil Nad!
The Picture that has broken all previous Records in Andhra!



PRATIBHAS'

Three Maratees

TELUGU

Featuring

KANNAMBA - KUMARI - S. V. SUBBA RAO - NARAYANA RAO
NAGESWARA RAO - B. RAJARATHNAM and SIVA RAO.

Produced and Directed by G. BALARAMIAH

Distributors for

(MADRAS, TAMILNAD & CEYLON)

SWARAJ PICTURES

ERODE

For Particulars:—

K. VENKATARAM

16-A, WOODLANDS — MADRAS

NEENA PUBLICITIES

JULY, 1946

TALK-A-TONE

as the capacity to give and take *black money* all round, without even a batting of the eyelid or causing a flutter of the conscience, if any.

As it works out, the film world at peace, bears a striking resemblance to the World at war, in that the Raw Film supplier holds the key position and manifests dictatorial tendencies and revolutionary tactics.

Film-renters have converted themselves into stock-exchange racketeers and use the producers as the stepnies or fifth wheel.

In between the finance realised by a producer on his handiwork and the price when the picture is screened, there is a deep chasm, which is shared by the sharks. We have shouted at the top of our voice against these Bulls and Bears and the consequences of these malpractices.

The Exhibitors of the metropolis are publicly demanding several thousands in *black money*, apart from the Theatre-hire, for the duration of a picture's screening. A large portion of this year's out-put is doing time in the mofussil stations on account of this rampant corruption.

These fugitives must be saved from the operations of this chain-gang, the entire procedure re-organised, regularised and the terminals fixed.

Therefore, the first charge of the Chamber as well as its President, is to take courage in both hands and rationalise distribution *cum* exhibition departments.

The cinemas in the Province should be classified A, B & C, according to the stations, popularity and collecting capacity. Similarly, the productions must be ranked A, B & C, in the order of their production-value and the rentals fixed for the first-release in the cinemas, classified in relation to the standards of the pictures to be exhibited.

The classification of the cinemas can be determined with the help of the vital statistics bearing

RAKAISH PRODUCTIONS

PRESENTS

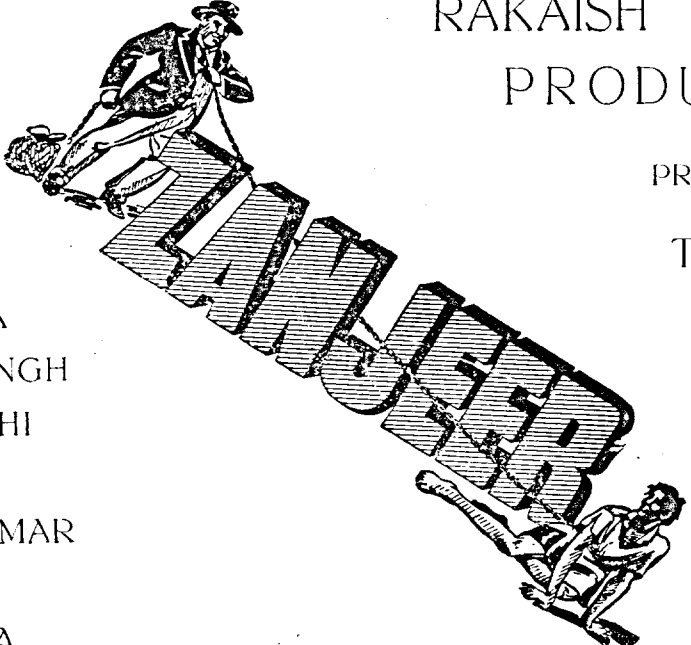
TOUCHING THE VIBRATING PULSE OF INDIA TODAY

★

Starring:

BEGUM PARA
BALWANT SINGH
JAGDISH SETHI
K. N. SINGH
GOPE, RAJKUMAR
&
SITARA

Produced by:
PANNA KAPUR



★

Associate Director
M. L. DHODY

AND

TALE OF A RISING NATION



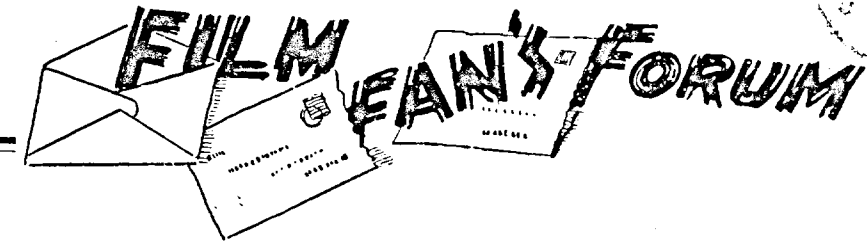
*THE PICTURE
FEW MAY NOT LIKE* *THE PICTURE
OTHERS MAY LOVE*

Starring: BEGUM PARA · RAJKUMAR · K. N. SINGH · SUNETRA
SHASHI KAPUR & MENAKA

<i>Music:</i> KRISHAN DAYAL	<i>Direction:</i> KISHORE SHARMA	<i>Art:</i> DADA PATANKAR
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POPULAR FILMS LTD.,
BHUSAVAL E. K.

RAKAISH PRODUCTIONS
Hira Bhuvan, Charni Road,
BOMBAY-4.



(TALK-A-TONE'S film fans forum is intended to answer reasonable queries from readers interested in knowing things in and around the film firmament. Serious questions are treated seriously and flippant ones in like manner, but the Editor replies none in spite and sets down naught in malice. Only two questions from a single correspondent will be answered.

Address all your queries to The Forum, TALK-A-TONE, Madras. Letters should bear full signature and address, not necessarily for publication but as a guarantee of good faith, which only will be considered. Queries received up to 10th of the preceding month only are answered here.—Ed.)

S. R. Vanchinathan, Tanjore.

I have been fed up with the journals boosting up a feminine dweller of the films' stellar domains. Whenever you write about her, I take it with a pinch of salt, a large one, so as to digest the matter properly. In my opinion, her talent is nil, her features hard, and her general deportment in pictures more salacious than intelligent or sensible. In short, her work holds forth very little excitement for my thinking faculties. You should be more temperate in extolling the stars.

Perhaps you are right, but your reactions are precisely those to a talented star. When your brain refuses to function, patently the star has stormed the citadel of your heart and taken exclusive possession of it. When you say that her talent is nil, you are only complimenting the actress. Your other references are in tune with the first. We presume you had not seen the actress in person. If you had, your recourse should have been smelling salt instead of the other.

C. S. Ramaswamy, Ayyampet, Salem.

Among the many exercises prescribed for my physical training for film-acting, standing on my head is one. Whenever I do it, blood rushes to my face and eyes. I have been wondering why, when I stand on my legs, blood doesn't rush on them?

There is no need to wonder. Nature abhors vacuum and rushes to fill it up. Your blood does not rush to your legs when you stand because you are not empty there.

S. V. Raja, Coimbatore.

I saw in a film in which a school-master's pocket is being picked by a young pupil who sneaks out with a snuff box. Was the teacher so absent-minded or indifferent?

Neither. Perhaps

