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AUGUST 1954

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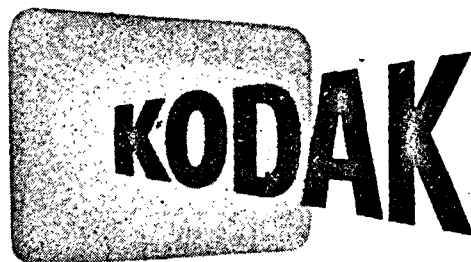


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No.

TO THE MEMBERS OF THE TRADE

WE hereby announce to the members of the trade that the Conference of the Motion Picture Producers, Distributors and Exhibitors held on the 29th July, 1954 under the auspices of the Chamber accepted the following recommendations of the Sub-Committee constituted for the purpose to be effective from 1st August, 1954.

1. That the prices that may be fixed for salable publicities should be the actual cost plus a margin of 25% of the cost thereof.
2. That the packing and forwarding charges not exceeding Rs. 2-8-0 per film box be payable by the exhibitor.

The other recommendations are kept pending.

We appeal to all members of the trade that they arrange to implement the above two recommendations which have been accepted with effect from 1st August, 1954.

We take this occasion to thank the members of the trade for having come, many of them from distant places, at considerable sacrifice and inconvenience to participate in the conference.

B. NAGI REDDI

T. S. MUTHUSWAMY

Hony. Secretaries.

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Members present at the Conference held on 29th July, 1954 under the
 Presidentship of Sri S. S. Vasam.

P.N.E.

Film Trade Conference

The Conference of Motion Picture Producers, Distributors and Exhibitors was held at 10 A.M., on Thursday the 29th July, 1954 in the premises of the Chamber under the Presidentship of Sri S. S. Vasam, President.

Among those present were Messrs. S. S. Vasam (Gemini Studios) B. Nagi.Reddi (Vijaya Productions) A. V. Meiyappan (A. V. M. Studios), A. Ramiah (Star Combines Ltd.) H. M. Reddi (Rohini Studios) M. Radhakrishnan (Aruna Films) A. Majid A. K. Kazi (Film Centre Ltd.) K. S. Narayana Iyengar (Narayanan and Co., Ltd.) T. R. Sundaram (Modern Theatres Ltd., Salem.), Sunderlal Nahata (Chamria Talkie Distributors), G. K. Mangaraju (Poorna Pictures Ltd.) S. Sundaram (Rajshri Pictures Ltd.), S. K. Ramaswami (All India Film Corpn.), M. B. Syed (Calcutta Film Exchange) T. S. Muthuswamy (Hony. Secretary), A. Y. S. Parisutha Nadar (Leo Theatres, Tanjore), M. Krishnaswamy Iyer (Diamond Talkies Kumbakonam), R. M. Seshadri (Sri Vigneswara Talkies, Poona-malle), A. S. Vittal Rao Mudaliar (Lakshmi Talkies Ambur), D. Ramañujam (Prakash and Karpagam Talkies, Arkonam), N. Gopalan (Karur Light House Theatre, Karur), A. Paramasivam (Swarnam Talkies, Attur) M. C. Durgappa (Sri Raghuvēer Talkies, Anantapur), V. Venkata Rao, S. Nagēsh Rao (Prabhat Talkies, Bellary) Sesh Mahal Nellore, Poorna Theatre, Vizagapatam, T. Aswadhanarayana (Sri Rama Talkies, Vijayawada), P. Chelamiah, (Cinema Majestic Ltd., Kakinada) C. Pullayya (Minerva Talkies Kakinada), V. Srinivasa Rao (Venkateswara Talkies, Tiruvur), L. L. Patel (Select, Madras) Natwarlal Patel (Ahsok, Madras) Framji Dorabji (Wellington, Madras), M. V. Narasimhulu Naidu (Crown, Madras) T. Venkatapathy, Rao and T. Venugopal Rao (Sun Theatre, Madras) K. B. Janakiam, (Sundari Pictures) V. Srinivasan, (Bell Pictures, Madras Ltd., S. V. Krishnan (Evergreen, Bangalore Ltd.) H. S. Ranganna, (Shree Talkies Ambur.) R. M. Patel, K. Srinivasan and V. L. N. Chari.

The President Sri S. S. Vasam welcomed the gathering and briefly narrated the circumstances under which the conference was called. He said that the sub-committee appointed by the conference held last January on the question of Charges of Representatives,

Publicities, Packing and forwarding etc., has given serious thought to the said matters and have made the following recommendations :

- (i) That the batta payable by the exhibitor to a representative deputed by the distributor may be fixed at Rs. 2-8-0 per day.
- (ii) That the actual travelling expenses incurred by the representative be payable by the Exhibitor.
- (iii) That the prices that may be fixed for saleable publicities should be the actual cost plus a margin of 25% of the cost thereof.
- (iv) That the packing and forwarding charges not exceeding Rs. 2-8-0 per film box be payable by the exhibitor.

After some discussion the conference adjourned and met again at 4 P.M.

The conference in the end, accepted the third and the fourth recommendations stated above. It was also decided that the other two recommendations regarding the batta and travelling expenses of representatives be kept pending. It was further decided to request the members of the trade to arrange to implement the two recommendations which have been accepted by the conference.

The presence of the large number of exhibitors in the conference was availed of by the President to ascertain their views on the model set of cinematograph rules for cinema theatres.

The difficulties and hardships experienced under the present set-up of rules, narrated by those present were taken note of. -It was the consensus of opinion that most of the rules obtaining at present should be radically changed in view of the use of several safety devices and in particular safety base films in cinema theatres where risk to life is almost eliminated.

The delegates to the conference were treated to Chotahazri in the morning, luncheon in the noon and tea in the evening, the hosts being M/s. Narayanan & Co. Ltd., and A.V.M. Studios.

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Picture Production in Madras

A REVIEW

FROM JANUARY TO JUNE 1954

The first six months of the calendar year 1954 reveal that picture production activity has slowed down compared to the corresponding period of last year.

The total number of pictures censored upto the end of June 1954 is 41 while it was 54 during 1953. Likewise there is a fall in the number in all the South Indian language pictures except in Canarese productions which have doubled their previous record.

That is, there are 18 Tamil, 12 Telugu, 8 Kannada, 2 Malayalam and 1 Hindi film during this year compared to 25 Tamil, 20 Telugu, 4 Kannada, 4 Malayalam and 1 English film of the last year. The number of Socials has gone down from 45 of last year to 31 of the present period.

Of the 41 pictures censored, during this year, 8 Tamil, 7 Telugu and 5 Kannada films are of one version while the remaining 21 films are taken in different languages or being released with titles in different languages.

The total footage censored comes to 60,100 ft. compared to 847,154 ft. of the previous half year.

The number of pictures in Malayalam languages has gone below last year's figures.

As in the previous years pictures are being released in a large number of stations at a time, sometimes in two or three,

theatres in one and the same station.

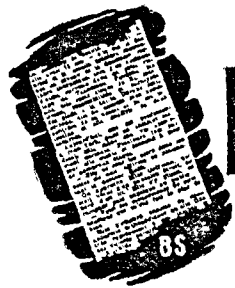
It is a matter worthy of note that a single star is shown in almost all Tamil films released during the months of March, April & May. The star is seen on the screen of 16 theatres where 5 new pictures were released.

There were about 66 pictures under production by the end of the first half of the year. Of these 37 are Tamil, 22 Telugu, 2 Hindi, 3 Malayalam and 1 Kanarese film. Almost all these pictures are scheduled to be released during the year.

* * * Projectors in Madras Schools

Under the scheme of the Visual Education, projectors, both Silent and Talkie, are installed in a number of High Schools in the State of Madras. In all, there are 288 (242 boys and 46 girls) High Schools which are equipped with the projectors. Of these, 212 are silent projectors, 76 are talkie projectors. Of the 212 schools with silent projectors, 37 are girl schools and 175 boys schools. Again of the 76 schools with talkie equipment 9 are girl schools and 67 are boys schools.

But the number of High schools which are equipped with projectors, is less than one-third of the actual number of schools. It may be stated the total number of High Schools is 959 of which 782 are boys schools and 177 are girls schools.



News & Notes

Concurrent Licensing System :

On the representations made by the Chamber the Government of Andhra have by their G.O. Ms. No. 678(Law) dated 29th June, 1954 issued the following instructions in respect of the issue of Fire Certificate vis-a-vis Cinematograph licence to cinema theatres in their State :

“The South Indian Film Chamber of Commerce, Madras have represented to this Government that the issue of the Cinematograph licence is being limited to the actual period of the Fire Officer's certificate by some District Magistrates and that in some cases the period of the Fire Officer's Certificate is taken from the date of his signing the certificate with the result, the period of licence which should be for one year normally is limited to the date of the expiry of Fire Certificate. They have therefore suggested that the Fire certificate should always be made valid for one year and should run concurrently from the date of the commencement of the Cinematograph licence. The Government have examined the suggestion in consultation with the Inspector

General of Police. The Govt. agree with the I.G. that the date of issue of the certificates by District Fire Officer or a Station Officer need not be taken into consideration and that the licences may be issued or renewed for periods of one year in each case in the case of new applications or in the case of renewals one year in each case from the next day following the date of expiry of the previous licence. All the licensing authorities are requested to take action accordingly.”

Madras Govt. Orders :

On the subject of Fire Certificate the Government of Madras have by their order dated 21st June, 1954 communicated all the licensing authorities with a copy of letter No. Rc. 20282 B. 3/53 d/4-1-54 of the Inspector General of Police, Fire Service Branch containing the following instructions.

“It has been brought to notice that the certificates issued by Fire Officers with reference to Rule 11(iii) of the Madras Cinematograph Rules 1933 are taken by certain District Magistrates to be valid for 12 months from the date of issue of such certi-

ficates and that as a result the period of validity of the certificates recedes with consequential recession of the period of validity of the Cinematograph licence also. With reference to paragraph 1 of the G.O. first cited (G.O. Ms. No. 691(Home) d/28-2-53) the period of licence, issued to permanent cinemas should correspond to the period of validity of the Electrical certificate. It is therefore necessary that the certificates issued by the Fire Officers should conform to the period of validity of the Electrical certificates. The attention of all District Fire Officers and Station Officers may therefore please be drawn to the 2 G.Os. cited (G.O.Ms. No. 691 (Home) d/28-2-53 and G.O.Ms. No. 3606(Home) d/1-12-53) and they may be directed to see that the certificates issued by them after inspection of cinemas synchronise with the Electrical certificates issued by the Electricity Department.

Structural Soundness Certificate :

The Government of Madras by their G.O. Ms. No. 1873 (Home) d/26-6-54 have issued instructions in respect of issue of certificate of structural soundness to cinema theatres by officers of the Public Works Department which runs as under :

“It has been suggested that the certificate of the Executive Engineer regarding the structural soundness of the building issued under rule 13 of the Madras Cinematograph Rules should also

be co-terminus with the Electrical Certificate like licences under Cinematograph Act and Places of Public Resort Act and Film Division Certificate.

The Government have examined the suggestion in consultation with the Chief Engineer, Public Works Department. They agree to the suggestion and hereby direct that the Certificate of the Executive Engineer issued under 13 of the Madras Cinematograph Rules regarding the structural soundness of a building should synchronise with the period of validity of the Electrical certificate issued by the Chief Electrical Inspector to Government under rule 12 of the Madras Cinematograph Rules.”

Opening & Closing Hours of Cinema Theatres :

Consequent on the representations by the Chamber the Government of Madras have agreed to the insertion of the timings specified in G. O. No. 2701 Development Dated 20-5-49 in the licences to be issued to cinema theatres in respect of closing and opening hours. A copy of G. O. Ms. No. 1871 (Home) Dated 26-6-54 issued by the authorities in this connection is as follows :

“The South Indian Film Chamber of Commerce have requested the Government to issue instructions to the District Collectors to the effect that whenever licences are issued under the Cinematograph Act to permanent theatres the opening and closing time may be in con-

formity with those prescribed in G. O. No. 2701, Development dated 20th May, 1949 as a general rule subject to any modification in individual cases, whenever necessary so as to avoid the hardship and delay caused in obtaining permission for conducting matinee shows every time from the licensing authorities.

The Government have examined the suggestion in consultation with certain Collectors and the Commissioner of Police Madras and consider that it may be approved. They accordingly direct that whenever licences are issued or renewed to permanent theatres, licensing authorities should see that the entry against the Sixth item "whether the place or building is to be used during the day or during night or both" in the licence in Form "A" is in conformity with Notification II issued with G. O. 2701 Development, dated 20th May, 1949, except in cases where it is necessary to impose any restrictions having regard to the location of the theatres, sound proof arrangements made therein, the proximity of living quarters and other relevant local considerations.

If the Notification of the Development referred to above regarding opening and closing hours of cinema theatres is modified the entry in the licence in Form. 'A' should also be correspondingly modified."

The relevant extract from the Notification II issued with G. O. Development dated 20-5-49 runs as follows :

"No theatre or place or public amusement or entertainment situated in the Province of Madras shall be opened earlier than 9 A. M. on Sundays penultimate Saturdays and Public Holidays and 1 P. M. on all other days or closed on any day later than 1-30 A. M."

Openings in Projection Room :

The Government of Madras in their G.O. Ms. No. 1622 (Home) dated 4th June, 1954 have gazetted the following amendments to Cinematograph rules :

"In the said rules

(1) to rule 23, the following proviso shall be added namely:—

"Provided that where a special type of film projector requires a wider opening, the Chief Electrical Inspector to Government may permit a larger opening upto a maximum of 24" square.

(2) to rule 24, the following proviso shall be added namely :

"Provided further that for openings of more than eight inches square,

(i) the glass screen shall be of armoured plate glass ;

(ii) metal screens shall be provided in addition to the glass screens, and the opening shall be closed with the metal screens when not in use for projection ; and

(iii) a notice shall be put up in the cabin to the effect that the openings shall be closed with the metal screens when the openings are not in use."

Entertainment Tax Rule :

The amendment to the Madras Entertainment Tax Rule 57 (as notified earlier) regarding the service of a notice on a proprietor has been assented to. (Vide Bulletin June 1954.)

Draft Amendments :

The Government of Madras have notified draft amendments to the Madras Entertainment tax Rules 44, 45 & 49 (Vide Fort St. George Gazette Page 247, Part I d/ 7-7-'54) according to which a new procedure is to be followed in respect of applications for exemptions from the tax. The draft rules suggest that the exemption will be given only provisionally and that if the accounts are not produced within the time allowed or if any of the conditions are not satisfied the provisional order is liable for cancellation. The hardship involved in the proposed rule is being brought to the notice of the authorities.

Site Inspection for Tg. Cinema :

The Government of Madras have by their G.O. No. 262 Public Health dated 20-1-1950 issued the following instructions in respect of inspection of sites by the health officers for the purpose of licencing cinemas :

"The Presidents of District Boards and the Executive Authorities of Municipalities and Panchayats are informed that suitable sites for the location of touring cinemas may be selected in advance after obtaining the approval of the appropriate

health authorities and that whenever an application from a touring cinema company for the use of a site is received, a fresh reference to the health authorities on the question of suitability of the site from the Public Health point of view should not be made, unless the circumstances under which the authorities have originally approved the site have materially changed."

N. B. The spirit of the above G.O. is almost countered by the G.O. No. Ms. 1634 (Health) dated 15th June 1954 (Vide page 10 of the July issue of this Journal) according to which "Government consider that the District Health Officers should give their approval for the sites even for renewal as there may be circumstances subsequent to the grant of the first licence affecting the suitability of the site."

This matter is being taken up by the Chamber with the authorities.

Model set of Cinema Rules

The Government of India in the course of a communication dated 7th July, 1954 requests the Chamber to give its suggestions in regard to the framing a model set of rules which the State Governments may be requested to adopt subject to such variations as may be necessitated by local conditions for the sake of uniformity in the regulation of cinemas. They have also asked for a draft of the rules which the Chamber might consider to form the basis of a model set of rules, on or before 15th Aug. '54.

Since the Film Federation of India is also asked by the Government for a draft of the model set of Cinematograph Rules, the Chamber would forward its own draft only through the Film Federation of India.

* * *

Import Trade Policy

On the 29th June, 1954 the import policy of the Government of India for the licensing period, July—December, 1954 has been announced. The import policy for most of the items in the schedule has been continued undisturbed. The procedure for the issue of licences to all categories of importers has been simplified. Provision has also been made for the grant of additional licences to established importers of a number of items. Small importers will be able to obtain licences for enhanced values in the case of 24 items.

* * *

Cinematograph Trade—Imports

As far as cinema trade is concerned the following may be noted :—

Raw Cinematograph Films—Part IV—S. No. 116 & 117: *Not exposed* is kept on O.G.L. Gen. upto 30-9-54—Nitrate base films are not covered by O.G.L. *Exposed* films: Imports will be allowed to established importers upto 80% Gen. and 100% Soft. under licences valid for twelve months. Licences for import of educational cinema films will be granted by the "Ports on the merits of each case outside the quota for import of the articles

to Established importers or Educational institutions provided satisfactory evidence is produced to show that the films are educational in nature and are required for exhibition in schools and colleges and other educational institutions. For this purpose the intending importers should furnish full particulars about the films as follows:—(i) Whether the film desired to be imported has been produced by a non-commercial organisation such as the various bodies of the United Nations, the Red Cross and so on. Proofs in this respect may be furnished. (ii) Whether the importer in India is an educational institution or other similar body. (iii) Whether the film is being imported by a firm, which is not otherwise engaged normally in the exhibition of cinema films. (iv) Literature relating to the films sought to be imported should be furnished.

In addition to licences that may be issued to established importers for exposed cinema films, applications for the import of a limited number of cinema films will also be considered on merits on a quarterly basis.

Intending importers should apply to the Chief Controller of Imports, New Delhi, giving full particulars of the film or films which they wish to import, including any available literature relating to them. They should also indicate the terms on which the films will be imported along with their own position and standing in the film trade of the country.

Additional licences for the extra footage involved in importing 3-D films will be issued on application.

STUDIO AND PROJECTOR LAMPS of B.S. Specification 1075 of 1943 and 1523 of 1949—The import of these is kept under O.G.L. Gen. upto 30-9-54. (Part II—S. No. 38-A. (c).)

Sound Projectors (Cinema) 16 m.m. operated by motor of less than I. B. H. P. is kept under O.G.L.

Cinema Carbons will be allowed on O.G.L. Gen. upto 30-9-54.

Cinema Machinery including sound and projection reproduction and film studio equipment and spare parts:

The policy is the same as stated in pages 20 to 22 of February '54 bulletin but for the following amendments:

In respect of import of spare parts of sound and projection reproduction equipment 1/4 H.P. and above, of under 1/4 H.P. and Spares of Film Studio Equipment separate licences will be issued for import of spares specified in List 'v', 'vii' and 'ix' respectively on the basis of quota certificate granted in terms of clause (c) of para I of Trade Notice No. 1444 dated 4-11-53 issued by J.C.C.I., Bombay.

* * *

Illuminated Notice Boards in

Cinemas:

The Government of Andhra (Law Department) in their communication dated 1st July, 1954

in reply to the representation made by the Chamber state that the instructions given by the Revenue Divisional Officer, Vizianagaram to have illuminated notice boards mentioning the method of opening the exit gates are wrong and need not be adopted.

* * *

Sales tax in Madras:

The Commissioner of Commercial Taxes, Madras in the course of a communication states: "If a Bombay dealer sells electrical goods or motor vehicles to a Madras dealer and if delivery and consumption take place in the Madras State, the Madras State will levy on the Bombay dealer under Article 286 (1) (a) of the Constitution read with the explanation. The Tax will be at the higher rate under Section 3 (2) of the Madras General Sales Tax Act. If tax has been collected from the Bombay dealer at the higher rate, additional tax cannot be levied again on the first dealer residing in the Madras State as the higher rate of tax under Section 3 (2) can be levied at a single point only. Further under Rule 4 (B) of the Turnover and Assessment Rules, tax under Section 3 (2) can be levied on a person who, in the Madras State, is the first dealer in the goods specified. In this case, the Bombay dealer becomes the first dealer as his sales take place in the Madras State and tax under Section 3 (2) will be levied only on him."

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In Andhra :

The Commissioner of Commercial Taxes, Andhra has stated in the course of a communication that the resident dealers of Andhra State have to pay additional tax on their sales of goods mentioned in Section 3 (2) only if the non-resident dealers had no taxable turnover. The resident dealers need not pay tax at the general rate of Re. 0-0-3 if they could prove to satisfaction that those from whom they purchased the goods had taxable turnover and that the non-resident dealers collected from them additional tax on the sales effected by them.

Under Rule 4-B of Turnover & Assessment Rules, 1939, the liability to pay additional tax under Section 3 (2) is on the first

dealer in the State, who is not exempt from tax under Section 3 (3) of the Act. In the case of sale of goods by a non-resident dealer to a resident dealer in the Andhra State, the non-resident dealer will be considered to be first dealer as envisaged in Rule 4-B, if the goods are actually delivered for the purpose of consumption in Andhra State according to the interpretation of Article 286 (1) (a) and the Explanation to it as given by the Supreme Court. If the non-resident dealer is exempt from tax under Section 3 (3) i.e., if he is having a turnover of less than Rs. 10,000 for the financial year, the resident dealer is liable to the levy of additional tax on his turnover of sales of the concerned goods.

Trade Associations**Self Regulation Move in Bombay**

A Joint meeting of the Indian Motion Picture Distributors Assn., and the Cinematograph Exhibitors Assn., of India held on the 15th July, 1954 at Bombay adopted resolutions by which the members of the two bodies will confine their dealings for the exhibition of Indian pictures in Bombay Circuit only to the members of the one or the other associations. A joint appeal has been issued in this connection by the presidents of both the associations which runs as follows:

"As you know very well, our trade is today passing through very difficult times, Disputes

are increasing and financial conditions are becoming more and more unstable day by day. We are sure you will agree that there is an urgent need for co-ordinated action by all branches of the trade. To secure a reduction in taxation and to secure redress of the numerous other grievances of the trade, united and collective action is indispensable."

"To co-ordinate the activities of the distribution and exhibition branches of the trade, to ensure expeditious settlement of disputes and to strengthen the trade organisations for collective good, the I.M.P.D.A. and C.E.A.I. have

adopted a scheme for self-regulation and self-help. Unless every distributor and every exhibitor in Bombay Circuit joins the respective association, it will not be possible to take effective measures in this direction. Members of the two associations have therefore adopted a resolution that they will have dealings only with members of the one or the other association. This resolution will come into force from 27th October, 1954.

"We now make this earnest appeal to you to join the I.M.P.D.A. or C.E.A.I. as the case may be, without any delay. It is for your own benefit as well as that of your brothers in the trade. An application form for membership is enclosed. Please return it duly completed to the I.M.P.D.A. or C.E.A.I. as the case may be, along with the requisite fees for admission and subscription for one year. Unless you are a member of either of these associations, our members will have no alternative but to refrain from having any dealings with you on and after 27th October, 1954."

C. C. Cine Assn., to Meet

The Central Circuit Cine Assn., Bushaval has called for a meeting of its General Body on the 8th August, 1954 to consider resolutions of self-regulation almost on the same lines as suggested by the associations in Bombay.

SIMPISA

The Second annual general meeting of the South Indian

Motion Picture Studio Association held on the 28th June, 1954 elected the following office bearers for the year: Mr. S. S. Vasan—President; Mr. H. M. Reddy—Vice-President; Mr. A. V. Meiyappan, Mr. B. Nagi Reddi, Mr. M. Somasundaram, Mr. S. M. Sriramulu Naidu, and Mr. V. L. Narasu members of the Committee.

* * *

Cine Technicians Association

Madras, July 4: The annual general body meeting of the Cine Technicians' Association of South India was held on 4th July at the Congress Grounds, Teynampet, with Mr. A. Krishnan, President, in the chair.

Mr. Rajanikant Hon. Secretary who presented the eleventh annual report, said that there were 410 members on the rolls. The notable work turned out this year, he said, was the selection of the best technical work in different branches, from among the pictures released in 1953. It was announced that awards would be given by the Association for the following pictures: "Manithan" for Direction; "My Home" for Photography; "Devadas" for Sound and "Avvaiyar" for Art as well as Music.

As the All-India Cine Technicians' Council was giving the awards on an all India basis for the best work in the categories, Photography, Art, Sound, Progressive Screen-play, Music and Processing, the following pictures had been selected to represent South India: Photography:

"My Home"; Sound: Devadas"; Art: Avvaiyar", In processing, no selection had been made yet.

The following office-bearers were elected for the coming year: President: Mr. A. Krishnan; Vice-Presidents: Mr. Hari Pada Chandra (Hari Babu) and Mr. M. E. Nagarajan; Treasurer: Mr. C. V. Ramakrishnan (Thambu); Hony. Secretaries: Mr. Rajanikant and Mr. M. Lingamurthy; Committee members: Messrs. N. Krishnaswamy, S. Balachandar, D. Yoganand, M. A. Rehman, K. Ramachandran, M. Natarajan, M. A. Parthasarathi, T. Janakiraman and Srimathi Indra Acharya.

B. M. P. A's Representation

The representatives of the Motion Picture Association, Calcutta, met Hon. Sri. Anugraha Narain Sinha, Finance Minister of Bihar at Patna on 3rd April 1954 and urged him to grant immediate relief to the film trade by way of reduction of the Entertainment tax. In the course of the discussion the Minister is reported to have indicated that he was convinced of the necessity of reducing the tax and so he invited the trade bodies to furnish him all the relevant data in order to enable him to convince the members of the the Legislature also. The depu-

tationists promised to forward to him all the necessary information on the subject.

* * *

Film Week in Bombay

A message dated 23rd July 1954 says that the representatives of the Trade in Bombay are concerting measures to organise which is called Film Week in Bombay the primary object of which is to make the public aware of the good aspects of the cinema.

* * *

The Andhra Film Chamber of Commerce, Vijayawada

At the Annual General Body Meeting of the Andhra Film Chamber of Commerce, Vijayawada held on 25th July, 1954, the following were elected as Office-bearers for 1954-55.

President: Sri S. L. Nahata; Vice-Presidents: Sri G. Kamaraj, Sri T. Aswadhanarayana; Hony. Secretaries: Sri S. K. Iyengar, Sri C. V. Babu Rao; Hony. Treasurer: Sri C. Purnachandra Rao.

Committee Members: Messrs. P. Chandrasekara Rao, D. Krishnamoorthy, Raja A. Mohan (Distributors), N. Gopal Rao, P. Ramakrishna Rao, B. Satyanarayana, C. N. Srinivasa Rao, (Exhibitors).

Producers to Note

Under Rule 27. B. of the Cinematograph (Censorship) Rules, 1952, the certificate of every picture will expire at the end of five year period. Therefore pictures which had been censored in the year 1949 and prior thereto are to be recertified as a condition precedent for their continued screening. In particular the producers of the following pictures of south Indian languages are to take steps to see that their pictures are re-certified under the rules before the due date:

1. Naga Kannika, (Canerese), 2925, 2-9-49.
2. Devamanohari, (Tamil), 2926, 2-9-49.

3. Inbavalli, (Tamil), 2933, 7-9-49.
4. Dharmangadha, (Telugu), 2934, 27-9-49.
5. Sati Tulasi, (Kannada), 2935, 5-10-49.
6. Manadesam, (Telugu), 2937, 7-10-49.
7. Nishan, (Hindi), 2938, 15-10-49.
8. Strange Brothers, (Tamil), 2939, 17-10-49.
9. Brahmaratham (Revised) (Telugu), 2943, 27-10-49.
10. Kalavida, (Kannada), 2944, 31-10-49.
11. Leila Majnu, (Tamil), 2945, 31-10-49.

Exhibitors to Note

The following exhibitors are requested to check up their records and take steps to put in their application to the Electrical Inspector, 157. Mount Road, Madras. 2, (in case of Andhra, 20 Rutland Gate, Madras. (6) for the renewal of the Electrical Certificates of theaters in time as per the rules prior to the 31st August, 1954. Members are requested to note the instructions given in respect of putting in their appli-

cations for the above purpose published in page 11 of June 1954 issue of the bulletin of the Chamber:

Palace-De-Wales, Tirunelveli.
Ashok Talkies, Palayamkottai.
Prabhakara Talkies, Adoni.
Someswara Talkies, Yemiganur.

And other theatres in Kurnool and Tirunelveli Districts.

Awards for Films

Annual Awards for Films

The Government of India in their letter dated 6th July, 1954 have issued the following corrigendum to their resolution on the above subject (Vide page 4 of our May '54 bulletin).

"For sub-paragraph (1) of paragraph (2) the following sub-paragraph may be substituted:—

Films should be entered by Producers for consideration for the purpose of Awards at the time of applying for certification under the Cinematograph Act. Entries should be addressed to the Regional Officer, Central Board of Film Censors. Fee for entries will be Re. 1/- per 1000 ft. if the film is in 35 m.m. and Re. 1 per 400 ft. if the film is in 16 m.m. Fee should be paid in the Treasury and chalan should be attached with the entry. Entries should indicate whether the film is a full length feature film, a documentary or children's film. Educational and Scientific films will be included in the term Documentary."

Pattern for Awards

New Delhi, July 2.

A general pattern for the President's Medal and the Prime Minister's Medal to be granted in the scheme of State awards for films has been decided. On the face of the Medal, apart from the appropriate symbolic representation, will appear the name of the medal. On the reverse of it will appear the emblem of the Union, the year of the award, the

name of the producer and the name of the film. It has been decided that a prize of Rs. 500/- be given for the best design in each category.

World Film Awards

Berlin: June 30: The British film "Hobson's Choice," was awarded first prize in the International Film Festival here to-day against competition from the best films from twenty-eight other countries. It was selected by an audience vote "Hobson's Choice," a Lancashire dialect comedy, stars Charles Laughton. It was directed by David Lean. Second was the Italian film "Fane, Amore of Fantasia" (Bread, Love and Phantasy) starring Gina Lobergida. The French film "Le Defroque" (the renegade) directed by Leon Joannon was third. Walt Disney's "The Living Desert" won first prize for documentary films.

University Award

According to a Calcutta message the Calcutta University has awarded this year's Lila Prize for Literature to AGNI PARIKSHA the Asha Poorna Devi's story. This picture is now under production at the National Sound Studios by M. P. Productions.

South East Asia Film Festival

The Film Festival for South East Asia was held at Tokyo from 18th to 20th May, 1954 Tokyo.

Restrictions & Exemptions

Exempted

In modification of their earlier orders, the Government of Andhra directed that the exemption granted to music and dance performances and variety entertainments from the Entertainment Tax be continued upto March 31, 1955.

Refused Certificate

According to a news report the 20th Century Fox Corporation feature GLORY BRIGADE dealing with the face of the Korean War was refused a censor certificate.

Exemption from Shop Act

A Gazette notification dated 14th July, 1954 published in page 725 of Part II of the Fort. St. George Gazette dated 21-7-54 says that "The Commissioner of Labour (Factories), Madras, has exempted the City Cinema Talkies, Madurai, from the provisions of section 13 (1) read with G. O. Ms. No. 2701, Development, dated 20th May, 1949, for three days, the 15th, 16th and 17th July, 1954 to enable the theatre to conduct special extra shows between 1-30 A.M. and 1-30 P.M. in aid of the South Indian Adult Education Association Fund."

Legal

Censorship Victory in U.S.A.

On 23rd March 1954, Judge Sam Blair of the Cole County Circuit Court in Jefferson City, Mo., ruled the Kansas City (U. S. A.) Mo. Censorship ordinance is unconstitutional, declaring it to be in violation of the First and Fourteenth Amendments of the Constitution of the United States. In so doing the Judge reversed the order and ruling of a local board of appeals, which had banned "The Moon is Blue" from being shown in Kansas City.

As in the Ohio Case, Kansas authorities decided not to appeal against the ruling. Ben Shlyn of "Box Office" calls this another victory by the industry in its

fight to throw off shackles of Political Censorship.

Show Tax in Mysore

Bangalore, July 9.

Sri. R. M. Seshadri, Advocate, moved today an application under Article 226 of the Constitution of India on behalf of Super Talkies, Bangalore City, praying that the Show Tax levied by the Mysore State be declared illegal and unconstitutional and the State of Mysore be restrained from collecting the tax. He contended that under the provisions of the Mysore Cinematograph Show Tax Act 1951 which was passed after the Constitution of India came into being, the tax which the theatre owner has to pay comes to over

Rs. 10,000/- at the rate of Rs. 10/- per show on the basis of 3 shows per day and that the tax being one on the profession or calling of the theatre owner, it fell directly within the mischief of Article 276 (2) of the Constitution of India, according to which no tax on a profession or calling exceeding Rs 250/- per annum can be levied on any one person by any State Authority Government or Local. Sri. R. M. Seshadri argued that the tax was invalid as it amounted to double taxation as the theatre owner was already paying a Profession Tax and that the double taxation was opposed to law.

Their Lordship the Chief Justice and Mr. Justice B. Vasudevamurthy of the Mysore High Court who heard the arguments admitted the petition and ordered *writ nisi* to be issued to the respondents, the State of Mysore & I.G. of Police.

In this connection a judgment delivered by Sri P.K. Kaul Chief Justice & Sri V.M. Mehta Justice in the High Court of Judicature, Madhya Bharat, Indore in the Civil Misc. Case 27 of 1951 may be of interest. According to this

judgment the Show tax exceeding Rs. 250 per year levied by the Ujjain Municipality was held invalid as it ignores the provisions of article 276(2) of the Constitution.

Injunction order issued

A Bombay message dated 23rd July 1954 says that the Judge of the Bombay Civil Court granted an injunction order restraining a theatre from discontinuing the run of a picture. It is said M/s Tarachand Pictures who own the rights of a picture "Shabab" (a Sadiq productions' Hindi film) for Bombay entered into an agreement with the defendants for the screening of the picture at Lamington Talkies, Bombay at a weekly hire of Rs. 5,000, for 4 weeks in the first instance and thereafter for extension by units of two weeks.

The plaintiffs asked for extension of two weeks but the defendants declined to extend the time. Advertisement of the release of another picture was done. The notice was issued by the plaintiff and the Judge passed the injunction order, against the defendant.

Honoured & Appointed

Honoured

The Government have appointed Shri Karl J. Khandalawala as a member of the Central Board of Film Censors with effect from the 19th June, 1954 vice Dr. Parija resigned.

New Members of Panel

The Central Government notify that in pursuance of the provision of clause (2) of the Order of Government of India in the Ministry of Information and Broadcasting No. S.R.O. 781, dated the 1st March,

1954 and in modification of the Order of the Government of India in the Ministry of Information and Broadcasting S.R.O. 782, dated the 1st March, 1954, that the Advisory Panel of the Central Board of Film Censor, at Madras shall consist of 21

members with effect from 13th June, 1954.

The Government after consultation with the said Board, have appointed Sri M. P. Periasami Thooran, Sri S. Natarajan, Sri P. Ramachandran as members of the Advisory Panel at Madras with effect from 12th June, 1954.

Members of Madras Panel

Sri G. T. Sastry, Regional Officer, Central Board of Film Censors. 35 Mount Road, Khalil Mansions Madras 2. Phone 85339.

Srimathi. S. Manjubhashini, 39, Whites Road, Madras 14.

Dr. P. Rama Rau, 155-157, Poonamallee High Road, Madras 10.

Sri. V. C. Gopalaratnam, "Leela Nayan" 4, Lady Desikachari Road, Madras 4.

Sri. K. Chandrasekharan, "Ashramam" Madras 4.

Sri. A. Ramesh Choudhary, c/o Sri. Subramaniam, 138, Shenoyanagar, Madras 10.

Srimathi. Indra Vijayaraghavan, 9, Harrington Road, Opp: Christian College School, Chetpet, Madras 10.

Sri. C. H. Sibghathullah, 103, Santhome High Road, Madras 4.

Sri. K. G. Haridas Shastri, 96, Shenoyanagar, Madras 10.

Dr. C. R. Krishna Pillai, "Dilkusha" Peters Road, Madras 14.

Srimathi. Rajammal Anantharaman, 6 A. Lawders Gate Road, Vepery, Madras. 7.

Dr. S. K. Nayar, 73, Theruvithiamman Koil Street, Aminjikarai, Madras 10.

Sri. M. Mariappa Bhat, Alagappanagar, behind Income-tax Office, Poonamallee High Road Madras 10.

Sri. K. Krishnamurti, Advocate, "Devadatta" Masilamani Mudaliar Road, Balajinagar, Madras 14.

Srimathi A. C. Krishnn Rao, Secretary, Andhra Mahila Sabha, Madras 4.

Sri. P. Mallikarjuna Rao, Editor, "Kinneer", 16, Jones Street, Broadway, Madras 1.

Srimathi. Lakshmi Raghuramiah, C/o Sri. K. Raghuramiah, 55, Harrington Road, Madras 10.

Sri. Natarajan, Headmaster, St. Gabriel Training School, 10 A. Abraham Mudali Street, Madras 2.

Sri. P. Ramachandran, President, Tamil Nad Youth Congress, 1, East Spurtank Road, Madras 8.

Sri. M.P. Periaswamy, Thooran, Chief Editor, Tamil Encyclopaedia Tamil Valarchi Kazhagam Buildings, Madras 5.

What Film can do

Hear what they say!

WEAPON FOR LIBERTY & TRUTH

A.U.S.A. message says that President Dwight D. Eisenhower in a message to the American Film Assembly, held recently in Chicago said "The motion picture is now a powerful tool of communication and education. I can personally testify that the use of films in World War II speeded and broadened the training of our troops beyond any precedent. Since then the story of freedom and democracy has been strikingly portrayed on them for eager audiences around the World. In the year ahead I am sure the motion picture will become an even more effective weapon for truth and human liberty."

JAPANESE PRIME MINISTER'S MESSAGE

H. E. Shigeru Yoshida, Prime Minister of Japan in the course of his message to South East Asia Film Festival held in Tokyo on 8th May, 1954 says:

"I am sure that we all recognise that motion pictures are a great power in our society. There is great significance in utilizing this power in the field of culture and for the promotion of peace. Not only will it work toward these goals, but it will also serve in promoting friendship among all free countries."

DIRECTOR SPEAKS TO STUDENTS:

Producer-director Revyn Le Roy told students of the Stanford University (California) on 27th March 1954: "Filmdom is on the threshold of a new and exciting future and *the new rule in Hollywood is to have no rule except responsibility to the audience.*"

DOCUMENTARY ON GANDHIJI

New Delhi, July 1:—Mr. C. V. Mavlankar, Chairman of the Gandhi Smarak Nidhi said on 1st July that the gate money collected as a result of the exhibition of "Voice of India" a documentary film on Mahatma Gandhi would be spent by the Nidhi in the States in which it would be collected.

INDIAN FOREIGN SECRETARY ON FILMS

Conveying his good will message to the Film Festival at Tokyo, Mr. Moni Moulik, First Secretary, Indian Embassy, Tokyo, says:

"The film has become a living expression of contemporary social and cultural life in many countries of their region. Apart from the aesthetic pleasure that can be derived from viewing films produced in neighbouring Countries, there is a deeper significance in the mutual appre-

ciation of social ideals as presented through the medium of the screen.

After several centuries of political isolation, the countries of South East Asia have regained their national sovereignty and are anxious to re-establish their cultural ties that are their common heritage. I have no doubt that the Film Festival in Tokyo will contribute to a better understanding of each others' ideals and problems and will lead to increasing co-operation in the pursuit of international goodwill."

TRADE HELPS IN AUSTRALIA

A New York message says Mr. Norman Bede Rydge, Director of Great Union Theaters, Australia's major circuit, in the course of an interview said "Our people want three and three and a half hours of entertainment. If we eliminate the second feature, the box-office would suffer badly." He also stated that charities are being organised by the exhibition trade in Australia on systematic basis. Once a year all the theatres devote an eight day period for raising fund for the purpose, 1/3rd of which goes to the National Crippled Children's fund; the second 1/3rd goes to an industry benevolent fund while the last third goes to a local charity selected by the theatre manager or managers in the community.

ADDICT REFORMED

After seeing a prohibition film in the Sub-Jail where they were undergoing imprisonment, thirty persons of Himatnagar sub-jail in Sabarkantha district (Ahmedabad) have pledged of their own accord that they would not touch liquor or drugs or carry on illicit distillation after their release—says a message from Ahmedabad, dated 8th July '54.

INSTRUCTIONAL FILMS

"Flying Sailors" is the name of a documentary depicting the activities of a naval flying wing, I.N.S. Garuda in Cochin. Interesting shots of the landings and takeoffs from the aircraft carrier and the amphibian planes from the water are shown. There is a mock battle between the naval fleet and sealands carrying out exercises at sea. The film contains shots such as booming of guns, depth charges, torpedoes and anti-aircraft manoeuvres.—Release thro' Film Division on June 25.

"Accent on Youth": An account of Youth Camps and the role played by them in breaking through the village ignorance and prejudice and in the village uplift movement is shown in an instructional film called "Accent on Youth"—Release thro' Film Division on July, 9.

"Delhi—the Capital of India" shows the architectural grandeur of this Great City—Release thro' Film Division.

Unfair Criticism on Films

Reply to Delhi Housewives

Subsequent to the mass petition by the Delhi women against the cinema Sri K. M. Munshi and Pandit Pant are also reported to have made themselves responsible for uncomplimentary remarks about motion pictures.

Sri Dalsuk M. Pancholi, President of the I.M.P.P.A. replying to these criticisms says: Those who submitted a petition to the Prime Minister would have done some service to the country and the Industry if they pointed out words and scenes in pictures which, in their view affected the moral health of the children. There is a machinery set up by Government to examine such complaints and to re-examine certified films. In fact the industry is already controlled to the utmost by Government. Freedom of the screen is not existing. Prejudice against films is becoming a national disease just like untouchability and other social evils. Its spread has to be prevented for the good of the nation and our people. I hope our Prime Minister will refuse to consider any unauthenticated complaints against our pictures. The task becomes more difficult when elder statesmen like Shri Munshi and Pandit Pant get this infection. In all humility I would ask them to tell us where we are wrong. Sweeping generalisations

or abuse does not lead us anywhere. The motion picture has to be put to the best use in the scheme of things ahead. In this supreme task, we shall need the co-operation of every right thinking person.

Protests from the Trade

Sri I. S. Johar, story writer, director and actor commenting on the recent petition of the Delhi housewives against films said these women are demanding something that the Censors have already accomplished.

Srimathi Nargis, film artiste says "that the cinema provides harmless entertainment and it is not correct to lay the blame for juvenile delinquency solely on its doors. The women of Delhi are considered to be very progressive and this news is indeed a surprise to me."

Nehru's Views on Films

Prime Minister Nehru, in the course of his reply to Sri Dilsukh Pancholi's letter says "Films have an essential part to play in the modern world. At the same time it is true that any powerful medium like motion pictures can have both a good effect and a bad effect. We have, therefore, to take care that we emphasise the good aspect of it."

Foreign Market

INDO-JAPAN TRADE DEAL

Sri A. J. Patel of Patel India Ltd., Bombay who was on a short visit to Madras speaking to our representative referred at length about his recent negotiations and conclusion of the trade deal with a Japanese firm. He said his object of his tour round the World was two fold; one was to find market for Indian films in foreign countries; and the other to help finalise the plans of what is called the public theatre in Bombay which is to be the first collapsible amusement hall in the World. It is scheduled to cost about Rs. 25 lakhs.

Speaking of his projected production under the Indo-Japan deal he said that the out-door scenes of the picture (constituting 30%) will be taken in India and the remainder in the Studios of Japan, with Indian technicians.

Referring in this connection to the Japanese production conditions he said that a picture is taken in Japan at a very rapid pace. At times 75 shots a day are taken and the whole shooting time does not exceed 10 to 15 days. In Japan the trade has improved by leaps and bounds since 1947. The interest of the audience is also on the increase and the attendance at theatres has gone up four times. The out-doors are taken with 10 k.w. lights to meet changes in weather conditions.

He said that his "Pamposh", a picture taken in Gaevacolour is

scheduled for release in U.S.A. during next September. It may be noted here that Srimathi Vijayalakshmi, President of the U.N. witnessed this picture last week at Bombay.

A BARTER SYSTEM PROPOSED

Tokyo, June 28: Sri Ambalal J. Patel, while in Tokyo speaking to the press, said that films depicting everyday ordinary social life in India, had a better chance of selling abroad than purely mythological and historical pictures. Sri Patel suggested a barter system with Japan to overcome exchange restrictions and said at least six Indian films could be sent to Japan every year in exchange for six Japanese films. He had talks with Japanese officials, film magnates, and distributors and they had agreed to the broad principles of this barter system.

A news report from Bombay dated 23rd July, '54 confirms that Mr. Ambalal J. Patel of Bombay and Mr. Hiroshi Okawa President of Joeir Motion Picture Company of Japan have entered into a trade deal.

Split in film ranks in Pakistan

A report from Lahore dated 9th July, 1954 says that the Pakistan film industry is divided—distributors and exhibitors (pro import group) on one side and producers, artistes and

technicians (anti import group) on the other on the question of importing Indian films into Pakistan.

The pro-import group contends that film production in Pakistan is still inadequate to meet the needs of the exhibition trade both in quantity and quality and thus the import of Indian Films is necessary. But the other group is of the view that superior Indian films would strike a blow at the Pakistani market.

This sharp difference resulted in a stir when the Government of Pakistan released certain restrictions on Indian films. The immediate provocation was the demonstration on 9-7-54 against the showing of the recently imported Indian film "Jaal". The Regent Cinema where the picture was shown, was picketted. There was a lathi charge. Then followed arrest of 56 persons connected with the trade,

Pak. Minister's Assurance :

The views expressed by Mr. Tafuzul Ali the Commerce Minister of Pakistan, however gave an assurance that the Government of Pakistan does not propose to impose a complete ban on the import of Indian films. He is reported to have said that import of Indian films would not, in any way, affect adversely the growth and development of Pakistan's film industry. He said Pakistan's Cinemas need 60 films a year

while it produced only a dozen. The Minister also mentioned that since the cessation of the hostilities in Korea, the foreign exchange of Pakistan has not been happy but he assured that the Government would endeavour to meet the situation within the limited resources available.

Indo - Italian Trade :

A Trade Agreement between India and Italy was signed on 29th July '54 by which raw films, camera etc. are to be imported from Italy to India and exposed films of India are to be exported to Italy.

India's Foreign Trade :

New Delhi, June 8 : India depends for most of its film imports on U. S. A. It may however be mentioned here that the balance of trade between India and U.S.A. during, 1953 has registered a surplus balance. The official figures of India's overseas trade made available shows India's balance of trade with the dollar area was favourable to the extent of Rs. 7.35 crores in 1953 as against an adverse balance of Rs. 158.30 crores in 1952. The total value of trade with the United States during 1953 was Rs. 182.70 crores of which exports and re-exports were of the value of Rs. 93.3 crores and imports Rs. 89.34 crores thus registering a surplus balance of Rs. 4.02 crores in favour of India.

From Far & Near

FILM ON CHOU'S VISIT TO INDIA

Bombay, July 3:—A special news reel featuring the Chinese Prime Minister and Foreign Minister, Chou En-lai's three-day visit to India has been taken. It is a 1000 foot film, shot by the Government of India's Films Division and covers the Chinese Premier's arrival, his talks with Prime Minister Nehru and other leaders of the country, the State banquet, visits to Rajghat and ancient monuments such as the Taj Mahal at Agra and Kutab Minar in Delhi.

GIFT OF DOCUMENTARY FILMS TO CHOU

New Delhi : June 28
Prime Minister Nehru has presented to Mr. Chow En-lai the Chinese Prime Minister, six Documentaries produced by the Films Division. The Documentaries presented to Mr. Chou En-lai were (1) Iron Horse (Chittaranjan), (2) White Manure (Sindri), (3) Taming the Sutleji (Bhakra-Nangal), (4) Spirit of the Loom (Handloom industry) (5) Research aids industry (National laboratories) and (6) Shoulder to shoulder (Co-operatives.)

FIVE YEAR PLAN

Bombay, July 9, 54
According to the Reserve Bank's report on currency and Finance for 1953-54 the gap between the estimated total ex-

penditure on the Five Year Plan of Rs. 2244 crores and the available and internal resources of Rs. 1354 crores is now estimated at Rs. 890 crores as against the previous estimate of Rs. 655 crores.

The index of industrial production - the report says - has risen from the base year 1946. The rise is from 105 in 1950 to 135.2 in 1953. There is a growing confidence in the country about business prospects; The price situation during 1953-54 was stable, although the prices indices were a shade higher.

EXPORT TRADE OF U. S. A.

A Washington report dated 27th March '54 says that according to the Business and Defence Services Administration, the United States exports of motion picture films and equipment in 1953 amounted to 29,352,273 dollars, an increase of 14 per cent over 1952 exports valued at 25,692,819 dollars.

Exports of exposed feature films totalled 303,351,452 linear ft. valued at 10,188,253 dollars.

Exports of unexposed film (raw stock) amounted to 310,064,649 ft. valued at 7,364,360 dollars.

Total exports of equipment including cameras, projection and sound equipment and studio equipment were valued at 11,799,660 dollars.

VISTA VISION

A Hollywood message dated 27th April 1954 records the following:

A demonstration by the Paramount company of the Vista Vision projection on a giant screen was held on 27th April 1954 in the Radio City Music Hall, New York.

According to Y. Frank Freeman, Vice-President in charge of Paramount Studios, it is the Paramount's aim to develop a method of Picture presentation applicable to all theatres without mandatory investment in new equipment.

The distinctive feature of Vista Vision is the introduction of technique of official reduction from a large negative image to the standard release print image.

The Vista Vision demonstration at the Music Hall was on a new Vocalite screen 70 by 39 feet. A lens of two and a quarter inch focal length was used for the full width picture, two and three quarter inches for a picture 58 feet wide, and three inches for a 50 footer. The projection throw was 185 feet, the angle 22 degrees and the light power 180 to 220 amperes. This demonstration of the Paramounts was considered an eventful contribution to motion pictures.

DEMONSTRATION AT BOMBAY

The new Cinematic screen called Vista Vision was inaugu-

rated in Bombay by William Holden a Hollywood star who is now in India, on the 3rd July, 1954, at the Eros Cinema.

Perspecta stereophonic sound

Following the development of Cinerama, Cinemascope, Stereophonic sound and Vista Vision comes another achievement called Perspecta Stereophonic sound.

It is said, that this system enables a theatre to reproduce multi-channel stereophonic sound without the necessity of using prints on which sound tracks have been recorded magnetically. It is said to cause sound emanate from that point on the screen from which the sound or voice appears to emanate. The implications and further details of this latest technical development are being studied in the West.

A purse of Rs. 501/- was presented to the Governor of West Bengal towards the Governor's Deshbandhu Memorial Fund on the 25th June, 1954 at the Bharati Cinema, Calcutta, by Mr V. A. P. Aiyar Mg. Director of Kinema Exchange, distributors of the film EI SOTHYEE at the above cinema, on the first release day.

BAN ON NEW CINEMAS

The Government of West Bengal have extended the ban on the grant of permanent licences to new cinema houses in the state for another six months.

Pioneers Pass Away

GABRIEL PASCAL'S DEATH

Gabriel Pascal the Hungarian-born British producer and director, who filmed several of George Bernard Shaw's plays died on Tuesday (6-7-54) in the Roosevelt Hospital in New York. Pascal became Shaw's exclusive interpreter on the screen in 1938 when he gained the playwright's consent to film "Pygmalion" in London. In 1941 he produced "Major Barbara" and in 1944 produced and directed "Caesar and Cleopatra."

INVENTOR OF CINERAMA DEAD

A message dated 4th June says:

Fred Waller, the man who magically lifted movie-goers in America from theatre seats and made them screenplot participants through his Cinerama process, died in his home in Huntington, Long Island.

The 68-year-old inventor had been ill and was unable to go to Hollywood in March to accept the "Oscar" given to him this year for the technical process of "engulfing" the viewer, which has

been generally described as three-dimensional projection.

Known in the trade as Cinerama's "father," Mr. Waller preceded his screen photographic discovery with more than 160 inventions in many fields, including a gunnery trainer used in the United States and by Britain during World War II.

DEATH OF A LUMIERE

A message from Lyons dated 10th April, reports the death of pioneer Auguste Lumiere, the French Pioneer in cinema photography. Working with his brother Louis, Auguste created the first factory to make camera equipment and films in Lyons, in the last decade of the 19th century.

Born in 1862, Auguste Lumiere experimented with kitchen utensils and found out a method for treating a photographic plate.

A Bombay report says that Rustam C. N. Broacha, the recordist of the first Hindi 'talkie' ALAM ARA died in Bombay on the 10th June, 1954. He was the manager of the Jyothi Studios, Bombay.



Diary

21 & 26-6-54—Government of Madras issue instructions in regard to synchronisation of the P. W. D. certificate with the Cinematograph certificate to be issued to cinema theatres.

26-6-54 G. O. No. Ms. 1371 Dated 26-6-54 of the Government of Madras was issued Re: Insertion in the licence, timings about the closing and opening hours of cinemas.

2-7-54—Release of 'Dhoon' (Hindi) starring Nargis and Raj Kapoor at Gaiety, Madras.

2-7-54—'Taxi Driver' (Hindi) starring Dev Anand and Kalpana Kartik released at Star, Madras.

2-7-54—Sadiq Productions "Shabab" (Hindi) starring Bharat Bushan and Nutan released at Ashok, Madras.

2-7-54—The Tamil version of "Irulukkuppin" of Neela Productions starring Lalitha and Tikkurisi released in Tamil Nad.

4-7-54—Trade show of 'Rajupeda' (Telugu) a B. A. S. Production at Paragon, Madras.

10-7-54—Deconrol of rice throughout India and consequent relief to the general public.

11-7-54—South Indian Film Artistes play a cricket match at Bangalore.

14-7-54—The Indian Motion Picture Distributors Assn., and the Cinematograph Exhibitors Assn., of India, Bombay adopt self regulation resolution to be effective from 27-10-54.

14-7-54—Opening of a new theatre at Adayar, Madras. 20, entitled "EROS"

17-7-54—Demonstration of make-up-materials manufactured by M/s. Averson & Co, Madras to the members of the Committee of the Chamber.

21-7-54—Cease Fire Agreement in Indo-China (Viet Nam Laos, and Cambodia) after 7½ years of war. Now no war anywhere in the world.

22-7-54—Trade show and release of the picture 'Malaikalan' (Tamil) produced by M/s. Pakshiraja Studios featuring M. G. Ramachandran, P. Bhanumathi, T. S. Dorairaj etc. and directed by Sri. S. M. Sriramulu Naidu, at Casino, Prabhat and Saraswathi, Madras.

22-7-54—Release of Goel's 'AAS' (Hindi) featuring Kamini Kaushal, Shekher etc., at Plaza—an India Movies release.

25-7-54—C. T. A's reception to Mr. Abdul Majid A. K. Kazi of Film Centre, Madras on his return from England and the Continent.

29-7-54—The third session of the Conference of Motion Picture Producers, Distributors and Exhibitors was held under the auspices of the Chamber, at Madras Re: representative charges etc.

30-7-54 Release of Narasu's Thulivisham, starring K. R. Ramaswamy, Krishnakumari etc. at Paragon and other theatres, in Madras City.

MEETINGS DURING JULY

Three meetings of the Executive Committee of the Chamber were held on the 11th, 17th and 28th July, 1954.

The Exhibitor members of the Chamber met on the 16th July, 1954.

The adjourned. meeting of the sub-committee on the subject of representative charges, sale of publicities etc., was conducted on the 16th July '54.

M/s. Averson and Co., manufacturers of make-up-materials

in Madras gave a demonstration on the 17th July '54.

* * *

A conference of Producers, Distributors and Exhibitors was held on the 29th July '54, under the presidentship of Sri S. S. Vasan, President. A report of this conference is published separately in this issue.

A meeting of the Sub-Committee on the drafting of model set of Cinema Rules which was scheduled to be held on the 26th July 1954 was adjourned.

ADMISSIONS

The following have been admitted as members of the Chamber during July, 1954:

Mr. H. M. Reddy, Madras—Studio owners.

M/s. Sri Murugan Navakala Films Ltd., Colombo-Producers.

M/s. S. R. Pictures, Madras 2.—Distributors.

M/s. Muthukumar Theatre, Erode—Exhibitors.

M/s. Gomathi Talkies, Mayuram—Exhibitors.

ACKNOWLEDGEMENT

We are in receipt of the following publications: (1) The new series issue of the Journal of the Bengal Motion Picture Association, Calcutta for the month of July, 1954.

2. The annual number of "Pesum Padam" Tamil film

publication, 188 Royapettah High Road, Madras 14. Price Rs 5 per copy.

3 The first anniversary issue of the Far East Film News, Box 30. Central Post Office, Tokyo, Japan.

LIVING INDEX

The cost of living index number for working classes in Madras City for the week ended 10th July, 1954 was 340.



Pictures under Production

Additions during July, 1954

S. No.	Name of Studio	Name of Picture & Language	Name of Producer	Names of Artistes
(1)	(2)	(3)	(4)	(5)
✓1.	A. V. M. Studios	Sree Kalahasthi Mahatyam (Telugu)	Gubbi Karnataka Production	Lingamurthy, Rajkumar, K. Malathi, Kumari. S. & D: Simha H.L.N.
*	"	Jathakam (Telugu)	R. N. R. Pictures	Ranga Rao, R. Nagendra Rao, Chellam, Suryakala.
*	"	Parasakthi (Telugu)	National Pictures	R. Ganesan, Sri Ranjini,
*2.	Bharani Studios	Vipranarayana (Telugu)	Bharani Pictures	Bhanumathi, Nageswara Rao & Relangi, D. Ramakrishna, Dl: & Songs: Samudrala.
3.	Film Centre Ltd.	Gandharva Kanya (Canarese)	Mahatma Pictures	D: Shanker Singh,
*	"	Nadigamani (Tamil)	Jairaj Films	Vidyavathi, Kalyankumar, Ganapathy Bhatt, D: C. V. Raju.
4.	Prakash Studios	Koondur Kili (Tamil)	R.R. Pictures	Sivaji Ganesan, M.G. Ramachandran, B. S. Saroja, Ragini,

*	Prakash Studios	Melukollupu Tamil & Telugu)	Ananda Productions	Sri Ram, C. S. R., G. Varalakshmi, D: K. S. Prakash Rao.
5.	Revathi Studio	Balasanyasam (Telugu)	Zoya Pictures	D: Samudrala Raghavachari.
"	"	Production No. 1 (Telugu)	V. S. Pictures	Relangi, Kanchana.
"	"	Name Not announced	Vinodha Productions	Savithri, Nageswara Rao, D: P. Pullaiya.
*	"	En Magal (Tamil)	Asoka Pictures	Ranjan, S. Varalakshmi, Nambiar, Mynavathi, D: K. V. R. Acharya, & M. K. R. Nambiar, S. D. Rajachandrasekhar.
"	"	It Happend in the mid-night (Tamil)	Revathi Productions	T. R. Ramachandran
6.	Rohini Studios	Grihalakshmi (Tamil)	Rohini Pictures	Anjali Devi, M. K. Radha, D: H. M. Reddy.
"	"	Santha Sakkubai	Panduranga Production	Pandaribai, Madhava Rao, D: Krishnan & Panju.
*7.	Shyamala Studios	Veera Sundari (Tamil & Canarese)	Sri Sundari Pictures	
"	"	Nanban (Tamil)	M. T. V. Production	P. K. Saraswathi, Nagiah, Manohar, T. S. Baliah, C. T. Rajakantham, D: P. S. Srinivasa Rao.
"	"	Jungle Queen (Sinhahalese)	Kanthi Films	

John

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DIALOGUES: M. KARUNANITHI
DIRECTION: S. M. SRIRAMULU NAIDU



AWAIT
AGGIRAMUDU
TELUGU



BHARAT STUDIO

Printed by C. Krishnamurthi at Sri Ramakrishna Printing Works,
19-B, Woods Road, Madras-2; Edited and Published by V. Rama Rao, B.A.,
for the South Indian Film Chamber of Commerce, 19, Woods Road, Madras-2.

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JOURNAL

THE FILM CHAMBER

Vol. I

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- | | | |
|--------------------------------|---|--|
| 8. Star
Combines
Studios | Nallathangal
(Canarese) | Madusuthana Pandaribai & others
Pictures D: Viswanath,
M. Jingada, |
| 9. Vauhini
Studios | Kanavane-
Kankanda-
Deivam
(Tamil) | Narayanan Gemini Ganesan,
& Co., Ltd. Anjali Devi,
Friend Ramaswamy,
& Nambiar,
D: Raghunath T.R. |
| „ | Dongaramudu
(Telugu) | Annapurna A. Nageswara Rao,
Pictures Savithri,
Relangi,
R. Nageswara Rao,
Jaggiah,
D: K. V. Reddi,
Dl: Narasaraju D.V. |
| *10. Newtone
Studios | Avathum
Pennale
(Tamil) | Victory Kumari Rukmani,
Pictures V. Nagiah,
D: T. P. Sundaram
& Vittal. |

D= Direction. Dl Dialogue writer. S= Story writer and
S. D= Supervising Direction.

* Note the alterations in respect of these pictures.

List of Pictures Re-certified Under Rule 27-B at Madras

S No.	Pictures & Language	Length in feet	C.No & Date.	Producer	Applicant
221	Mayavathi (Tamil)	12997	1525 14-6-54	Ganapathy Pictures	Ganga Films Ltd.
222	Bhoo Kailas (Tamil)	12855	1526 9-7-54	Sundaram Sound Studios Ltd.	Chellam Talkies

coming!



ARUNA FILMS

THOOKKU THOOKKI

Direction R.M. KRISHNASWAMY Production M. RADHAKRISHNAN



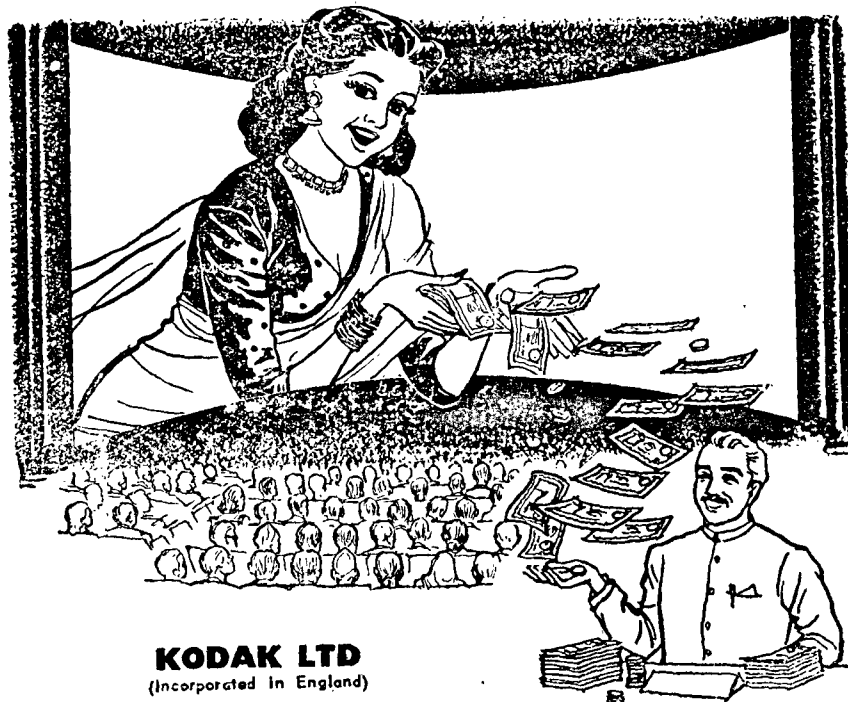
Helping to ensure profits on tomorrow's movies

To appeal to an ever-wider audience, the film industry throughout the world is making spectacular advances in technique. And like their colleagues in other lands, Indian producers are already thinking in terms of bigger sets, improved equipment, more realistic movies.

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films. Keeping pace with every major development of the industry, the reliability and consistency of 'Kodak' films have saved untold sums of money to producers everywhere.

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JOURNAL OF THE FILM CHAMBER

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Vol. I

1st OCTOBER 1954

No. 4

State Awards

Madras 29th Sep. '54. Information is now available that the Government of India have arranged a State Function for the award of medals for the best feature documentary and children's films.

The President will present the medals for the best feature film and the documentary at the function to be held in New Delhi on the 10th Oct. '54.

On the 11th, the Ministry of Information and Broadcasting

have arranged a reception for the members of the Motion Picture trade at the Rashtrapathi Bhavan, New Delhi at which, it is expected the President of the Film Federation will be present.

On the 12th a symposium on the Children's films is arranged in the morning under the presidentship of Hon'ble Sri R. R. Diwakar, Governor of Bihar. In the evening the Prime Minister will present the medals for the best Children's film.

Anti-Indian Films

The production of Anti-Indian films has not ceased to exist in foreign countries.

The latest instance is that a film (name not available) has been produced in the United Kingdom which contains objectionable Anti-Indian sentiments.

Prime Minister Nehru told the members of the Rajya Sabha on 28th September '54 that the film

contained some references made about the city of Calcutta. A comic missionary character in the film referred to the city as "foul, benighted and Godless".

He has also revealed that the film has been released and given a press showing in London. The matter has been taken up with the High Commissioner for India in London and his report was awaited.



News & Notes

Censorship Rule—Amendment.

The following amendment to the Cinematograph Censorship Rule 1951 is published:—

Notification No. S.R.O. 2767 New Delhi dated 17-8-'54.

In the said Rules,—

(a) in Explanation I to sub-rule (1) of rule 29, after the words "projecting a film" the words "or a mere change in gauge" shall be inserted;

(b) in the Schedule in Forms III and IV, against the entry "LENGTH OF THE FILM", wherever such entry occurs in the said Forms, an asterisk mark(*) shall be inserted and the following foot-note shall be inserted at the bottom of each of the said Forms, namely:—

"* In the event of a copy of the film being prepared in a gauge other than that mentioned in the certificate, the certified length shall be deemed to be the corresponding length appropriate to that gauge."

(Vide page 2077, Gazette of India, Aug. 28, '54—Part II Sec. 3)

* * *

Payment of fees—P. P. R. Act.

The Government of Madras have notified an amendment to

the Places of Public Resort Act 1888 stating the procedure for the payment of fees and also in regard to the refund of the fees.

The notification runs as follows:

In exercise of the powers conferred by section 14 of the Madras Places of Public Resort Act 1888 (Madras Act II of 1888) the Governor of Madras hereby makes the following amendment to the rules.

Amendment: In the said rules, after rule 27(2) the following shall be added namely:—

"27-A (i) Every application for the grant or renewal of a licence shall be accompanied by treasury receipt for the payment of fees at the prescribed rates.

(ii) In the case of refusal of the grant or renewal of licence, refund at the rate of one-half of the total amount of fees collected, shall be made to the applicant.

(iii) The application for a refund of the licence fee shall be made by the applicant within one month from the date of receipt of the orders of rejection of his application for grant or renewal of licence.

* * *

Transfer of licence

✓ ANDHRA GOVT. AMEND
CINEMA RULE

In the Madras Cinematograph Rules 1933 which are now applicable to the newly formed Andhra State also, a new amendment has been notified. The amendment refers to the question of transfer of the title along with the transfer of licence.

The G. O. No. 734 Law dated 12th July 1954 issued by the Government of Andhra says: In the Madras Cinematograph Rules 1933 after Rule 11, the following rule shall be inserted namely:—

"11-A. Whenever there is transfer of title, along with the transfer, the transferee should obtain consent in writing of the original licensee that the licence will also be transferred in the name of the transferee."

* * *

Storage Rules

The Government of India in the Ministry of Works, Housing and supply have in a notification, dated New Delhi the 4th August 1954, proposed draft amendments to the film storage rules called the Cinematograph Films Rules 1948 (nitrocellulose or inflammable film). These rules are enforced under Section 29 of the Petroleum Act 1934 (XXX of 1934).

The proposed amendments to the Cinematograph film rules 1948 are designed to clarify the meaning of a film vault where inflammable film is stored. The storage capacity of the film vault should not exceed 6000

pounds and that the annual fee chargeable for the vault would not exceed Rs. 350.

DRAFT AMENDMENTS

The draft amendments which are being considered for enforcement are as follows:

In the said rules - (1) In the third column of Article 3 of Schedule III for the words and figures "exceeding 1000 pounds", the words and figures "exceeding 1000 pounds but not exceeding 6000 pounds" shall be substituted.

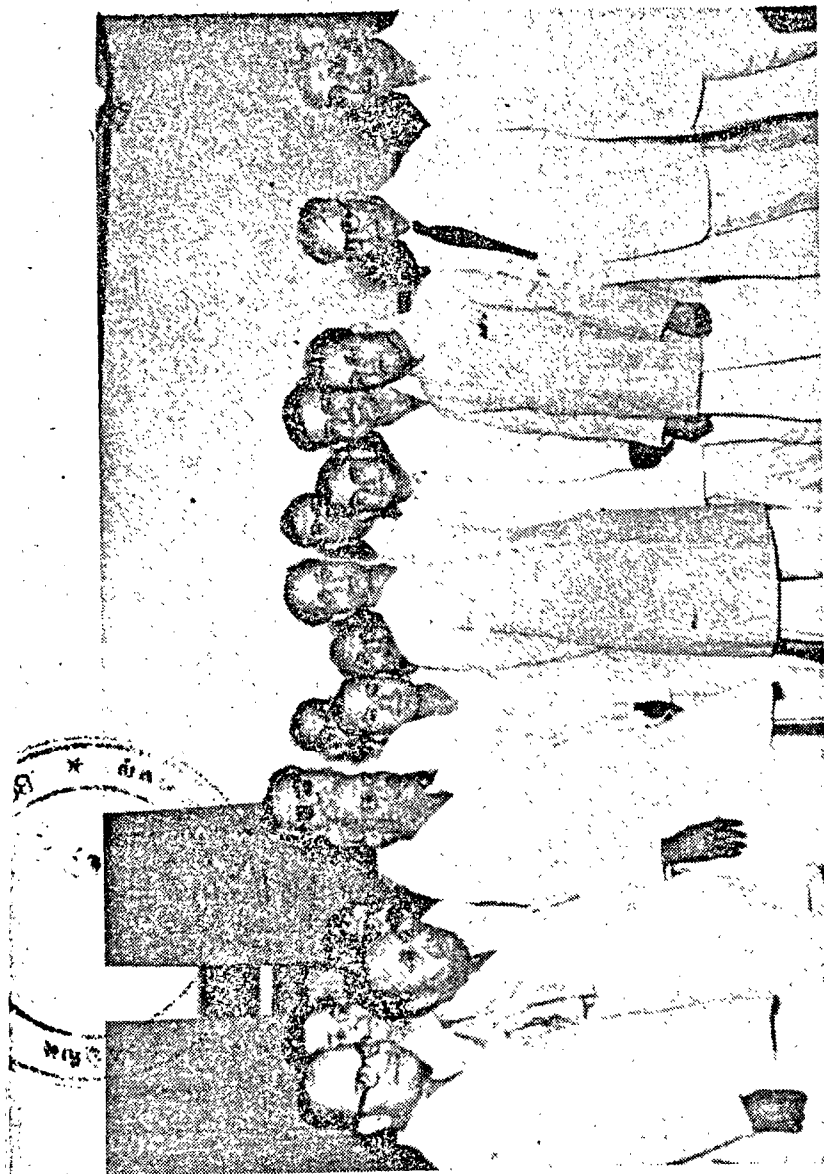
(2) In Form-(a) in the heading, for the words and figures "exceeding 1000 pounds" the words and figures "exceeding 1000 pounds but not exceeding 6000 pounds" shall be substituted. (b) In condition 1. for the words and stroke "vault-vaults" the word "vault" shall be substituted (c) in each of the conditions 2 and 11, for the words "any vault", the words "the vault" shall be substituted. (d) in each of the conditions 7, 9 & 10 for the word "vaults" the word "vault" shall be substituted.

(3) In the appendix to form 'E' - (a) in clause (V) for the words "Each vault" the words "The vault" shall be substituted (b) in the sub-clause (a) of clause (VI) for the words "The vaults" in both the places in which they occur, the words "The vault" shall be substituted.

* * *

Industrial Disputes Act Rule

The Government of India propose an amendment to the Industrial Disputes (Central) Rules 1947 under section 29 of the



Photograph taken at a party given by Dr. B. V. Keskar, Union Minister for Information & Broadcasting, in New Delhi, on September 6, to meet Representatives of the Film Industry.

WEST BENGAL CINEMA BILL

The question of finalising the model set of Cinematograph Rules is said to be engaging the attention of the Government of India. In the meantime, it is noted that each State Government is embarking on its own State enactments.

The West Bengal Cinemas (Regulation) Bill, 1954 which is before the State Legislature may be analysed as follows :

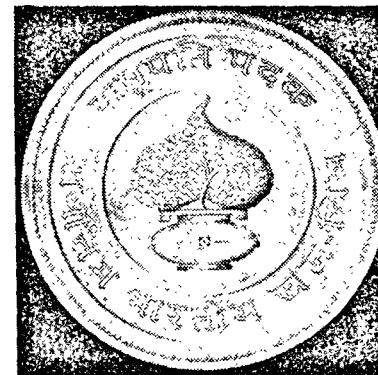
WELCOME FEATURES

1. The sec. 4 of the Bill provides for setting up a single licensing authority replacing even the authority of the Dt. Magistrate, if necessary.
2. The sec. 5 of the Bill gives the benefit to the applicant to have the opportunity of making representations against refusal of licence.
3. The same sec. 5 also provides for the right of appeal against refusal of licence at different stages.

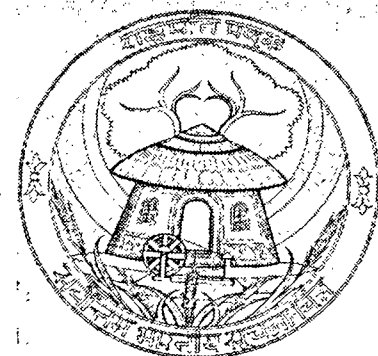
UNWELCOME FEATURES

1. The clause 2 of sec. 5 gives power to the licensing authority to control rates of admission to the theatres.
2. Clause 3 of sec. 5 enjoins on the management to screen particular classes of films at the bidding of the licensing authority.
3. Sec. 6 provides for suspension or ban of a film by the State Government.
4. Sec. 11 says that no suit shall lie against the State Government or the licensing authority for any act done or to be done in good faith.

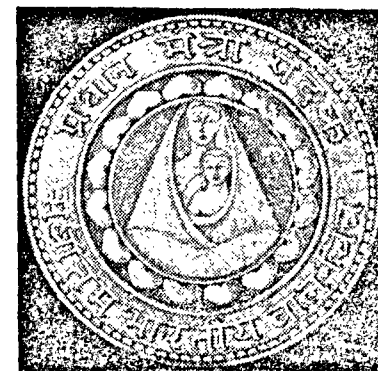
Designs for State Awards



for Feature Film



for Documentary



for Children's Film

Industrial Disputes Act 1947. The draft amendment which is being taken into consideration refers to conciliation proceedings: The draft says: For rule 7 of the Industrial Disputes (Central Rules) 1947, the following rule shall be substituted namely-- "7 Conciliation proceedings—The conciliation officer, on receipt of information about an existing or apprehended industrial dispute, may, or where the dispute relates to a public utility service on receipt of notice of a strike or lock out given under Rule 52 or Rule 53 shall forthwith arrange to interview both the employer and the workmen concerned with the dispute at such places and at such times as he may deem fit and shall endeavour to bring about a settlement of the dispute in question."

* * *

Sales Tax on Inter-State transactions—Note by Madras Govt.

In a press note dated 10th September 1954, the Government of Madras have announced that no sales tax will be collected for the first half of 1953-54 on Inter-state transactions in cases when merchants have proved that they had not collected any tax on such transactions during the said period. The press note referred to above says: In the Press Note No. 4 dated 9th January 1954, the Government of Madras had decided to levy Sales Tax on those inter-State transactions which were brought within the taxing powers of this Government by the Supreme Court Judgment in C. A. No. 204 of 1952 with retrospective effect

from April 1, 1953, and to forego the levy prior to that date. In the press communique No. 2 dated 10th January 1954, the attention of the non-resident dealers was drawn to the amendments to the Madras General Sales Tax Rules 1939 and the Madras General Sales Tax (Turn over and Assessment) Rules 1938 (Vide Pp. 217-222 of the Rules supplement in Part I of Fort St. George Gazette dated 2-7-1954).

Subsequent to the issue of the press note and the press communique referred to above representations were received from merchants' associations to the effect that they should be exempted from the payment of Sales Tax on inter State transactions as from 1st April 1953 onwards on the ground that they had not collected the tax from their principles etc., as they were not sure whether legally they were entitled to collect the tax. The Government examined the representations and they felt that some concession should be shown to those merchants who failed to collect the tax in the first half-year of 1953-54 i.e., from 1st April 1953 to 30th Sep. 1953, and who could prove by their accounts that they had not actually collected the tax.

The Government, have therefore, ordered that in cases where the merchants had not collected any Sales Tax on inter-State transactions during the first-year of 1953-54, no sales tax need be collected from them for that period in respect of Inter-State transactions. The presumption will be that the tax had been

collected by the merchants unless they can positively prove by their accounts that they had not actually collected the tax. But no such concession will be shown to the merchants for the second half-year of 1953-54 irrespective of whether the tax had actually been collected by the dealers or not.

*** * * ✓ Censorship Figures**

A press note dated 1st Sep. 1954 says that about 1.3 per cent of the total footage of Indian feature films were cut out by censors during the last three years, in India according to official statistics available.

The total footage of 768 feature films produced by Indian film producers during 1951-52 to 1953-54 was 99, 92, 113.

The cuts effected by the censors reduced the footage by 1,28,423 feet.

The number of certificates issued by the Censor Board from Jan. 1, 1951 to June 30, 1954 was 2,397 out of which 2,378 were given for 'universal' exhibition, while 19 were given 'A' (for

adults only). Only three Indian films have been refused a certificate so far.

The Central Board of Film Censors is guided by a uniform censorship code for all India. The code covers crime, vice, morality, decency, law and order, religion, humanity, public policy, and sacred home.

The Central Board of Film Censors was constituted in 1951 after the Union Parliament amended the Cinematograph Act of 1918.

The amended Act conferred upon the Union Government the power to constitute a central authority to replace the then existing provincial Censor Boards for certifying and examining the films for public exhibition.

The Board consists of Sri B.D. Mirchandani, Home Secretary to the Government of Bombay, Chairman, Sri M. Satyanarayana, M.U.P., Srimathi Sucheta Kripalani, M.U.P., Mrs. Violet Alva M.U.P., Sri Chandulal Shah, former President of the Film Federation of India, Prof. Ramdhari D. Sinha and Mr. Karl Khandalvala noted art critic.

CINEMA OPERATORS EXAMINATION

A notification says that the 16th session of the Cinema Operators' Examination will commence in Madras on 24th January 1955. The last date for receipt of applications is 13th November 1954. The minimum educational qualification is VIII standard or IIIrd form. Those

candidates who had been registered with the Board and who have completed two years of apprenticeship in a licensed theatre need apply for necessary forms to the Board of Examiners for Cinema Operators, Mount Road, Madras 2.

Trade Associations

The Film Federation of India

As indicated in our last issue, the meeting of the Executive Committee of the Film Federation of India was held at Swiss Hotel, Delhi on the 4th September 1954. A representative gathering was present.

This meeting afforded opportunities of informal discussions on the problems of the trade as between President Vasan and his committee members and Hon'ble Minister Dr. B. V. Keskar and other departmental heads at New Delhi. It is understood much ground has been covered at these conferences and as the result a certain understanding has been reached in regard to the broadcasting of film song hits.

Among the subjects considered at the meeting were the following :

The committee at the request of the Government, gave a further consideration to the question of representation of the trade on the Film Awards Committee and it was decided that the proffered seat on the Awards Committee be accepted by the Federation. The President, with the concurrence of the Committee nominated Sri C.V. Desai, to serve on the Awards Committee

FILM-SONGS AND A.I.R.

As the result of discussions on the question of renewing the contracts for broadcast of film song hits, it is understood, the

Government agreed, on their part, to announce the names of the pictures and the singers at the time of broadcast. It is also said that the Government is likely to revise the royalty, following any revision which may be arrived at between Indian film interests and Radio Pakistan and Ceylon.

It is understood that unless prevented by any other circumstances, the Federation would in pursuance of the above understanding, ask its constituent members to renew the contracts with the All India Radio, the royalty for the time being to be Re. 1 per side as hitherto.

The Committee of the Federation expressed its approval of the joint resolution passed by the Bombay Associations namely the IMPPA, the IMPDA, and C.E.A. Bombay, not to import or exhibit any film from Pakistan nor to send any picture to that country.

* * *

Mysore Film Chamber of Commerce

In the tenth annual report of the Mysore Film Chamber of Commerce, received by us, is given an account of the activities of the Chamber during 1953-54.

In the course of the report it is stated : A deputation of the Chamber met the Hon'ble Sri N. Siddaveerappa, Minister for Home and Industries and impressed on him the need to save

the trade from complete economic ruin by granting relief from varied taxes levied on the trade. The report also refers to the representations made by the Chamber in the matter of Show Tax and indicates that the legality of the levy is being examined in consultation with the Film Federation. The difficulties experienced in regard to the licensing of cinemas and the touring cinemas were the subject of representations by the Chamber. In the matter of the abnormal rate of 3 annas per unit of electrical energy supplied to cinema installations as well as the increase of electric surcharge from 10 per cent to 20 per cent the Chamber made suitable representations to the authorities.

As the result of representations by the Chamber the police bandobust fees charged to cinemas, which had been a compulsory imposition has been made optional whenever cinema management requisition for such a help.

The efforts put forward by Chamber in respect of the rentals on Approved films, collections for the Film Federation Day, submission of a memorandum to the Taxation Enquiry Commission, the move to constitute a conciliation committee for the purpose of settling disputes etc., were all stated in the Report.

* * *

Film hits on Ceylon Radio :

News is received, that the Indian Motion Picture Produ-

cers' Association, Bombay has served a notice for the termination of the Agreement for the broadcasting of film songs on the Radio Ceylon. It has been pointed out to the Ceylon Radio, it is said, that the agreement had been entered into at a time when the Ceylon Radio did not utilise the Indian film songs in the commercial service and since these song hits are being put to commercial use, the need for the revision of the agreement has now arisen. The step of issuing notice of termination has been taken in the absence of a satisfactory settlement.

* * *

Song hits on Radio Goa :

The Indian Motion Picture Association has also terminated its agreement with Radio Goa in view of the present political developments.

* * *

New Cinema Regulations in Bombay :

The new Bombay Cinemas regulation Act has caused a stir among the ranks of the exhibition trade in Bombay by reason of the fact that some of the provisions involve structural alterations, in the existing theatres.

A message reported says that a deputation of the Cinematograph Exhibitors' Association of India led by Mr. D. Bharucha, President met the Chief Minister of Bombay Mr. Morarji R. Desai and explained to him the difficulties of the trade if the provisions are made to apply to the existing theatres.

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FILM CHAMBER—October 1954

11

Producers to Note

Under Rule 27-B. of the Cinematograph (Censorship) Rules, 1952 the certificate of every picture will expire at the end of five year period. Therefore pictures which had been censored in the year 1949 and prior thereto are to be recertified as a condition precedent for their continued screening. In particular the producers of the following pictures of South Indian languages are to take steps to see that their pictures are recertified under the rules before the date of expiry. Their application shall be in the prescribed form accompanied by (a) a chalan for an amount calculated at Rs. 2/- per 1000 ft. The amount should be credited in the Reserve Bank of India or the local sub-treasury to the head "XLVI - Miscellaneous - Union-Misc. Censorship Fees." (b)

eight copies of the synopsis of the full story, songs, cast etc. (c) original or duplicate copy of the Censor certificate already issued by the authorities or a photostat copy of the same in case the certificate is without the triangle mark.

1. Sati Tulasi, (Kannada) 2935, 5-10-49.
2. Manadesam, (Telugu) ✓ 2937, 7-10-49.
3. Nishan, (Hindi), 2938, 15-10-49.
4. Strange Brothers (Tamil), 2939, 17-10-49.
5. Brahmaratham (Revised) ✓ (Telugu), 2943, 31-10-49.
6. Kalavida (Kannada), 2944, 31-10-49.
7. Leila Majnu (Bharani) ✓ (Tamil), 2945, 31-10-49.
8. Ratnakumar (Tamil), 2946, 7-11-49.

Exhibitors to Note

The following exhibitors are requested to check up their records and take steps to put in their application to the Electrical Inspector, 157, Mount Road, Madras-2. (in case of Andhra, to the Electrical Inspector, Andhra, 20, Rutland Gate, Madras-6.) for the renewal of the Electrical Certificates of their theatres prior to three months to the expiry of their licence or before the 30th October, 1954. Members are requested to note the instructions given in respect of putting their applications for the above purpose published in page 13 of the June 1954 issue of the Bulletin of the Chamber. The fee of

Rs. 60/- and Rs. 40/- for a permanent and temporary cinema respectively shall be remitted along with the application by means of a chalan the amount being duly credited in the local sub-treasury or Reserve Bank of India to the account head "XIII other Taxes and Duties-B. Receipts from Electricity Duties-a, Fees under the Indian Electricity Rules, 1937 and fees for the electrical inspection of cinemas".

Inspection Month—December. The Theatres situated in the Districts of :— (1) Krishna in Andhra State and (2) Madura in Madras State.

Legal

"Approved Films" Case :

Sri R. M. Seshadri, I.C.S. (Rtd) argued out an appeal before the Bench of the Supreme Court of India, New Delhi on 25th Sep. '54 in the appeal preferred by him against the Judgment of the Madras High Court as to the legality of the compulsory screening Government supplied "Approved" films in cinema theatres.

* * *

Sales Tax on Processing of Films

Madras, 26th Aug. '54.

Details are available of the order passed by the Sales Tax Appellate Tribunal in the case between the Government of Madras and the Vikram Studios and Laboratories Ltd., on the question of Sales Tax on the processing of cinematograph films.

The Tribunal consisting of Sri K. Srinivasan I.C.S., (Chairman), Sri S. Krishnarao M.A., (first member) and Sri A. R. Govindarajan (Second Member), heard the case on 14th May '54.

The facts of the case were: Sri Vikram Studios and Laboratories Ltd., the appellant objects to the taxation of what are said to be receipts by way of printing and processing charges of films on the basis of works contract. During the year in question he sold some raw films and he has no objection to pay tax on this amount. In addition he has processed films for a certain sum. He objects to the tax on any

portion of this amount claiming that the processing charges were for services rendered by him and that no sale of goods is involved in the transaction.

The Deputy Commercial Tax Officer who originally heard the case held that processing involves use of chemicals and that this work has to be treated as a works contract. Accordingly 70% of this amount was taxed.

The Commercial Tax Officer who heard the appeal dismissed the appeal in respect of processing charges.

The appellant thereupon made an appeal to the Appellate Tribunal. The Tribunal in the course of their order says:

"In this appeal before us, the appellant objects to the tax on any portion of the turnover "other than a sum realised by way of sale of raw film."

The first point that requires consideration is the taxability of processing charges realised by the appellant in respect of films undeveloped negatives, furnished by customers. The officers below have treated this item as works contract. The reason adopted by the officers is as below. Both of them have thought that because the raw film is developed with the use of chemicals supplied by the appellants, the transaction becomes a works contract. So far the conclusion is not incorrect. But the further argument adopted by the officers that certain materials belonging to the appellant go to make up

the processed film on the negative supplied by the customers is wholly incorrect. In order to appreciate the point involved, it is necessary to understand what exactly happens when a negative is processed. Before doing so, we may point out that a works contract as has been defined under the Act has a wide application. It takes in its ambit contracts which in materials belonging to the contractor are used, which materials pass on to the customers on the execution of the contract. It is not every case of works contract that is made taxable under the Act. It seeks to tax only the latter class. That is made quite clear by the definition of "goods" and "sale". In a case of works contract where the property in certain goods employed in the execution of the contract does not pass on to the customer, no sale is involved and obviously no tax can be imposed. In determining therefore, whether a works contract becomes taxable, it has to be firstly ascertained whether in the execution of the works contract, articles are used in the fitting out, improvement or repair of movable property and whether a transfer of property in the goods so involved takes place.

The process of developing negatives involves the use of certain chemicals by the assessee. While these chemicals cause certain chemical changes in the film no part of the chemical used by the assessee becomes part of the processed negative. The raw film (i. e.,) unexposed to the

action of light, contains certain chemical compounds spread on the surface of the celluloid base. These chemical compounds are susceptible to the action of light. The exposure of the film to light causes certain chemical changes to take place in the compounds. The extent to which such changes take place depends upon the intensity of the light. When a film is therefore exposed to the action of light, chemical compounds on the film have undergone certain changes. The process of developing the films merely consists in making these changes visible, and rendering the film immune to further action of light. In effect, therefore, the changes that have already taken place in the film under the action of sun light are fixed, as it were and rendered visible by the action of these chemicals. This is done by processing the negatives. Application of other chemicals only results in removing from the film those parts of the chemical compounds that were already there but which had remained unacted upon by light. Actually, therefore, in processing, certain chemicals which were in the film belonging to the customer are removed from the film and those portions which have been acted upon by light are rendered safe from further action of light. It has to be emphasised that no part of the chemical used in the process of developing becomes attached, as it were, either in its original form or in any altered form to the processed film. The processed film does not therefore

contain any material which belonged to the assessee, the property in which gets transferred to the customer.

That this is the case is well supported by reference to any text book on the subject.

If that is the case we are unable to understand how any portion of the receipts under processing charges can be taxed under the law. Only if such receipts include what can be regarded as the value of the goods supplied by the assessee to the customer, can such portion be determined according to certain rules and subjected to tax. That is clearly not the case here.

Apparently, the officers took the view that since the appellant used certain chemicals which are, so to say, used up and are of no further use to him, goods are involved in the execution of the works contract. It is not merely when goods are involved in the execution of the works contract that the taxable provision comes into play; they are attracted only where there is a transfer of property in such materials involved in the execution of the work. As we have pointed out, there is no transfer of any property in the chemical used by the appellant. The circumstance that such chemicals are used up and are lost to the appellant is not sufficient. On such a view, one could just as easily tax a sawyer who does sawing work, for the reason that the saw is after a certain amount of use, used up and has to be discarded.

We are therefore of the view that in so far as processing

charges are concerned, no part of it can be taxed.

The other item is a sum a portion of which represents the processing charges and the balance the cost of the raw films. It would appear that from a negative produced by the party, the appellant printed the positive using his own raw film. It would appear that from a negative produced by the party, the appellant printed the positive using his own raw film. Such a printed positive has to be processed in a manner similar to that of processing a negative. The question is whether it is a sale of finished article or whether it amounts to a sale of the raw film and the recovery of processing charges.

According to the appellant, these are not outright sales. Almost invariably the customer produces the film. But where in the course of processing, some lengths of the film supplied by the party are spoiled or wasted, the appellant made good that portion but recovered the price of such lengths of raw film because it is inevitable that in the course of processing such damages might occur. He stated further that he did not recover any sales tax from the parties in respect of such replacements. The appellant admits that his accounts do not show the cost of raw films supplied by him and the processing charges collected by him separately. In the absence of these separate details the value of raw films and the processing charges should

be deemed to be the sale value of the finished product.

The appellant's advocate has withdrawn his objection to the inclusion of the processing charges not shown separately.

The appeal will be allowed to the extent indicated above.

We direct the refund of half the institution fee."

Sri K. Venkataramani M.A., B.L. (Honorary Legal Advisor of the South Indian Film Chamber of Commerce, appeared for the Appellant.

✓ "Prisoner of Golconda."

BOMBAY HIGH COURT'S JUDGMENT

Bombay, Sep. 10, '54.

Mr. Justice Coyajee of the Bombay High Court passed orders dismissing the petition filed by P. N. Films Ltd., and its Managing Director, Sri Premanath Malhotra against the Union of India, praying for the issue of a writ of mandamus ordering the Union to set aside an order and a notification issued under the Cinematograph Act in respect of a film entitled "Prisoner of Golconda".

The facts of the case are: The picture "Prisoner of Golconda" produced by the petitioner was granted a "U" certificate, after the producer, P. N. Films Ltd., carried out the excisions. Thereafter the Ministry of Information and Broadcasting called upon the producer to excise certain sequences in the picture within 30 days, failing which the picture would be deemed to be an uncertified film.

The petitioners challenged this order of the Government of India, in the Bombay High Court, as stated above.

His Lordship, in the course of his Order rejected the contentions of the Appellant and relied on two recent pronouncements of the Supreme Court. The Supreme Court had held that Article 226 of the Constitution confers on all the High Courts new and very wide powers in the matter of issuing writs which they never possessed before. There are only two limitations placed on the exercise of such powers by the High Court; one is that the power is to be exercised throughout the territories in relation to which it exercises its jurisdiction, that is, the writs issued by the court cannot run beyond the territories subject to its jurisdiction.

The other is the person or authority to whom the High Court is empowered to issue writs "must be within those territories" and this implies they must be amenable to its jurisdiction either by residence or location within those territories. (Vide Supreme Court Report 1953, on pages 1114 and 1954 & Supreme Court Report on page 738 respectively—Election Commission, India vs. Kasa Venkata Subbarao and of K. S. Rashid and son versus the Income Tax. Investigation Commission).

Applying the above dicta to the present case, His Lordship held that he had no jurisdiction to issue the writ prayed for against the Union.

His Lordship further held that the claim of the petitioner was more in the nature of damages for depreciation of the value of their film and for that the petitioner had the adequate relief by way of a civil suit. In the result, the petition was dismissed with costs.

Industrial Disputes Act Case

On the 14th September 1954, the Chief Presidency Magistrate Madras, Sri P. Ramakrishna Iyer convicted the Proprietrix of Laxmi Talkies, Perambur, Madras for an offence under Sec. 29 of the Industrial Disputes Act and sentenced her to pay a fine of Rs. 75. The prosecution was launched because the management failed to reinstate the dismissed workers who had been

ordered to be reinstated by the Industrial Tribunal.

Compensation for Injuries :

A New York message says the Pennsylvania Superior Court upheld judgment awarding 1000 dollars to a child and 1,500 dollars to the parents of the child patron. The child by name Francine Henry was injured while going down one of the aisles in the Jerry Theatre in Philadelphia.

Judgment was based on the faulty aisle construction and inadequate lighting at the aisle entrance, constituting improper maintenance. Failure to provide an usher for the Saturday afternoon matinees which are largely attended by children, was also a consideration in awarding the compensation.

Foreign Trade

Protection to Burma Film Trade.

A Rangoon message dated 4th September 1954 says that the Upper House of the Burmese Parliament has passed a bill empowering the President of the Burma Union to issue directions to the licensees restricting exhibition of any class of films to enable Burmese films to secure a fair chance of exhibition. The measure, it is said, is designed to protect the Burmese film industry against competition from overseas.

Our Chamber has addressed the Indian Trade Commissioner, in Burma asking for details of above matter. A reply received

from the First Secretary (Commercial) of the Embassy of India, Rangoon dated 14th September 1954 says "so far no bill to restrict the import of foreign films into Burma has been published. If and when such a bill is passed a copy of the same will be sent."

In America

A New York message dated 7th Sep. 1954 says that the Cultural Attache of the Indian Embassy, Washington Prof. M. S. Sundaram has been trying to organise an Indian Film festival at Washington and other centres in U. S. A. Should these efforts

take shape, it is believed, a market can gradually be built up in the United States for Indian films.

Indian Film Festival in Russia.

A message dated 13th Sep. 1954 says that the Ministry of Culture in Russia, is organising an Indian film festival in the Soviet Union in Moscow, Leningrad, Stalingrad and all the Republican centres between September 23 and 29. The festival is organised for the avowed purpose of strengthening the cultural ties between the two great nations. Among the pictures scheduled for screening at these festivals are: Aandhian, Awara, Baiju-Bawra, Do Bigha Zamin and Rahi.

On 18th Sep. 1954, an Indian film delegation headed by Mr. A. K. Abbas and consisting, among others, of Raj Kapur, Nargis, Devanand, Chetan Anand, Bimal Roy, R. Nirupa Roy, Balraj Shani, Anil Biswas, Krishkesh Mukerji, Shalil Choudhury R. Karmarkar, Agha Jani, Vijay Bhatt and R. Khanna left Santa Cruz Air Port, Bombay for Moscow to participate in the Indian Film Festival in Russia.

In the course of its comments on the Indian films: The PRAVDA a leading journal of U. S. S. R. from Moscow says, 'The Indian

Film Festival now about to be opened in the Soviet Union as well as the arrival of Indian Film Delegation will enable the Soviet public to acquaint itself with the progressive trends in the Cinematography of free India. The contact and the consultation of friendship of Indian producers and actors with Soviet film workers is also bound to promote the advancement of the progressive national cinema art of India.'

Asian Film Festival.

The first Asian Film Festival will take place for three weeks beginning from 24th Jan. 1955 in London. The Festival is sponsored by the Asian Film Society, London. An influential committee was formed with Mr. Alexander Korda as its chairman. The Festival aims at demonstrating the development of film art in Asian countries including Egypt and the role that the film is playing in shaping the destinies of millions of Asia; to foster ties of friendship and greater understanding between the East and the West. Only films produced after January 1953 are accepted for the festival. It is desired by the organisers that the entry of the films be made by the Central Film organisation of the respective country.

JOURNAL OF THE FILM CHAMBER

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What Film Folks Can Do

. In Hour of Need!

Reports are to hand from various parts as how the film people have magnificently responded to the call of the hour and have gone on an all-out drive to relieve distress and suffering of the flood-stricken people of the North East India, in Assam, Bihar and Bengal.

On the 15th September, 1954 the popular film actors and actresses of Bombay started in a procession of 50 open trucks from the Central Studio at Tardeo followed by a thousand junior artistes and technicians with collection boxes. The procession wended through the busy localities and ended at Dadar in North Bombay. A million people greeted the artistes on their way and as they stretched their hands, money, clothes and medicines for the victims literally poured into their hands. Touching scenes were witnessed. An aged beggar on Kalbadevi Road gave away his begging bowl containing his day's earning. A school boy in his excitement gave away his books but the star promptly returned the books to the boy.

All film studios in the city were closed for the day and every worker in the film industry was given a paid holiday and asked to join the procession.

IN CALCUTTA

The Abhinetri Sangh, the Association of the Screen and Stage Artistes of Bengal staged an exhibition foot-ball match

with the Veterans of the Football Assn., on Saturday the 18th Sep. at Calcutta. During the match the artistes have made large collections through the hundies.

The proceeds of the match are to be handed over to the Flood Relief Fund.

TRIBUTES

Tributes were paid by eminent persons to the film artistes for their commendable efforts in raising funds for the humanitarian work. Among them may be mentioned, the Mayor of Bombay, Sri Dahyabhai Patel, Sri S. K. Patil, President of the Bombay Pradesh Congress Committee and Swami Sambuddhananda, President, Ramakrishna Mission.

Support for National Plan loan :

"Subscribe liberally to National Plan Loan" is the appeal prominently screened by means of film strips (supplied by Films Division) and slides in Cinema theatres in the country. Needless we say the screen has also done its mite by what our beloved Prime Minister would call "this Great Adventure for building up of a new India."

TO PRIME MINISTER'S FUND

The first day's collections of "Bahut-Din-Huwe" (Hindi) produced by Gemini Studios, Madras in all the three theatres in Delhi on 3rd Sep. 1954, were donated by Sri S. S. Vasan,

producer to the Prime Minister's Relief Fund.

* * *

Dr. Katju's Tribute to a Film :

Dr. Kailashnath Katju, Home Minister to the Government of India paid his tribute to a film based on the life of the great poet and saint Tulasidas. He is reported to have said "Films like this should be shown in every town and should in fact be taken to even the villages."

The occasion was the special show of the picture at Moti Talkies, Delhi on 16th Sep. '54.

* * *

Tribute to Indian Film :

The Indian Film Festival which opened in the various centres in the Soviet Union on 23rd Sep. 1954 has attracted great attention among the peoples of that country. A London report says Indian films are now shown in 49 picture houses in Moscow. In two days they were seen by more than 4,00,000 Russians.

* * *

Bengal Chief Minister on Films :

Piloting the West Bengal Cinemas (Regulation) Bill 1954 in the State Legislature, Hon'ble Dr. B. C. Roy the Chief Minister is reported to have expressed sympathy for the motion picture trade in Bengal. Speaking on the general policy of his Govern-

ment, he said that his "Government would never try to stop, spreading of any ideology provided it was minus violence, and that no progressive films from any country would be stopped from exhibition in this state."

* * *

Instructional Films :

"IMPORTANT PEOPLE"

The subject of children is dealt with in a documentary film entitled "Important People". The child's physical health, emotional needs and social development and the naturalness of the tiny tots' performance—are all depicted in this film. The lullaby song given by Srimathi Lata Mangeshkar is a special attraction in the film—Release thro' Films Division on 9th Sep. 1954.

The news reels that have come to the screen through the Films Division spot light the recent events of the day. The survival of Dibrugar (Assam) from flood havoc, the opening of new powerful radio transmitter at Jullunder, the inauguration of medical college at Madurai, founding of Sri Venkateshwara University, the Bombay film stars' collection drive in the cause of flood relief and above all the country wide response to the National Plan Loan—were some of the items in the Indian News Review reels released thro' Films Division during September, 1954.

Honoured & Appointed

Madras, 1st Sep. 54
Smt. M. S. Subbulakshmi was the recipient of tributes at R. R. Sabha Hall, Mylapore, Madras on the award of the title of PADMA VIBUSHAN to her by the Union Government. Sri T. L. Venkatarama Iyer, Judge of the Supreme Court of India offered felicitations to her on the occasion.

A Notification dated Bombay the 2nd August, 1954 says that Sri V. S. Shroff is appointed as

Secretary to the Chairman Central Board of Film Censors, Bombay on 31st July, 1954 (Mr. Shroff was previously the Superintendent of the Madras Office of the Board of Film Censors)

On 31st Aug. '54 felicitations were offered at a public reception to NAWAB RAJAMANICKAM on the completion of 40 years of his services to the art of drama. He played a leading role in a picture entitled 'BHAKTHA RAM-BOSS' in the year 1935.

Awards

Award Committee:

The Government have set up a Central Committee of Awards for the final selection of the best feature film, documentary and children's film for the State Awards. The Committee consists of the following:

(1) Mr. Mangaldas Pakvasa, former Governor of Madhya Pradesh and President of the Bombay Legislative Council, (2) Dr. Kalidas Nag, M.P., the well-known indologist who has written books on Art and Culture of India (4) Prof. Ramdhari Dinkar, M.P., the well-known Hindi writer, Smt. Kamaladevi Chattopadhyaya (5) Mr. S.A. Aiyer, Advisor on Five

Year Plan publicity and (6) Mr. C.V. Desai, Representative of the Film Federation of India.

Designs for Medals:

Mr. Kanu Desai of Bombay is the artist who submitted the selected design of the President's Medal for the best documentary. The President's medal for the best feature has been sent in by Mr. Ajoy Kumar Chakravarty of Bombay.

The design for the Prime Minister's medal for the best Children's film was from Ranjit Kumar of Calcutta.

Each of the three selected designs will receive a prize of Rs. 500.

From Far and Near

On 2nd September 1954, a new University was born called Sri Venkateswara University at Tirupati, the pilgrim centre of the Seven Hills. One of the avowed objects of this institution, sponsored by the Government of Andhra and as revealed in the opening speech of the Chancellor Chief Justice Mr. K. Subba Rao is "to give a flip to the revival of fine arts."

Dr. B. V. Keskar's views

On 10th September 1954, Hon'ble Dr. B. V. Keskar, made a statement in the Rajya Sabha in reply to short notice questions on the question of film censorship. The subject of discussion centred round the film on the life of Sardar Bhagat Singh. The Minister revealed that on the representations received, the film referred to was scrutinised by the Government and it was certified after various deletions and alterations were made. The film was again reviewed on the representations made by Sardar Bhagat Singh's brother and two more cuts were ordered.

In reply to questions, Dr. Keskar said "I am not able to do anything in this matter. But the person concerned can sue the film producers for defamation. Continuing he said "the

position was that he had no powers under the Constitution to interfere. If Parliament wanted Government to interfere they must grant them the necessary powers."

Asked about the reported speech of the Chief Justice of Madras regarding censorship of films Dr. Keskar is reported to have said: I understand from the papers that the Chief Justice of Madras had expressed some opinion regarding censorship. Whether it is proper for the Chief Justice to express opinions regarding Acts on the Statute Book and about which cases might come up before him, is a matter for the Home Minister to say. But as far as the views that any Chief Justice or Judge may express in his personal capacity, Government can give it the value it will give to the views of any other citizen and no more.

Calcutta Film Exchange

News is received that Mr. M. B. Syed has taken over and is now running the Calcutta Film Exchange as its sole Proprietor from 1st July 1954. The Calcutta Film Exchange have been the distributors of New Theatre's pictures in South India for over two decades.

Diary

✓ 1-9-'54—Release of "Parivar-thana" (Telugu) of Janatha Productions starring N. T. Rama Rao, Nageswara Rao, Savithiri etc. in Andhra.

1-9-'54—Release of "Waris" (Hindi) of Minerva Movietone starring Suraiya, Talat Md. etc., at Ashok, Madras.

2-9-'54—Sri S. S. Vasan, President leaves for Delhi to attend the Federation meeting.

3-9-'54—Dr. Sir S. Radhakrishnan, Vice-President of India witnessed the film "Bahut Din Huwe" (Hindi) at Delhi.

4-9-'54—Meeting of the Film Federation Committee at Delhi.

4-9-'54—Reception to Sri S. S. Vasan by the Delhi Press Reporters Assn.

4-9-'54—Sri K. M. Munshi addresses Film Reform Committee at Calcutta.

9-9-'54—Release of R. R. Pictures "Koondukili" (Tamil) starring B. S. Saroja, Sivaji Ganesan, M. G. Ramachandran etc. at Paragon, Rajakumari, Maharani and Uma Theatres, Madras.

9-9-'54—Release of Modern Theatres' "Sugam Engey" Tamil starring, Savithri, K. R. Ramaswamy at Gaiety and Broadway, Madras—A Bell Picture release.

10-9-'54 Release of "Danka" (Hindi) featuring Nimmi, Amar-nath, Omprakash etc. at Star Talkies, Madras.

10-9-'54—Release of "Puthra Dharmam" (Malayalam), a Film

Co.'s production at Crown Talkies, Madras.

10-9-'54—Release of "Laila" (Hindi) starring Shakila, Kiralal, Durga Khote, at Plaza, Madras.

11-9-'54—Film Show of Films Division at Plaza.

11-9-'54—50th Day run of 'Malaikallan' at Casino, Madras.

16-9-'54—Release of Falcon Films' "Watan" (Hindi) with Surya Kumari, Nirupa Roy, Munwar Sultana etc., at Ashok, Madras

17-9-'54—Release of "Bahadur" (Hindi), a Ranjit's picture, starring Shyama, Roopamala, etc., at Select, Madras.

23-9-'54—Release of 'Mastana' (Hindi) of Black & White Movies, starring Motilal & Romi at Ashok, Madras.

23-9-'54—Release of "Rami Dhoban" (Hindi) starring Kamini Kaushal, Prem Adib, Sulochana Chatterji etc., at Plaza, Madras. An India Movie's release.

23-9-'54—Death of Jagannath J. Patel Mg. Director of International Talkie Equipment Co., and Member of the Executive Committee of the Film Federation of India at Bombay.

24-9-'54—Release of "Ammai-yappan" of National Productions (Tamil) featuring Varalakshmi etc., at Paragon, Crown and Uma, Madras. (Release in Tamil Nad on 23-9-54.)

25-9-'54—Release of "Vairamalai" of Vaidya Films, starring Padmini, Ragini Manohar etc., at Chitra, Kamadhenu, Saraswathi & Bharat, Madras. Press show at Chitra.

26-9-54—Press show of "Ma-Gopi" (Telugu).

30-9-'54—Release of "Jeevan Jyothi" (Hindi) at Plaza, Madras.

30-9-'54—Preview of "Aulad" (Hindi) at Star, Madras.

ACKNOWLEDGMENT

We have pleasure in acknowledging with thanks the receipt of the following publications :

✓(a) "KUMMARI MOLLA" (Telugu) (The famous poetess of Andhra), by Inturi Venkateswara Rao, 62, Md. Oosman Road, Madras-17. —Copy Re. 1/-8

(b) "SIRU KATHAI" (Tamil). Published by K. Subramanian

from 33, Takkar's St., Madras 7. Monthly.—Price As. 2/-

(c) "SOCIALIST" (Tamil). Weekly. Edited by S. R. Subramanian & Published by A. Venkatachalam at 516, T. H. Road, Madras 5.—Price As. 3/-

(d) "LOTUS" (Tamil). Weekly. Published by P. Ramaswami at Prabhat Buildings, Madras 1.—Price As. 2/-

MEETINGS DURING SEPTEMBER

A meeting of the Executive Committee of the Chamber and a joint Meeting of the Members of the Committee of the Chamber

and of the South Indian Motion Picture Studio Assn., were held on the 23rd inst.

MEMBERSHIP

The following were admitted as members of the Chamber apart from the first six mentioned in our September issue of the Journal.

M/s. Bhuvaneswari Pictures, Panruti—Distributors.

M/s. Eros Theatre, Madras 20 —Exhibitors.

Sri. Bhawarlal Mehta, Propr. Mehta Talkies, Ooty—Individual.

LIVING INDEX

The cost of living index number for working classes in the City for the week ended 11th September, 1954 was 336.

LATE MR. J. J. PATEL

We regret to record the sad demise of Sri Jagannath J. Patel, Mg. Director of the International Talkie Equipment Co. Ltd., Bombay and a member of the Committee of the Film Federation of India on 23rd September, 1954 at Bombay.



A. V. M. Studios, Madras.

R. N. R. Pictures—"Jathakam" (Telugu), featuring S. V. S. Rangarao, R. Nagendrarao, Chellam and Suryakala.

National Pictures—"Parasakthi" (Telugu), featuring Shivaji Ganesan, Sri Ranjani etc.

Gubbi Karnataka Productions—"Sree Kalahasthi Mahatyam" (Telugu), featuring Lingamurthy, Rajkumar, K. Malathi, Kumari etc.—Songs and Dialogues by H. L. N. Simha.

A. V. M. Productions—"Chella Pillai" (Tamil & Telugu), featuring K. R. Ramaswamy, Pandaribai. etc.

A. V. M. Productions—"Balanagamma" (Tamil).

Bharani Studios, Madras.

Bharani Pictures—"Vipranarayana" (Telugu), featuring Bhanumathi, Nageswararao, Relangi etc.—Direction by P. Ramakrishna—Dialogues and Songs by Samudrala.

Citadel Studios, Madras.

Madras Pictures—"Senthamarai" (Tamil), featuring Lalitha, Shivaji Ganesan etc.

B. A. W. Productions, (Ceylon)—*Prodn. No. 1*, (Synhalese), featuring Rukmini and Edday Jayamane.—Directed by Alloy Jayamane.

The Central Studios, Coimbatore

Asoka Productions—"Padmini" (Tamil), featuring P. S. Govindan, T. S. Baliah, Mohan, Stunt Somu, M. M. A. Chinnappa, A. Karunanithi, M. S. Drowpathi, A. R. Sakuntala, T. P. Muthulakshmi, S. R. Janaki & P. R. Mangalam.—Direction by S. V. Swamy.

Aravind Pictures—"Mullaivanam" (Tamil), featuring M. G. Ramachandran, T. S. Baliah, S. A. Nataraj, A. Karunanithi, Alwar Kuppaswamy, Ethartham Ponnuswamy Pillai, Kottapuli Jayaraman, Kumari Rukmani, Rajeswari, Lalitharao, Vijakumari etc.—Direction by V. Krishnan and Story and Dialogue by A. K. Velan.

Forward Art Films—"Nallathankai" (Tamil), featuring S. A. Nataraj, M. V. Nambiar, A. Karunanithi, E. Ponnuswamy Pillai, V. M. Elumalai, Mathuri Devi, Sulochana, M. S. S. Bhagyam, Santha Devi.—Story and Dialogues by A. P. Nagarajan and Direction by S. A. Nataraj.

Film Centre Ltd.

Jai Raj Films—"Nadigamani" (Tamil), featuring Vidyavathi, Kalyana Kumar, Ganapathy Bhat etc. and Directed by C. V. Raju.

Kasturi Films—"Menaka" (Tamil), Directed by V. C. Subbaraman & K. C. Krishnamurthi.

Sun Rise Pictures—"Nallavan" (Tamil), featuring Manohar, M. N. Nambiar, P. K. Saraswathi etc. & Directed by Thiruvengadam.

Triveni Films—"Production No. 1." Directed by N. Krishnaswami.

Jairaj Films—"Bhaktha Malli Karjuna" (Canarese). Directed by C. V. Raju.

Mahatma Pictures—"Madiddunno Maraya" (Canarese). Directed by Shankar Singh.

Visvakala Chitra's—"Production No. 1." Directed by Takur Singh.

Mahatma Pictures—"Gandharva Kanya" (Canarese). Directed by Shankar Singh.

Gemini Studios

Sri Raja Rajeswari Film Company's—"Sathi Sakkubai" (Telugu), featuring P. Kannamba, S. Varalakshmi, Kanakam, Relangi, Sivarao, C. S. R., Vangara. Direction by K. B. Nagabhushnam. Songs by Daitha Gopal. Dialogues by Ravari Satyanarayan.

Merryland, Trivandrum

Adarsha Kala Mandir's—"News Paper Boy" (Malayalam), featuring R. S. Kurup, Mony, Miss Chandni, Omana, Adoor, Pankajam etc.—Story Dialogues and Direction by P. R. Das.

Neela Productions—"Production No. III—"Avanyar" (Tamil), featuring Kumari, Prem, Nazir, Pankajavalli, Nandukuttar Muthiah etc.

Neela Productions—"IVth Production"—featuring Kumari, Thangam, Prem Nazir, S. P. Pillai, Muthukulam etc.—Direction by Mitra Das. B.A.

Modern Theatres Ltd.

Modern Theatres—"Production No. 67." Directed by T. R. Sundaram.

Narasu Studios Ltd., Madras

Narasu Studios—"Production No. 2—Pooja-Vijaya Dasami Day.

National Pictures—"Raktha Kanneer" (Tamil). Being taken in Revathi Studios also for details see Revathi Studios.

Vinodha Productions—"Kanya Sulkam" (Telugu). Being taken in Revathi Studios also—for details see Revathi Studios.

Jambu Productions—"Wife's Son" (Tamil). Being taken in Revathi Studios also—for details see Revathi Studios.

Film Ceylons—"Sade Sullaang" (Singalese). Being taken in Revathi Studios also—for details see Revathi Studios.

Neptune Studios Ltd., Madras

Anjali Pictures'—"*Anarkali*" (Telugu), featuring Anjali Devi, Kannamba, Nageswararao, S. V. S. Rangarao and Directed by Vedantham Raghaviah.

Unity Pictures'—"*Ethirparathathu*" (Tamil), featuring Sivaji Ganesan, V. Nagiah, T. S. Baliah, Friend Ramaswamy, S. Varlaksami, Padmini etc. and Directed by Narayanamurthy.

Principle Pictures'—"*Verum Pechalla*" (Tamil), featuring T. S. Baliah, Stunt Somu, S. Varalakshmi and Padmini and Directed by Joseph Pillaipet.

Newton Studios Ltd., Madras.

P. N. D. Productions'—"*Ellam Inba Mayam*" (Tamil), featuring T. R. Ramachandran, Thangavelu, Friend Ramaswamy, Sivathanu, Kumari Rukmani etc.—Direction by Jithen Banerji and supervising direction by R. Padmanabhan.

Mercury Films'—"*Pona Machan Tirumbi Vandhan*" (Tamil), featuring Sri Ram, Thangavelu, Kuchala Kumari and Directed by Srinivasarao.

Sarvodaya Pictures, Ltd.'s.—"*New Life*" (Tamil), featuring M. K. Theagaraja Bhagavathar, Mathuri Devi, T. S. Baliah, Krishnan and Mathuram—Direction by M. K. T. Bhagavathar.

Uma Productions'—"*Sivakami*" (Tamil), featuring Sarangapani etc.

National Productions'—"*Raja Rani*" (Tamil)

Victory Pictures'—"*Avathum Pennale*" (Tamil), featuring Kumari Rukmini & V. Nagiah. Direction by T. P. Sundaram & M. R. Vittal.

National Productions'—"*Ulagam Palavitham*" (Tamil)

Parasakthi Pictures—*Production No. 1* to be Directed by S. D. S. Yogiar.

Krishna Pictures'—"*Kaveri*" (Tamil)

Pakshiraja Studios, Coimbatore

Pakshiraja Studios'—"*Marakatham*" (Tamil)

Pakshiraja Studios'—"*Savithri*" (Telugu), featuring N. T. Ramarao, Savithri, S. V. S. Rangarao.

Prakash Studios, Madras

Ananda Productions'—"*Melukolupu*" (Tamil & Telugu), featuring Sri Ram, C. S. R., G. Varalakshmi etc. and Directed by K. S. Prakasarao.

Prakash Productions'—"*Antekavali*" (Telugu).—Directed by K. S. Prakasarao.

R. R. Pictures'—"*Gulebakavali*" (Tamil), featuring M. G. Ramachandran, G. Varalakshmi etc. and directed by Ramanna.

Premier Studios, Mysore

Premier Film Corpn.—"*Shri Ratna*, (Canarese). Directed by K. Subrahmanyam.

Revathi Studios, Madras.

Asoka Pictures'—"*En Magal*" (Tamil), featuring Ranjan, S. Varalakshmi, Nambiar and Mynavathi. — Direction by K. V. R. Acharya & M. K. R. Nambiar. Supervising direction by Raja Chandra Sekher.

National Pictures'—"*Raktha Kannir*" (Tamil), featuring M. R. Radha, Sri Ranjani, M. N. Rajyam, Rajendran etc. and directed by Krishnan and Panju. (Being taken in Narasu Studios also)

Jambu Productions'—(1) "*Manaiyiyin Magan*" (Tamil), featuring Vyjayanthimala, M. V. Rajamma & S. V. Sahasranamam and directed by M. V. Raman. (Being taken in Narasu Studios also)

(2) "*Laaaj*" (Hindi), featuring Vyjayanthimala, M. V. Rajamma, Raj Mehra, Wahab Kashmiri and directed by M. V. Raman. (Being taken in Narasu Studios also)

A. T. M. Productions'—"*Thozan*" (Tamil), featuring Mathuri Devi, B. S. Soroja, Manohar & Narasimha Bharathi and directed by P. V. Krishnan.

Ragini Films'—"*Shri*", featuring Nageswararao & Savithri and directed by P. Pulliah.

Prathibha Studios'—"*Rechuka*" (Telugu), featuring N. T. Ramarao & Anjali Devi and directed by P. Pulliah.

Sadhana Productions'—"*Santhanam*" (Telugu), featuring S. V. S. Rangarao, Baby Vijayalakshmi etc. and directed by Ranganatha Das.

Union Pictures'—"*Sri Jagannatha Mahatyam*" Oriya being dubbed in Telugu.

Vinodha Productions'—"*Kanya Sulkam*" (Telugu), featuring Savithri, N. T. Ramarao and directed by P. Pulliah.

Being taken in Narasu Studios also.

Gokul Pictures'—"*Vadina Gari Gajulu*" (Telugu), featuring Anjali Devi, Jamuna etc.—Directed by Rajini Kanth Sabnavis.

Zoya Pictures'—"*Balasanyasam*" (Telugu). — Direction by Samudrala Raghavachari.

Padmini Pictures'—"*Mudhal Thethi*" (Tamil), featuring Sivaji Ganesan, Anjali Devi etc.—Directed by P. Neelakandan.

V. S. Pictures'—"*Production I*" (Telugu), featuring Relangi & Kanchanamala.

Revathi Productions'—"*It happened in Midnight*", featuring T. R. Ramachandran.

Rohini Studios, Madras.

Rohini Pictures'—“*Ezhai Asthi*” (Tamil & Telugu), directed by D. L. Ramachandar.

M. T. V. Productions'—“*Nanban*” (Tamil), featuring P. K. Saraswathi, Nagiah, Manohar, C. T. Rajakantham and directed by Srinivasarao.

Rohini Pictures'—“*Grihalakshmi*” (Tamil), featuring Anjali Devi, M. K. Radha and directed by H. M. Reddy.

Panduranga Pictures'—“*Santha Sakkubai*”.

Shymala Studios, Madras.

Shymala & G. T. Artistes' Prodns.—“*Palle Paduchu*” (Telugu), featuring Mukkamala, G. Varalakshmi, Rama Sarma & Krishna Kumari and directed by Bolla Subbarao.

Windsor Productions'—“*Nam Kozhanthai*” (Tamil), featuring Manohar, S. Varalakshmi & Nagarajan and directed by K. S. Gopalakrishnan.

Star Combines' Studios Ltd., Madras.

Star Combines'—“*Jai Alak Niranjan*” (Canarese).

Vauhini Studios Ltd., Madras

Narayanan & Co's—“*Kanavane Kankanda Deivam*” (Tamil), featuring Gemini Ganesan, Anjali Devi, Friend Ramaswamy, Nambiar etc. Directed by T. R. Raghunath.

Annapoorna Pictures'—“*Dongaramudu*” (Telugu), A. Nageswararao, Savithri, Relangi, R. Nageswararao, Jaggiiah. Directed by K. V. Reddi, B.Sc. Dialogues by D. V. Narasaraju.

Vauhini Productions—“*Bangaru Papa*” (Telugu). Directed by Sri B. N. Reddi.

V. S. P. Pictures'—*No. 1 Production* in Telugu, featuring Amarnath, Jogarao and Kashyap and Directed by Sri Apparao.

Associated Productions—*No. 2 Production* in Malayalam, featuring Satyan, Padmini etc. Directed by Soundararajan.

Sahini Pictures'—*Production No. 1*. Directed by Sri Adurti Subbarao.

Film Ceylon's—“*Sadesullang*” in Synhalese, Directed by Sri T. Somasekharan.

Vijaya Productions'—“*Sasireka*” (Telugu)

Vijaya Productions'—“*Miss. Amma*” (Telugu), featuring Savithri, N. T. Ramarao, A. Nageswararao.

Vijaya Productions'—“*Miss. Amma*” (Tamil), featuring Savithri, Gemini Ganesan, M. N. Nambiar.

Vijaya Production—“*Mahakavi Kalidas*”, featuring Honnappa Bhagavathar.

✓ List of Pictures Censored

From 25th August, 1954 to 25th September, 1954.

Name of Picture	Language	Length	Name of Producer	Certificate No. & Date
Raja Guru	Telugu	16301 ft.	Narasu Studios Ltd.	8243 25-8-54
Parivarthana	Telugu	16539 ft.	Janatha Prodn. Ltd.	8244 25-8-54
Bahut Din Huue	Hindi	15507 ft.	Gemini Studios	8248 31-8-54
Puthra Dharmam	Malayalam	13858 ft.	Filmco Productions	8250 2-9-54
Sugam Engay	Tamil	16911 ft.	Modern Theatres Ltd.	8251 2-9-54
Praja Rajyam	Telugu	16007 ft.	Parimala Pictures	8252 10-9-54
Kanyadana	Kannada	18619 ft.	Vittal Productions	8253 7-9-54
Kudumbam	Tamil	15382 ft.	Jampana & Nandi Productions	8254 10-9-54
Mathiyum - Mamathaiyum	Tamil	12695 ft.	Chandra Mohan Saleem Pictures	8257 18-9-54
Iddaru Pellalu	Telugu	14075 ft.	Nagoor Cine Prodns.	8258 20-9-54
Ma Gopi	Telugu	14700 ft.	Vikram Productions	8259 20-9-54
Vairamalai	Tamil	14995 ft.	Vaidya Films	8260 21-9-54
Ammaiappan	Tamil	16052 ft.	National Productions	8261 22-9-54
Jathaka Palam	Telugu	13991 ft.	R. N. R. Pictures	
Avan Yar	Tamil	14677 ft.	Neela Productions	

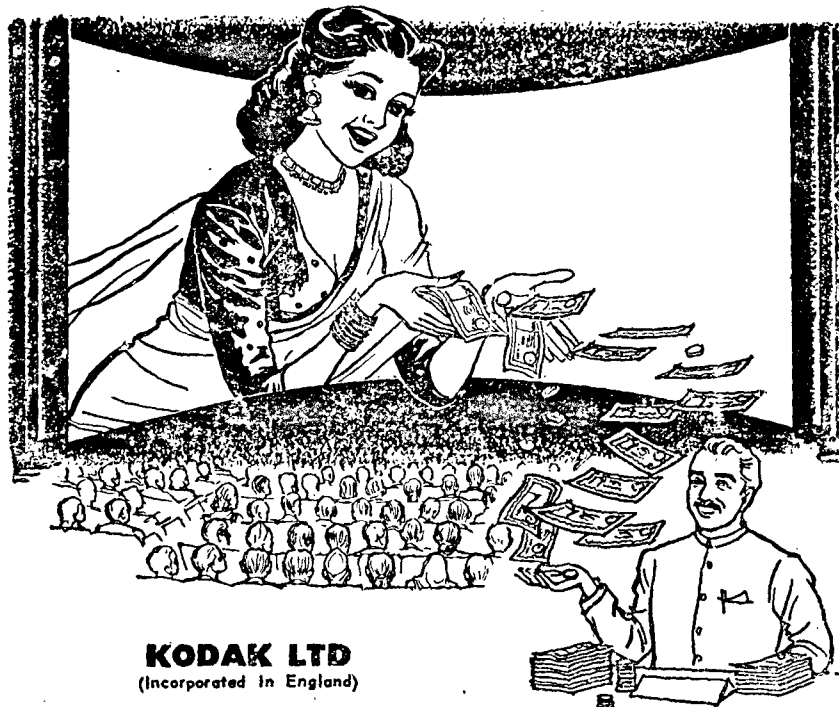
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JOURNAL OF THE FILM CHAMBER

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Madras Judge on 'Approved Films'

Mr. Justice A. S. P. Aiyar spoke what Hon'ble Mr. A. B. Shetty, called "Gems of Wisdom" when he (Mr. Aiyar) expressed his views on the 'Approved films' the other day.

The occasion was the meeting of the Film Fans Assn., held on 29th October, 1954 in the U.S.I.S., Little Theatre, Mount Road, Madras. There was an exhibition of an interesting short film called 'Thomas Schular—Cobbler Statesman'. The film described the growth and development of the United States of America. Hon'ble Mr. A. B. Shetty Minister of the Madras Government presided.

After the show, speeches were made in appreciative terms of the picture. Mr. A. Arunachalam, Vice-President of the Assn., speaking first, referred to the victory of the film producers in the 'Approved films' case and wished that a compromise should be arrived at by which Government films could be shown.

What the Judge said :

Disagreeing with the previous speaker, Mr. Justice A. S. P. Aiyar, said sometimes these 'approved films' were shown again and again in theatres so that film goers got bored seeing the same old documentaries. These pictures were not only shown under compulsion but they were to be paid for by the theatre man. It was thus infringing the right of freedom of trade. Therefore Mr. Aiyar said Government can produce their own films, have their own theatres to exhibit them and compete with other films on their merits. But compulsion in regard to exhibition of these films should not be allowed.

What the Parliamentarian said :

Sri H. D. Rajah, Member of the Parliament felt glad that the right of the exhibitor has been vindicated by the Supreme Court, for it was quite unjust that government films whether anybody



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liked them or not are compulsorily imposed on the theatres for which they have to pay.

What the Minister said :

Hon'ble Sri A. B. Shetty in his concluding remarks characterised the speech of Mr. A. S. P. Aiyar as "Gems of Wisdom". Speaking on 'approved films' he said the object of the Government in producing these films was to provide for the people educative and informative films. The Court has decided the issue in one way and they were the best judges in the matter.

Meeting of the Chamber :

As a result of the judgement of the Supreme Court declaring the conditions in the license regarding the compulsory exhibition of 'approved films' void, the exhibitors in Madras and Andhra State have been advised by the Chamber to discontinue screening them.

Andhra Film Chief's Views :

At a Press Conference held at Vijayawada on 27th October, 1954, Sri Sundarlal Nahata, President, Andhra Film Chamber of Commerce, spoke on the 'approved films'.

Mr. Sundarlal explained the difficulties experienced by the members of the trade in regard to these 'approved films' as follows :

- (i) the exorbitant rentals fixed arbitrarily by the Government of India for these films on the basis of one percent per thousand rupee income unit based on the previous year's nett collections.

- (ii) the negligence of the Films Division to ensure the proper supply of these films ;
- (iii) the insistence of payment of heavy deposit as advance ;
- (iv) the imposition of the condition in the contract for the 'approved films' that the licence to exhibitor could be withdrawn if they failed to pay the rentals resulting in closing of several cinemas.
- (v) these films supplied sometimes exceeding the stipulated length resulting in the increased cost of about 1/6th of the establishment charges and several other restrictions.

Continuing Mr. Nahata said that the trade has not disputed the utility value of the 'approved films'. But the Government of India is not justified in charging the trade for these 'approved films'. They should have requested members of the trade to co-operate with the Government for screening them freely and to help the building up of the nation.

Sri Sundarlal wanted that there should be no monopoly of the production and supply of 'Approved films' by the Government but that the industry should be free to produce some to create healthy competition in the field to ensure better production and supply at cheaper cost. If all these suggestions were carried out, he said, the film industry should have no objection to resume the exhibition of 'Approved films'.

President Presents Awards

For the first time in the annals of the history of the film industry in our country the Government of India have instituted the scheme of awards for the best feature films, documentaries and children's films :

At the State function arranged by the Ministry of Information and Broadcasting at the National Physical Laboratory, New Delhi on Sunday the 10th October, 1954 President Rajendra Prasad made the presentation of the awards to those who have been recommended for the same by the Selection Committee.

The pictures which have won the awards are :

Best feature film of 1953 :

"Shyamchi Aai" (Marathi) produced and directed by Sri P. K. Atre. Based on the most popular novel by the wellknown Marathi author, Sane Guruji, the picture treats of the story of an ideal mother and her infant son. In the cast are : 10 year old Madhav Waze, Vanamala, Shankara Rao, Kulkarni, Saraswathi Bodas etc.

Certificates of merit were awarded for two other feature films viz : (i) Do Bigha Zamin and (ii) Shri Krishna Chaitanya.

'Do Bigha Zamin' (Hindi) was produced and directed by Mr. Bimal Roy. Based on the story written by Salil Choudhury, the picture presents the grim story of an unfulfilled dream of a peasant. The cast includes Young Ratan Kumar, Balaraj Sahni, Nirupa Roy, Jagadeep, Rajalakshmi, Meenakumari etc.

'Sri Krishna Chaitanya' (Bengali). Produced and directed by

Mr. Debaki Bose the picture is of the story of Lord Krishna. In the Cast of this picture are : Vasant Choudhury, Suchitra Sen, Pahare Sanyal, Suprova Mukherjee, Manonranjan Bhattacharya, K. C. Dey, etc.

Among the documentaries 'Mahabalipuram' was given President's medal and 'Holi Himalayas' and 'Tree of wealth' were given certificates of merit.

These three documentaries were produced by the Films Division.

PRESENTATION

The functions held at New Delhi on 10th and 11th October, 1954 were attended by representative gathering of the film trade. The President of the Film Federation of India, Sri S. S. Vasan and the members of the Federation from all the circuits participated.

Among the Madras delegates to the State function were : Messrs. S. S. Vasan, A. V. Meiyappan, K. S. Narayana Iyengar, P. S. Ramakrishna Rao, K. Srinivasan, R. M. Seshadri and Srimathis P. Bhanumathi, Lalitha, Padmini, Ragini etc.

Union President's Address

While presenting the State awards for the pictures Dr. Rajendra Prasad, President, observed that the aim of the film industry should be to serve the people.

In the course of his address the President also said : The cinema, is a very powerful media of projecting ideas. Broadly speaking the cinema may be said to have three main objectives —



Photo shows Sri S. S. Vasan receiving from the President on behalf of Sri Bimal Roy, a Certificate of Merit for the film : DO BIGHA ZAMIN on 10th October, 1954

education, recreation and propaganda.

"No service can be real unless it safeguards the genuine interests of those who are sought to be served. I would therefore request film producers to ponder over this and ask themselves as to what their real aim is.

THE IDEAL

"Sponsoring of films and their actual production, I take it, are jobs which can be undertaken only by enlightened and conscientious people. It will not be too much to hope that rising above purely personal gains they would always keep in view the good of the society as a whole. If it is not so, I shall request film producers to keep this high ideal before them. Till such time as this ideal is achieved, I am afraid it would be necessary for the Government as the guardian of society to exercise some kind of control over the production of films. Freedom is undoubtedly a great blessing but it has its own discipline and its own limitations. Unless that discipline is voluntarily adhered to by all, freedom itself would be in peril.

DOING SERVICE

"I am glad to say that a good many of our films are doing real national and constructive service, particularly those films called documentaries which are produced with the object of diffusing useful information and general knowledge."

Continuing the President said that he fervently hoped that the producers will do all that is possible to remove the very basis

of the complaints sometimes heard against films."

Concluding, he said, "I congratulate all the recipients of to-day's awards. Let there be healthy rivalry and competition among all of you for producing films which render real service to the people and which bring them nearer to our cherished ideals."

Federation President's Speech

Sri S. S. Vasan, speaking on the occasion said: "To-day is a red letter day in the history of the Indian film industry. It is to us an event of highest significance that the dearly loved President of our Republic should have graciously consented to recognise the work of a few among us and bestow on us his blessings.

Continuing, he said, the enthusiasm given to us to-day must be made to sustain in the years to come and I need hardly say that a task of the magnitude which has been envisaged can never be fulfilled without substantial encouragement from the State in whatever direction possible.

Mr. S. S. Vasan received the certificate on behalf of Bimal Roy who is away in Russia as a member of the Film delegation. The medals and certificates of merit for other films were received by the respective producers.

CHILDREN'S FILMS

No children's film was considered good enough to receive the Prime Minister's gold medal. Aurora Films 'Khela Ghar' in Bengali was, however awarded a certificate of merit. Mr. Ajit Bose received the certificate from the President.

Cine Studios & Factory Act

The position of the Cinematograph Studios, vis-a-vis the Factories Act of 1948 has been clarified by Sri S. S. Vasani president of the Film Federation of India. In the course of a Memorandum, submitted to the Government on behalf of the Federation, Sri S. S. Vasani has convincingly proved as to how the application of the said Act to the motion picture studios as a whole would interfere and hit the normal functions carried on there. Therefore, he pleads that such of those departments in the Studios which are engaged in the administrative and professional work (inclusive of creative work) should be exempted from the operation of the Factories Act.

IN U. K.

Referring to the conditions in the United Kingdom and the United States Sri Vasani says: "The British Act prior to 1937, employed language" which was held to exclude cinematograph studios from the purview of a regulatory measure like the Factories Act. In 1937 an amendment was brought into being which made only those parts of cinematograph studios having the requisite strength of labour in their engagement fall under the Act. The relevant provision is in Section 151 of the amended Act and it brings manual labour—"manual" being the criterion under the scope of the Act. This was due to the realisation that the cinematograph studio, in the essence being engaged in creative work,

cannot be comprehended within the Factories Act in wholesale manner.

IN U. S. A.

"In the United States of America the Fair Labour Standards Act of 1938, fixed minimum wage standards and maximum hour regulation. At the same time it provided for various kinds of exemptions, taking note of the fact that certain types of work defy being brought under regulation. In respect of persons who are employed in administration and in professional work, the Act grants exemption not from one provision of the Act but from all the provisions of the Act. It is significant that "professional" work is defined as work which is intellectual and varied without standardisation and requiring exercise of judgment.

"In other words, both in U.K. and U.S.A. legislation, has been careful enough to avoid bringing within its mischief such part of the work of the cinematograph studio, as involves administration and creative tasks.

CONDITIONS IN INDIA

Speaking of the conditions in India, Sri Vasani says that the Indian Factories Act, does not provide for the exemption of the studios as are obtaining in the U. K. and the U. S. A. Instead, the industry here is left to make applications for exemptions to the competent authorities.

Continuing, Sri Vasani concedes the fact that such of the sections in the studios which are engaged in labour as that

of carpentry and tailoring, lending themselves to standardisation without risk or damage to normal functions may be brought under the purview of the Act. But, on the other hand, he says, the application of the provisions of the Act to other fields involving administrative and creative functions, would result in paralysing the essential work of the studios.

SECTIONS OF THE ACT

Adverting to the different sections of the Act Sri Vasani explains his contention.

"We have for example Sec. 16 of the Act. This prescribes that at least 500 cubic ft. space should be provided for every worker and directs that there should not be overcrowding to an extent injurious to the health of the workers. The intention of this Section is clearly to ensure that workers permanently employed in a factory should not be overcrowded in a manner detrimental to their welfare. This cannot have application to a temporary crowd scene or gathering collected for the nonce in a studio for a shot being taken; as the Section stands; every time it becomes necessary, permission has to be obtained.

RULE: PREVENTION OF GLARE

According to Section 17 (3) of the Act, effective provision, should be made for the prevention of glare either directly from a source of light or by reflection from a smooth or polished surface. It will be noticed that this is a provision incapable of fulfilment in regard to "shooting" in motion pictures. The

first fundamental of clear shooting is brilliant lighting and this rule, if applied, will bring indoor shooting to an end. It is noteworthy that the power to exempt is not provided under this Section.

ENGAGEMENTS OF ADULT WORKER

Section 60 of the Act prohibits an adult worker from being required or allowed to work in any factory on any day on which he has already been working in any other factory except in such circumstances as may be prescribed. There is no means by which even though a worker may be free for the purpose and anxious to do the work, he can take up a second engagement in the course of the same day. In motion picture business, artistes, technicians, directors and several others enter into contracts for various pictures in various studios and with several producers. If in the discharge of these contracts they take work in two places in the course of the day, they will be violating the law. Persons who work on basis of contracts are mostly educated persons and their work is mostly intellectual and creative. Neither they, the personnel, affected by this Rule, nor the business of the motion picture, have any cause to thank the legislators for Section 60, because, what this does to artistes, directors, technicians and others similarly situated is to impose on them enforced idleness and deny them full use of their resources.

EMPLOYMENT OF WOMEN

On the employment of women in studios, except between the

hours of 6 a.m. and 7 p.m., a bar is placed by Section 66 of the Act. Even the power to exempt is a limited power, because the provincial government themselves have no power to authorise employment of any woman between the hours of 10 p.m., and 5 p.m. This provision is fatal to work in a motion picture studio where shooting is mostly conducted at night time because of its quietness and the potentialities of lighting during the night.

EMPLOYMENT OF CHILD

A similar restriction is contained in Section 67 on the employment of "child" who has not completed 14th year. There is practically no social picture which does not depict a family or families with child or children and there is no mythological picture which does not have children figuring prominently, as in the story of Sri Krishna. The result of this restriction is to rule out a very considerable and a very elevating territory of entertainment and to curtail motion picture business seriously.

Continuing, Sri Vasan says that the provisions of the Act as they stand, are totally inapplicable to cinematograph studios and will make their functioning out of the question. No doubt, it is possible to ask for exemptions but the very fact that the exemptions have to be so many and have to be granted at practically almost all the vital points of the Act will only serve to show to what extent the Act is inapplicable to cinematograph studios.

HARDSHIPS

Commenting on the hardships resulting from the Act he says

that they arise from two reasons. Firstly in the nature of things an Act designed to impose standardisation and hours of work cannot be applied without the utmost injury, to engagements of a creative and intellectual character like writing, painting, singing, acting and dancing. Secondly, what is sought to be done is to apply provisions really intended for protection of persons employed in permanent work over regular office hours to engagements of a brief and passing character and this naturally gives rise to several difficulties. It is beyond question that the series of processes involved in the making of a motion picture are those which press several arts—writing, singing, dancing—into service and consist of operations defying standardisation and depending on creative and imaginative abilities. This is why it is found, that in the analysis physical regimentation cannot apply to those tasks which the manufacture of a motion picture demands, and such manufacture will become a casualty if there is imposition of regimentation.

Concluding, Sri Vasan requests that in view of the circumstances explained above, the Government may be pleased to direct that the Factory Act does not apply to the administrative professional and creative work of the cinematograph studios, but only to the departments like carpentry, smithy, tailoring and such other operations as lend themselves to standardisation without damage to work, and thus preserve the normal functioning of cinematograph studios.



News & Notes

French India Joins family of India:

To-day the first of November, 1954 is an unique occasion on account of the merger with India of the four French settlements, Pondicherry, Karaikal, Yanam and Mahe, occupying about 196 sq. miles and with three and half lakhs of population.

The fifth settlement, Chandranagore was merged with India in June 1949. The above mentioned four French pockets have to-day severed their 140 year old links with France and are welcomed "into wider family of India".

This event is of particular interest to the motion picture trade in South India by reason of the fact that the merged settlements form a good slice of potential market for South Indian films. It is a day of rejoicing that hereafter the film trade can look forward to easy channels of business in this area without having to face restrictions and difficulties as hitherto experienced.

Highest Classes in Cinemas:

Anent the survey published in the September issue of this Journal fresh light is thrown on the subject of the highest classes

in cinemas. The management of M/s. Wellington Talkies, Madras who have launched upon the experiment of revising the rates of the last two top classes, have reason to feel glad over the results. It is said that the figures available for the month following the revision of the rates reveal that the income for the highest two classes has, comparatively increased by 25% and the number of tickets sold has gone up almost three times over the previous figures.

* * *

Import Control Orders:

A notification dated New Delhi the 24th September, 1954 has been issued by the Ministry of Commerce and Industry announcing the continuance of the Open General Licence. By this, the Central Government give general permission to all persons to import into India from any country in the World except the Union of South Africa any of the goods in the schedule provided (i) they are not of origin of South Africa and also provided that such goods are shipped on through consignment to India on or before the 30th September, 1955 without any grace period,

In the schedule of goods to be imported are :

Item No. 38 (A) — (C) II — Studio and projector lamps of B. S. Specification No. 1075 of 1943 and 1522 of 1949 or equivalent.

Item No. 116—IV—Cinematograph films—not exposed excluding Nitrate base films (Vide pages 917-989—Sec. I. Part I Gazette of India-Extraordinary dated 24-9-54).

Import of Projector Lamps :

A notification dated 1st October, 1954 says that the Central Government exempted with effect from the 12th day of September, 1954 projector lamps imported into and falling under item No. 90 (2) of the First Schedule to the Indian Tariff Act 1934 from so much of the duty of customs leviable thereon under the latter Act as is in excess of 63 per cent advalorem.

Film Division-Working :

New Delhi, 29th Sep. '54.

The 11th report of the Accounts Committee on the Ministry of Information and Broadcasting, of which Mr. M. Ananthasayanam Iyengar was the Chairman, was presented to the Lok Sabha on 29th Sep. '54.

The report recommended that the Films Division should be organised on a commercial basis and as far as possible be made self-supporting.

It has recommended the setting up of an advisory board consisting of non-officials to meet once a year and select subjects for documentaries truly representa-

tive of the culture and progress of the country.

PRIVATE PRODUCTION

On the question of production of documentaries by the trade the Committee observes that film producers of established reputation declined to take up the work because they considered it to be unremunerative and in fact the impression it gathered from the evidence tendered by the representatives of the Ministry was that the trade was not at all interested in the production of documentary films.

The report says that the average cost of the films produced by the Films Division is Rs. 22/- per foot whereas the rate of payment to private producers varies from Rs. 10/- to Rs. 18/- per foot. In order that private producers may be induced to take up the production of documentaries, the Committee suggests offer of better terms and requisite facilities to them in the initial stages.

The Committee has also stressed the need for production of suitable films for children.

The Committee has disapproved of the manner in which the accounts of the Film Division are maintained and also referred to a case of misappropriation of Rs. 10,000 by the Gazetted officer of the Films Division.

Production of Documentaries :

The Ministry of Information have invited applications from producers who are willing to undertake production of short films, says a notification dated 19th Oct. '54.

Children's Film Society :

Speaking at the State function on 10th Oct. in New Delhi, Dr. B. V. Keskar, Minister for Information and Broadcasting, said that the Government have decided to form a registered body called the children's film society of which Pandit Hriday Nath Kunzru would be president. He said this was intended to encourage and produce films meant specially for children. Government have agreed to bear cost of one full film for children. It would also help by bearing 75% of the expenses for one further feature film and two short films.

Symposium

On the 11th October, '54, there was a symposium on Children's film in New Delhi when Hon'ble Mr. R. R. Diwakar, Governor of Bihar, presided.

The Secretary of the Information and Broadcasting, Sri P. M. Lad speaking at the Symposium revealed that the Government would shortly add a cartoon unit to produce cartoons for children.

"Mail" on Children's Films :

In a sub-leader, the Mail, dated 28th Oct. '54 deals with the films for children. It says : The Union Government has already announced its intention to sponsor children's films but more than a mere announcement is required definite and persistent encouragement, monetary and material, especially in the way of placing Government resources at the disposal of producers of such films is needed.

Special Officer for Out-Door Filming :

By G. O. Ms. No. 2652, the Government of Madras have notified AD HOC rules relating to temporary post of Special Officer for Outdoor Filming, Central Polytechnic, Madras under Madras Industries Service. Among the qualifications required for direct recruitment are : The degree of B. Sc (Hons.) of the Madras or Annamalai University with Physics as the main subject and 5 years experience as independent studio cameraman or news reel camera man with sound knowledge of production of documentary films ;

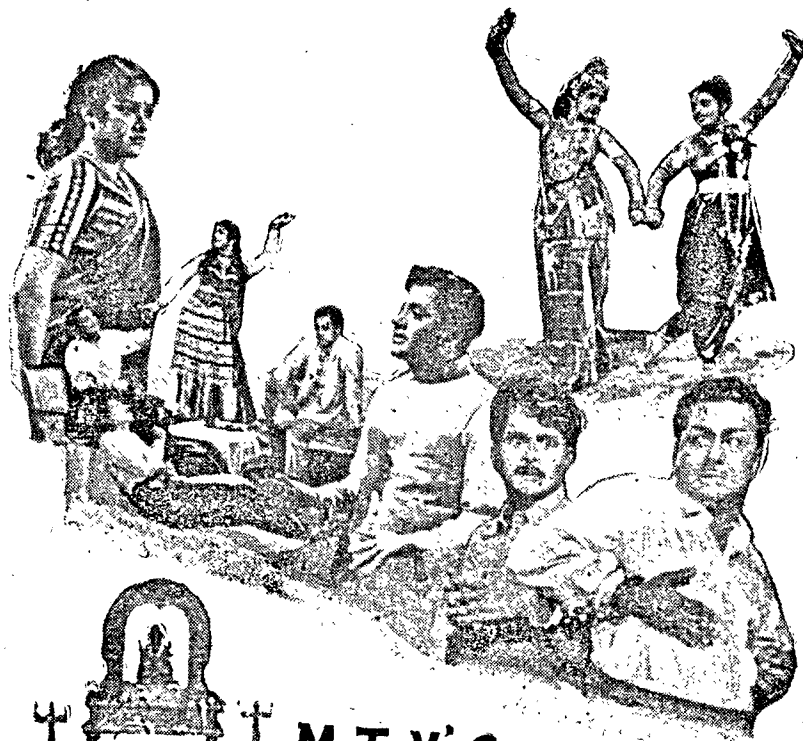
Or the diploma in Sound Engineering and Cinematograph awarded by the Technological Diploma Examination Board, Madras with 3 years training as independent studio cameraman or news reel cameraman with sound knowledge of producing documentary films.

The holder will get a scale of pay of Rs. 230-30/2-410 per mensem.

Where Love is God is :

The Government of Madras in G. O. Ms. No. 1398 Education dated 4th October, 1954 have authorised the Director of Public Instruction to permit the head masters of the schools owning projectors to hire for exhibition in schools the film "Where Love is God is" from M/s. J. S. Pictorials, Tiruchi. This educational short is based on a subject prescribed for studies in the schools.

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DIRECTION: **P. S. SRINIVASA RAO** B.A.

BHARAT
STUDIO

Legal

"Approved" Films Appeal Won

On the 1st October 1954, the Constitution Bench of the Supreme Court of India, has pronounced their judgment in the Civil Appeal No. 192 of 1952 in which Sri R. M. Seshadri I.C.S. (Retd.) has successfully argued the appeal challenging the validity of the conditions in the Cinematograph licence, which enjoined upon the licensee to compulsorily screen "approved" films.

Mr. Justice Ghulam Hasan, on behalf of the Bench, delivered the Judgement in the course of which it is said: The appellant is the owner of a permanent cinema theatre called Sri Brahannayaki in Tiruthuraipundi, Tanjore District and held a licence from the District Magistrate, Tanjore, in respect of the same with effect from September 5, 1950 to September 4, 1951. The licence is granted for one year at a time and is renewable from year to year. He objected to certain conditions in the licence imposed by the District Magistrate, Tanjore, in pursuance of 2 notifications (G. O. Mis. 1054, Home, dated 28th March, 1948 and G.O. Mis. 3422 dated 15th September, 1948) issued by the State of Madras purporting to act in exercise of powers conferred by section 8 of the Cinematograph Act of 1918. The impugned conditions may conveniently be set out here:

"IMPUGNED CONDITIONS"

"4 (a) The licensee shall exhibit at each performance one

or more approved films of such length and for such length of time, as the Provincial Government or the Central Government may, by general or special order, direct.

(b) The licensee shall comply with such directions as the Provincial Government may, by general or special order, give as to the manner in which approved films shall be exhibited in the course of any performance."

Explanation: "Approved Films" means a Cinematograph film approved for the purpose of this condition by the Provincial Government or the Central Government.

Special Condition 3: The licensee should exhibit at the commencement of each performance not less than 2,000 feet of one or more approved films."

The appellant moved the High Court of Judicature at Madras under Art. 226 of the Constitution for an order or direction to the District Magistrate, Tanjore, to delete the said conditions from his licence and to the State of Madras to rescind the notifications issued by it. His contention was that the conditions imposed by the said notifications are ultra vires and beyond the powers of the licensing authority and that they are void inasmuch as they contravened his freedom of speech and expression under Art. 19 (1) (a) and his right to carry on trade or business under Art. 19 (1) (g) of the Constitution. Both the contentions were

rejected, the High Court holding that the conditions imposed were reasonable and were in the interests of the general public. The High Court granted leave to appeal to the Supreme Court.

APPELLANT'S CONTENTIONS

The appellant who argued the appeal in person raised 2 main contentions. He argued firstly, that the notifications and the conditions are beyond the competence of the Government of Madras and the District Magistrate, and secondly, that in any event the conditions do not, as being outside the scope of the Cinematograph Act, amount to reasonable restrictions imposed in the interest of the general public.

The Court was of opinion that this appeal can be disposed of on the second ground. It may be stated that the Madras Cinematograph Rules, 1933, were amended by the notification G. O. Mis. 1054 Home, dated March 28, 1948, in exercise of the powers conferred by section 8 of the Cinematograph Act 1918 (Central Act II of 1918), and in place of condition 4 of the licence in Form A the impugned conditions were inserted. Section 8 empowers the State Government to make rules for the purpose of carrying into effect the provisions of the Act.

The object of the Act, as stated in the preamble is to make provisions for regulating exhibitions under the Cinematograph Act. Without going into the question whether it is within the contemplation of the Act that educational and instructional

films should be shown and whether the holder of a cinema licence may be compelled to exhibit such films as falling within the scope of the Act, the question which still arises for consideration is whether the impugned conditions amount to "reasonable restrictions" within the meaning of Art. 19 (6). Approved films are those films which are either produced by the Government or are purchased from the private producers. As the private producers do not possess any machinery for marketing their films the Government purchases them from such producers and charges hire from the cinema licensees for showing such films.

Condition 4 (a) compels a licensee to exhibit at each performance one or more approved films of such length and for such length of time as the provincial government or the Central Government may direct. Neither the length of the film nor the period of time for which it may be shown is specified in the condition and the government is vested with an unregulated discretion to compel a licensee to exhibit a film of any length at its discretion which may consume the whole or the greater part of the time for which each performance is given. The exhibition of a film generally takes 2 hours and a quarter. Now if there is nothing to guide the discretion of the government it is open to it to require the licensee to show approved films of such great length as may exhaust the whole of the time or the major portion of it intended

for each performance. The fact that the length of the time for which the approved films may be shown is also unspecified leads to the same conclusion, in other words, the Government may compel a licensee to exhibit an approved film, say for an hour and a half or even 2 hours.

CONDITION COUCHED IN WIDE LANGUAGE

As the condition stands, there can be no doubt that there is no principle to guide the licensing authority and a condition such as the above may lead to the loss or total extinction of the business itself. A condition couched in such wide language is bound to operate harshly upon the cinema business and cannot be regarded as a reasonable restriction. It savours more of the nature of an imposition than a restriction. It is significant that the condition does not profess to lay down that the approved films must be of an educational or instructional character for the purpose of social or public welfare. The Court thought therefore, that condition 4 (a) as it stands at present amounts to an unreasonable restriction on the right of the licensee to carry on his business and must be declared void as against the fundamental right of the appellant under Art. 19 (1) (g).

CONDITION No. 3

Among the special conditions, condition No. 3 which requires the licensee to exhibit at the commencement of each performance not less than 2000 feet of one or more of the approved

films is open to similar objection. This condition lays down the minimum length of the film to be shown as 2000 feet and gives no indication of the maximum. The court were informed that the showing of a film of 2000 feet will take about 20 minutes. This will work out to about 1/7th of the total time of each performance if it is taken to last for 2½ hours. Whether a maximum of 2000 feet would be reasonable is a matter we need not consider but as this is mentioned as the minimum it is obvious that the Government may compel the licensee to exhibit a film of 10,000 or 12,000 feet which in effect will amount to pushing out of the film intended to be shown by the licensee during the time allotted. Here again no maximum limit having been imposed it follows that the discretion of the authority is unrestrained and must lead to an unjustifiable interference with the right of the licensee to carry on his business.

The Court held therefore, that this condition is equally obnoxious and must be deleted. The Court accordingly allowed the appeal and held that condition 4 (a) and special condition 3 expressed as they are at present are void and have no legal effect as against the fundamental right of the appellant under Art. 19 (1) (g) of the Constitution.

The Court expressed no opinion upon the first contention advanced by the appellant. The appellant will get his costs from the respondent in the Supreme Court and in the Court below.

* * *

EXHIBITOR GETS DAMAGES

In a communication dated 24th September, 1954, the Ministry of Information and Broadcasting have informed Sri T. Aswathanarayana, Proprietor, Sri Rama Talkies, Vijayawada, that the President of India has given assent for the payment of Rs. 200/- claimed by him as damages against the Films Division of the Government.

The complaint arose out of the fact that Sri T. Aswathanarayana had to close down his show, since the Licensing authority cancelled his licence at the request of the Films Division on the ground that he had been in arrears of rentals payable to them for screening of 'approved films'. As a matter of fact, it was revealed that Mr. Aswathanarayana has paid the rentals and was not in arrears. He then claimed damages for Rs. 200/- against the Films Division. But prior to the filing of the suit, he applied for the permission of the Central Government to proceed against the officer of the Films Division.

The matter took several months before it could be disposed of and now orders were passed asking the Accountant General, Andhra to pay the amount of Rs. 200/- to the exhibitor.

DRAMATIC ACT CASE

On 18th October, 1954, their Lordships the Chief Justice and Mr. Justice N. Rajagopala Iyengar of the Madras High Court allowed the appeal preferred by Mr. M. R. Radha.

The appellant was prosecuted for enacting a drama known as "Ayul Dhandanai" in public place behind the Theogaroya College, Washermanpet on 3rd January, 1954. According to the prosecution, this drama was substantially the same as the prohibited dramas 'Nalla Mudivu', 'Murugan' and 'Pannakaran'. The Chief Presidency Magistrate, Madras convicted him under Sec. 3 (a) read with Sec. 6 (a) of the Dramatic Performance Act and sentenced to pay a fine of Rs. 500/- or 3 weeks imprisonment in default.

On behalf of the appellant it was contended that the Dramatic Performance Act empowering the Government to prohibit public dramatic performances, which in their opinion were scandalous and defamatory, was inconsistent with the freedom of speech and expression guaranteed by the Constitution and a conviction thereunder was void and that a pre-Constitution Act like this, would no longer be valid.

Their Lordships observed that the Advocate General had acceded on behalf of the State that Sec. 6 of the Dramatic Performance Act 1875 as it stood, was not valid and therefore the conviction could not stand. Having regard to this concession Their Lordships allowed the appeal and set aside the appellant's conviction. Their Lordships directed that the complaint would stand dismissed and the fine, if paid, would be refunded.

Producers to Note

Under Rule 27-B. of the Cinematograph (Censorship) Rules, 1952 the certificate of every picture will expire at the end of five year period. Therefore pictures which had been censored in the year 1949 and prior thereto are to be recertified as a condition precedent for their continued screening. In particular the producers of the following pictures of South Indian languages are to take steps to see that their pictures are recertified under the rules before the date of expiry. Their application shall be in the prescribed form accompanied by (a) a chalan for an amount calculated at Rs. 2/- per 1000 ft. The amount should be credited

in the Reserve Bank of India or the local sub-treasury to the head "XLVI - Miscellaneous - Union - Misc. Censorship Fees." (b) eight copies of the synopsis of the full story, songs, cast etc. (c) original or duplicate copy of the Censor certificate already issued by the authorities or a photostat copy of the same in case the certificate is without the triangle mark.

1. Life (Tamil), 2946, 6-12-49
2. Ram Baan (Hindi), 2950, 7-12-49.
3. Ponmudi (Tamil), 2957, 8-12-49.
4. Bharathan (Tamil), 2958, 3-1-50.

Exhibitors to Note

The following exhibitors are requested to check up their records and take steps to put in their application to the Electrical Inspector, 157, Mount Road, Madras-2. (in case of Andhra, to the Electrical Inspector, Andhra, 20, Rutland Gate, Madras-6.) for the renewal of the Electrical Certificates of their theatres prior to three months to the expiry of their licence or before the 30th October, 1954. Members are requested to note the instructions given in respect of putting their applications for the above purpose published in page 13 of the June 1954 issue of the Bulletin of the Chamber. The fee of Rs. 60/- and Rs. 40/- for a permanent and temporary cinema respectively shall be remitted along with the application by means of a chalan the amount being duly credited in the local

sub-treasury or Reserve Bank of India to the account head "XIII other Taxes and Duties-B. Receipts from Electricity Duties-a, Fees under the Indian Electricity Rules, 1937 and fees for the electrical inspection of cinemas".

Inspection Month—Jan. '55.

TIRUCHIRAPALLI & GUNTUR DTS.

1. Angel Talkies, Narsarao-pet.
2. New City Talkies, Guntur.
3. Vijayalakshmi Talkies, Mangalagiri.
4. Rajah Theatres & Talkies Ltd., Trichy.
5. Star Talkies, Trichy.
6. A. Muthukumaran, Murugan Talkies, Trichy.

And other theatres in the Tiruchirapalli district in Madras State and Guntur district in the Andhra State.

Foreign Trade

Soviet Reception to Indian Films :

A report dated 8th October '54 says that two hundred million people in Russia witnessed the five Indian films taken there by the Indian Film delegation. The films are screened in about 54,000 cinema halls. The report says that the Indian films appear to have captured the imagination of the Russian cinema going public as is evidenced from the full houses and thundering ovation.

It is hoped that this popularity of Indian films may open up fresh markets for our trade in that country.

* * *

Sino - Indian Trade :

On 14th October, 1954, a two year trade agreement between India and China the first of its kind between the two countries, was signed in New Delhi. The pact provides for the import and export of Cinematograph films (exposed) as between the two countries.

* * *

Indo-German Relations :

A Press note dated 16th Oct., 1954 says: The trade talks as between the delegation of the German Democratic Republic and the Government of India resulted in the exchange of letters

regarding exports and imports. The arrangements will remain in force for one year.

Among the chief items available for import from the German Democratic Republic are raw film, chemicals, instruments and apparatus, etc.

* * *

A New Burden on Trade in Burma :

In a communication received from Ashok : Sherhall Exhibitors, 243-251, Phayre Street, Rangoon dated 29th September, 1954, it is revealed that a new burden of taxation is being levied on the film trade in Burma. The Entertainment tax on foreign films (including Indian films) has been enhanced from 33½% to 40% with effect from 1st October, 1954. As for the remittances the communication says, the Union Bank of Burma have conditionally agreed to allow the remittances on foreign pictures. It is said that every applicant must furnish security that as and when Government detects that a surplus remittance has been effected the party concerned has to get back that surplus amount or should allow the Union Bank to deduct that much amount from the subsequent collections.

Trade Associations

Self-Regulation in Bombay :

On 26th. Oct. 1954 (Diwali Day) a plan of self-regulation in the interests of the Motion Picture Trade in which are brought two branches of the trade, the Distributors and Exhibitors—was introduced in Bombay.

Sri Kevalchand N. Mehta, Vice-President of the Indian Motion Picture Distributors' Association, acting for Mr. M.B. Bilimoria, (President) and Mr. B. D. Bharucha, President of the Cinematograph Exhibitors' Association of India, in a joint statement have urged the members of the trade to implement the plan. In the course of their appeal, they say :

"Grievances of one against the other may crop up. It is our sincere hope that all these matters can be thoroughly discussed across the table and with a will to win, there cannot be anything which cannot be settled to the mutual satisfaction of either side. In the true spirit of brotherhood and mutual assistance we wish all members in the trade a happy Diwali. One for all and all for one—let us put this into practice."

* * *

Mysore Film Chamber of Commerce :

The following have been elected to form the new Executive Committee of the Mysore Film

Chamber of Commerce for the year 1954-55 :

President: Mr. R. M. Patel ; Vice-Presidents: Mr. S. Gurunath, Mr. Y. V. S. Murthy ; Hony. Treasurer: Mr. P. Kishendas ; Hony. Secretary: Mr. M. Sadananda Rao ; Members of the Committee: Messrs. A. Bheemappa Naik, Jayanttilal Thakore, K. M. Naganna, R. Rangiah, V. M. Ranganathan Chetty, R. N. Rawell, A. V. Ramana Murthy, P. D. Sunder Rajan, G. S. Tallam and M. C. Rangaswamy.

* * *

Bengal Motion Picture Assn.:

At a joint meeting of the members of the Producers' and Distributors' Sections of the Bengal Motion Picture Association held on Oct. 13, 1954 it was decided not to deal in films made in Pakistan and also not to export Indian films to Pakistan till the settlement of certain issues relating to such business.

It may be noted that similar resolutions were passed last month at the meeting of the Associations in Bombay.

* * *

Andhra Film Chamber of Commerce:

We are informed that the Andhra Film Chamber of Commerce, Vijayawada has decided to introduce what is called Self Regulation among the ranks of the trade in the Andhra area, with effect from 1st Jan. 1955.

JOURNAL OF THE FILM CHAMBER

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Hear What They Say on Role of Films

Prime Minister Speaks to Film Folks :

The film personalities of Bombay took occasion to offer a magnificent reception and present the One-Lakh rupee cheque to the Prime Minister Nehru during his recent visit to Bombay. The cheque represented the cash collections made by the film people on the 15th September, 1954 in aid of the flood-stricken victims of Assam, Bihar and Bengal, and the cheque was handed over by Mr. Shorab Modi on behalf of the donors.

The pleasant function came off at 6-45 p.m. on October 7th, 1954 in the Central Studios, Tardeo, Bombay.

The Prime Minister who attended the reception accompanied by the Chief Minister of Bombay, Mr. Morarji Desai, expressed thankfulness to the artistes for the collections made in 'sun and rain.' Motion Pictures' he said 'could be used for mass education and also to influence the life of the people. Like most weapons of modern science it could be either used or abused. Emphasis on the educational aspect alone was not enough as a film was also meant for entertainment. Its value to cheer the tired and gloomy was very great'.

In the end, the Prime Minister hoped that every one would direct his energies to the task of building a better India.

British Expert on Children's Film:

"The Children's film movement shall be a great force for international understanding," — so observed Miss Mary Field, Executive Secretary of the Children's films foundation in U.K.

Speaking to a representative gathering at New Delhi on 26th October '54, Miss Field dwelt on the requisites and possibilities of the Children's film. She said "In a vast country like India, Government aid in the initial stages would greatly help in launching a programme of production of children's film. In actual production, however, the intimate co-operation of the film industry should be secured.

It is understood, Miss Field will discuss with the Ministry of Information and Broadcasting, presumably in regard to the move to start Children's film Society in India.

Mr. O. Pulla Reddi's Views :

Presiding over the function held to mark the opening of documentary film production in Kurnool on 12th October, 1954, Sri O. Pulla Reddi, Chief Secretary to the Government of Andhra said : "Documentaries were an aid to education and he assured that the Government would lend a helping hand to producers of documentaries. He further said that he could not subscribe to the view that films should be only of educative value. They were primarily for

providing entertainment and relaxation. They might have educative value also but to say that every film should have educative value was to cast a heavy burden on film producers. To make films with both aims was not incompatible.

The Secretary for Education Mr. S. R. Kaiwar who opened the firm said that documentaries should be produced with good artistic get-up providing entertainment.

"Stage & Film should be Complimentary":

Inaugurating the annual Art Festival of the Guindy Engineering College on 21st October '54, Mr. J. M. Lobo Prabhu, Collector of Chingleput said that films and the stage should be complimentary and not competitive. He suggested that the study of drama should be given an important place even in the university stage as a separate optional in the same way as music was now studied.

'True to Life'

Opening the exhibition of paintings at the U. S. Information Services, Library Madras recently, the Governor of Madras Shri Sri Prakasa said that films should not be allowed to misrepresent the life of a country.

What Mr. Justice Mack says

Mr. Justice E. E. Mack gave a talk on 'film' at a meeting of the Film Fans Assn., Madras on 29th Sep. '54. He said : Motion picture art had develop-

ed into a national and international force. It should have helped to bring the peoples of the world more closely together and to bring home to them that they all belonged to the common human race having the same feelings, the same emotions and the same problems. But mankind had abused the invention long before it had been able to control its use. Many pictures which were produced to-day could not be shown to young people. He was not in favour of any legislation to stop children from seeing particular films. He did not believe in reforming people through legislation.

The Mail's Comments :

Under the caption "Spate of Advice" the Madras daily The Mail dated 12th October '54 says :

"The Film industry in India is one of the country's most extensive and widely spread catering to the whole of the population. But it is doubtful whether any industry in the country or for that matter in many countries of the World, is subjected to so much criticism or offered so much gratuitous advice."

Speaking of the present day censorship, the journal says : That some form of censorship is desirable is accepted but it should be as broad-minded as possible.

Merchants Chamber Vice-President :

At the second quarterly general meeting of the Indian Merchant's Chamber, Vice-President Mr. P. M. Chinai said :

The Government should recognise the role of the film industry in the over all economy of the country and give it the importance that it deserves by assigning it its proper place in the list of priorities.

Documentary Films :

"Realm of Sound" is the name of a documentary which treats of the growth of the Radio and its varied activities.

"Symphony of Life". This film presents the story of the

struggle and success of man over destructive forces of nature in music and image and with not a single word of narration.

"Men of letters". This is the name of a film narrating the development of postal service in India.

"Cauvery" and "without fear and favour" are the names of other documentaries on hand.

The above films are released thro' Films Division.

From Far And Near

Improvement in Economic

Condition :

New Delhi, Sep. 29th, 1954. According to the Planning Commission's review of the progress of Industrial development as revealed in the Parliament, it is said the overall industrial production in the country reached a post war peak level in 1953-54.

The first objective of the plan, namely the removal of the shortages and removal of disequilibrium caused by the war and partition.

Life of Buddha to be filmed :

An Agra message dated 17th Oct. '54 reports of the move of the Theosophical Society of France to film the life of Buddha, the proceeds of which are intended to encourage learning and culture.

Development of Fine Arts :

A press note dated 21st Octo-

ber, 1954 announces the constitution of a State Academy of Music, Dance, Drama and films under the name of the 'Madras State Sangeetha Nataka Sangam' in order to foster fine arts.

Minimum Wages Act :

On 14th October, 1954 the Constitution Bench of the Supreme Court of India held in a unanimous judgment that the Minimum Wages Act 1948 which provided for fixing minimum rates of wages in certain employments was a valid piece of legislation.

Acquitted :

On 28th Oct. '54, Sri Vyjayanthimala, film artiste was given benefit of doubt and acquitted of the charge of driving without licence in a rash and negligent manner by the Third Presidency Magistrate, Saidapet, Madras.

Honoured

Doctorate for Film Man :

A Hollywood message says that the 107 year old Hahnnemann Medical College and Hospital, Philadelphia has awarded a Honorary degree of Doctor of Science to George Sidney, President of the American Screen Directors Guild. It is in recognition of his technical advice on films dealing with heart surgery. The films have aided in delicate heart operations.

M. N. Malhotra has captured the functions connected with the Synod, in beautiful Gevacolour. The Synod took place in Rangoon between May. 16 and 5th June, 1954.

For the above effort, the Cameraman was in receipt of a certificate of merit from the Ministry of Information of Burma.

South Indian Honoured :

A report says that Director B. N. Rao, of South India was the recipient of an award for directing 'Hujan Panas' a Malayan picture.

Indian Honoured in Burma :

On the occasion of the Sixth Buddhist Synod, the pilgrims gathering which happens once in every 100 years, Cameraman

Appointed

Central Board of Film Censors :

A New Delhi Notification dated 27th September, 1954 says : The Government of India directs that the Advisory Panel of the Central Board of Film Censors at Bombay shall consist of 32 members with effect from the 2nd October, 1954.

1. Rev. H. O. Mascarenhas, - 2. Sri G. L. Chandravarkar, 3. Srimathi Guli H. Kirpalani, 4. Major General M. G. Bhandari, 5. Sri Munshi, 6. M. M. K. F. Mohamed Khan, 7. Sri P. O. Upadhyaya, 8. Sri P. V. Gadgil and 9. Sri B. R. Dharandhar.

The resignation of the membership of the Central Board of Film Censors tendered by Sri Chandulal J. Shah was accepted.

Members of Bombay Panel :

The Central Government appoints after consultation with the Central Board, the following as members of the Advisory Panel at Bombay with effect from 2nd October, 1954 : Sri

' The resignations of Shrimathi Jerbanu J. Chinoy and of Kumari Nirmala Joshi of their membership of the Bombay Advisory Panel were accepted.

Diary

1-10-'54—Release of 'Aulad' (Hindi) starring Usha Kiron, Balrajsahni, Nirupa Roy etc., at Star Talkies, Madras.

1-10-'54—Release of 'Chor Bazaar' (Hindi) at Select Madras starring Shammi Kapoor, Sumitra etc.

2-10-'54 — M. A. V. Pictures announce 'Pennarasi' (Tamil) starring Kannamba, Suryakala, Sulochana, S. A. Natarajan, M. N. Nambiar etc.

4-10-'54—Meeting of the members of the Chamber to consider the judgment of the Supreme Court Re: compulsory exhibition of 'approved films'

4-10-'54 — Inauguration of Children's Film Festival at Mysore by Mr. A. G. Ramachandra Rao, Minister of Mysore.

6-10-'54—Release of "Idharu Pellaallu" (Telugu) of Nagoor Cine Prodn. (Telugu version of Sandehi) featuring M. V. Rajamma, C. S. R., Jamuna, Sivarao etc., in Andhra.

7-10-'54—Release of 'Amar' (Hindi) at Ashok & Rajakumari, Madras — A Mahaboob production starring Dilip Kumar, Nimmi etc.

7-10-'54—Release of 'Praja Rajyam' (Telugu version of Sorgavasala) of Parimalam Pictures featuring Anjali, Krishna Kumari, K. R. Ramaswamy etc. in Andhra—A Poorna Release.

10-10-'54—Functions at New Delhi arranged for the presentation of Awards by the President of India for the best feature film, documentary and children's films.

15-10-'54 — 'Husn-Ka-Chor' (Hindi) released at Plaza, Madras — A Basant's production.

18-10-'54—Vote for merger of French Settlements with India at Keezhur.

✓ 22-10-'54—Release of 'Bangaru Bhoomi' (Telugu version of Ponvayal of Jayanthi Prodn.) in Andhra:

22-10-'54—Release of 'Barati' (Hindi) at Star, Madras. A Kardar's picture starring Chand Usmani, Agah, Omprakash etc.

24-10-'54—Mr. Rafi Ahmed Kidwai, Union Minister for Food, passes away, at Delhi.

✓ 25-10-'54—Release of 'Raktha Kanneer' (Tamil) of National Pictures, Madras starring M. R. Radha, Jr. Sriranjani, at Paragon and Prabhat, Madras (At Ashok, Madras from 28th.)

25-10-'54—Release of Asoka Pictures' 'En Magal' (Tamil) starring Ranjan, S. Varalakshmi etc., at Krishna and Uma, Madras (At Wellington Madras from 28th inst. [Morning—Press Show].

25-10-'54—Release of 'Kudumbum' (Tamil) produced by Jampana & Nandi starring Savithiri, G. Varalakshmi, etc., at Gaiety, Crown & Sayani, Madras.

25-10-'54—Release of 'Nanban' (Tamil) of M. T. V. Productions, Madras at Chitra, Broadway and Saraswathi, starring, Manohar, T. S. Baliah, P. K. Saraswathi and Kuchala Kumari.

26-10-'54—Return of Indian film delegation from Moscow.

28-10-'54—Mr. C. R. Dodd, Director General, Commercial Service, Radio Ceylon meets Sri

S. S. Vasan, President of the Chamber.

29-10-'54—Release of "Darwaza" (Hindi) with Shyama Shekhar etc., at Plaza, Madras.

ACKNOWLEDGMENT

We have pleasure in acknowledging with thanks the receipt of the following publications:

Deepavali Numbers of:

(1) Gundooosi (Tamil)
Price Rs. 3-0-0.

(2) Pesum Padam (Tamil)
Price Rs. 1-4-0.

(3) Amudha Surabi (Tamil)
Price Rs. 1-4-0.

(4) Chandamama
Price As. 0-6-0.

(in Malayalam, Kannada, Hindi and Gujarati languages) and (5) issues of Kaveri (Tamil) Published at Kumbakonam for Sept. and Oct. '54. Price As. 0-8-0.

(6) Indian Movie News, published by Koshy Tarian at 116, Robinson Rd., Singapore-1. A journal in three languages English, Tamil and Urdu—Price 50 C. Madras Agent — T. S. Ratnasami, 188, Royapettah High Road, Madras-14.

MEETINGS

During the month two meetings of the members of the Chamber were held on the 4th and the 22nd October 1954.

ADMISSIONS

An application for admission as member of the Chamber is received from Mr. K. Ramarao, Mangalore.

LIVING INDEX

The cost of living index number for working-classes in the City for the week ended 9-10-1954 was 337.

OBITUARY

On 12th October, 1954, character actor Nawab passed away in a Bombay hospital after illness. He was aged 54. He played in a number of pictures. Some of his pictures include: Yahoodi-ki-Ladki, Lagan, Sapera etc.

Death occurred of Sri Meenakshi Sundaram Pillai of Panda-

nallur (S. India) a great teacher of Bharata Natya at his native place on Thursday the 14th Oct. 1954 at the age of 86. Srimathi Rukmani Devi speaking of him says: "But for him, I would not have had the training and the help which has given me a place in the world of art."



A. V. M. Studios, Madras.

National Pictures—"Parasakthi" (Telugu), featuring Shivaji Ganesan, Sri Ranjani etc.

Gubbi Karnataka Productions—"Sree Kalahasthi Mahatyam" (Telugu), featuring Lingamurthy, Rajkumar, K. Malathi, Kumari etc.—Songs and Dialogues by H. L. N. Simha.

A. V. M. Productions—"Chella Pillai" (Tamil & Telugu), featuring K. R. Ramaswamy, Pandaribai. etc.

A. V. M. Productions—"Balanagamma" (Tamil).

Bharani Studios, Madras.

Bharani Pictures—"Vipranarayana" (Telugu), featuring Bhanumathi, Nageswararao, Relangi etc.—Direction by P. Ramakrishna—Dialogues and Songs by Samudrala.

The Central Studios Ltd., Coimbatore

Asoka Productions—"Padmini" (Tamil), featuring P. S. Govindan, T. S. Baliah, Mohan, Stunt Somu, M. M. A. Chinnappa, A. Karunanithi, M. S. Drowpathi, A. R. Sakuntala, T. P. Muthulakshmi, S. R. Janaki & P. R. Mangalam. — Direction: S. Veluswamy Kavi.

Aravind Pictures—"Mullaiyanam" (Tamil), featuring Sriram, P. S. Veerappa, S. A. Nataraj, Alwar Kuppaswamy, Ethartham Ponnuswamy Pillai, Kottapuli Jayaraman, Kumari Rukmani, Rajeswari, Lalitharao, Vijayakumari etc.—Direction: V. Krishnan—Story & Dialogues: A. K. Velan.

Forward Art Films—"Nallaihankai" (Tamil), featuring S. A. Natarajan, M. N. Nambiar, A. Karunanithi, Ethartham Ponnuswamy Pillai, V. M. Elumalai, Mathuri Devi, P. R. Sulochana, M. S. S. Bhagyam, Santha Devi —Story & Dialogues: A.P. Nagarajan. Direction: S. A. Nataraj.

M. A. V. Pictures—"Pennarasi" (Tamil), featuring A. P. Nagarajan, M. N. Nambiar, S. A. Nataraj, A. Karunanithi, Elumalai, Pakkiriswamy, E. R. Sahadevan, Venkatachalam, P. Kannamba, Suryakala, P. R. Sulochana, E. V. Saroja, C. T. Rajakantham, Kanaka etc.—Story & Dialogues: A. P. Nagarajan. Direction: K. Somu.

Sri Unity Pictures—"Production A" (Tamil), featuring P. S. Govindan, Mali, Raghavan, Gajakarnam, Venkataraman, Girija, Krishna Bai, Lakshmi.—Direction: Chander.

Citadel Studios, Madras.

Madras Pictures—"Senthamari" (Tamil), featuring Lalitha, Shivaji Ganesan etc.

B. A. W. Productions—"Matha Badhayee" (Sinhalese), featuring Rukmini and Edday Jayamane.—Direction: Alloy Jayamane.

J. S. L. Pictures—"Production No. 1" (Tamil), starring P. K. Saraswathi, Manohar etc.

Manosakthi Pictures—"Thirunal" (Tamil), featuring S. R. S. Kanthan etc.

Film Centre Ltd.

Film Centre Studio—"Nadodi" (Tamil - Popular stage-play). Direction: Vembu. Camera: Prabhakar. Chief Executive: Prabhakar.

Kasturi Films—"Menaka" (Tamil), featuring K. R. Ramaswami, Lalitha, Ragini, Sarangapani, Friend Ramaswami etc.—Direction: V. C. Subbaraman.

Triveni Pictures—"Production No. 1." (Tamil), featuring Sahasranamam, Kumudhini, Manohar, Chandra Babu, Friend Ramasami etc.—Direction: N. Krishnaswamy.

Jairaj Films—"Nadigamani" (Tamil), featuring Vidyavathi, Kalyana Kumar, Ganapathy Bhat etc.—Direction: C. V. Raju.

Jairaj Films—"Bhaktha Mallikarjuna" (Canarese), featuring Pandari Bai & Amarnath etc.—Direction: C. V. Raju.

Mahatma Pictures—"Madiddunno Maraya" (Canarese). Direction: Shankar Singh.

Mahatma Pictures—"Gandharva Kanya" (Canarese). Direction: Shankar Singh. (nearing completion).

Visvakala Chitra—"Production No. 1". Direction: Takur Singh.

Sun Rise Prods.—"Nallavan" (Tamil), featuring Manohar, M. N. Nambiar, P. K. Saraswathi etc.—Direction: Thiruvengadam.

Gemini Studios

Sri Raja Rajeswari Film Company's—"Sathi Sakkubai" (Telugu), featuring P. Kannamba, S. Varalakshmi, Kanakam, Relangi, Sivarao, C. S. R., Vangara. Direction by K. B. Nagabhushnam. Songs by Daitha Gopalam. Dialogues by Ravuri Satyanarayana.

Merryland, Trivandrum

Adarsha Kala Mandir's—"News Paper Boy" (Malayalam), featuring R. S. Kurup, Mani, Miss Chandni, Omana, Adoor, Pankajam and others.—Story, dialogues & Direction: P. R. Das.

Neela Productions—Production No. 3—“*Avakasi*” (Telugu), featuring Kumari, Prem Nazir, Pankajavalli, Nandukuttan Muthiah and others.

Neela Productions — Production No. 4 — featuring Kumari, Thangam, Prem Nazir, S. P. Pillai, Muthiah and others.—Direction: Mitra Das. B.A.

Kailas Pictures — “*Bhagyodayam*” (Malayalam), featuring Pankajavalli, Sulochana, Kambissori Karunakaran, Sudharma, Muthiah and others. Direction Velappan Nair.

Modern Theatres Ltd., Salem

Modern Theatres’ — Production No. 67. Directed by T. R. Sundaram.

Narasu Studios Ltd., Madras

Narasu Studios’—Production No. 2—Pooja—Vijaya Dasami Day.

Vinodha Productions—“*Kanya Sulkam*” (Telugu) being taken in Revathi Studios also.—for details see Revathi Studios.

Jambu Productions—“*Wife’s Son*” (Tamil), being taken in Revathi Studios also—for details see Revathi Studios.

Film Ceylons’—“*Sade Sullang*” (Sinhalese), being taken in Revathi Studios also—for details see Revathi Studios.

Neptune Studios Ltd., Madras

Anjali Pictures’—“*Anarkali*” (Telugu), featuring Anjali Devi, Kannamba, Nageswararao, S. V. S. Rangarao and Directed by Vedantham Raghaviah.

Unity Pictures’—“*Ethirparathathu*” (Tamil), featuring Sivaji Ganesan, V. Nagiah, T. S. Baliah, Friend Ramaswamy, S. Varlakshmi, Padmini etc. and Directed by Narayanamurthy.

Principle Pictures—“*Verum Pechalla*” (Tamil), featuring T. S. Baliah, Stunt Somu, S. Varalakshmi and Padmini and Directed by Joseph Pillaipet.

Newtone Studios Ltd., Madras.

P. N. D Productions—“*Ellam Inba Mayam*” (Tamil), featuring T. R. Ramachandran, Thangavelu, Friend Ramaswamy, Sivathanu, Kumari Rukmani etc.—Direction by Jithen Banerji and supervising direction by R. Padmanabhan.

Mercury Films’—“*Pona Machan Tirumbi Vandhan*” (Tamil), featuring Sri Ram, Thangavelu, Kuchala Kumari and Directed by Srinivasarao.

Sarvodaya Pictures, Ltd.’s.—“*New Life*” (Tamil), featuring M. K. Thiagaraja Bhagavathar, Mathuri Devi, T. S. Baliah, Krishnan and Mathuram—Direction by M. K. T. Bhagavathar.

Uma Productions—“*Sivakami*” (Tamil), featuring Sarangapani etc.

National Productions’—“*Raja Rani*” (Tamil)

Victory Pictures’—“*Avathum Pennale*” (Tamil), featuring Kumari Rukmini- & V. Nagiah. Direction by T. P. Sundaram & M. R. Vittal.

National Productions’—“*Ulagam Palavitham*” (Tamil)

Parasakthi Pictures—Production No. 1 to be directed by S. D. S. Yogiar.

Krishna Pictures’—“*Kaveri*” (Tamil)

Pakshiraja Studios, Coimbatore

Malaikallan (Hindi) featuring Dilip Kumar, Meena Kumari etc.

Pakshiraja Studios’—“*Marakatham*” (Tamil)

Pakshiraja Studios’—“*Savithri*” (Telugu), featuring N. T. Ramarao, Savithri, S. V. S. Rangarao.

Prakash Studios, Madras

Ananda Productions’—“*Melukolupu*” (Tamil & Telugu), featuring Sri Ram, C. S. R., G. Varlakshmi etc. and Directed by K. S. Prakasarao.

Prakash Productions’—“*Antekavali*” (Telugu).—Directed by K. S. Prakasarao.

R. R. Pictures’—“*Gulebakavali*” (Tamil), featuring M. G. Ramachandran, G. Varalakshmi etc. and directed by Ramanna.

Premier Studios, Mysore

Premier Film Corpn.—“*Shri Ratna*, (Canarese). Directed by K. Subrahmanyam.

Revathi Studios, Madras

Jambu Productions’—(1) “*Manaiviyin Magan*” (Tamil), featuring Vijayanthimala, M. V. Rajamma & S. V. Sahasranamam and directed by M. V. Raman. (Being taken in Narasu Studios also)

(2) “*Laaj*” (Hindi), featuring Vijayanthimala M. V. Rajamma, Raj Mehra. Wahab Kashmiri and directed by M. V. Raman. (Being taken in Narasu Studios also)

A. T. M. Productions’—“*Thozan*” (Tamil), featuring Mathuri Devi, B. S. Saroja, Manohar & Narasimha Bharathi and directed by P. V. Krishnan.

Ragini Films’—“*Shri*”, featuring Nageswararao & Savithri and directed by P. Pulliah.

Prathibha Studios’—“*Rechuka*” (Telugu), featuring N. T. Ramarao & Anjali Devi and directed by P. Pulliah.

Sadhana Productions’—“*Santhanam*” (Telugu), featuring S. V. S. Rangarao, Baby Vijayalakshmi etc. & directed by Ranganatha Das.

Union Pictures’—“*Sri Jagannatha Mahatyam*” Oriya being dubbed in Telugu.

Vinodha Productions'—"*Kanya Sulkam*" (Telugu), featuring Savithri, N. T. Ramarao and directed by P. Pulliah. Being taken in Narasu Studios also.

Gokul Pictures'—"*Vadina Gari Gajulu*" (Telugu), featuring Anjali Devi, Jamuna etc.—Directed by Rajini Kanth Sabnivas.

Zoya-Revathi Pictures'—"*Balasanyasam*" (Telugu), featuring G. Varalakshmi, Relangi, Girija, Surabi Balasaraswathi, Jaggayya, Chandrakala. Camera : Rehman. Art : T. V. S. Sarma. Music : Rajeswara Rao. Produced and Directed by P. Subba Rao.

Padmini Pictures'—"*Mudhal Thethi*" (Tamil), featuring Sivaji Ganesan, Anjali Devi etc.—Directed by P. Neelakandan.

V. S. Pictures'—"*Production I*" (Telugu), featuring Relangi & Kanchanamala.

Revathi Productions'—"*It happened in Midnight*", featuring T. R. Ramachandran.

Rohini Studios, Madras

Rohini Pictures'—"*Ezhai Asthi*" (Tamil & Telugu), directed by D. L. Ramachandar.

Rohini Pictures'—"*Grihalakshmi*" (Tamil), featuring Anjali Devi, M. K. Radha and directed by H. M. Reddy.

Panduranga Pictures'—"*Santha Sakkubai*".

Shymala Studios, Madras

Shymala & G. T. Artistes' Prodns.—"*Palle Paduchu*" (Telugu), featuring Mukkamala, G. Varalakshmi, Rama Sarma & Krishna Kumari and directed by Bolla Subbarao.

Windsor Productions'—"*Nam Kozhanthai*" (Tamil) featuring Manohar, S. Varalakshmi & Nagarajan and directed by K. S. Gopalakrishnan.

Star Combines' Studios Ltd., Madras

Star Combines'—"*Jai Alak Niranjan*" (Canarese).

Udayanan Studios, Alleppy.

Excel Productions'—"*K'dapadam*" (Malayalam), featuring Prem Nazir, Tikkurisi, Kottarakarai Sreedharan Nair, S. P. Pillai. Kumari Thangam, Miss Kumari, Pankajam etc. — Direction : M. R. S. Mani. Camera : P. Balasubramaniam.

Vauhini Studios Ltd., Madras.

Narayanan & Co.—"*Kanavane Kankanda Deivam*" (Tamil), featuring Gemini Ganesan, Anjali Devi, Friend Ramaswamy, Nambiar etc.—Directed by T. R. Raghunath.

Annapoorna Pictures'—"*Dongaramudu*" (Telugu), featuring A. Nageswara Rao, Savitri, Relangi, R. Nageswara Rao, Jaggiah. —Directed by K. V. Reddi, B. Sc. (Hons.) Dialogues by D. V. Narasaraju.

Vauhini Productions Ltd.—"*Bangaru Papa*" (Telugu), featuring S. V. Ranga Rao, Jaggiah, Ramasarma, Krishnakumari, Jamuna, Vidyavathi etc.—Directed by B. N. Reddi.

V. S. P. Pictures'—"*Production No. 1.*" (Telugu), featuring Kanchana, Amarnath, Jogarao and Kashyap and Directed by Apparao.

Associated Producers — "*Production No. 2.*" (Malayalam), featuring Satyan, Padmini etc.—Directed by Soundararajan.

Sahini Productions—"*Amara Sandesam*" featuring Sriranjani, Padmini, Amarnath, Relangi, Mohan etc.—Directed by Adurti.

Film Ceylon — "*Sadesullang*" (Synhalese) — Directed by T. Somasekharan.

✓Vijaya Productions Ltd.—"*Sasireka Parinayam*" (Telugu) and (Tamil).—Directed by K. V. Reddi, B.Sc. (Hons).

Vijaya Productions Ltd. — "*Missamma*" (Telugu) featuring Savitri, Jamuna, N. T. Rama Rao, A. Nageswara Rao, Ranga Rao, Relangi.—Directed by L. V. Prasad.

Vijaya Productions Ltd. — "*Missamma*" (Tamil) featuring Savitri, Jamuna, Gemini Ganesan, M. N. Nambiar, Sarangapani.—Directed by L. V. Prasad.

Lalithakala Films Ltd. — "*Mahakavi Kalidas*" (Kanarese) featuring Honnappa Bhagavathar. —Directed by Sastry.

List of Pictures Censored

From 27th September, 1954 to 27th October, 1954.

Name of Picture	Language	Length	Name of Producer	Certificate No. & Date
Avan Yar	Tamil	14677 ft.	Neela Productions	8263 27-9-54
Menarikam	Telugu	16825 ft.	Jampana & Nandi Prodns. (Bangalore)	8268 18-10-54
Neelakkuyil	Malayalam	16535 ft.	Chandrathara Prodn.	8269 19-10-54
Nanban	Tamil	14310 ft.	M.T.V. Productions	8270 22-10-54
Manaivi	Tamil	13815 ft.	V.R.V. Rao, Rajasaheb of Mirzapuram	8271 23-10-54
En Magal	Tamil	17255 ft.	Asoka Pictures	8272 23-10-54
Rathakkanneer	Tamil	15895 ft.	National Pictures	8273 23-10-54
Bangaru Bhoomi	Telugu	14439 ft.	Jayanthi Productions	8274 27-10-54

List of Pictures Re-certified Under Rule 27-B

AT MADRAS

S.No.	Pictures & Language	Length in feet	C.No.& Date	Producer	Applicant
223	Kanniyin Kathali (Tamil)	15342	1527 5-8-54	Jupiter Pictures	Jupiter Pictures
✓ 224	Leila Majnu (Telugu)	15466	1528 31-8-54	Bharani Pictures	Bharani Pictures
* 225	Vanamohini (Telugu)	15843	1530 24-8-54	S.I.U. Artistes Corpn.	Laila Pictures
✓ 226	Guna Sundari Katha (Telugu)	15488	1531 26-8-54	Vauhini Productions Ltd.,	Vauhini Productions Ltd.,
227	Deva Manohari (Tamil)	15475	1532 10-9-54	Arkays Pictures	Arkays Pictures
✓ 228	Keelu Gurram (Telugu)	19856	1533 20-9-54	Sobhana-chala Pictures Ltd.	Mirzapur Studios
229	Leila Majnu (Tamil)	15466	1534 16-10-54	Bharani Pictures	Bharani Pictures
230	Gokula Das (Tamil)	17389	1535 27-10-54	Dhiren & Co.,	Dhiren & Co.,
231	Ramakumar (Tamil)	18765	1536 27-10-54	Murugan Talkie Film Co.,	Murugan Talkie Film Co.,

SHOW TAX:

Sri R. N. S. Chidri, I.C.S. (Retd.), argued a case in the Mysore High Court on 29.10.54 for the issue of a writ declaring the levy of Show Tax in Mysore ultra-vires the Constitution of India.

ENTERTAINMENT TAX:

Madras, Oct. 29 :—It is learnt that registered dance and music sabhas will get exemption from the Entertainment Tax in Madras State for a further period of 3 years from 1st November '54, provided they give one free entertainment every year for the slum dwellers in their vicinity.

Mr. SPENDER ON FILMS:

At a delightful party given by Sri S. S. Vasan, in Gemini Studios, Madras on 29th October, 1954, Stephen Spender, the British Poet and Editor 'Encounter' said 'that the idea of Indian films was to him extremely interesting and that he would look now for new experience in movies.'

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ரத்தக்கண்ணீர்
சென்னை பாரகன் பிரபாத்
மற்றும் தென்னாடுவங்கும்.

கருத்து, வடிவம்
கிருஷ்ணன் பஞ்சு திருவாரூர் K. தங்கராசு

28—10—54 முதல் சென்னை
அசோக் டாக்கீஸ் லும்
நடைபெறுகிறது